



SMASH!

INVESTMENT DECK 2024

Making healthy food more accessible than ever.



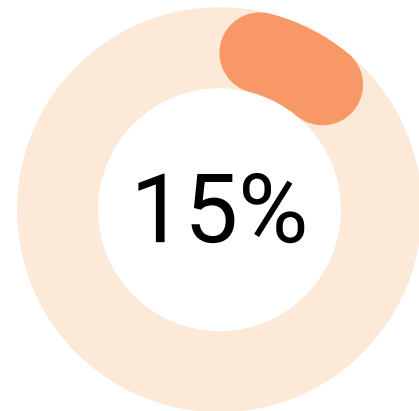


9.3 MILLION UNDERSERVED



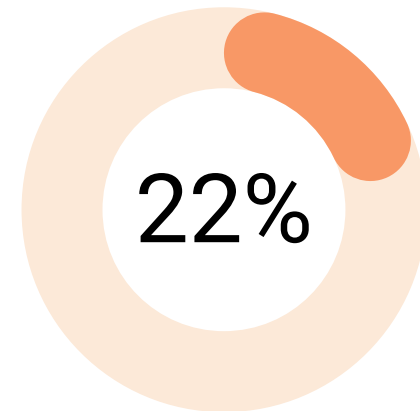
5.5 million

People with diseases
requiring diet
management



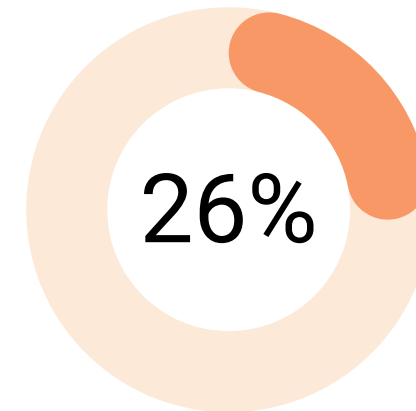
2.4 million

Youth population
marked health and diet
as their top priority

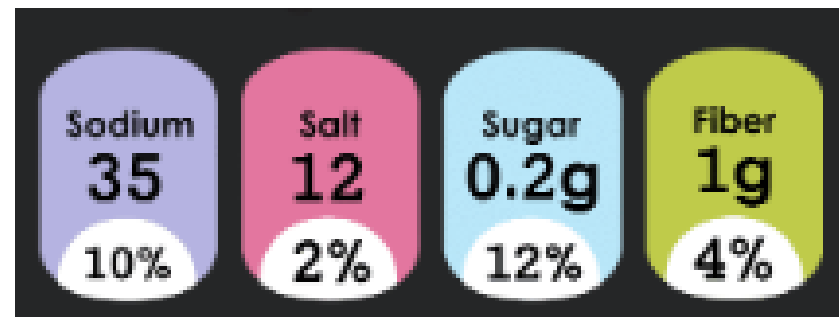


1.4 million

Gym subscribers in the
kingdom across cities



ORDERING FOOD IS FRUSTRATING



**No nutritional value of
Macros and Micros**



**Lack of healthy options
to order from**

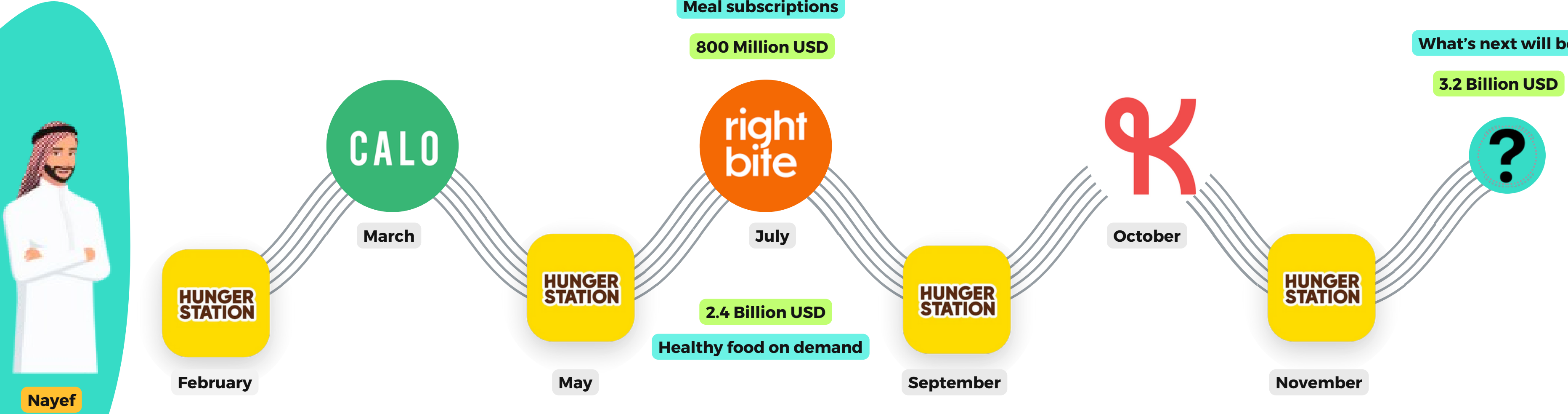


**Health-based filtrations
can't be implemented**

CASE STUDY



-This analysis was done after interviewing and studying over 100 cases of Saudi residents who are trying to eat healthier. Nayef's case was the most common between all participants.



A never-ending churn cycle between food apps and healthy meal subscriptions due to lack of a sustainable solution for customers seeking healthier food ordering.

