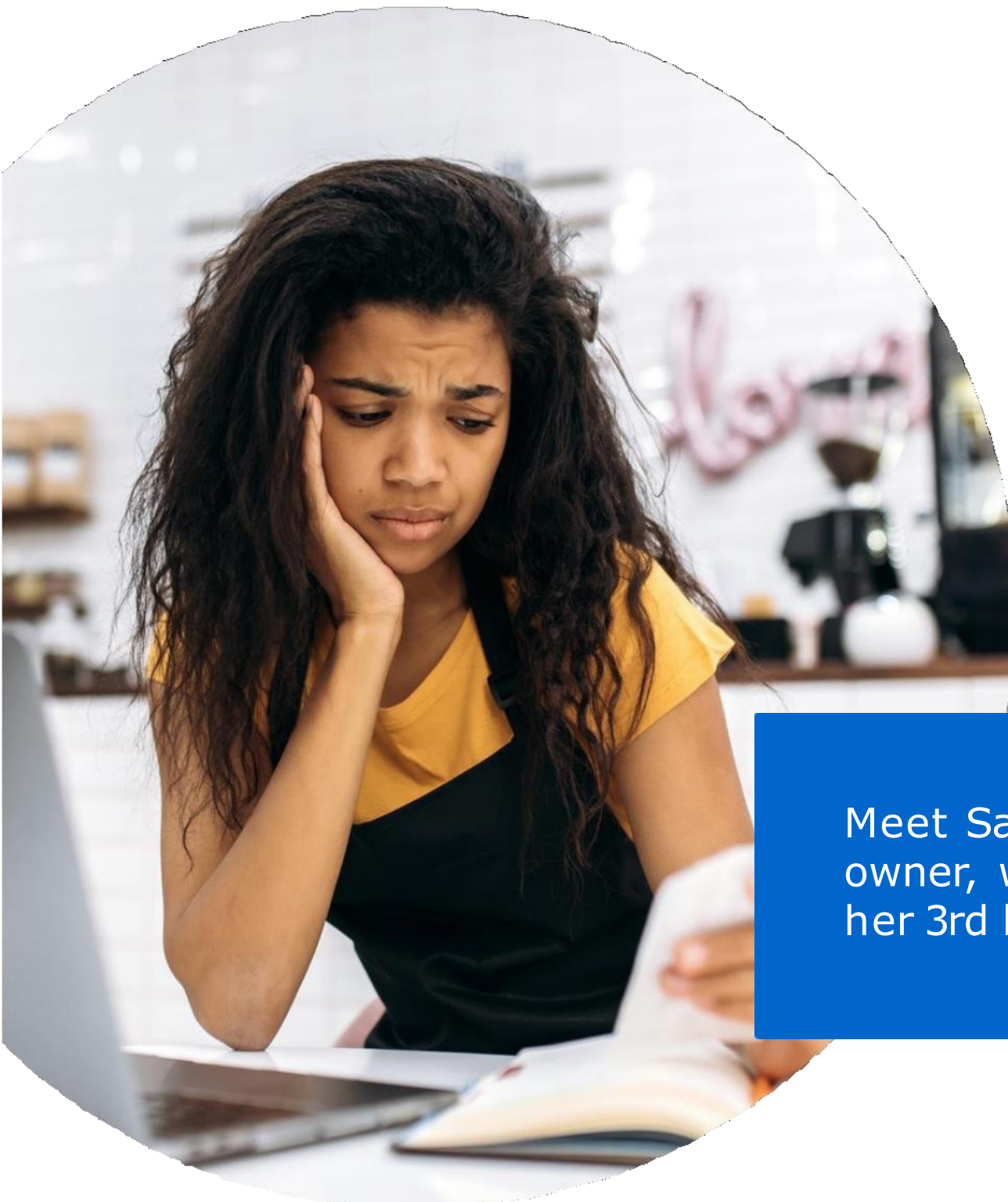




Digitizing Your
Operational Processes.
One Step at a Time.

www.operate-solution.com



Meet Sarah, a small business owner, who recently opened her 3rd location

Small business owners in the food and beverage industry with single or multiple locations face significant challenges.

