

A photograph of a smiling couple in a modern interior. The man, with a grey beard and balding head, is wearing a white shirt and has his hand on his chest. The woman, wearing a beige hijab and a dark blazer, is smiling and looking towards the man. The background features large windows with sheer curtains, letting in soft light. The overall mood is warm and intimate.

addm

Where Men Reclaim Their Confidence



Hey man, It's time to face what you've been
ignoring!

Problem



85% of men in Saudi Arabia avoid talking about their **sexual health issues due to stigma and embarrassment** — even with their family which leads to;

References

- Delayed or Untreated sexualHealth Issues
- Mental & Emotional Health Impact
- Strained Relationships & Reduced Quality of Life
- Higher Long-Term Healthcare Costs

Solution



**Adam is Saudi Arabia's
first fully discreet digital
clinic specializing in
men's sexual health.**

- Personalized Medical Assessment
- Consultation with Saudi-licensed physicians
- Confidential Medication Delivery
- Ongoing Support all from your phone

Patient's Experience

Questionnaire

Patients answer a simple, guided health form.

Result

Patients get PE/ED status instantly on your dashboard

Consult Doctor

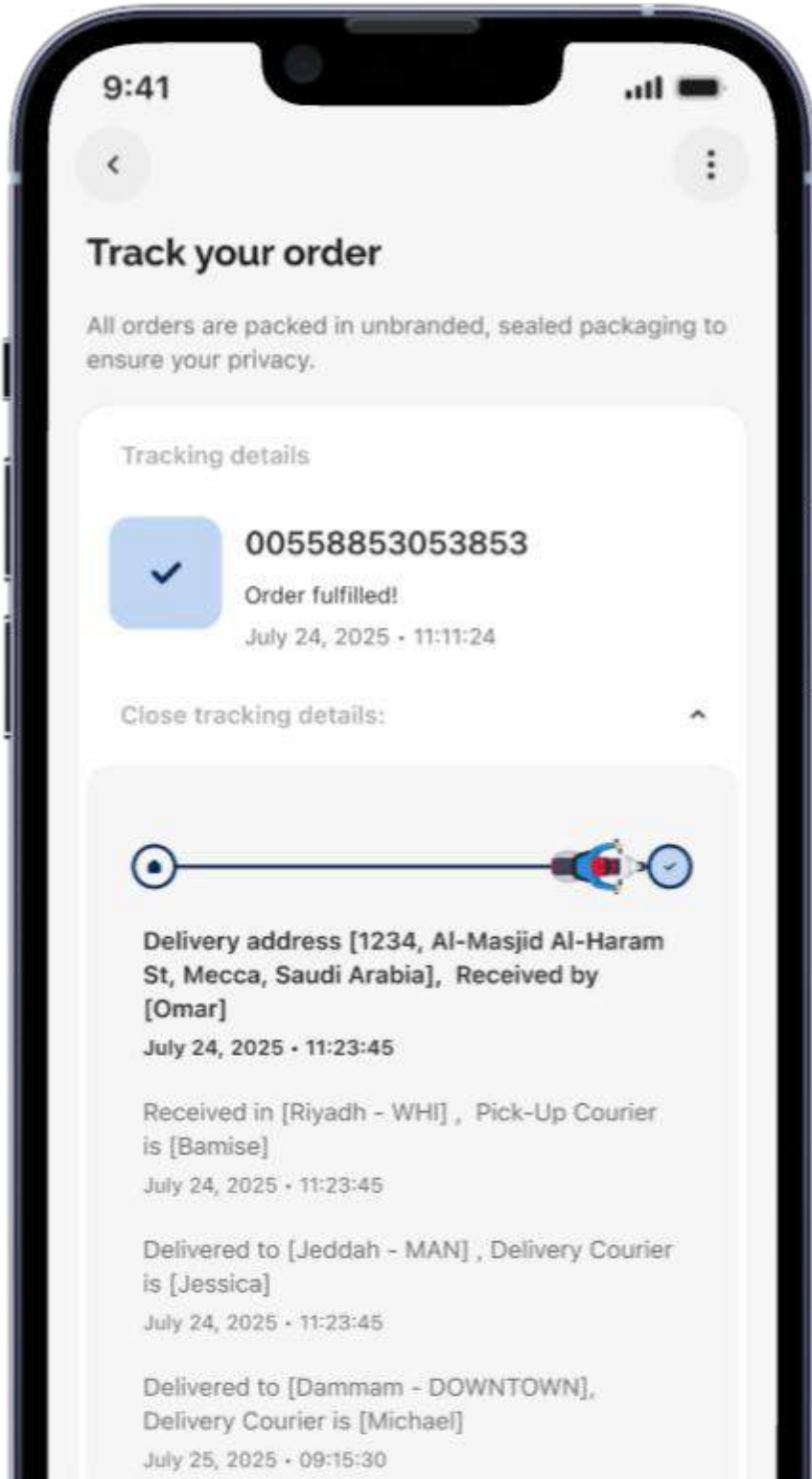
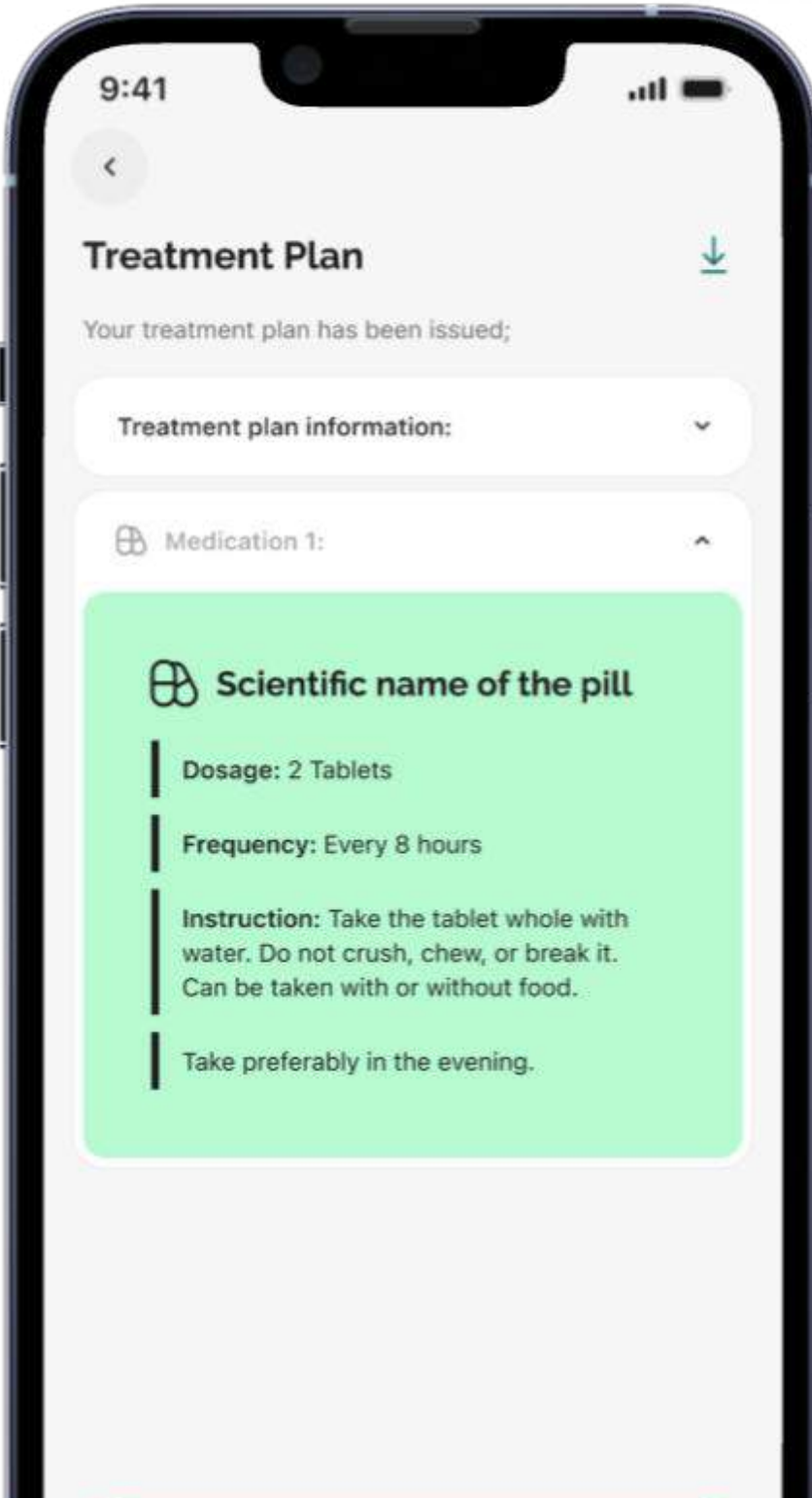
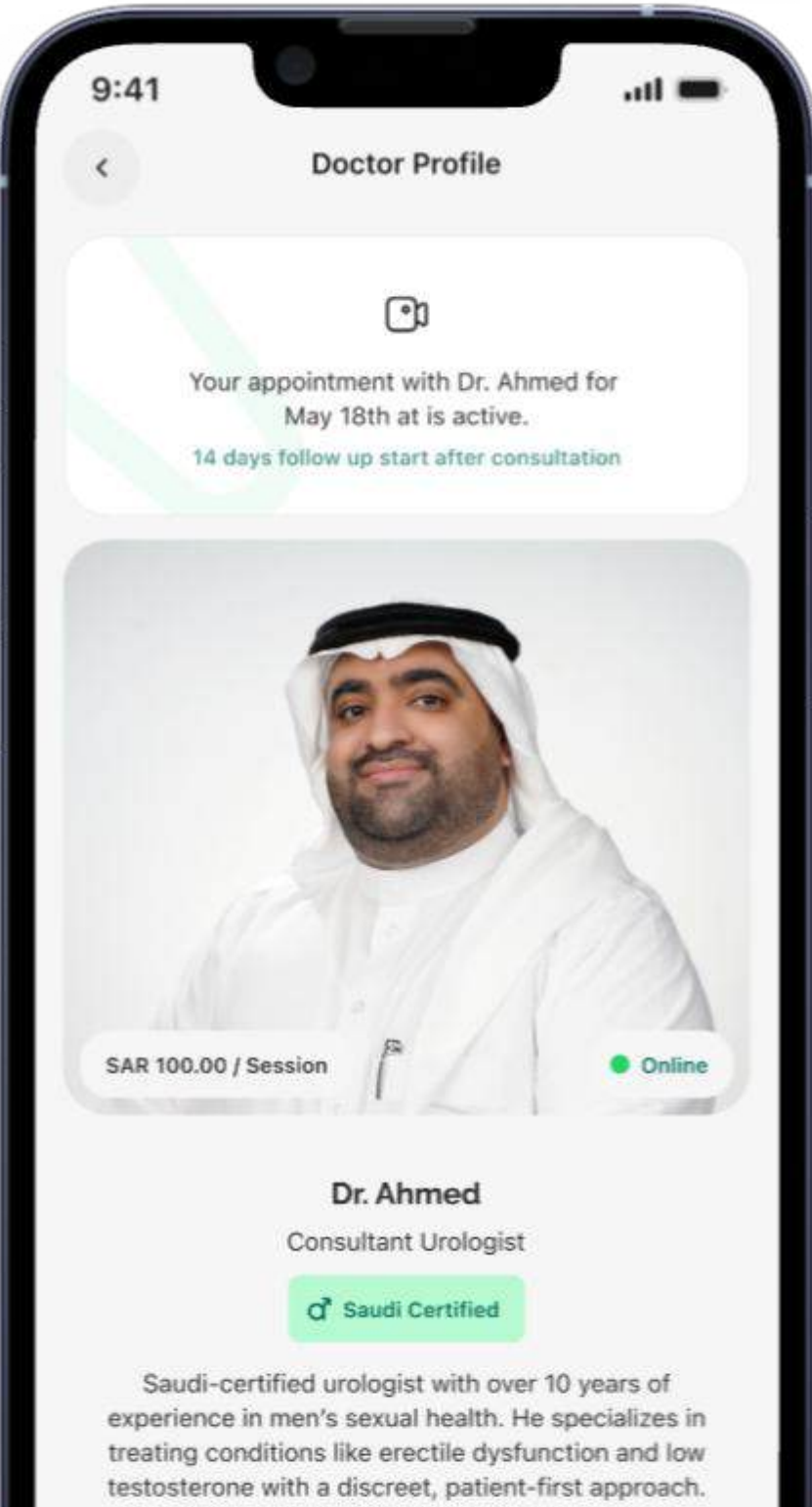
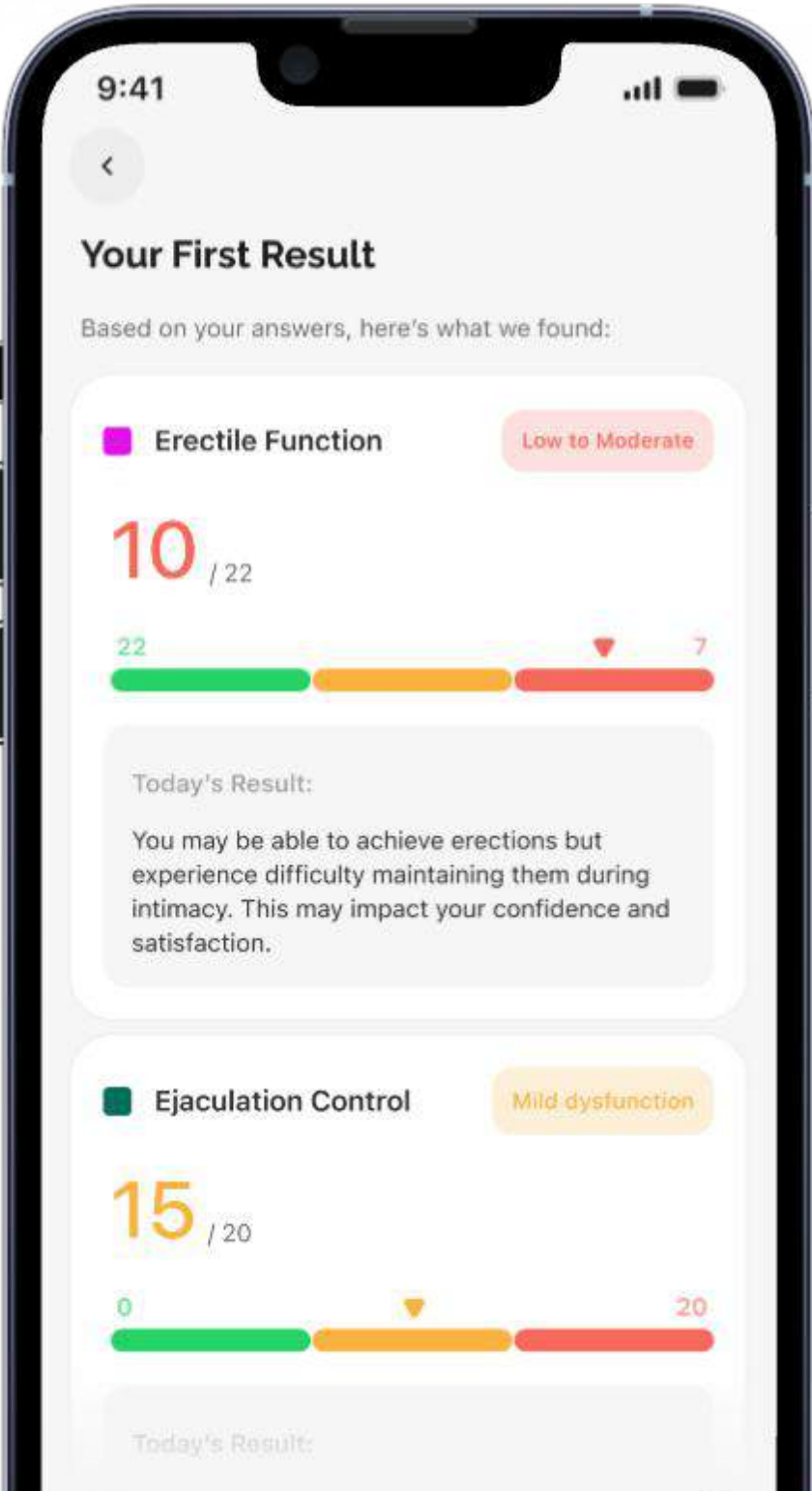
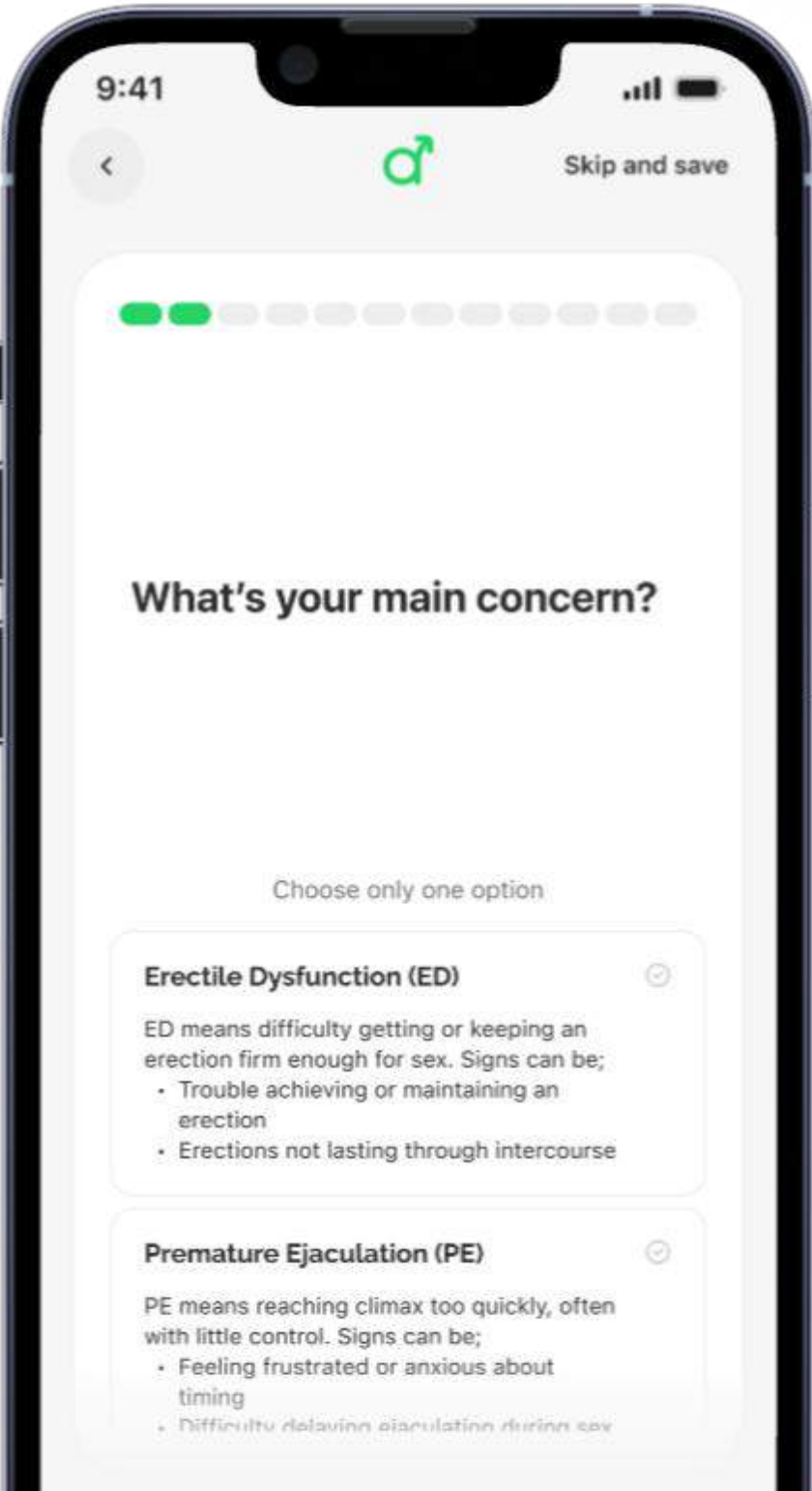
Patients quickly connect with a licensed doctor — all in a private, secure session.