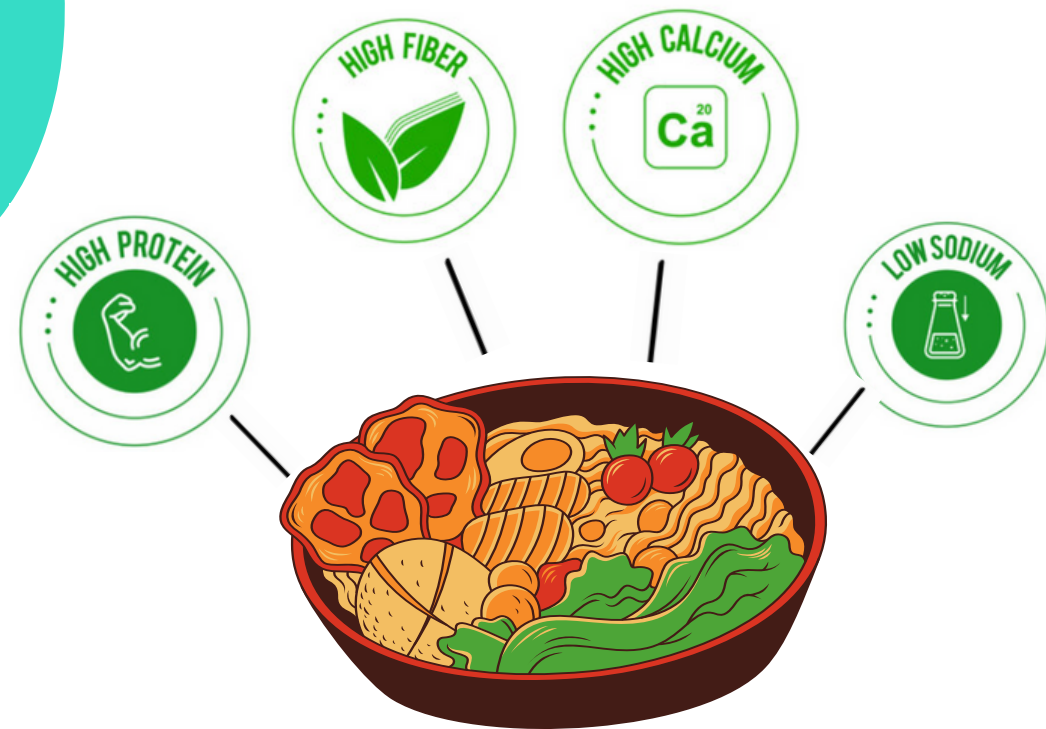


- Lack of diversity, he got bored from the food
- High food waste due to daily delivery
- Big amount of money to be paid at once every month



- Can't find healthy options
- Distracted by tens of other restaurants
- Lack of nutritional value
- No filtration based on needs

HOW CAN IT BE SOLVED?



Data of ingredients & nutritional values

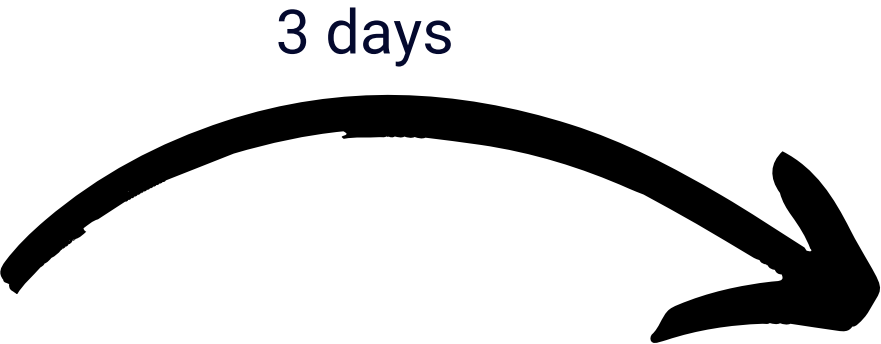


Data of user health and preferences

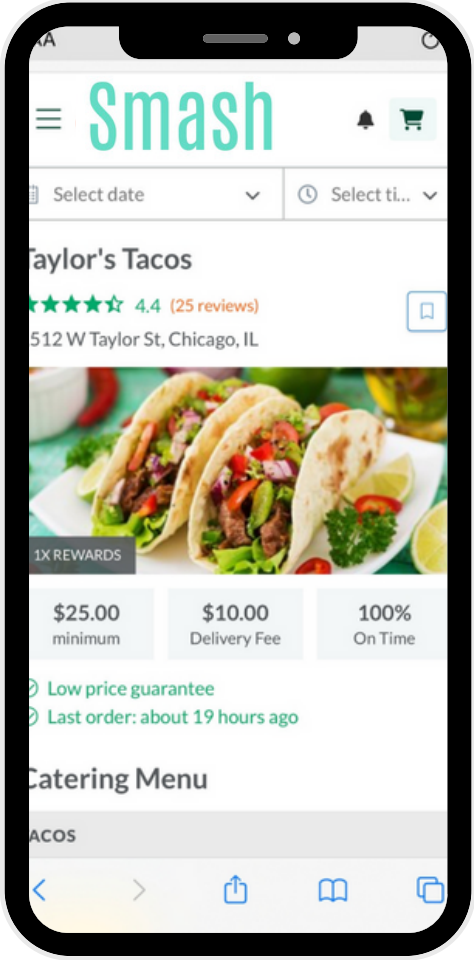
VENDORS



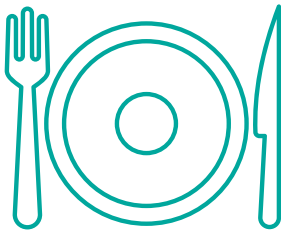
Healthy restaurants



Upload menus,
nutrients and
pricing



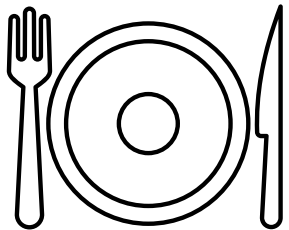
Live on Smash!



Multi-cuisine
restaurants



1 week



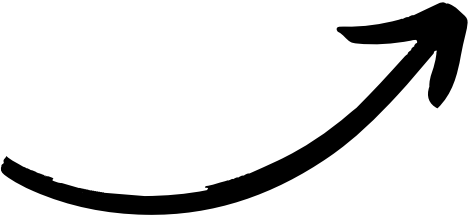
Restaurants to edit
portions of recipes
to match nutritional
guidelines and list
healthy versions of
their menus



