



MOHRA

THE FUTURE IS NOW

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Your Essentials For Everyday Lifestyle



Social



Health



Finance



Shopping



All in one Apps



The story behind Mohra

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I used to live in china for 5 years, There is an app called WeChat you can use it pretty much for everything I can't emphasise enough how WeChat makes life easier in China. I said to myself imagen if we had an app like WeChat but customized for the country and region, So after four years of hesitation with the big changes happening in Saudi now is the right time.

Let's jump to the future

Fast forward to year 2035, you will be able to do everything online there will be a virtual personal assistant for everyone to help you with everything in your daily life this what we are building this for to expedite to the future. Just to give an example on what we are trying to do, let's say we're in year 2005 you can easily **work remotely with use of email, text, phone.** But you can't compare it to today's world.



Problem & Solution

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We're solving a problem that most people aren't aware of it, That can make their life drastically better in ways like never before with **Localizing** and full understanding of the **Culture** to take them to the future. Our **Solution** is providing a **SuperApp** that has **Everything** in it like:

- ❖ Transfer and Receive money
- ❖ Music
- ❖ Jobs
- ❖ Reservations
- ❖ Scheduling Appointments
- ❖ Events
- ❖ Home services
- ❖ Chatting
- ❖ Religion
- ❖ E-commerce
- ❖ Restaurants
- ❖ Health
- ❖ Sports results
- ❖ Charity
- ❖ Party Organisers
- ❖ Social Media

That's just the tip of the iceberg, designing around the customer needs in an easy and simple UX/UI.





نيوم NEOM

منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

رؤية VISION
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA


مسك misk
Misk Foundation



How it works



Home



Financials: adding a bank card, expenses, paying bills, countdown to salary date

Health: calorie consumption, diet schedule, exercises, healthy meals

Music: Share & Listen

News



Religion: Prayer times, Dhikr, Qibla, Mosques

Sports results: Live football results from various leagues

Events :