Treatment Plan

Doctor-prescribed plan, tailored to patient needs.

Track Order

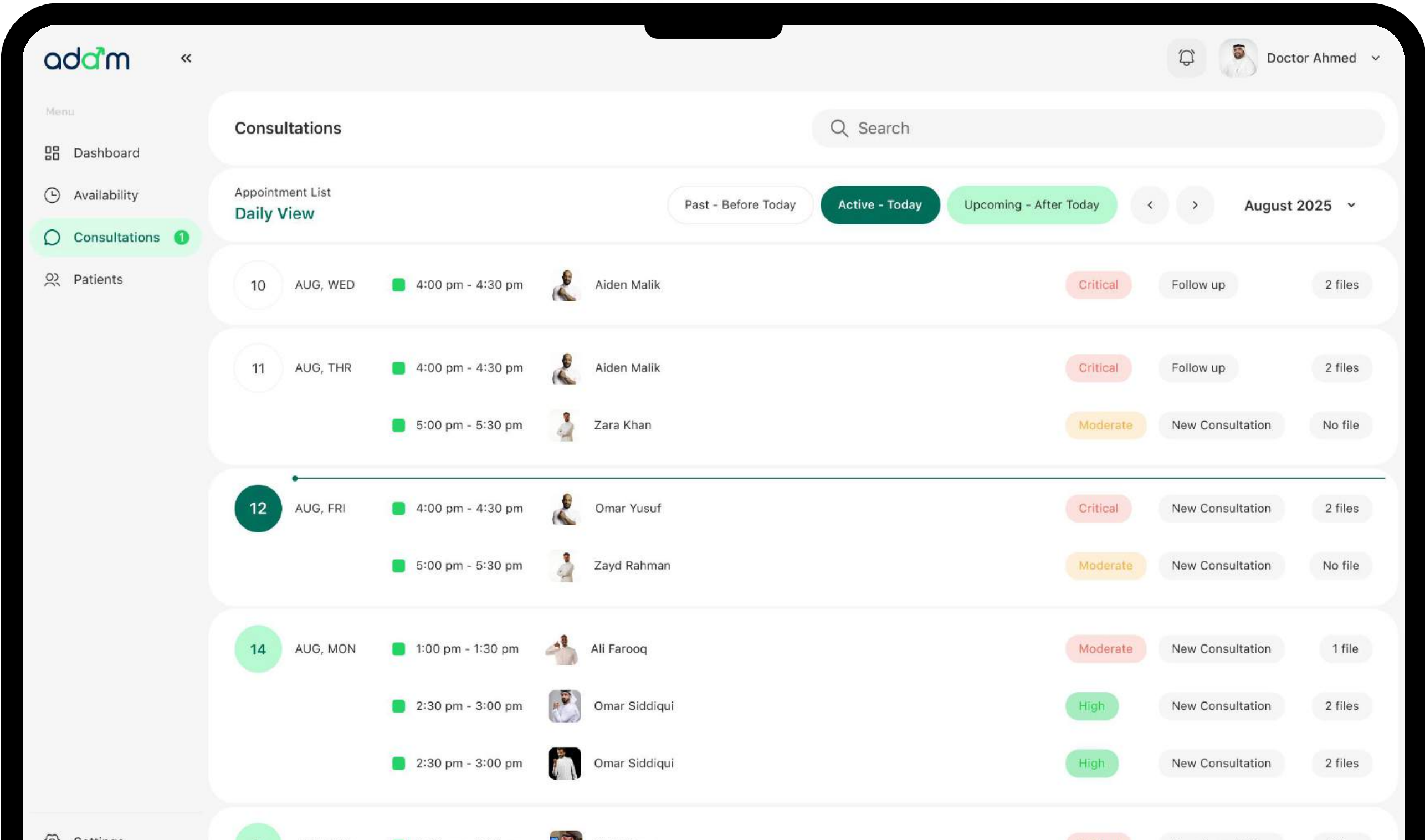
Medications delivered via our pharmacy partner, with live order tracking.