3 days

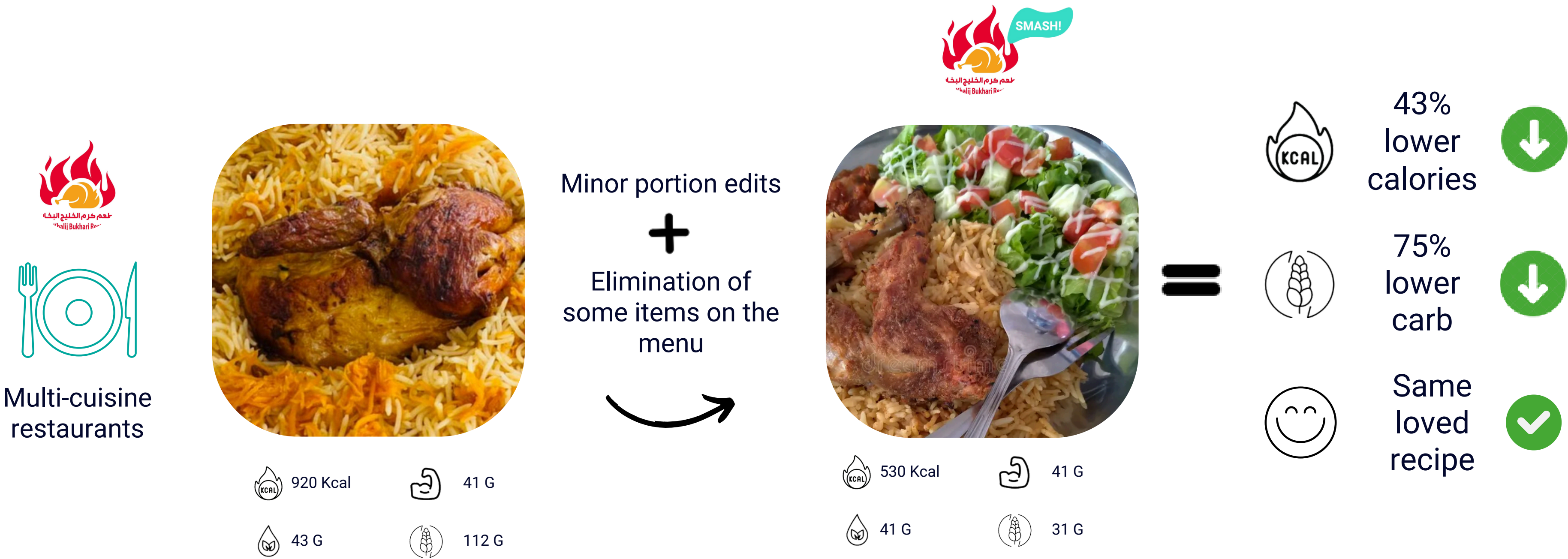


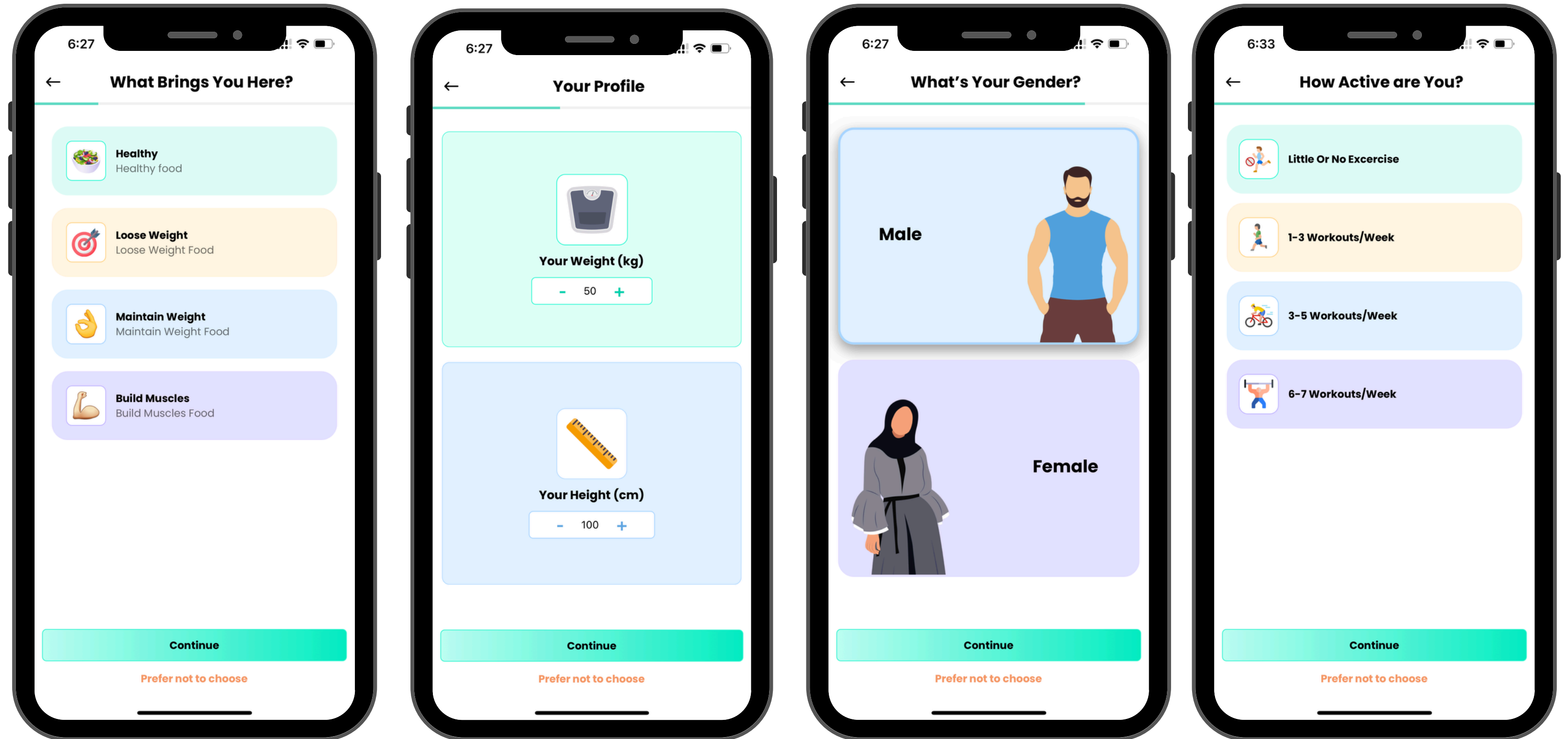
Upload "Smash"
versions of their
menus, nutrients
and pricing



