



JAICOME

Empowering Local F&B
SaaS | FinTech | FoodTech

ntdp
البرنامج الوطني
لتنمية تقنية المعلومات
National Technology Development Program
MVPLAB

المركز السعودي للأعمال
Saudi Business Center



SAUDI
TECH

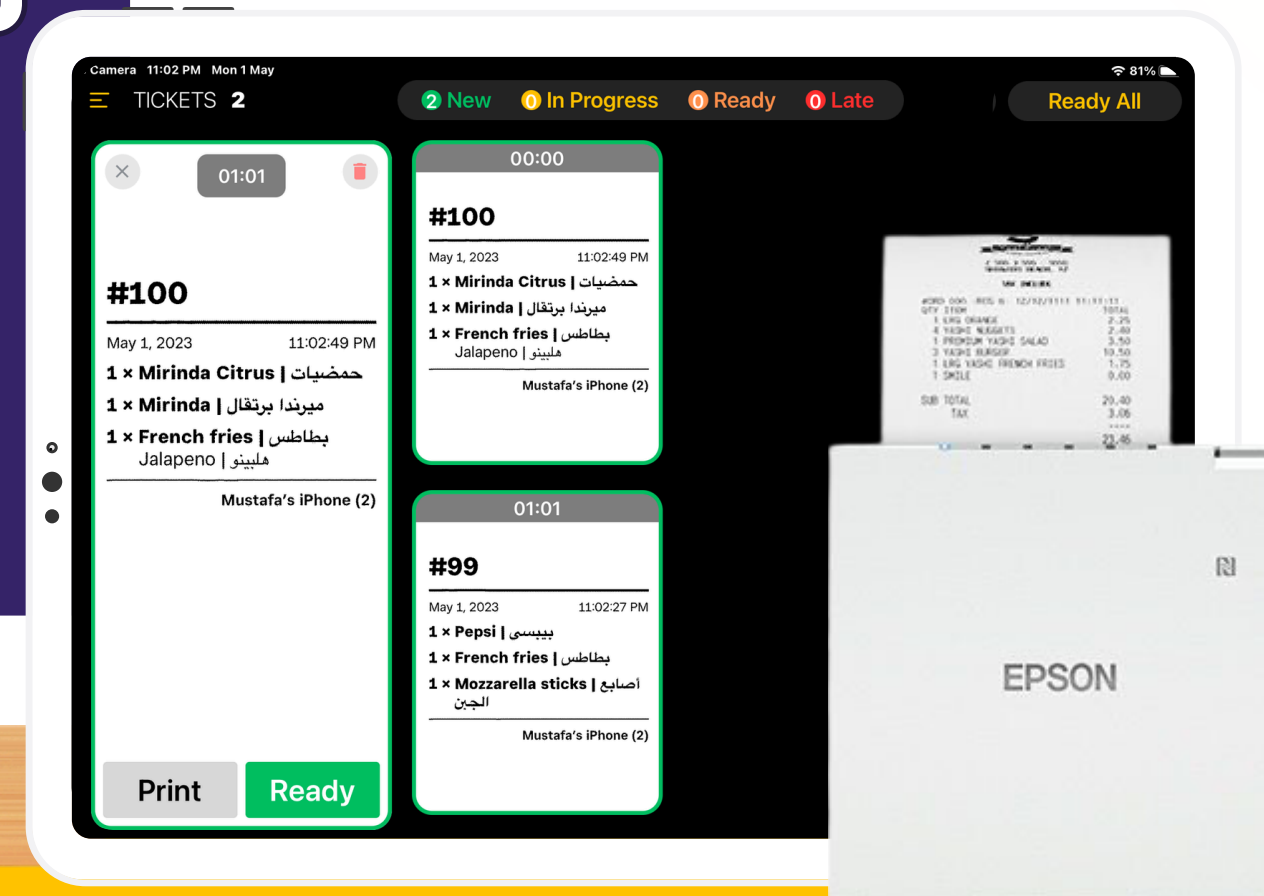
Powered by jaicome.com

Problems

Common Challenges with Delivery Apps and Traditional Systems

- **High Commissions & No Customer Data:** Apps take a large cut from each order and don't share customer information, reducing profit and store-customer connection.
- **Inconsistent Pricing & Confusion:** App prices often differ from in-store pricing, which confuses customers.
- **Manual Order Entry & Errors:** Staff must retype orders manually, leading to mistakes and slower service.
- **Overloaded Staff:** Handling phone and app orders affects in-store service quality.