1. Pay and enter
2. Pay with seat
3. Free
4. Special invitation
5. Online with link
6. Riyadh Metro tickets

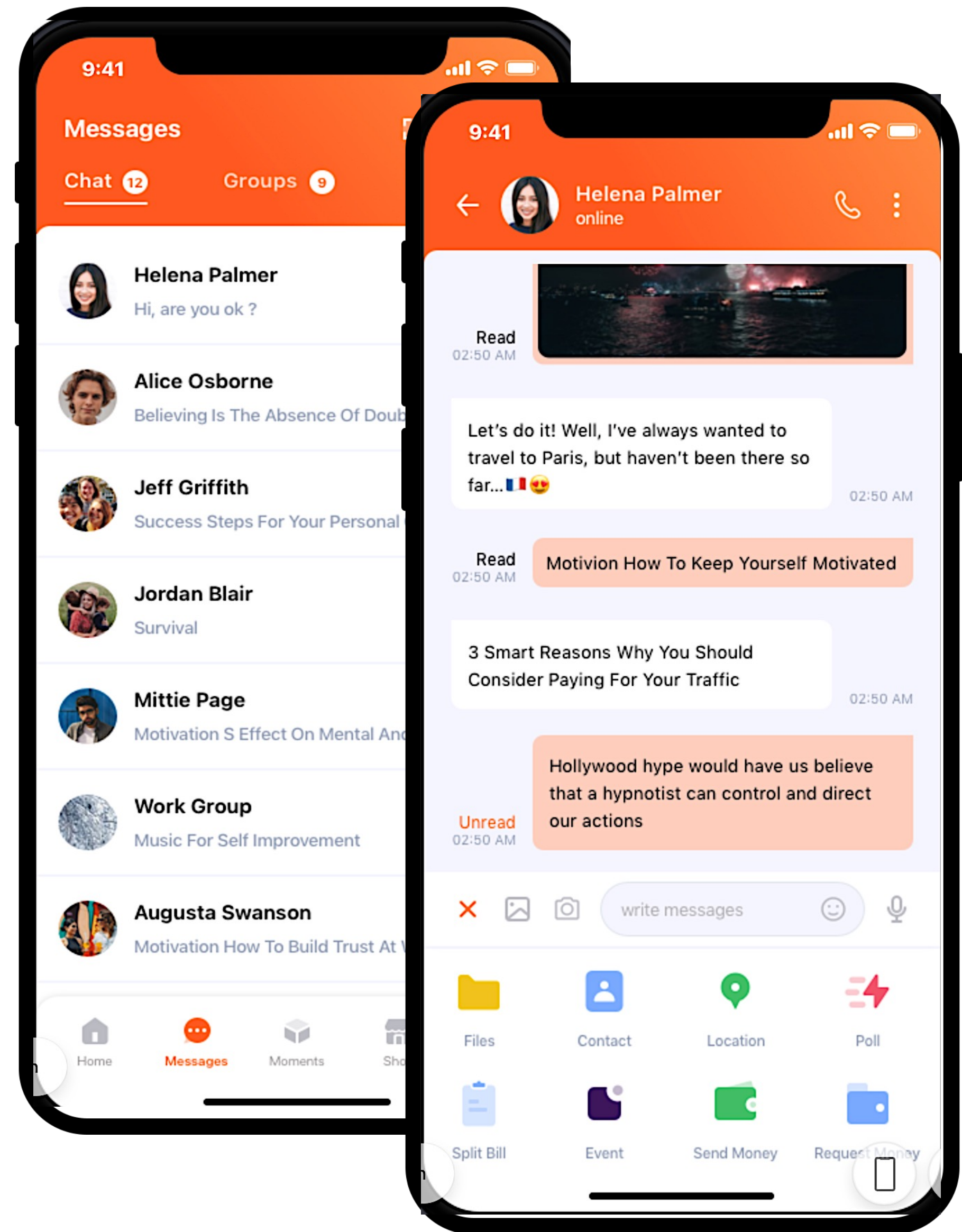


Chat



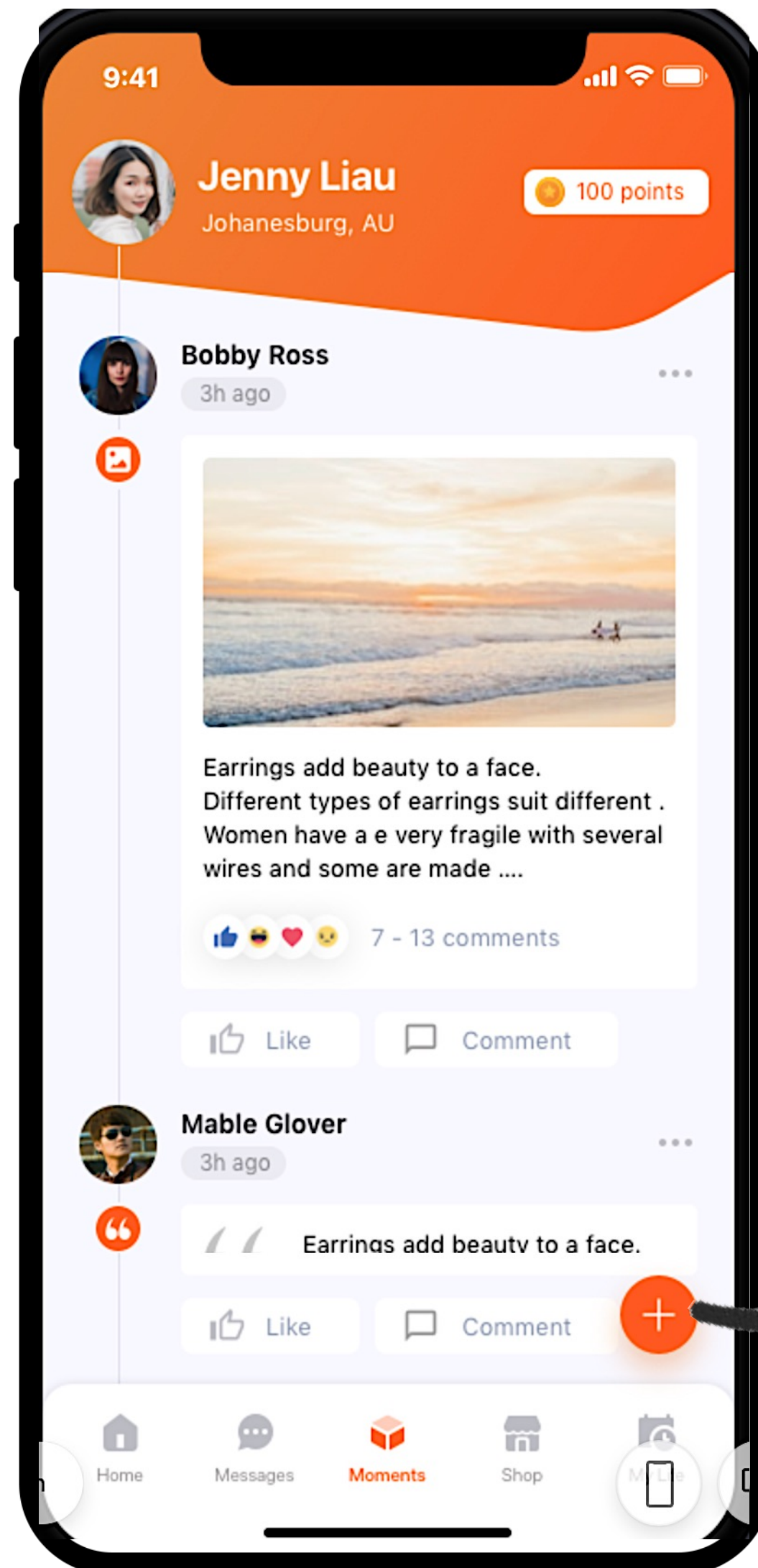
The same with famous **WhatsApp** but with more features:

- ❖ **Split bill** divide the bill among group members for the same amount or different amounts
- ❖ **Create an event** like wedding invitation with pictures and the number of attendees with the option of yes / no / maybe and add it to appointments
- ❖ **Send money/Request** money
- ❖ **Poll** friends group where they want to hang out this weekend

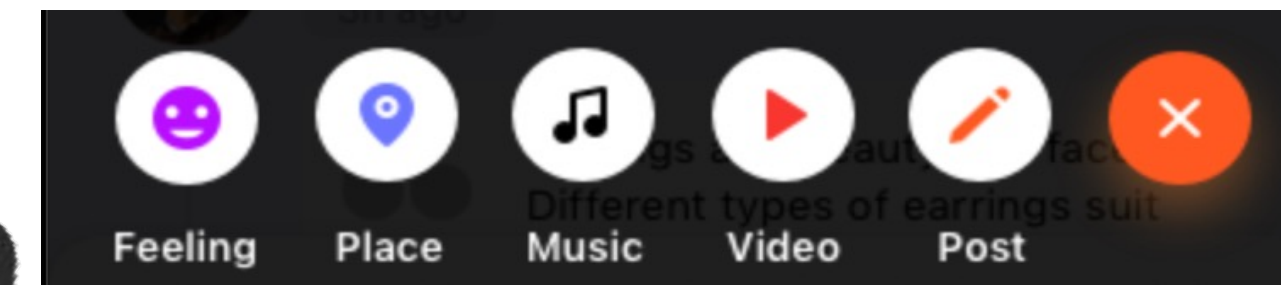


Moments

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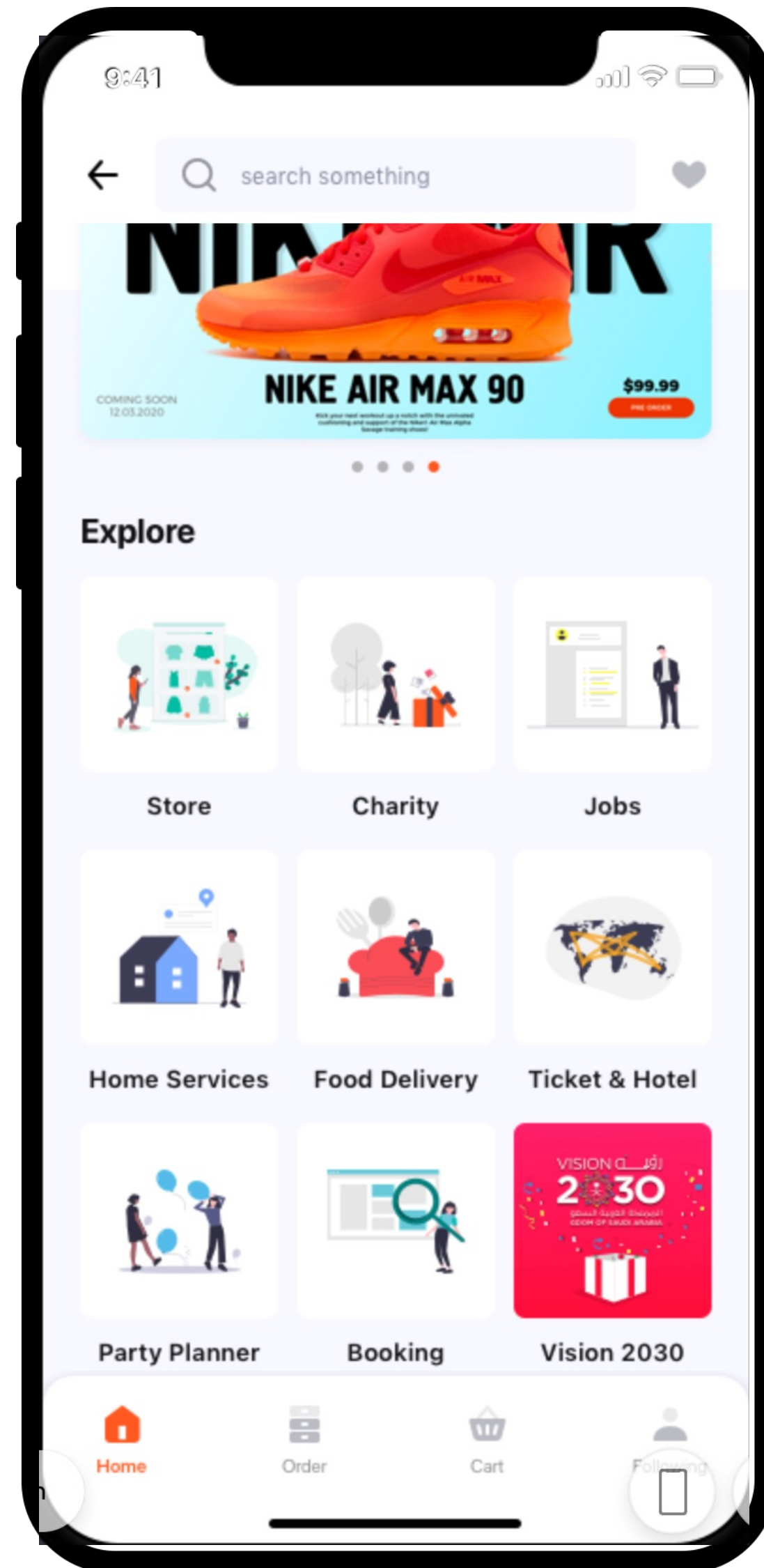
- ❖ A **Timeline** to share with your friends with the preservation of user privacy so that if a comment was written by a non-mutual friend, it would not appear to other friends.