VENDORS

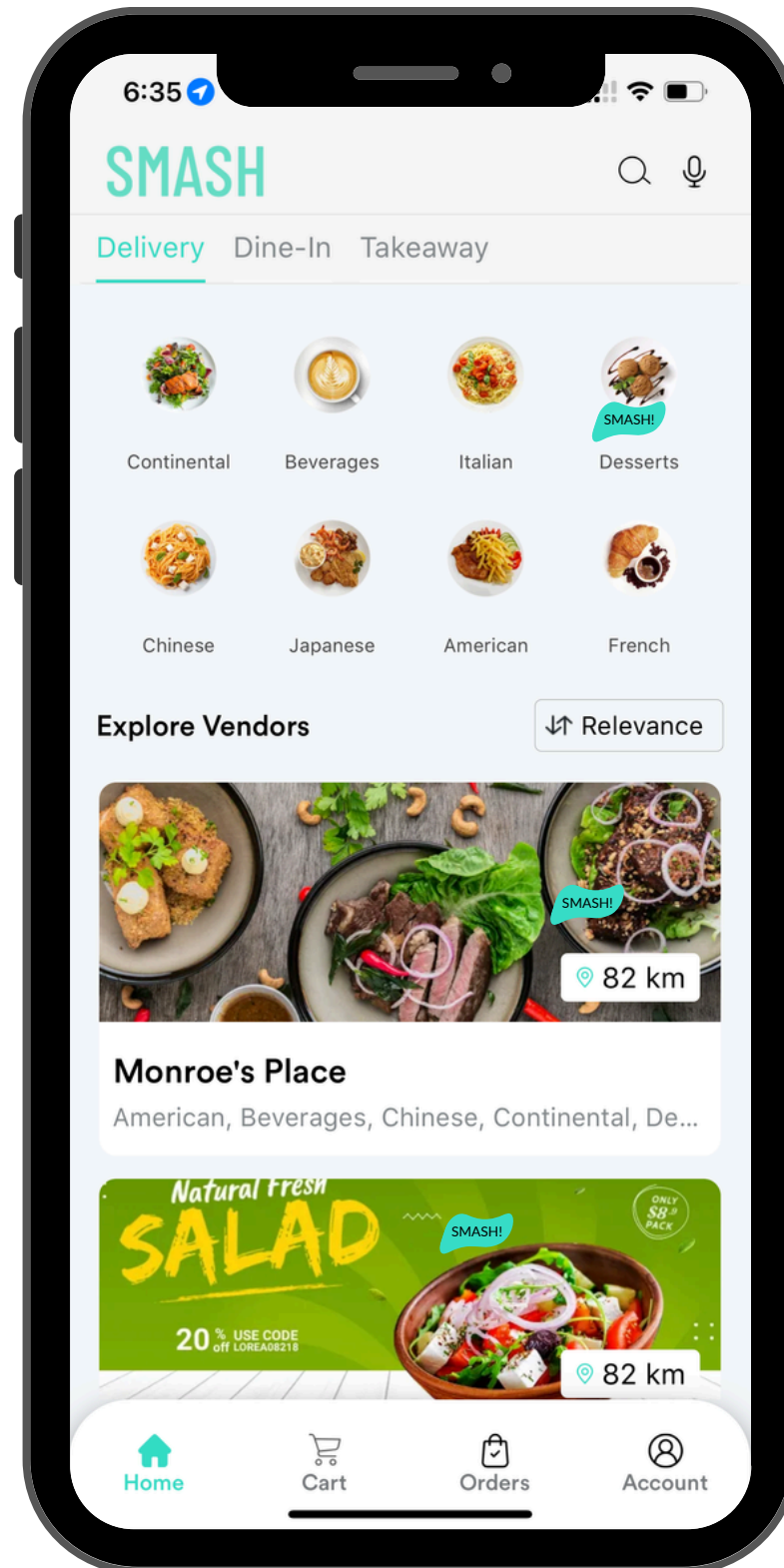
The same food that you love, but it's 10x healthier. Creating thousands of new healthy options from existing restaurants.



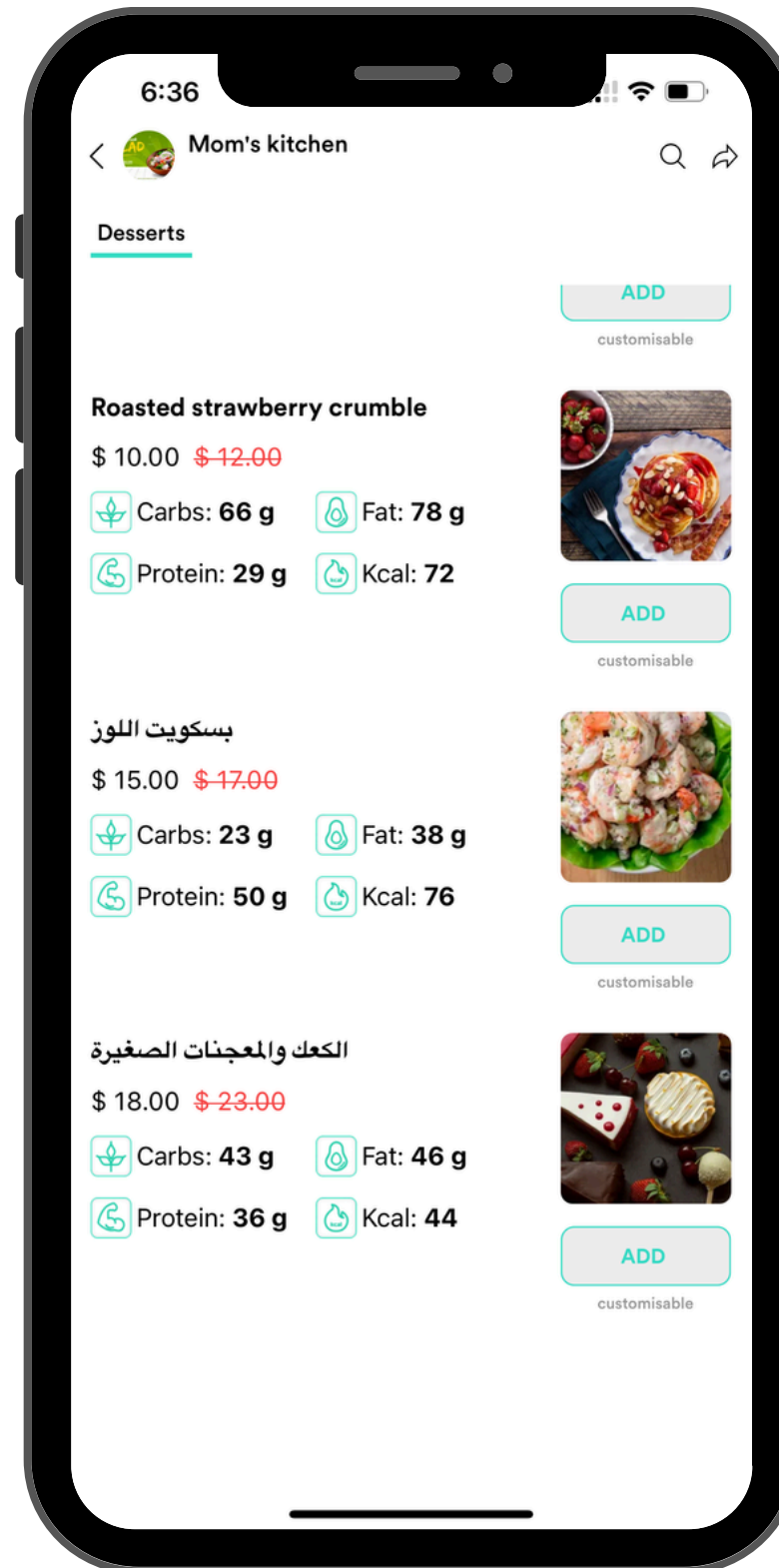


Personalized recommendation engine of meals based on dietary needs of users.