Patient's Experience

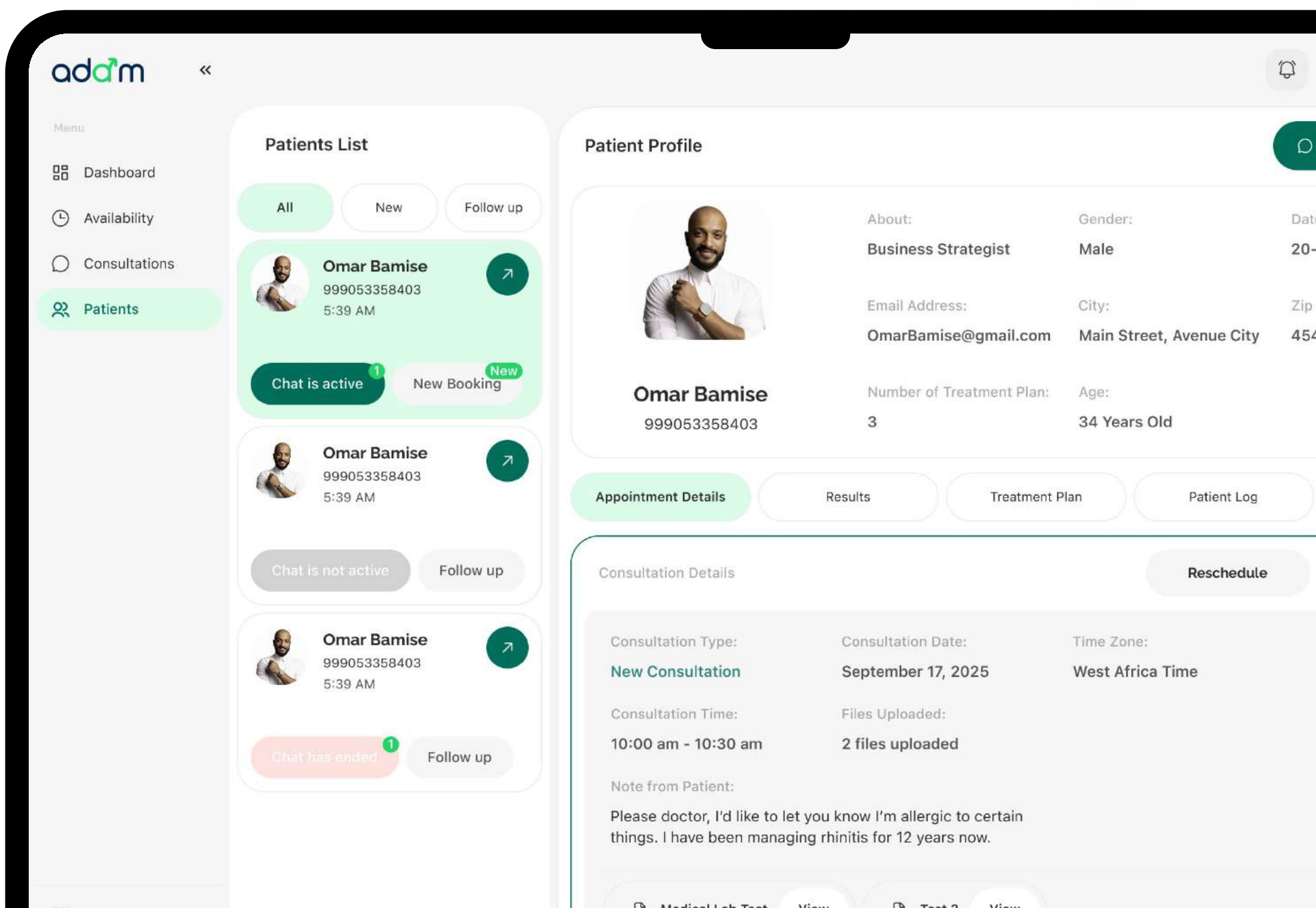
Consultation

Doctors can view upcoming appointments, join sessions, access patient questionnaires, and record notes. Tools include video/chat, prescriptions, and follow-up scheduling.



Patient Profile

A full view of patient info: Personal details, medical history, past consultations, active treatment plan, and uploaded documents – all in one timeline.



A man wearing a white thobe and a red and white checkered ghutra is sitting and looking at a smartphone. The background is a blurred indoor setting.