Shop



All Service Providers will have website dashboard to manage orders.



Store

A **Marketplace** for every item you can think of with a website panel to sellers.

Charity

Donate money to verified NGO's/Charities/Zakat.

Jobs

View, apply and **Hire** employees for seasonal jobs or part-time.

Home Services

Any **Service** that comes to you at home, such as hourly cleaning/all kinds of maintenance.

Restaurants

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Order **Delivery** or **Pick-up** from the branch.

*Restaurants handle delivery!

Ticket & hotel

Book air, sea, train, hotels etc.

Party planner

Organising Parties graduations, weddings, birthdays, feasts, meeting rooms, photography.

Booking

The services that you go to, such as **Women's** salons, massage, makeup. For **Men**: shaving, skin care



My life



Appointments all the activities through the app that have time like events, family gathering, makeup, hair cut, will be **Automatically** added.



To Do list with **Prioritization** of tasks.



Daily new **Stories** at 8 pm, can be exclusive content filled with positivity, it can be written, video, podcast. (influencers)



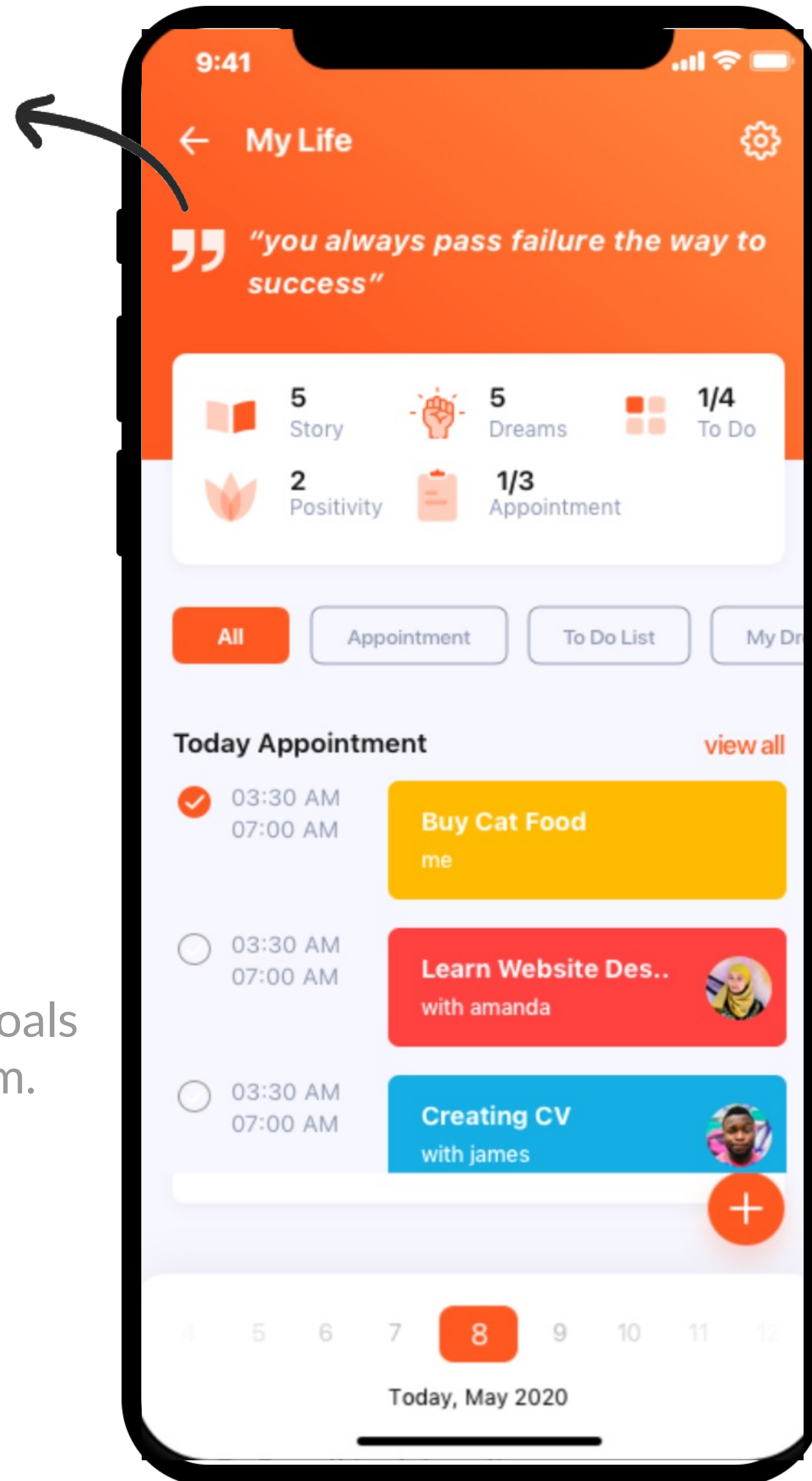
Dreams (goals) the user can add their goals as step by step process to **Achieve** them.



Positivity encouraging users to look at the bright side of their life in a **Psychological** trick to write down at least one positive thing happened today.

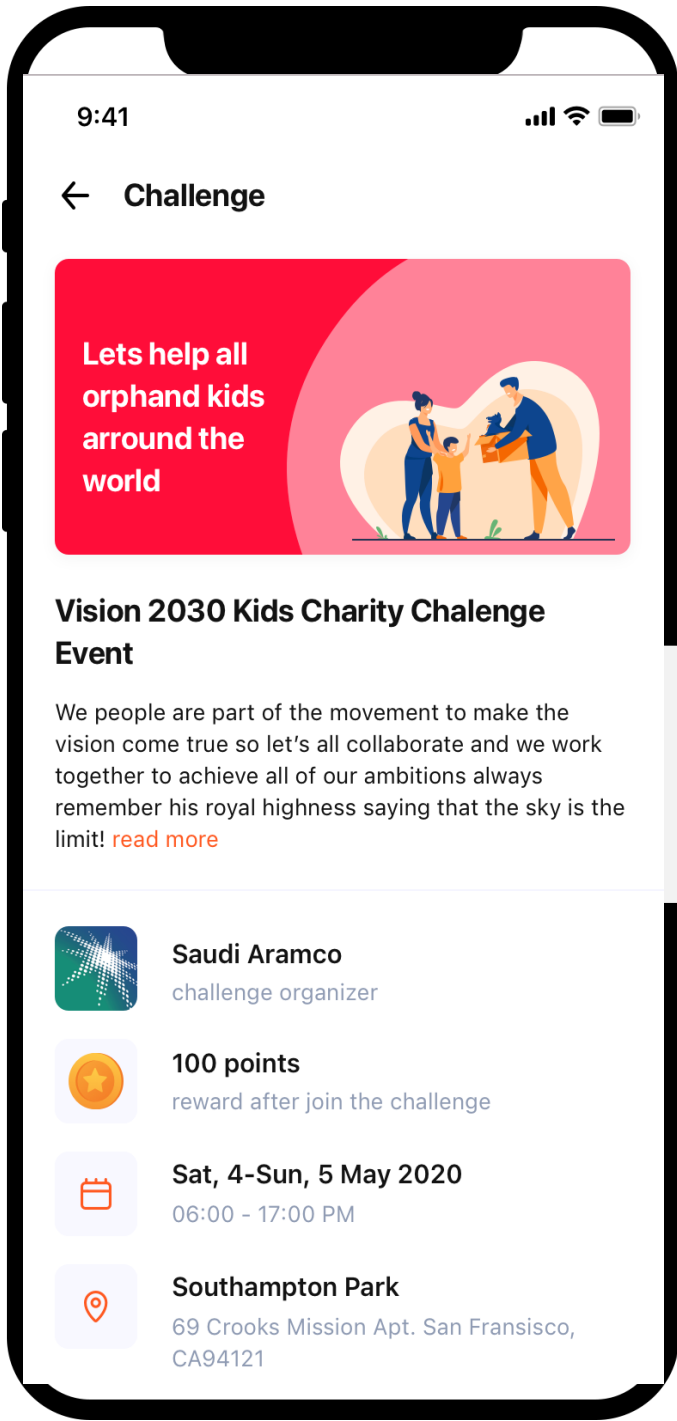
Quote of the day at 7 am .