- **Tech Reliability Issues:** Bugs, poor support, and unreliable devices can harm the customer experience.
- **Costly, Risky Contracts:** Some platforms demand long-term contracts (2,000–10,000 SAR) for custom websites without offering trials.
- **Paper Printer Drawbacks:** High upfront printer costs, ongoing paper and ink expenses, risk of lost tickets, kitchen clutter, and no real-time tracking or color-coded status indicators — all at a higher cost than tablets.

Solutions



Solutions / Apps



Digital Menu

SaaS to Build website for F&B



Available as
Web App



Jaicome Application

Menu Marketplace



Download on the
App Store



Get it on
Google Play



Available as
Web App



Kitchen Display System

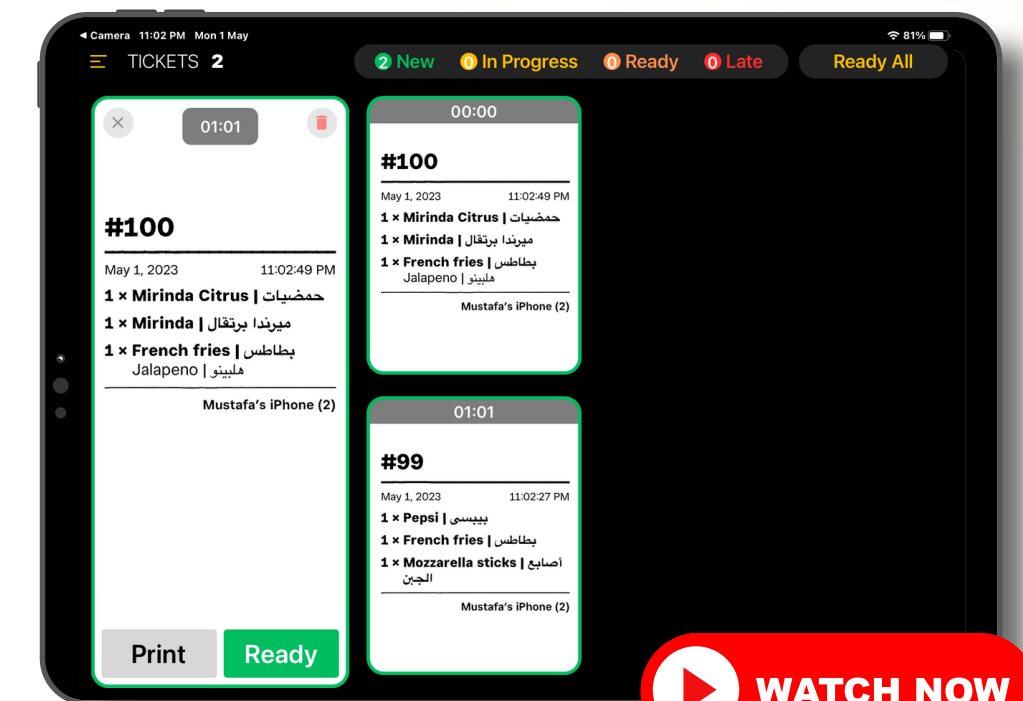
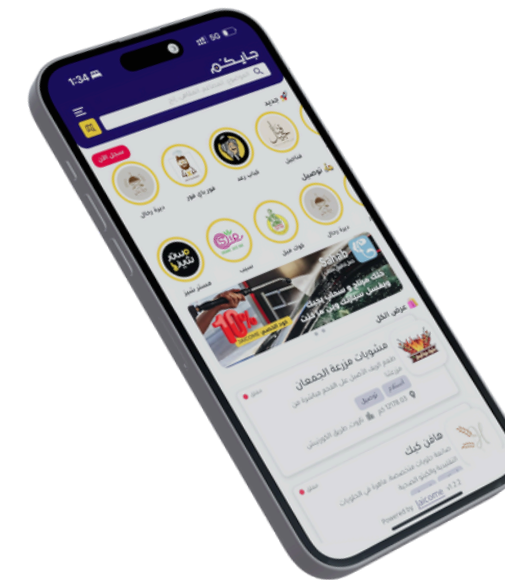
M30 KDS