These challenges include:



Managing location(s) with varying levels of customer demand



Ensuring **consistent** product quality and customer service



Navigating **complex** regulatory requirements



Maintaining a **profitable** business model in the face of rising costs

Operate is a platform designed to automate and monitor store operations while giving business owners the ability to create, track, and share checklists and issue management



Digitize Checklists

Eliminates wasted time for business owners creating and managing checklists



Automated Issue Management

Reduces the amount of time supervisors and managers spend following up with employees



Digitize Standard Operating Procedures

Ensures consistent task management processes across all store locations



We Help SMEs Operate Better

We offer a value-based solution

Operate does not only solve a problem, but we also offer value for each outlet we serve.



Enhance
Productivity

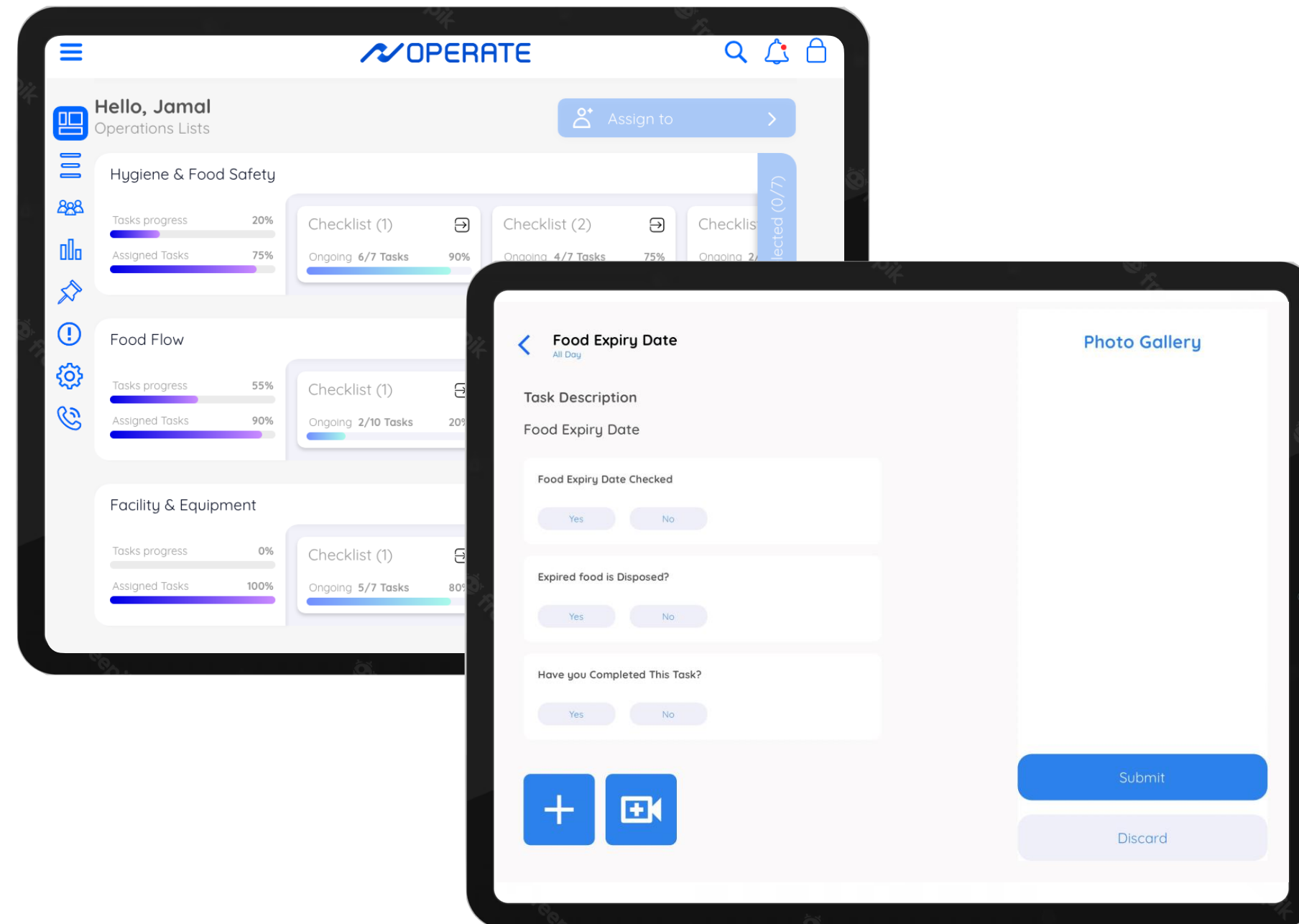


Team
Collaboration
and credibility



Cost
Optimization

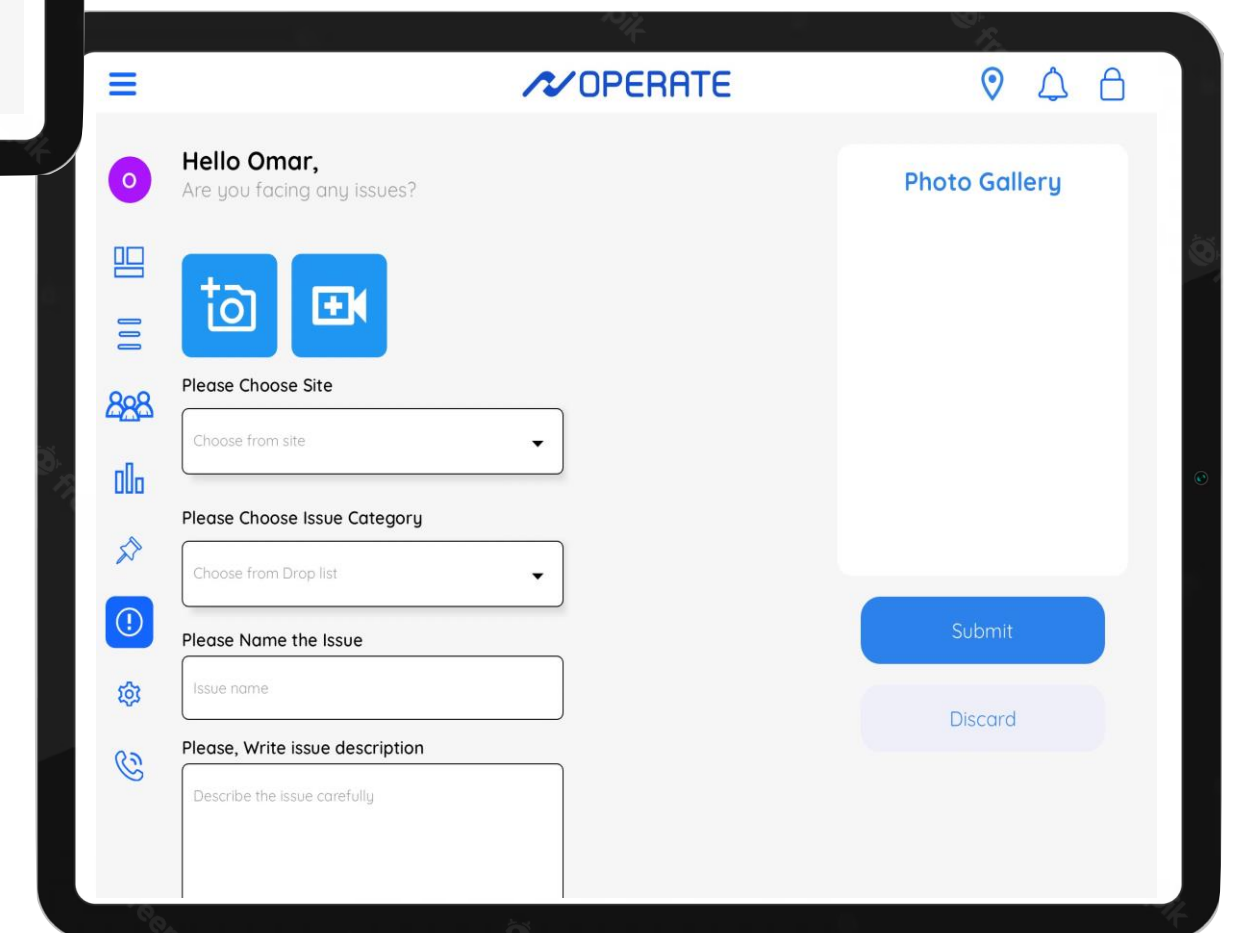
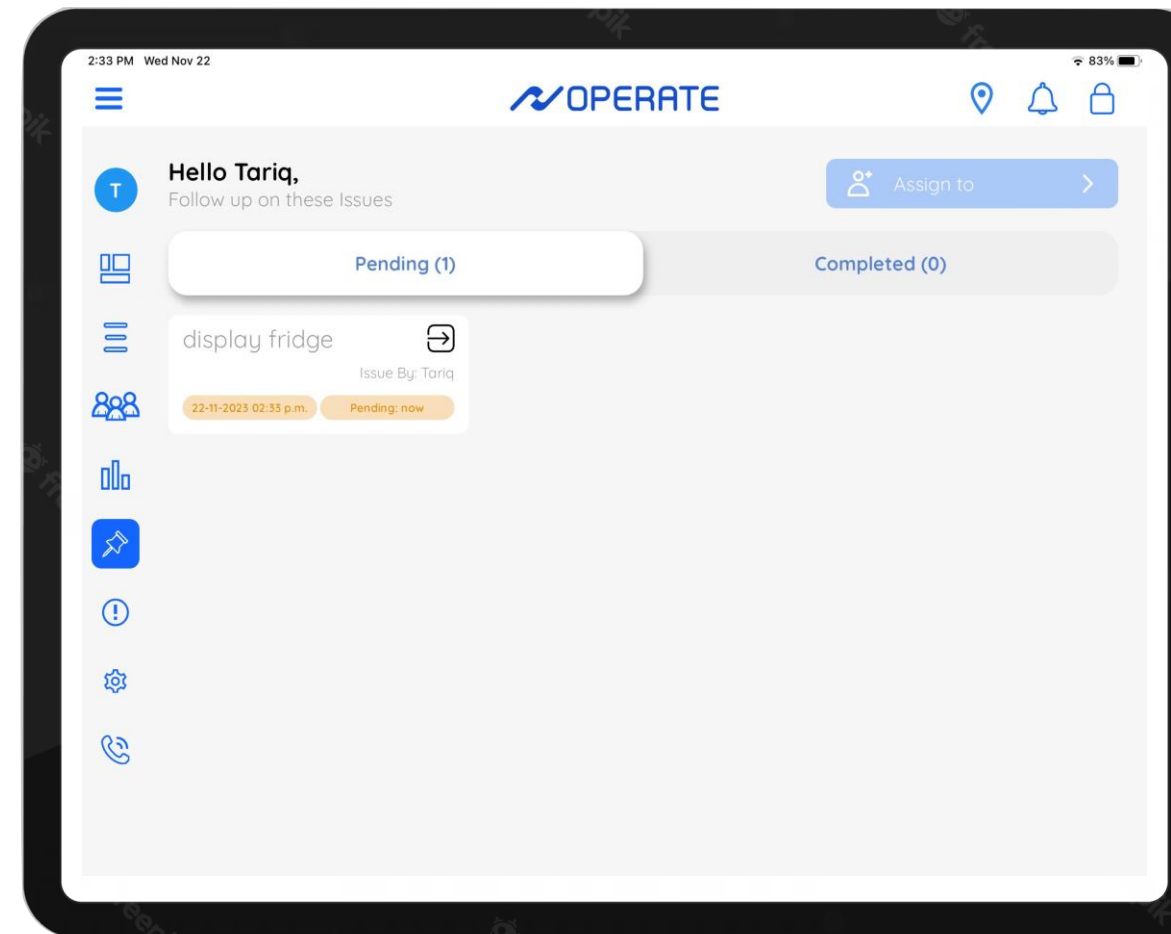