“You always pass failure on the way to **Success**”



Vision 2030 Challenges (Scavenger Hunt)

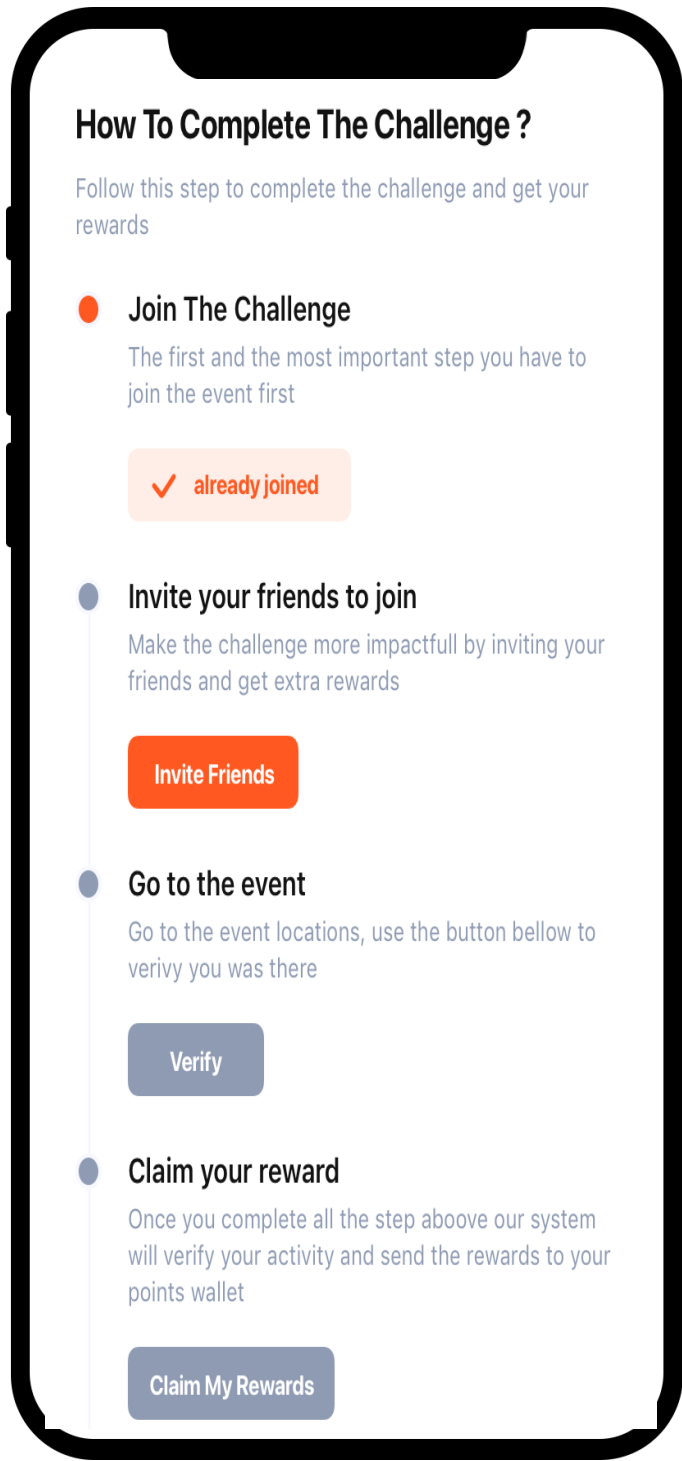
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Government Entities

Vision 2030 initiative

Post the Challenge publicly



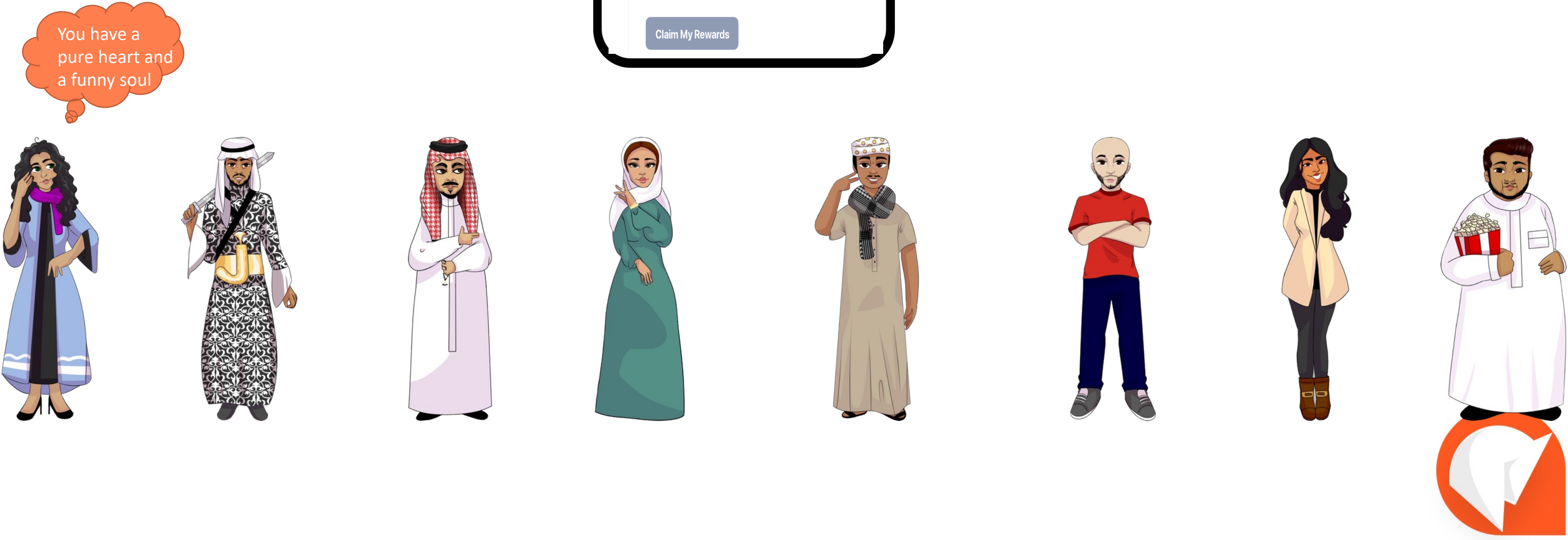
Join, invite friends, attend to verify

User choice to participate

Claim rewards in points

Personality test

In the registration process, the user has to answer specific questions to get a character and description.