Download on the
App Store



Get it on
Google Play

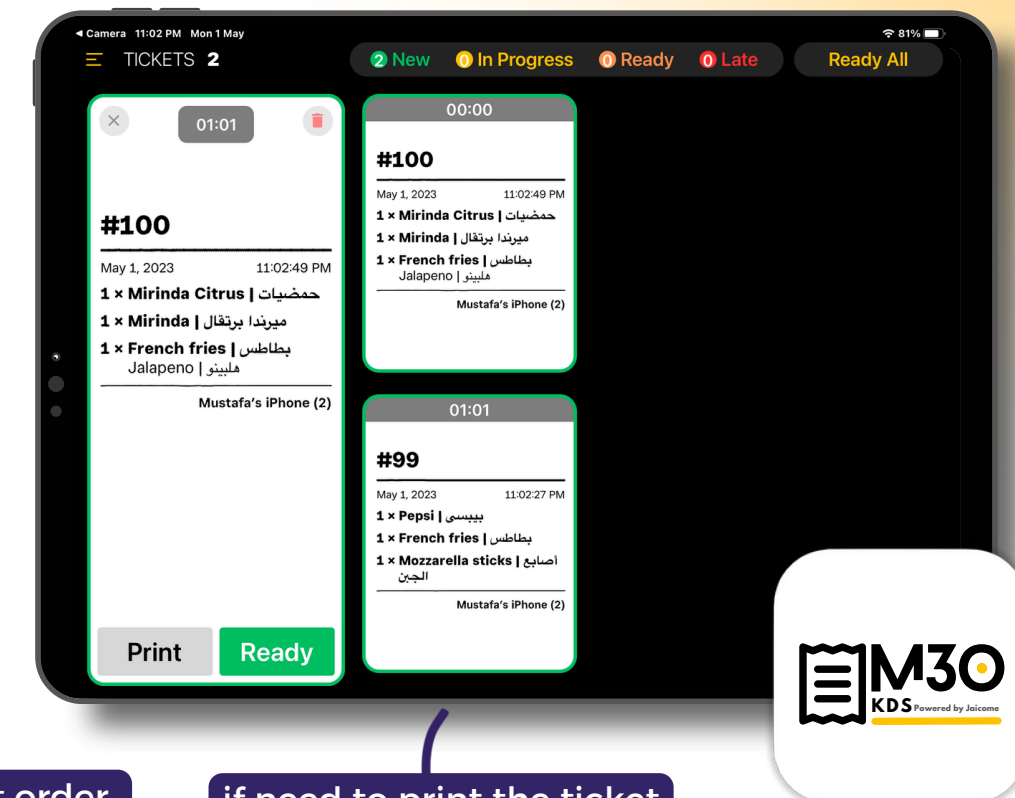


How It Works (Customer Journey)