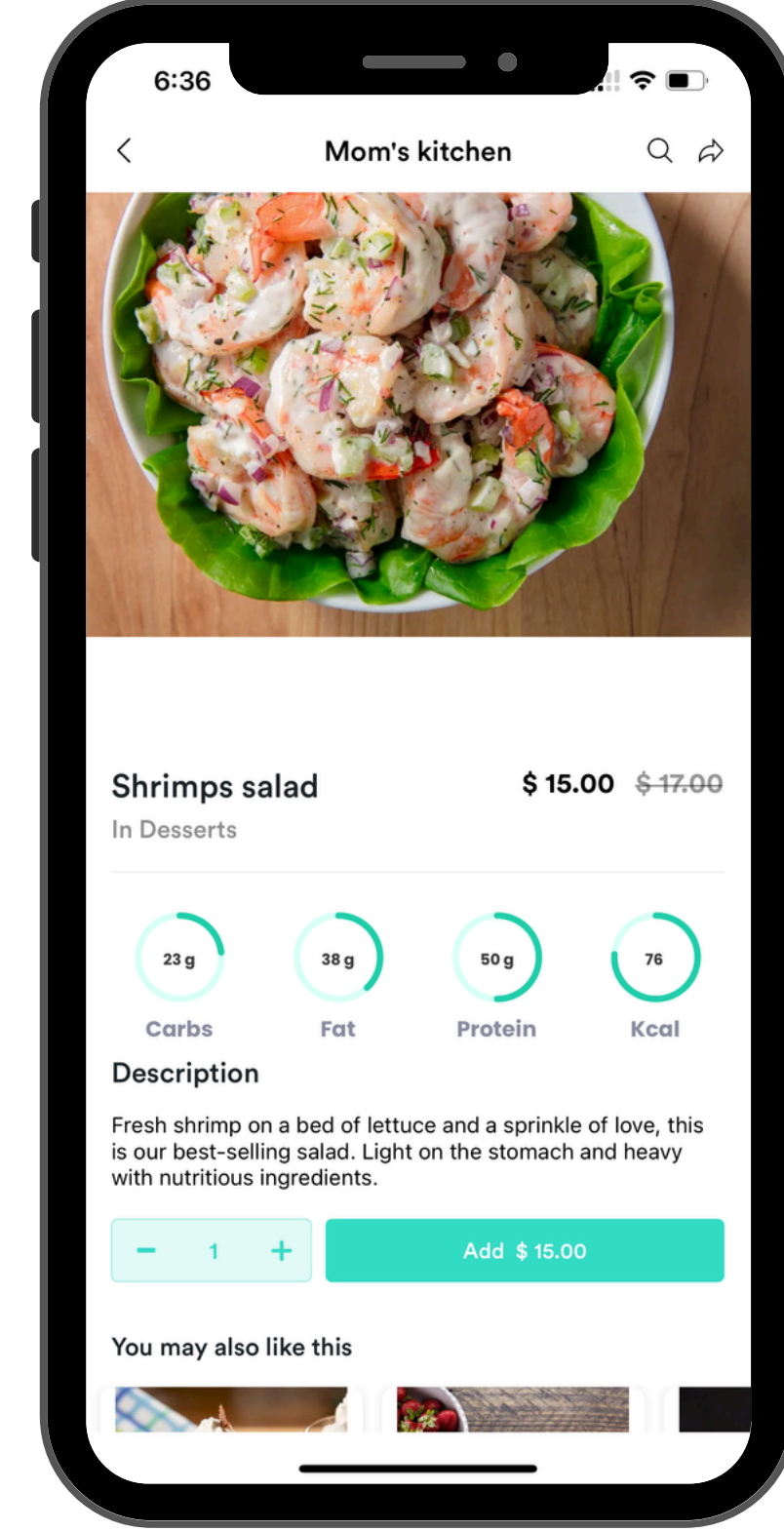
The restaurants here are used for example purposes



Healthy dishes from nearby restaurants



Health-based filtration based on followed diets



Full nutritional value of items inside

WHERE ARE WE NOW?

Launch Jeddah city and start preparation for Riyadh expansion upon closing the seed round.



Launch Jeddah

Gym and running club partnerships, giving us access to around 30,000 customers



Aquisition funnels

Starting restaurant vendors and delivery drivers for operational network readiness



Operations readiness

Admin dashboard, Restaurant management dashboard, Restaurant Management App, and Driver App.



Technology ecosystem

User App (IOS & Android) + Webordering

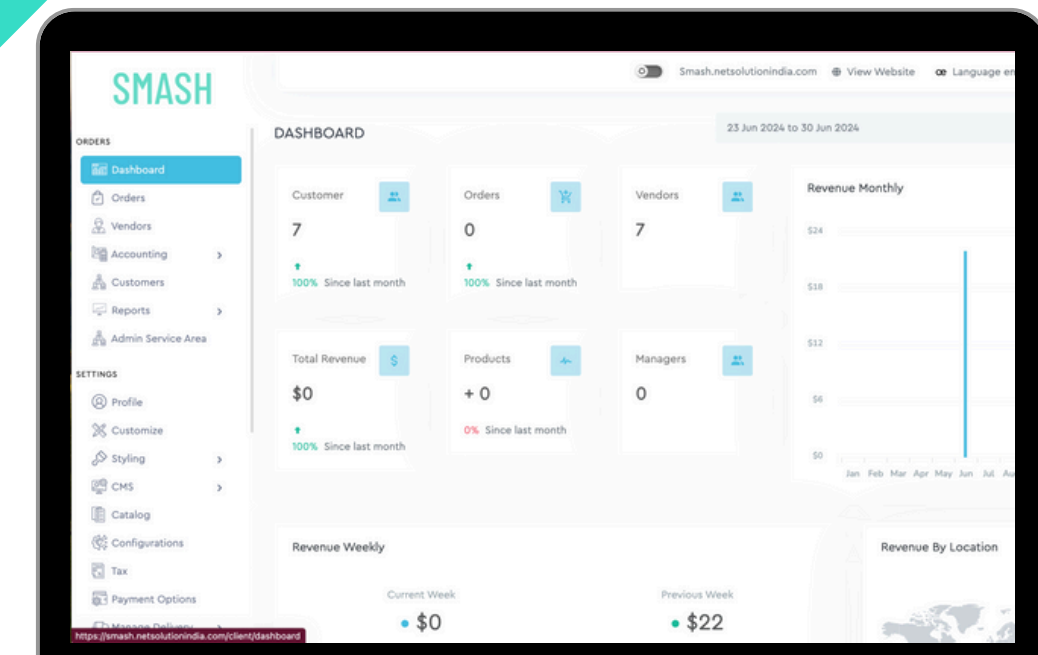


User platforms

KSA, Jordan and BVI



Legal registration



CLEAR CUSTOMER SEGMENT (B2C)



Affiliate programs with Gyms, nutrition centers, and sport clubs.