Value Proposition

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Financial technologies

Socially Sustainable

Sharing economy

Spreading Positivity

Big Data & AI

Highly Interactive

An **Ecosystem** built from scratch **Customized** for the region

Low operational cost

Culturally driven

Health & beyond

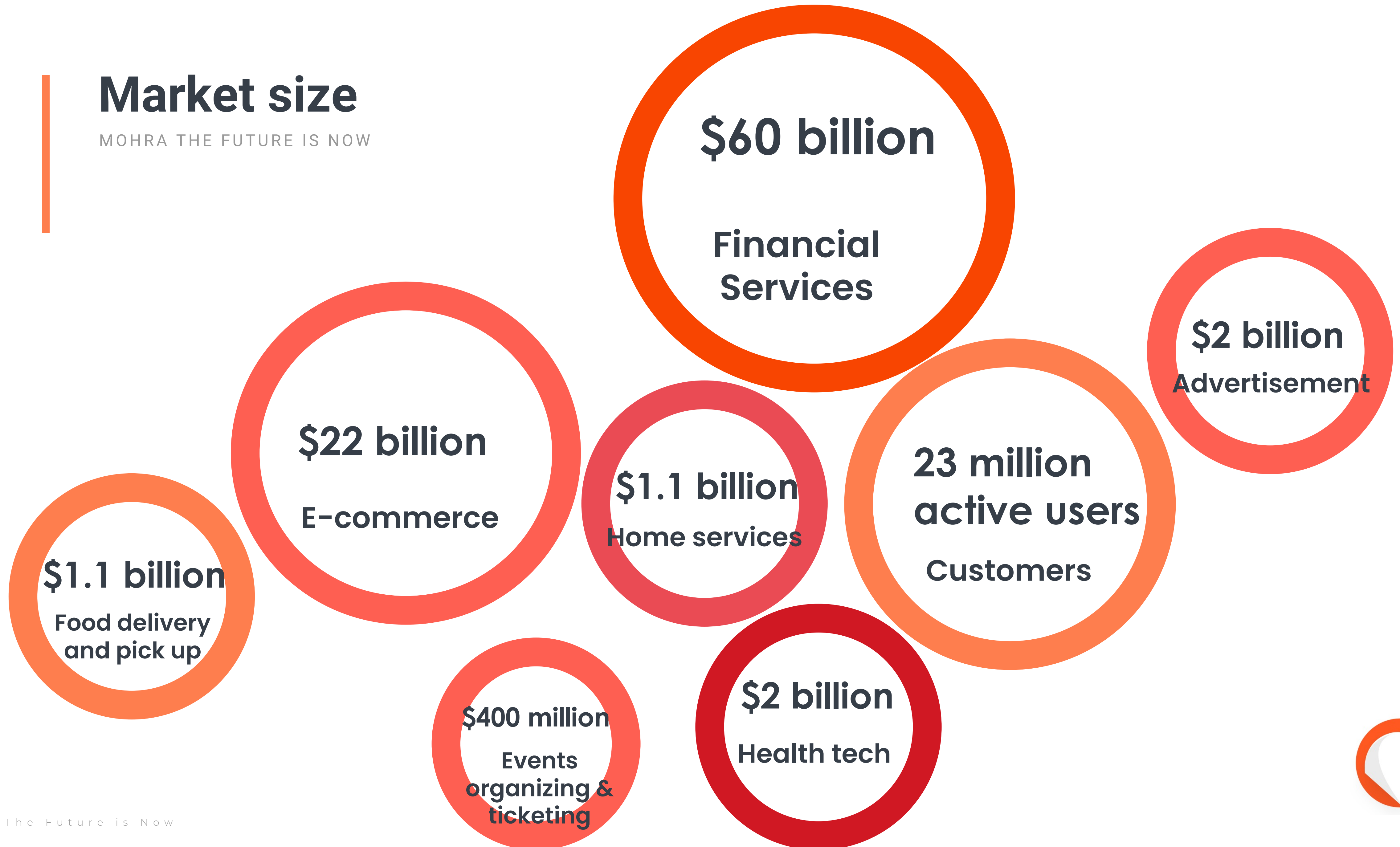
Very high potential for Growth and scaling

Currently **Nothing like it** in the market



Market size

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Target Market

What we target in the first 5 years

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E-commerce
\$220 million

Out of the total E-commerce we target 1%

For delivery & pickup
\$50 million

In food delivery & pickup the competition is high and we can't afford to have a customer service this is why we're aiming low.

Customers
+3 million

Most of the 3 million users are below the age of 30.

Events
\$20 million

Event organizing and ticketing is untouched market with high potential.

Advertisement
\$10 million

Very high competitive market.

Home services
\$20 million

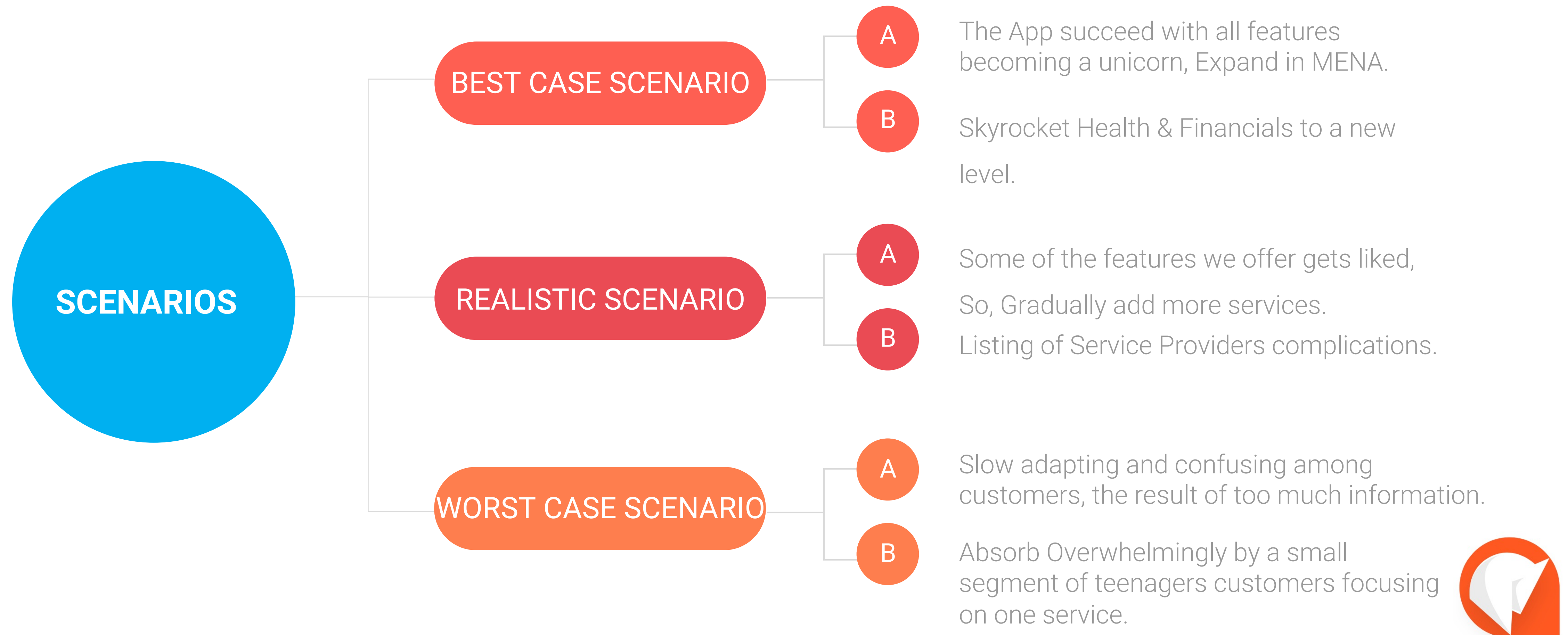
This will need a long time to list all the high quality service providers.