Jaicome App / Digital Menu

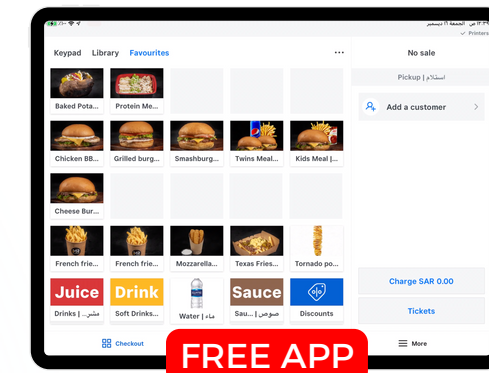


M30 (KDS) - Kitchen Display System



Auto send order to
kitchen via Wi-Fi
no internet required

Order Status Update



POSs/online
ordering receiver app

Auto print order
when received

if need to print the ticket



Whatsapp / App notification

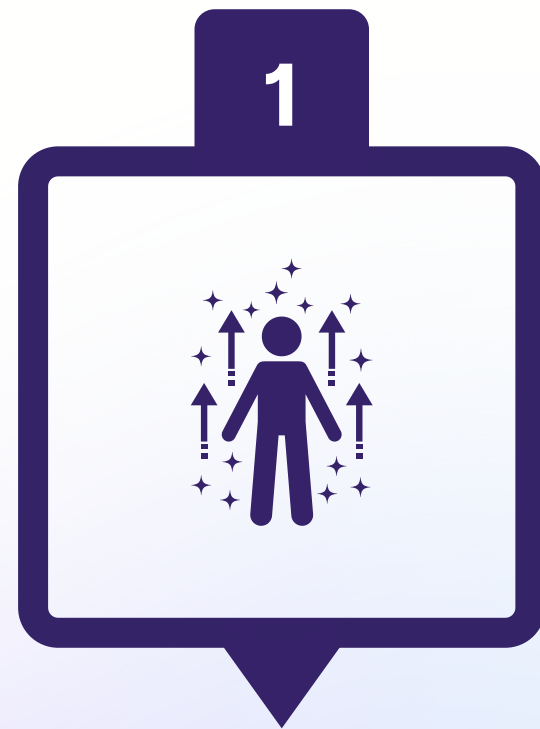


POS Printer



Kitchen Ticket Printer

Empower F&B with the latest tech



**Improve
customer
experience**



**Increase
productivity and
efficiency**



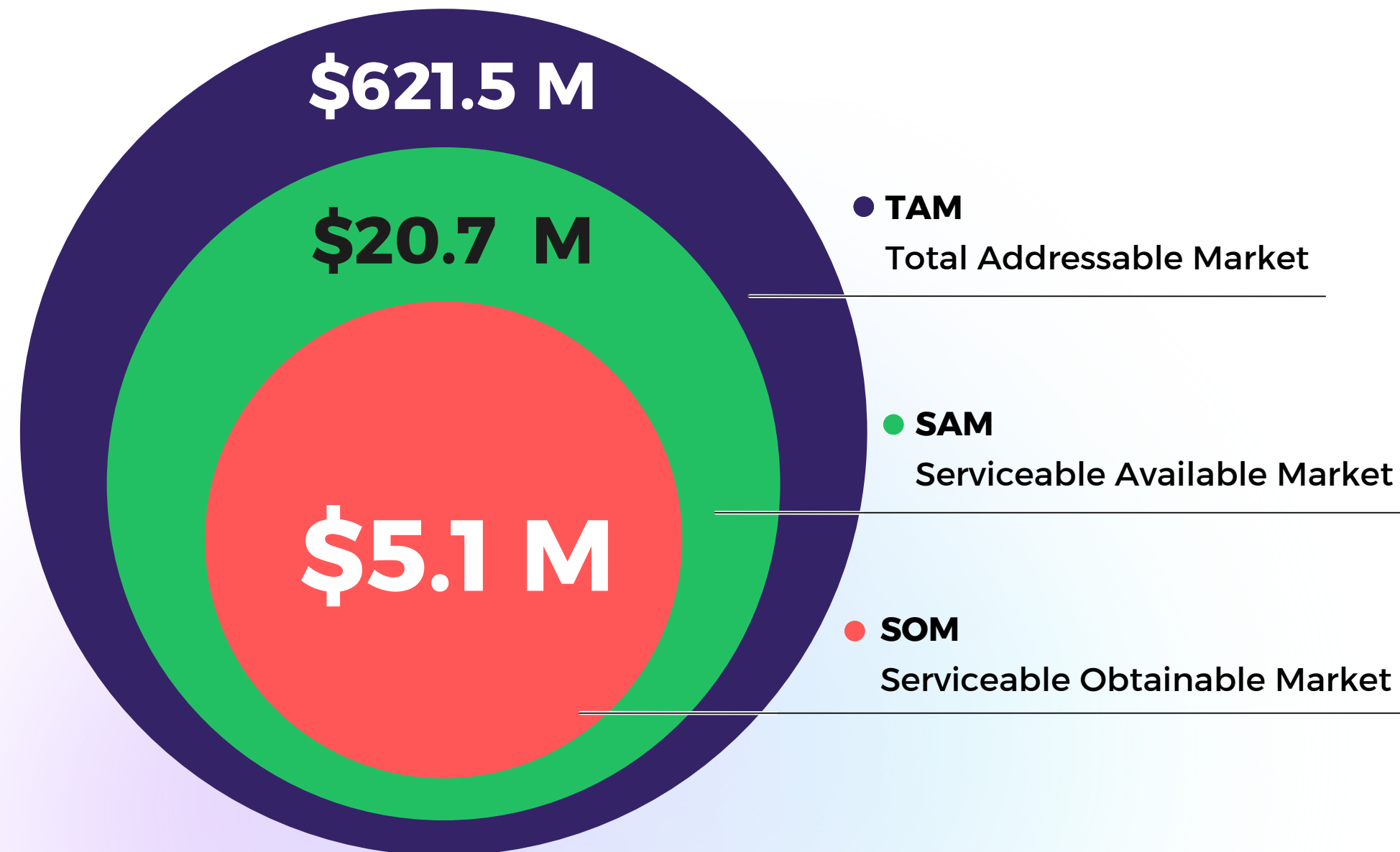
**Data collection
and analysis**



**Sustainability
and eco-friendly**

Market Size & Growth

Online food orders and delivery | Digital Menu



Online food delivery market

By a year 2025

\$1.24
Billion

19.5%
Growth

Digital Menu

By a year 2027

\$18.2
Millions

18.6%
Growth

Business Model

Revenue Streams:

- Fixed annual/monthly SaaS subscriptions, Digital Menu, M30 KDS, or ZATCA integration
- Add-ons: integration delivery management, themes, marketing tools (SMS, Email, WhatsApp, Push Notifications)
- Transaction fee (2.5% + 0.25 SAR) on orders (vs. 15–30% from competitors)
- B2B partnerships & integrations (Point of Sales Systems, Logistic Delivery Systems, Payment Gateway)

Revenue Real Example

Revenue Streams for Digital Menu

Total Order	327	Complete Orders	298	Issue Date: 22/07/2025 Service Date: 01/05/2025 - 31/05/2025
COMPLETED	298	Pickup	180	
CANCELED	28	Delivery	118	
		Table	0	
Total Completed Orders (Revenue)			SAR17,286.69	
Total Canceled Orders (Missing Sales)			SAR2,057.50	
Amount Due (2.5%)				SAR432.17
Amount Due (SAR 0.25) per/order				SAR81.75
Due Amount:				SAR513.92