Health-focused online social media content



Targeted ads on social media platforms and google

SUPPORT

KPIs that Smash will support



Ministry of health



Ministry of sport

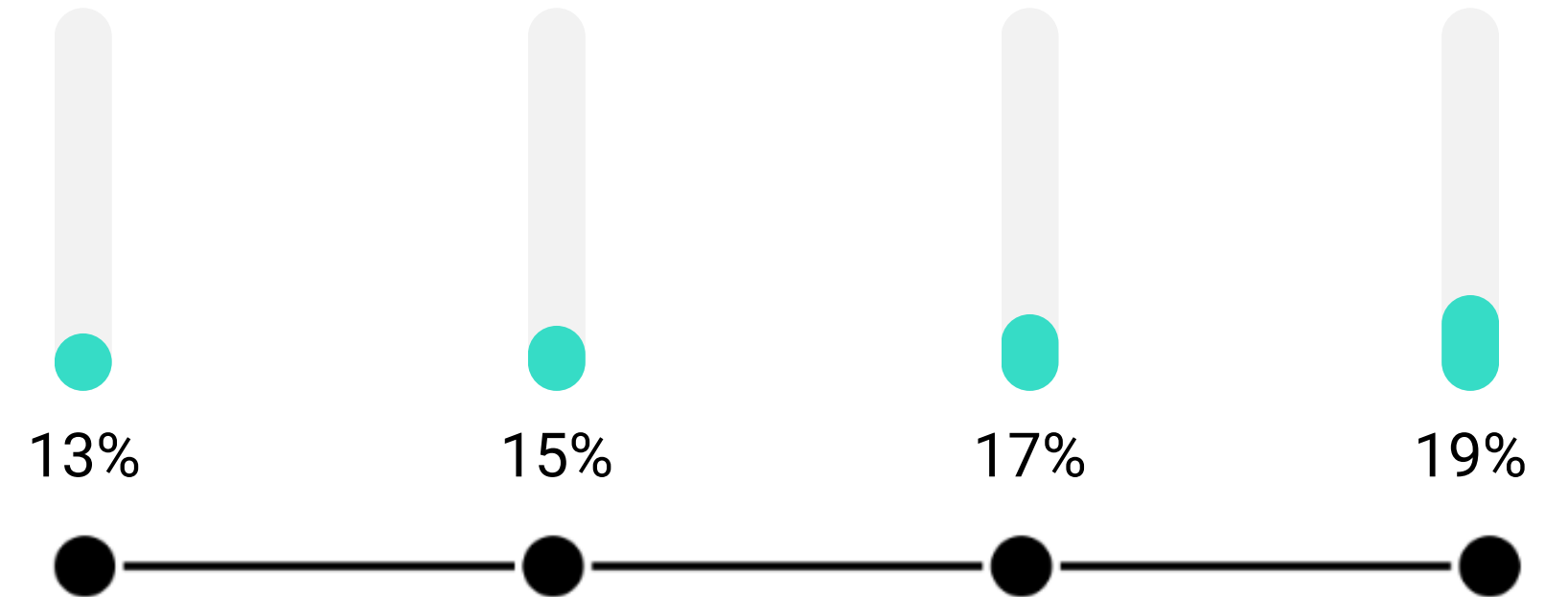
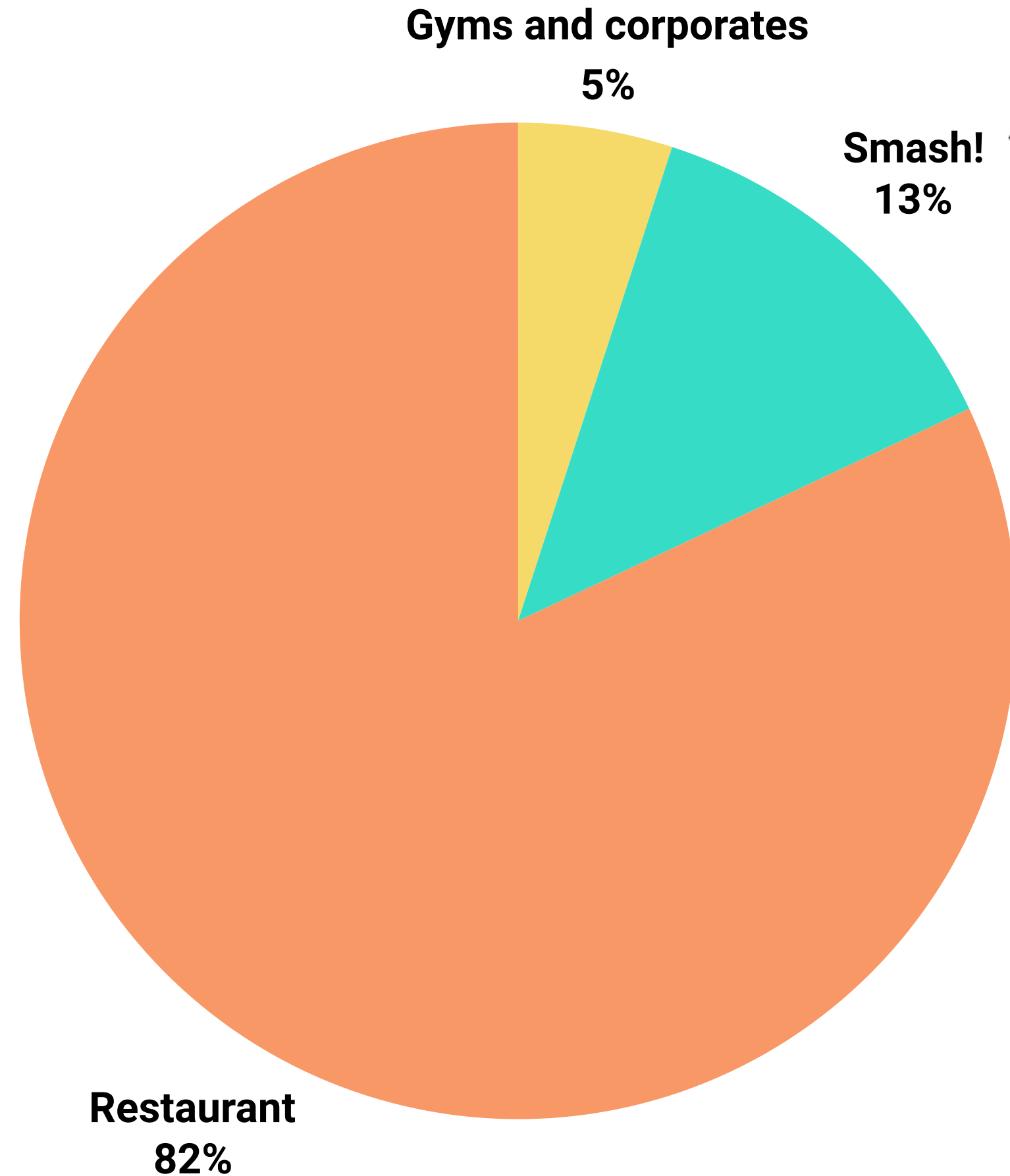