\$350 million

Total
projected
market

Potential Outcomes

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Competitors

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Big companies

Culture

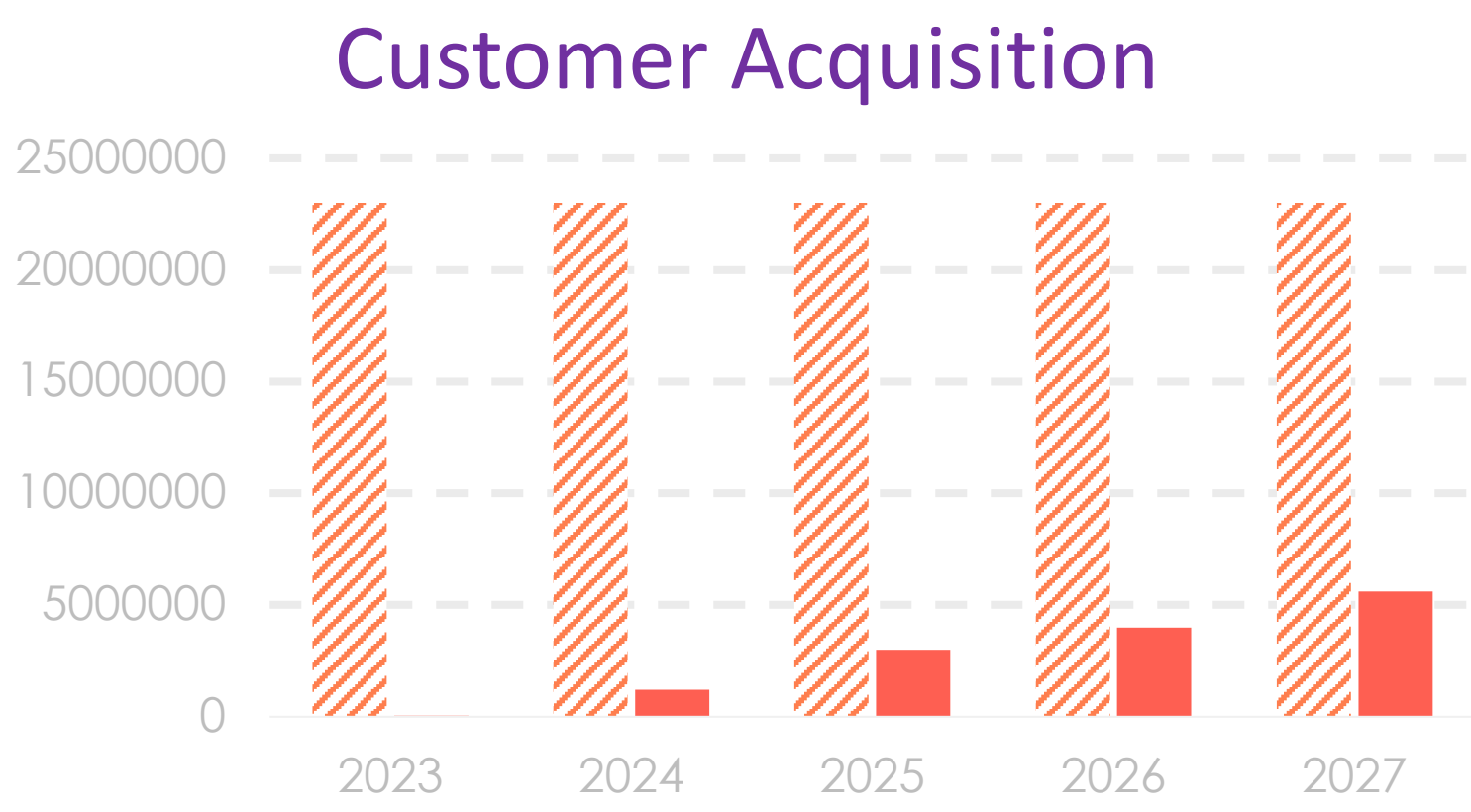


Limited services

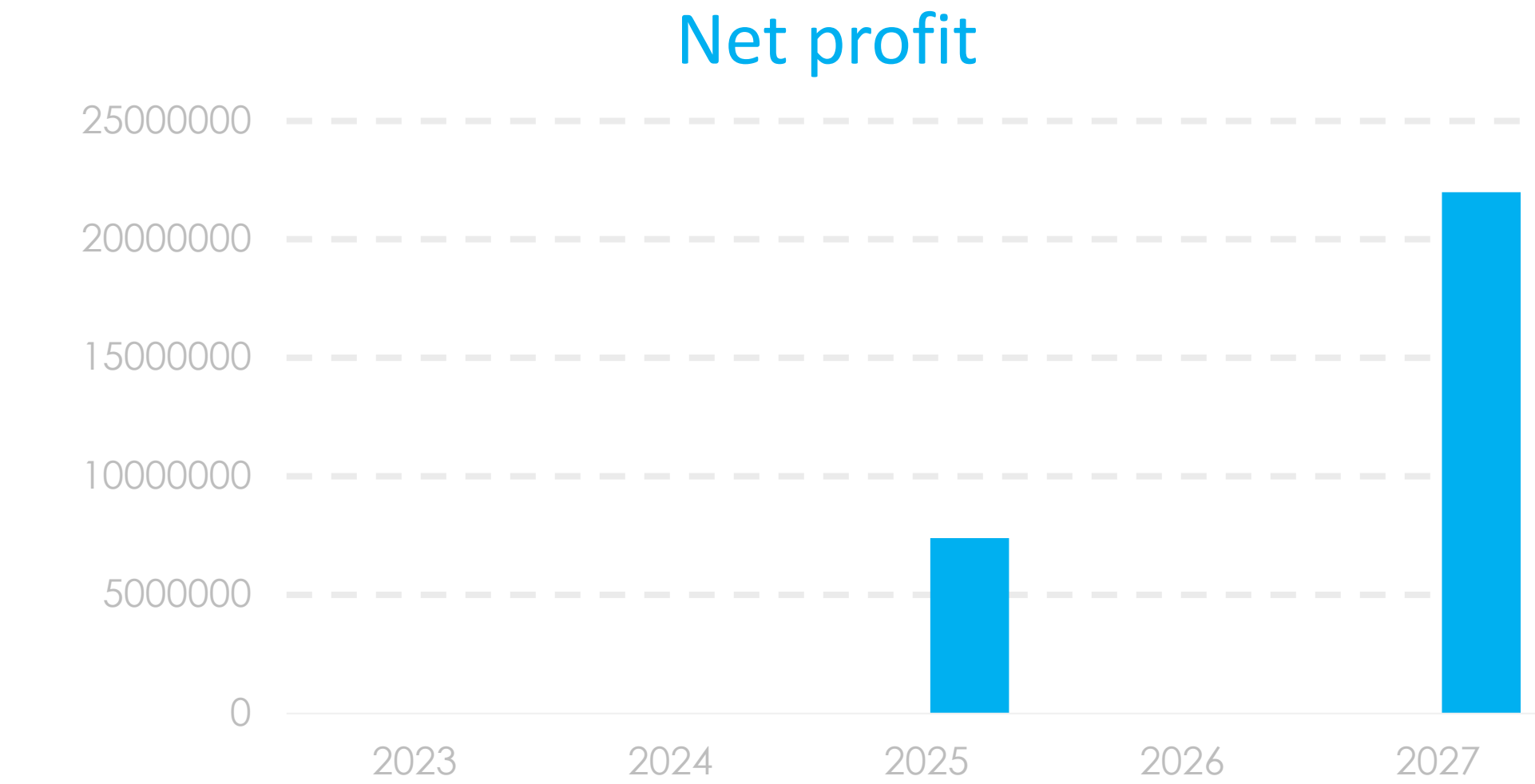
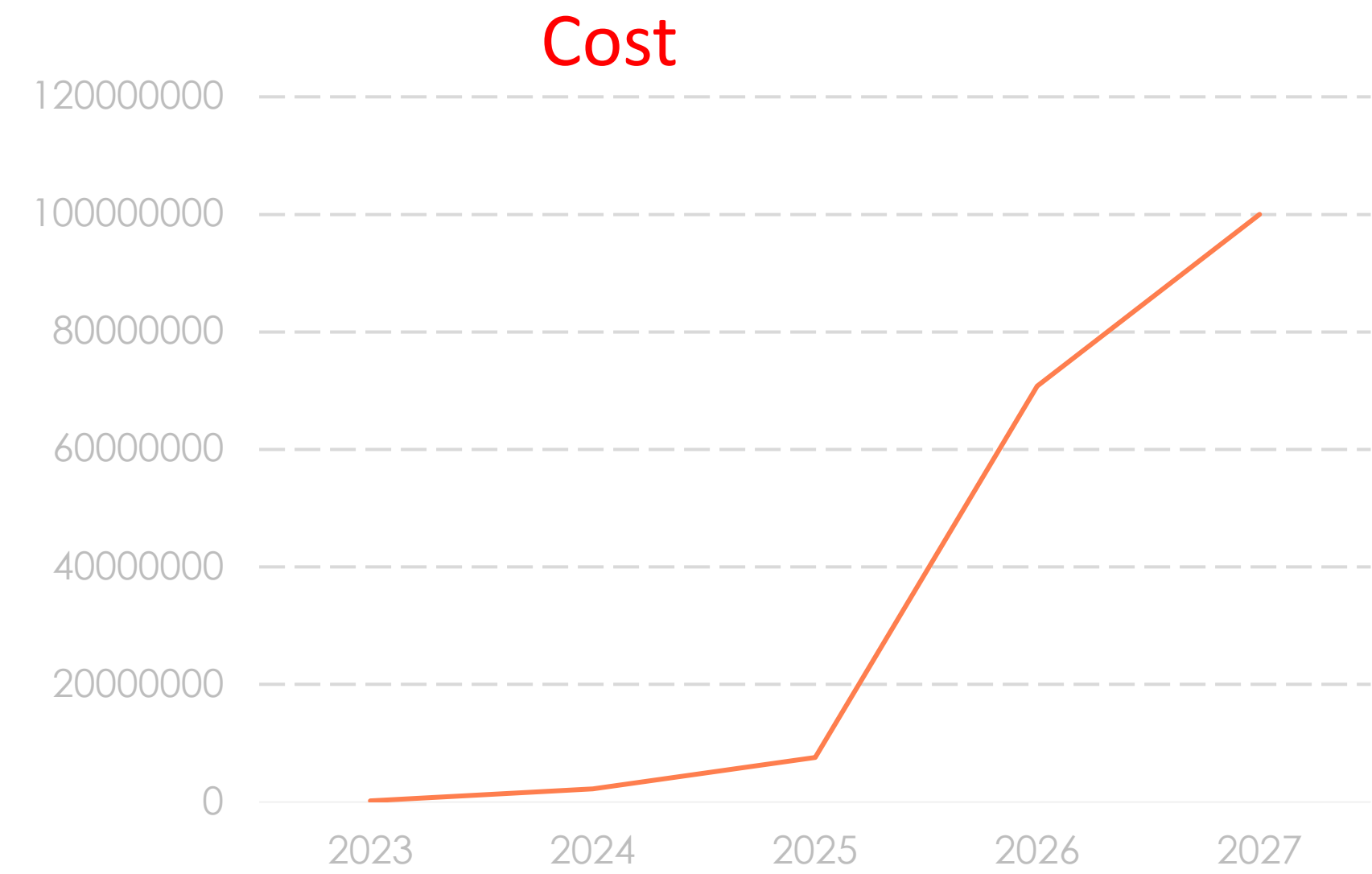
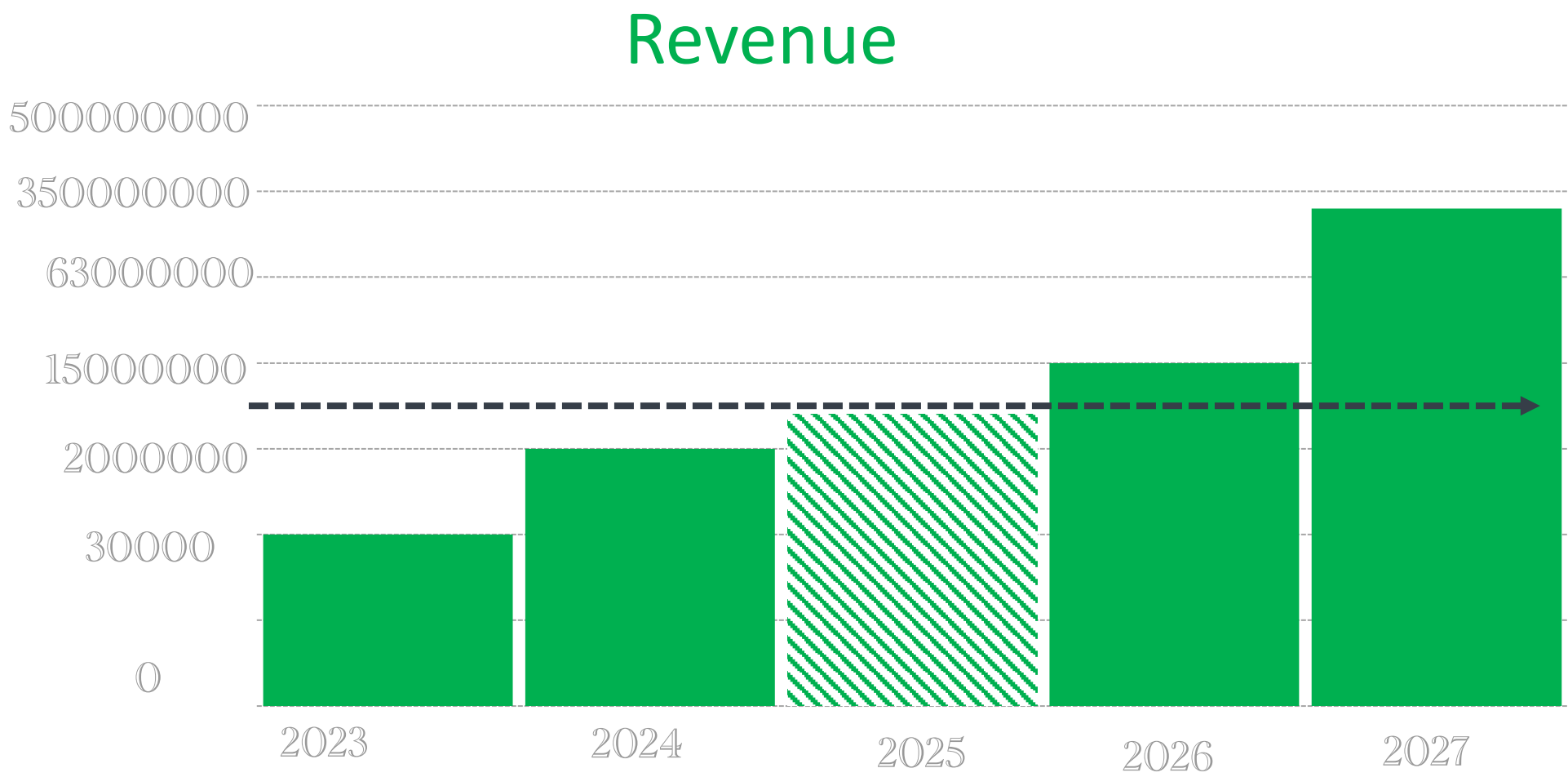
Projection & Breakeven