جايم		INVOICE	
		ID:	
Total Order	327	Complete Orders	298
COMPLETED	298	Pickup	180
CANCELED	28	Delivery	118
		Table	0
Issue Date:		22/07/2025	
Service Date:		01/05/2025 - 31/05/2025	
Total Completed Orders (Revenue)		SAR17,286.69	
Total Canceled Orders (Missing Sales)		SAR2,057.50	
Amount Due (2.5%)		SAR432.17	
Amount Due (SAR 0.25) per/order		SAR81.75	
Due Amount:		SAR513.92	
Order ID	Date/Time	Order Type	Status
XmGNyanfS2dlsxArZ8RkE1CVs3JZY	01/05/2025 05:02:50 PM	Pickup	COMPLETED
zcgkWvfhxO2HeR8Z7kTufKTfRdUZY	01/05/2025 05:33:35 PM	Delivery	COMPLETED
Tlue5iQJksIfYoSjasCwryPUfxeZY	01/05/2025 05:40:27 PM	Pickup	COMPLETED
IXN9rbH45tAC3ztBkRQ32dEMCsCZY	01/05/2025 05:56:36 PM	Pickup	COMPLETED
IBQZm5ogOcz2PTR3DFqB4F3WYs6YY	01/05/2025 06:25:56 PM	Delivery	COMPLETED
rWrEdAHBoqSXmwFJUnXo1hmHcSQZY	01/05/2025 08:22:43 PM	Pickup	COMPLETED
X6m0WpviWVEE0l9GAHfIE8PUuNZY	01/05/2025 08:42:51 PM	Pickup	COMPLETED
WVUjQjN9U8STj-DF-0K6-32UHTZY	01/05/2025 08:52:33 PM	Pickup	COMPLETED
		Amount	
		74.00	
		249.86	
		51.00	
		68.00	
		50.00	
		21.00	
		92.00	
		125.00	

Achievements & Growth

Launched in 2023

Yearly order growth: 58.88%

Active Users: 866/4549

Partnered with delivery companies and POS vendors

M30 KDS compatible with most local and international POS vendors and support offline

+30
Clients

+4,549
Users

+12,500
Total Orders

+2400
Delivery

+30%
Repeat Customer
Rate

+600K
Total clients revenue
(SAR)

+1750
Download App
iOS & Android



Team



Mortada Alkhoraidah

Co-Founder & CEO

Graduated from King Faisal University. Experienced in management. Has strong knowledge in retail management and food and beverage management.



Mustafa Alsaihati

Co-Founder & POS and KDS expert

Graduated from Imam Abdulrahman Bin Faisal University. Software engineer with over 5 years of experience in developing point-of-sale systems and order preparation systems.



Jaffer Khoraidah

Director of Finance and Accounting

Expert in accounting and finance with over 12 years of experience. Holds a diploma in accounting from the Institute of Public Administration.



Ali Alshaikh

Internship Manager & Full-Stack Developer

Graduated with a Bachelor's degree in Software Engineering from KFUPM. Former trainer at Jaicome with over one year of experience as a Software Engineer



Mustafa Khoraidah

Founder & CTO

Graduated from Kent State University. Software engineer with experience in developing and supporting point-of-sale systems. I have experience in the retail and food and beverage industries.



Wesam Al Zahar

Co-founder and Expert in Electronic Invoicing

Graduated from Arizona State University. Software engineer with experience in developing point-of-sale (POS) systems. Among the first to integrate with ZATCA Phase Two. Has experience in a startup, where he worked as a founder of the Jouaan ordering and delivery app.