Ministry of Human resource
and social development

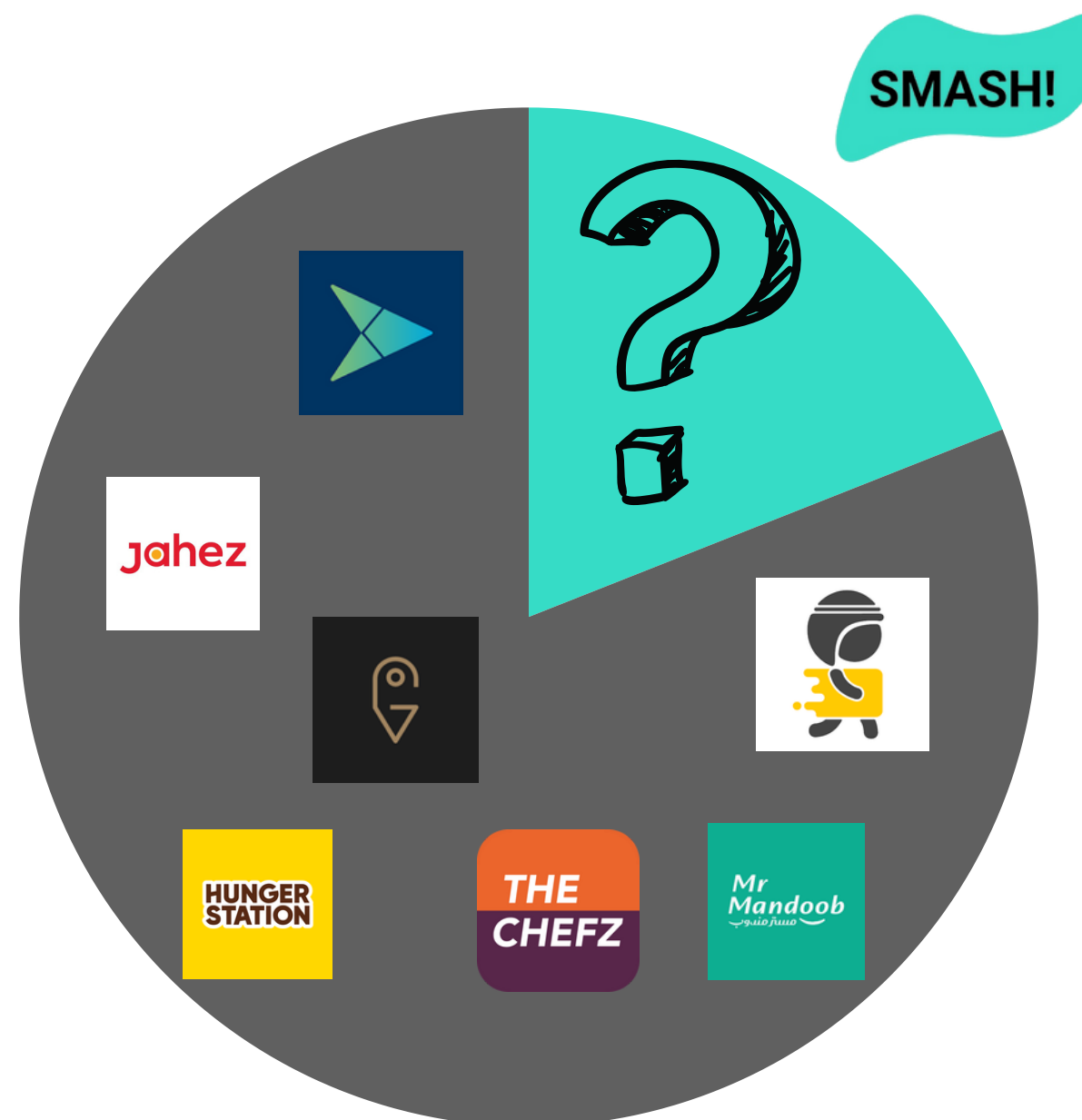
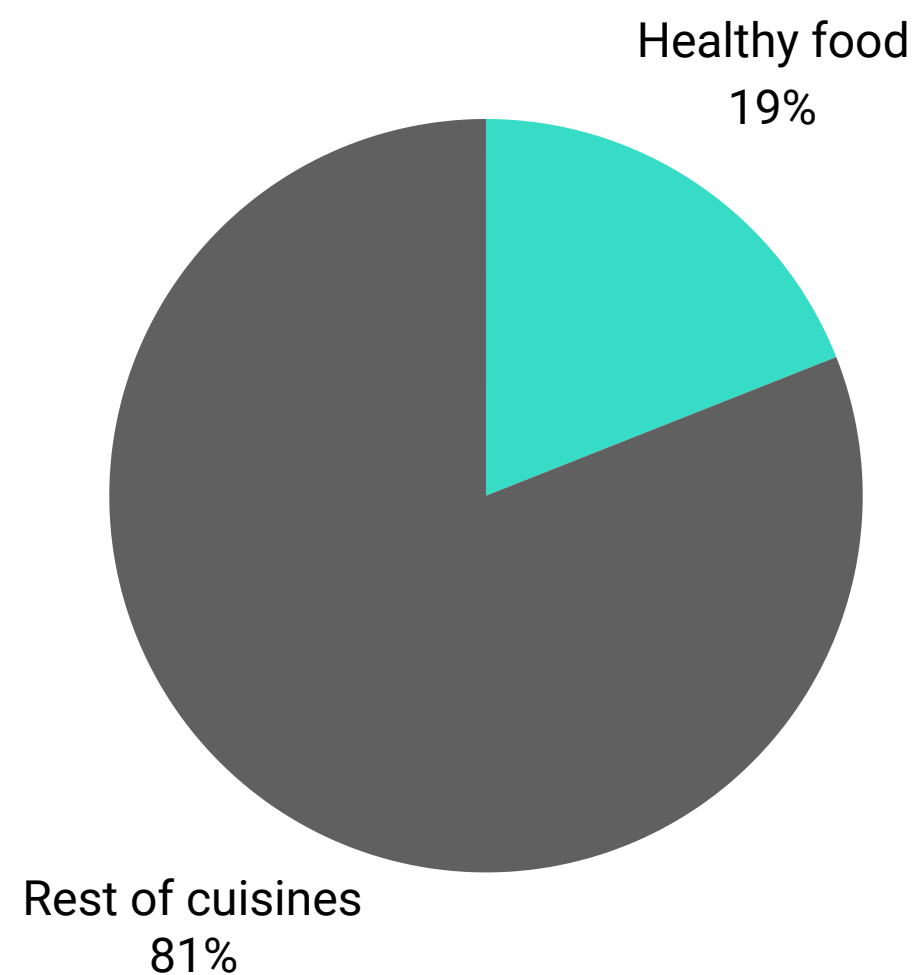


