



Flex is a lease-tech company provides leasing solution for landlords & businesses to ease payments, seamless experience in one view



Lease Market

B2B lease market in Saudi is about 400B SR for SME's and it adds 5-7% annually for the next 5 years. Commercial Real estate market is none dynamic and partly mess for businesses and landlords .current offering is a one type leasing payment (year/6 months) and should be paid in advance !



Sums & opportunity

Facts

- Number of CR is 1.5M to 1.8M as of 2024
- 32% of CR's in Riyadh.

Targeted industries

- F&B.
- Grocery & commodity.

Average Annual Rent

- 1,000 to 1,200 Saudi Riyal per square meter in Riyadh.
- Business pay (3 - 6% of sales) in rents

Market Growth Rents

- 400B 450B yearly SME's & growth 4% to 6%.



Our product

Flex will develop an Api product that will be integrated with POS companies and banks (already integrated with geedia/newleap). As well we will integrate with scoring systems for commercial clients such as Sima etc.

Onboarding experience, live dashboards will be developed for our clients/ partners

As we grow, we will have a clear data where the renting industry going, business expansion and request of pricing, which will help us innovate new streams and fulfilling products for the industry.



Pay on the go

By offering the flexible rent payment for business owners , we get 12-25% cuts on total rent value, **why its better for the business owners onboard with fees?**

Business owners will keep their money, deal with one guy, and can easily track their branches contracts in one view. Where **landlord** can be benefit from onboarding with flex as they can mange, know their lease contracts in one view , organizing the payment and tracking every contract.

Agents as well will be motivated to use flex module for the properties they mange as they get volume , count of properties gets higher as hanging then gets harder



Business value

Flex can provide more reliable solutions for businesses to manage rents more efficiently utilizing current tech and new modules to make rents , real-estate agents , landlords experience easier than ever

How

- Flex will rent assets directly from landlords and re rent to B2B partners
- Offer daily/weekly payment for business owners through POS/Transfer API's.
- Agents onboard with flex to list their commercial property in one place.



Penetrating the Market

- Our prime segment is **SME's** where the solution suits them and get them to pay on the go and keep the money for growing the business.
- **Agents** will be the bone of our plan for the market as we will profit share for more contracts acquisition.
- **Landlord** should get more return on a property (up to 10% more) for monthly payment.



The investment

We are looking for 5M for pre seed round for convertible equity (SAFENote) with 30% discount on the next equity investment

Burn Rate

1. 18 Months duration
2. Will cover ops costs & hiring the team
3. Contracts acquisition
4. Product development & technologies

Money breakdowns

Here is estimates of how investment will be allocated

Allocation	Monthly	18 months	Total
Tech	SAR 35,000	SAR 630,000	SAR 4,824,000
Market penetration	SAR 93,000	SAR 1,674,000	
Hiring	SAR 90,000	SAR 1,620,000	
OPS&marketing	SAR 50,000	SAR 900,000	

Acquired contracts by the time

Mainly we operate in Riyadh and Qassim and consider potential merchants there only for the first two quarters and assess on the go

City	Contracts	Yearly volume	Merchants	Avg Margin	Year Revenue
Qassim	6	SAR 115,000	4	15%	SAR 17,250
Riyadh	4	SAR 680,000	2	12%	SAR 85,000
Total	10	SAR 795,000	6	13.5%	SAR 102,250

The Team

Mansour Alsaweed

Co-founder & CCO

Serial Entrepreneur focused in Real Estate assets management for 10 years and Founding MS Real-Estate Company, and Managing assets for over 50M

Abduleah Bin Rushud

Co-founder & CEO

Serial Entrepreneur by Founding Shadda App, Perfect Zone flowers Ezy technologies. Worked in Tech Companies such Mrsool App ,The Stock

Mohammed Khalifah

Co-founder & CIO

10 years of experience in Ops, Marketing and Market Penetration in Tech Companies such as Hunger Station, Jahez, Careem nana



THANK
YOU