Ali Alsaihati

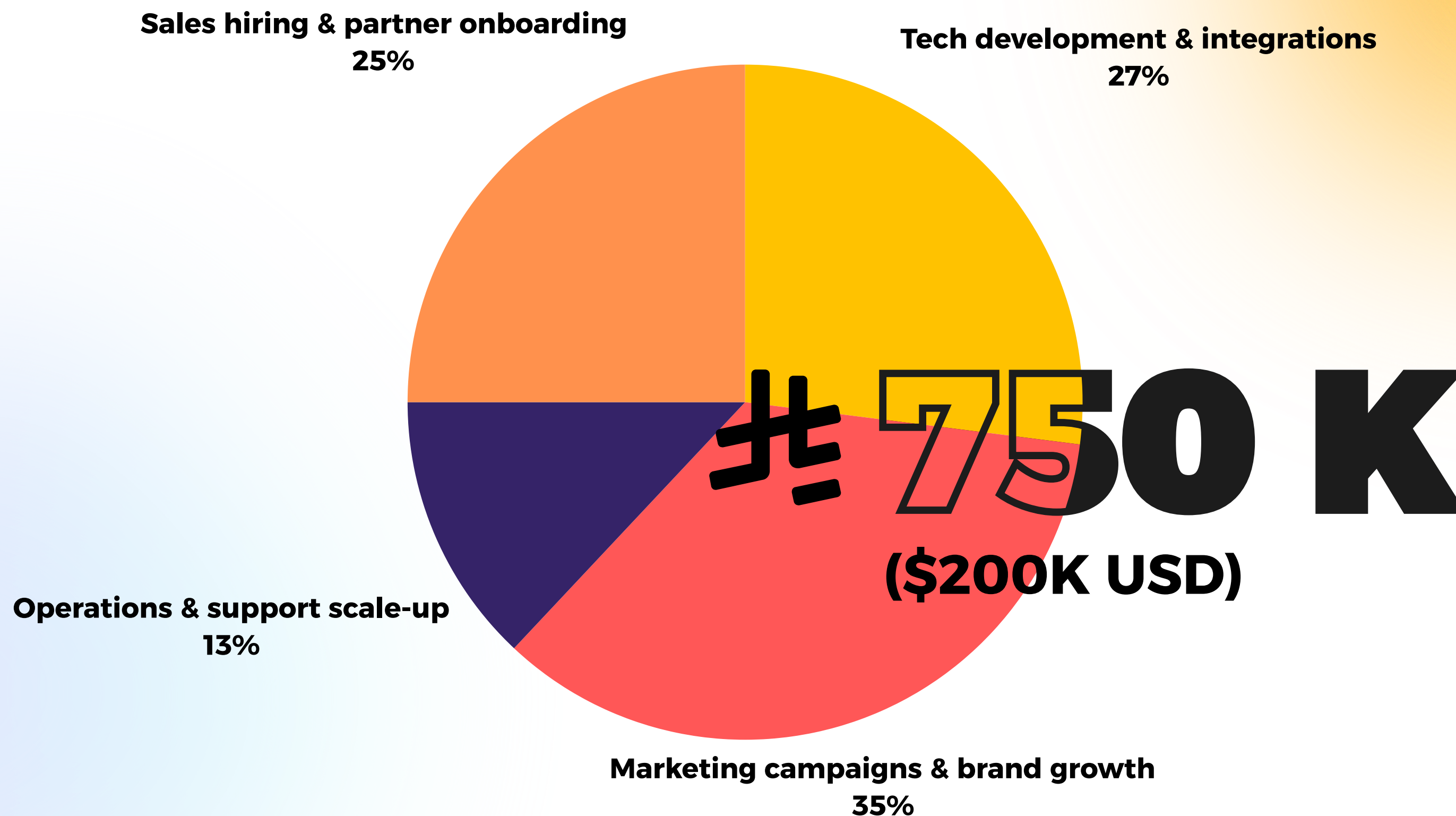
Business Development & Marketing

Holds a Bachelor's degree in International Commerce and Global Development from Niagara College in Canada, with five years of experience in food and beverage management and brand development.



OTHER PLAYERS

What We're Asking



Why Invest in Jaicome

- Solves a real, urgent pain in the local F&B market
- Lean, adaptable, and proven model
- Scalable SaaS structure with recurring revenue
- Led by passionate Saudi founders who understand the market



Contact & Thank You



+966 54 212 0708



invest@jaicome.com



jaicome.com



@jaicome.sa

JAICOME

Sass | FinTech | FoodTech

Let's build the future of local F&B together



+966 54 212 0708



invest@jaicome.com



jaicome.com



@jaicome.sa