*This provides great opportunities for the endorsement of governmental and corporate deals

UNIT ECONOMICS



2.6 BILLION USD UNTAPPED INTO MARKET OPPORTUNITY



11.2 Billion USD
total size of the
food delivery
market

RAISE

Current round



Raising
2,000,000 USD



Terms
10M Pre-money
valuation cap
15% Discount

To reach



60,000/Mo orders



200 restaurants

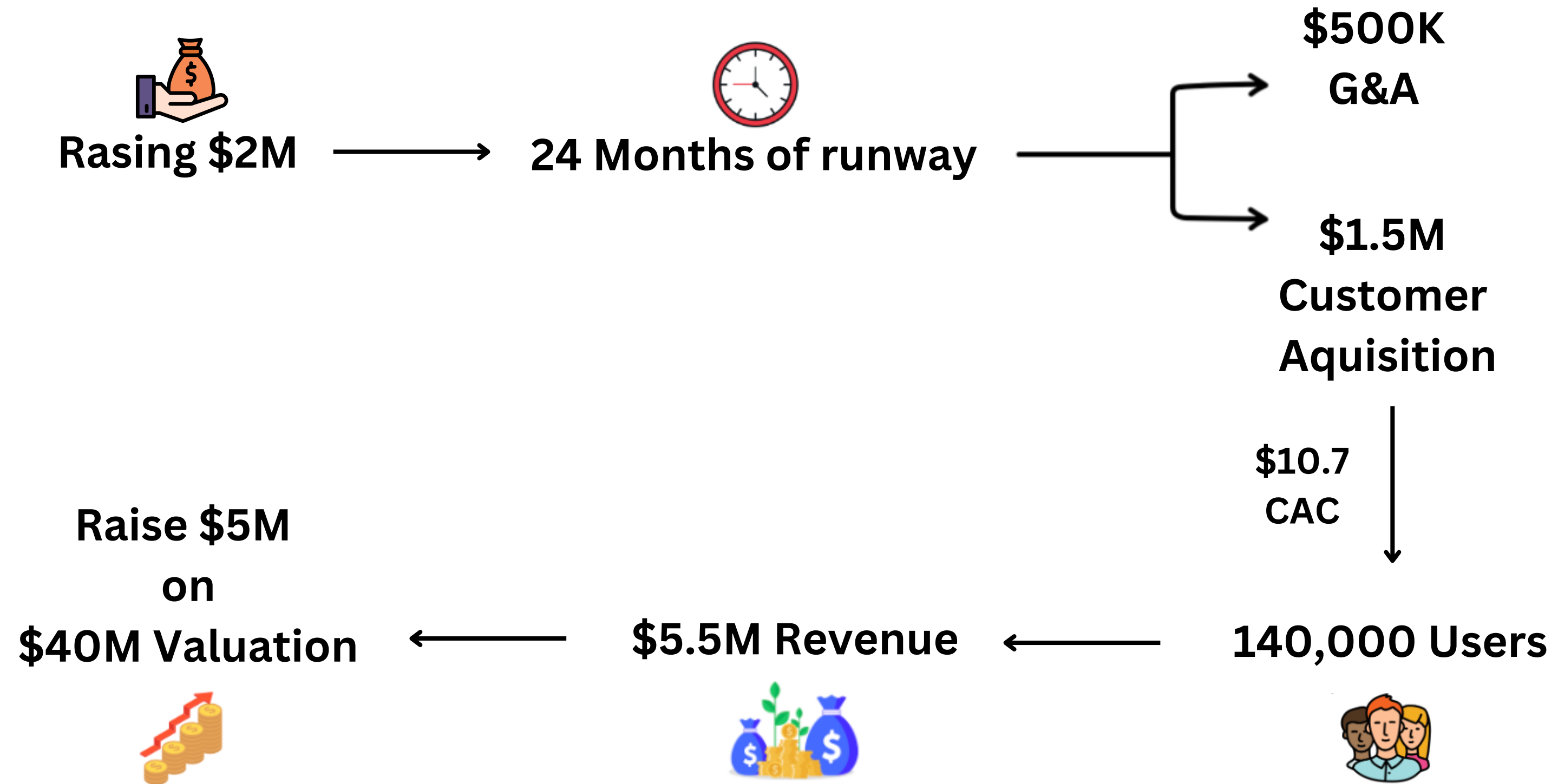


30,000 active users (2
orders/user/mo)



4,200,000 SAR MRR

Financial projection



TEAM



Marwan Abu Sakha

Co-Founder & CEO



Abdullah Alabsi

Co-Founder & COO



4 years of foodtech



Raised +\$700K as Co-founders



Led teams of 25 people



Launched 8 products



8 years of health and fitness





Join us in reshaping how the future of food ordering looks like.



THANK YOU!