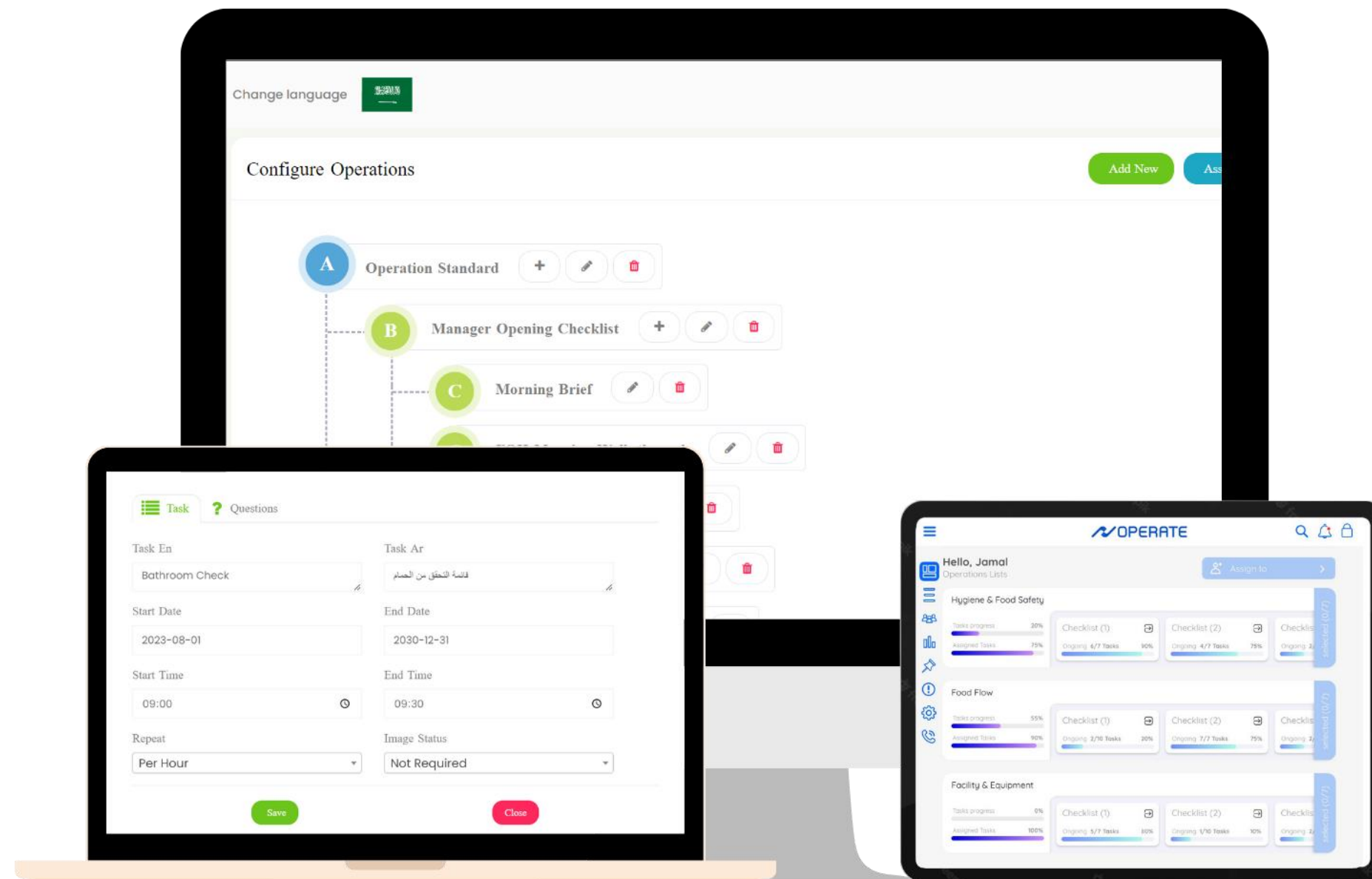
- Categorize Checklists
- 7 different types of answers
- Predefined Dynamic Checklists
- Track pending, completed, and overdue checklists
- Add photos and videos to your checklists

Our product is a must for effective operations.