Category	2023	2024	2025	2026	2027
Customer Growth	5000 users	130,000 users	1,200,000 users	3, 500,000 users	5, 900,000 users
Revenue	\$30,000	\$2,000,000	\$15,000,000	\$63,000,000	\$320,000,000
Cost	\$200,000	\$2,200,000	\$7,600,000	\$70,800,000	\$100,000,000
Net Profit	\$-170000	\$-200,000	\$7,400,000	\$-7,800,000	\$220,000,000



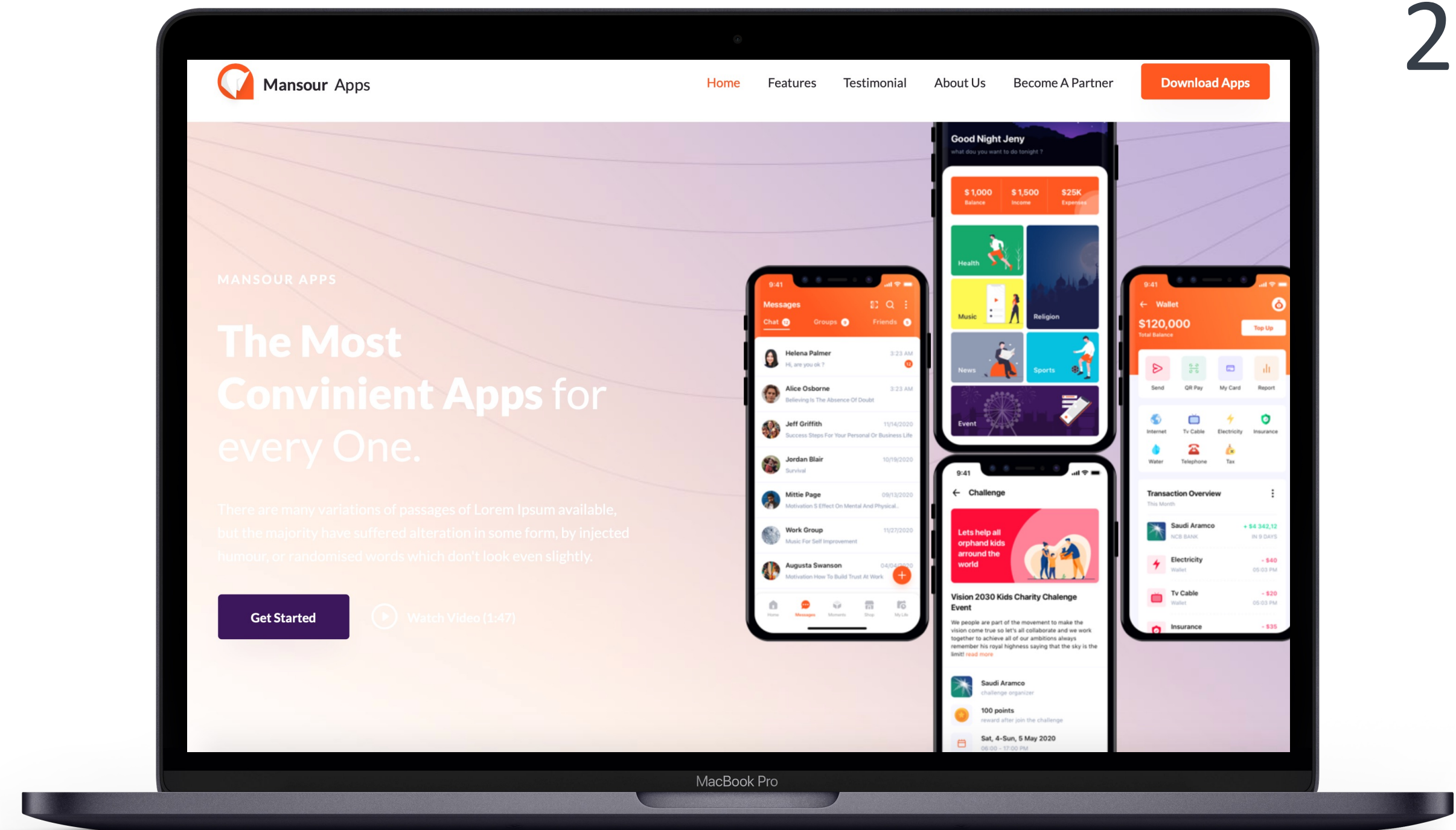
Break-Even
Third year



Business model

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Free to utilize by
proponents.



Advertisement



Big data analytics



Percentage



Subscription &
Annual contracts

Pricing

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Service	Financial Model + Price	Service	Financial Model + Price
Event Ticketing	4% + \$1.33 P.T ✗ Tax not included	Tourist & Hotels	Operated by third-party Annual Contract
Restaurant	Subscription Plan \$39/MO ✓ Tax included	Booking	5% ✗ Tax not included
Shops	Subscription Plan \$25.99/MO ✓ Tax included	Home Services	10-15% ✗ Tax not included
Nutrition plans	Operated by third-party Annual Contract	Music ,News, Religion and Live scores	Third-party API
Advertisement	✓ Targeted ads Case-by-case ✓ Gov. entities	Challenges + Vision 2030	Not yet classified
Recruitment	Companies Hiring \$25.99/Emp	Financial Services	We operate + bank
Party Organizers	10-15% ✗ Tax not included	Listing Fees, Branding, Unified Customer Care, etc.	N/A



Traction

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Existing Strategy

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IPO



Risk & Precautions

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Customer Service

An annual rating to terminate any Service Provider with Poor customer care.



Government Financial Permits

To obtain permits to operate on the financial market one of the biggest challenges, a big investment is needed.



High Competition

We are coming after a huge market size high resistance competition is expected.



Customer Patience

The user ability to comprehensively understanding the app.



Nora always says
Go big or go
Home





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CO-Founder and CEO



Hisham AlQumaya
CO-Founder, COO&Sales



Saud Bin Dham
CO-Founder and CFO



Muhammad Arslan Nasr
CTO



Hisham AlQumaya
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Alaa Abdo
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Mustfa
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| Thank You

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