Market Opportunity

Market Size



Total Male Population (20+)

17.1M Men in Saudi Arabia

ED & PE Prevalence

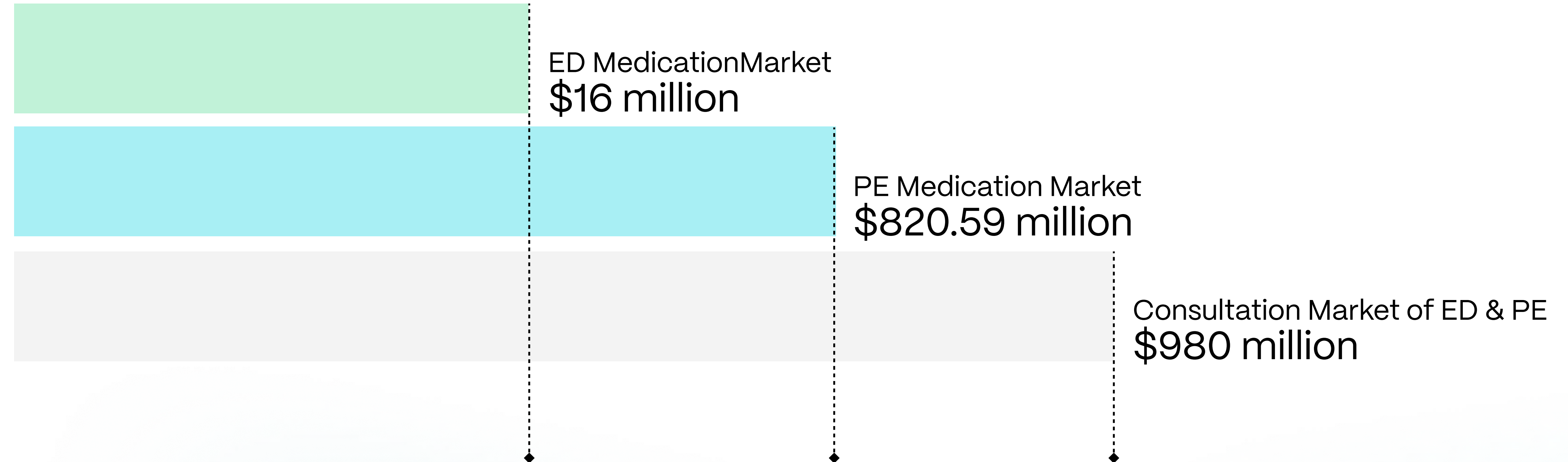
22% ED + 27% PE = 49% → 8.28M
Saudi Men affected

ED* Erectile Dysfunction
PE * Premature Ejaculation

Digital Health Adoption

37% are digital patients → 3.07M
reachable users

Market Size



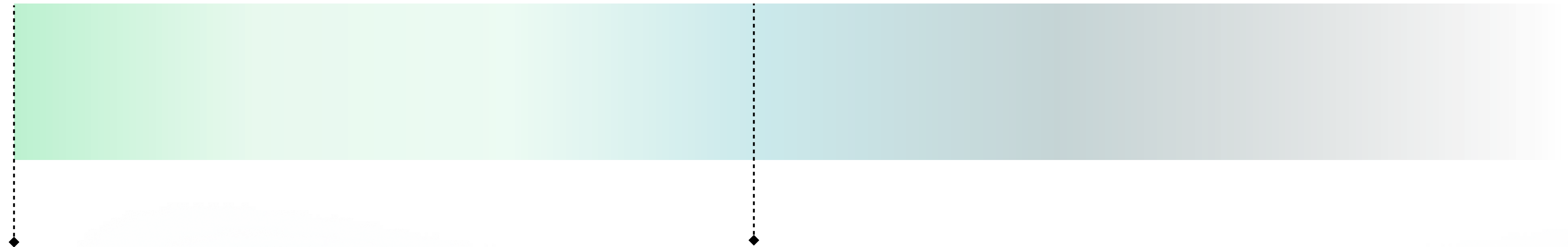
Total Market Opportunity

\$1.82 Billion

Business Model



Pay-Per-Service



Consultation Fees

25 – 30%

revenue share on physician consultations

Pharmacy Partnership

10%

revenue share on prescription fulfillment

Traction (Pre- Launch)



Product	Partnerships	Patients
• MVP development • Product design completed • Development in progress.	Doctors • 7 onboarded • 21 in pipeline • 1.600+ Urologist total market in Saudi Arabia	• 52 patients on our waiting list ready to use Adam
	Pharmacies • Signed partnerships with large chain – 112 branches across KSA	

Go-to-Market Strategy



Market

B2C

Social media Channels (...Instagram, WhatsApp, & Snapchat)

B2B2C

Clinics, Gyms, & Mens wellness center

Target Audience

Tech savvy 20–50 (Adam Platform)
Non-Tech savvy 60–70 (Full WhatsApp automation channel)

Competitive Advantage



Arabic-first, Culturally
sensitive Discreet full-stack sexual care

**Non-Holistic Sexual Care
solution:** Personalized
Medical Assessment,
Consultation, Medication
Delivery and Ongoing
Support



Holistic Sexual Care solution:
Personalized Medical Assessment,
Consultation, Medication
Delivery and Ongoing
Support

150 SAR (\$39.00 not including the
medical delivery)

hims



Non-Arabic-first, Culturally
sensitive Discreet full-stack sexual care

A cross-functional team combining **business, tech, and clinical expertise** to transform **men's health** in Saudi Arabia.

Full Time Team



Omar El Gendy

CEO | 2x Founder | 8+ Yrs Experience | Egypt and GCC Market



Mohamed Rekik

CTO | 6+ Years in Software & AI Development Across Gulf and European Startups



Ahmed Elgebaly

COO | 7+ Years Operations & Growth Experience in Silicon Valley Corporates and Startups



Dr. Hassan Bucklain

CSIO | Physician-entrepreneur with 10+ years in biotech, clinical pharmacology, and healthcare innovation, driving Adam's strategic vision, partnerships, and market expansion



Dr Ahmed S. Zugail

CMO | Andrology & Men's Sexual Health Specialist with 15+ Years Experience



Abdullah Alnegedan

Strategic Operations Advisor | 20+ years leading strategic operations across KSA & GCC



Leading **Physicians** Transforming Men's Sexual Health in Saudi Arabia



Dr. Hassan Haddadi



Dr. Mohammed Hafiz



Dr. Abdullah Alshehri



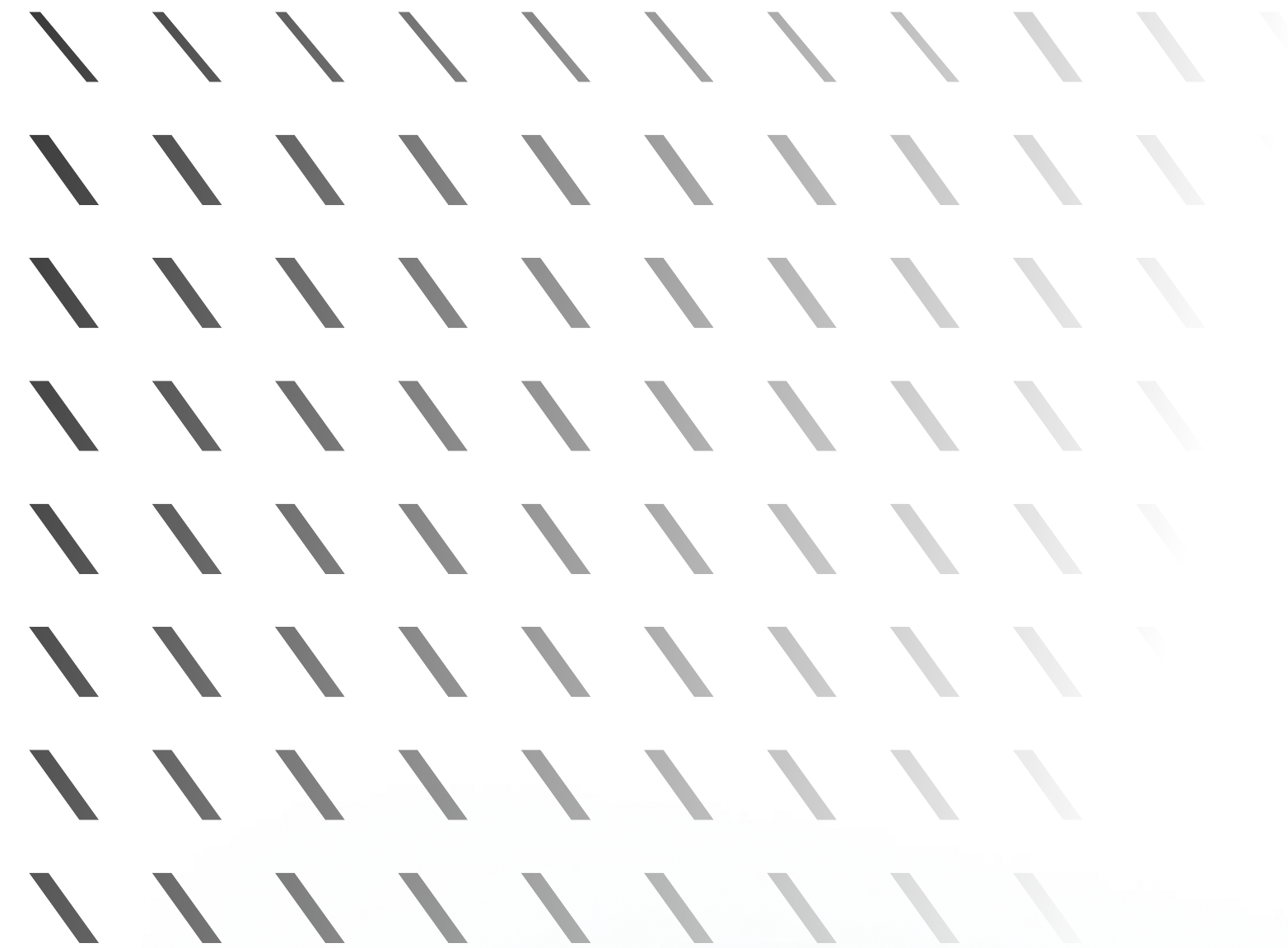
**Dr. Muaath Khaled Manor
Alshuaibi**

Ask

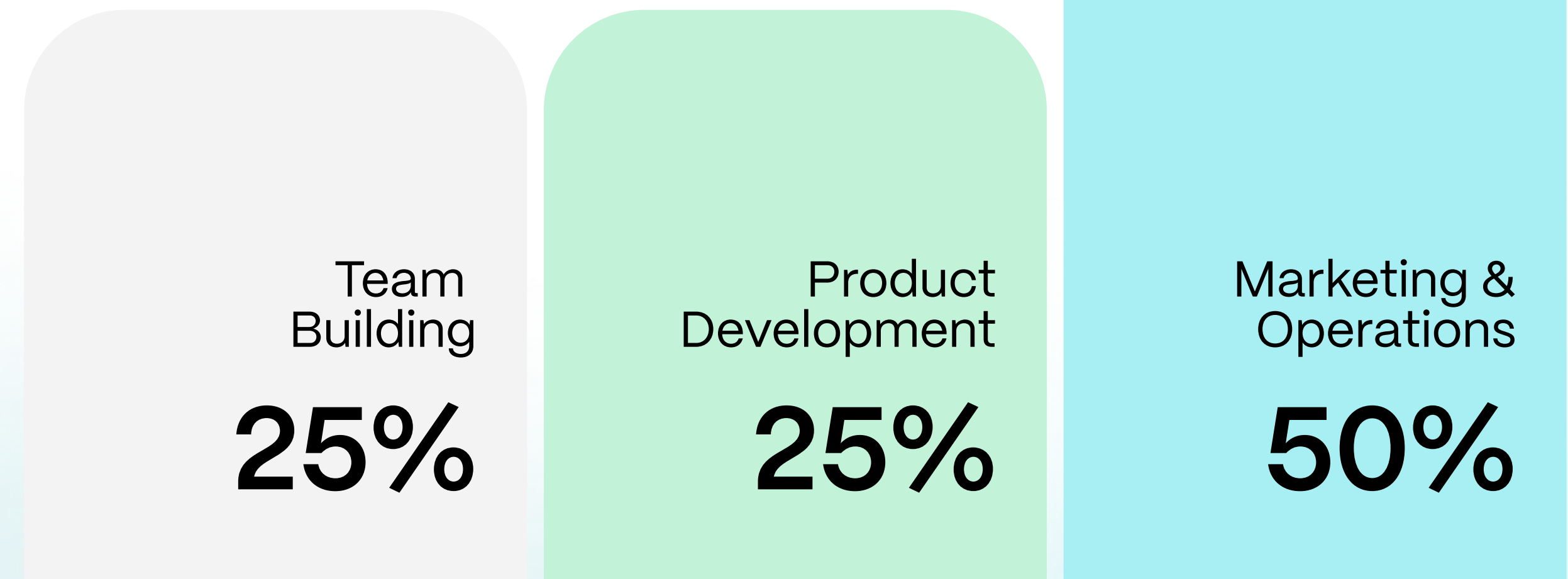


SAFE (Post – Money):

- 10% Discount
- \$2M Cap
- \$15K Min. Ticket



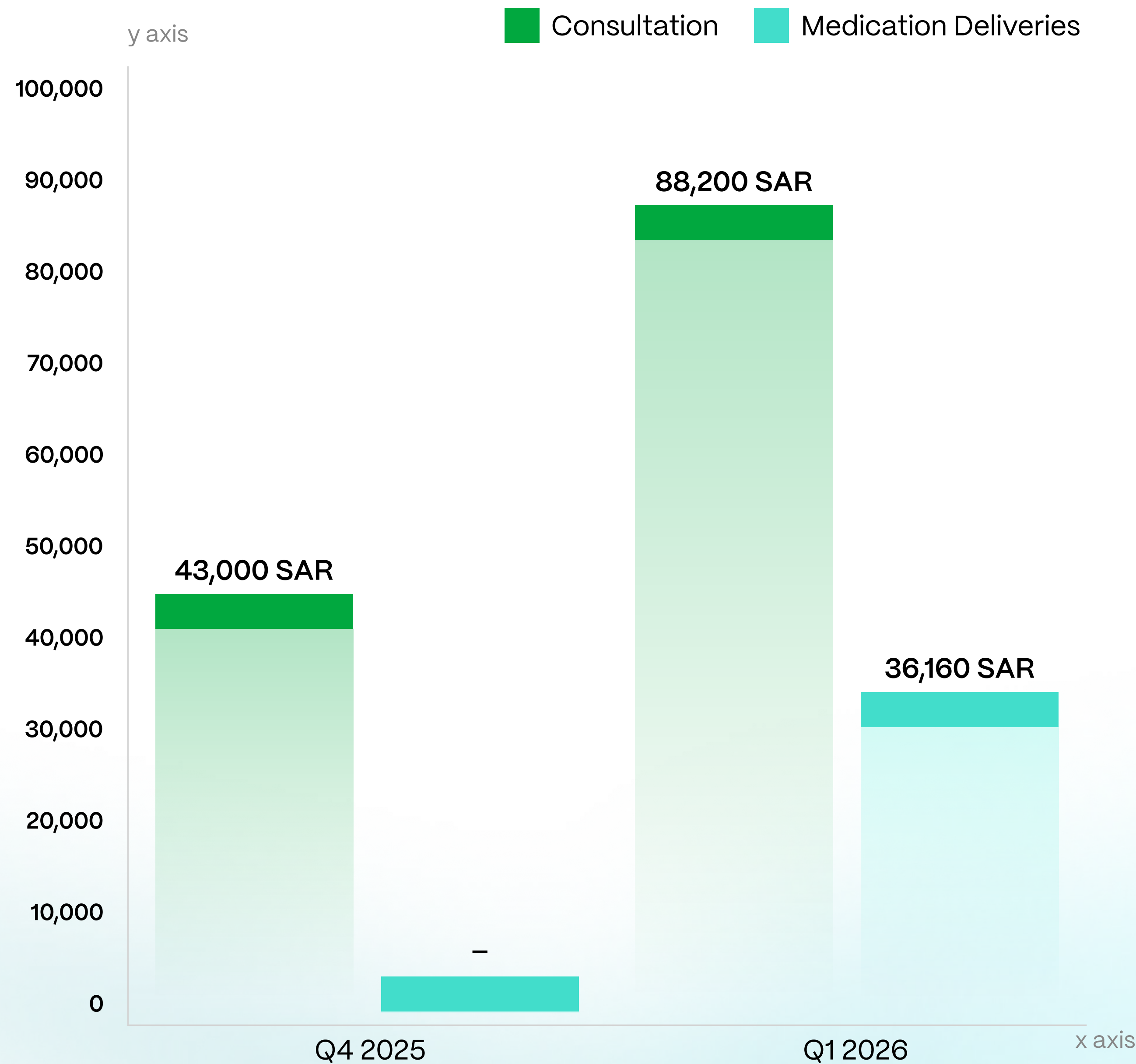
\$235K



Revenue Projections

We are looking for 6 months financing to reach;

- 670 consultation
- 225 Medication Deliveries
- 170K SAR GMV
- 39K SAR (23% take rate) in Revenue
- CAC / LTV validated





**Join us now in building a better
future for men's sexual health**

Contact Info

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