- Raise an issue with photos or videos
- Get notified when an issue has occurred
- Assign and re-assign issues remotely
- Track pending or/and completed issues



Our product is a must for effective operations.



- Change the frequency of the checklists as per the business need
- Bilingual (Arabic and English)
- Mandate an image with the checklists if needed
- Standardise all the checklists across locations

Our product is a must for effective operations.



2x
Restaurants
Growth

Restaurants in Saudi Arabia will increase from 1,500 restaurants per 1million to 3,000 per 1million*



4x
Coffee Shops
Growth

While coffee shops will increase from 258 coffee shops per 1 million to 1,000 per 1million*



77%
SMEs

77% of the food and beverage industry have more than two locations.



Operate is a subscription cloud-based SaaS model solution.

We are targeting small to medium enterprises in the food and beverage industry.



\$400-\$1,250
per location
per year



Subscription terms:

Each restaurant location will be charged per license. The packages will include unlimited users but will have to upgrade based on the cloud storage needed.



Additional revenue streams:

- Licenses subscription
- On-boarding
- Extra cloud storage

MARKET SIZE

Food and Beverage Industry

2023



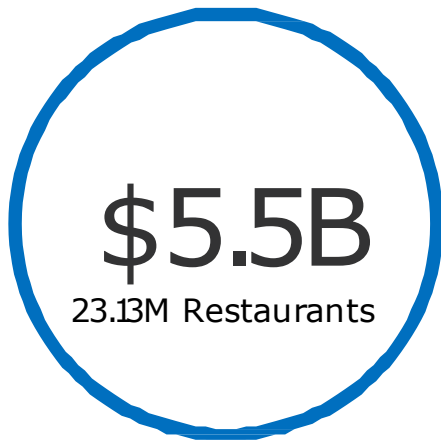
SOM



SAM



TAM



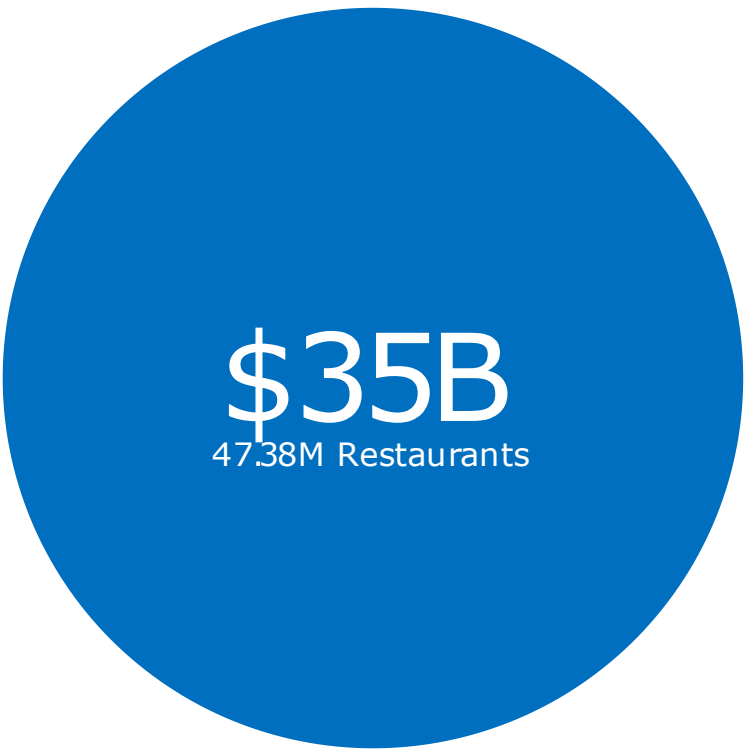
2030



Saudi Market



MENA



Global

The Math:

2023
 $61K * 80\% * \$400 = 19.6M$

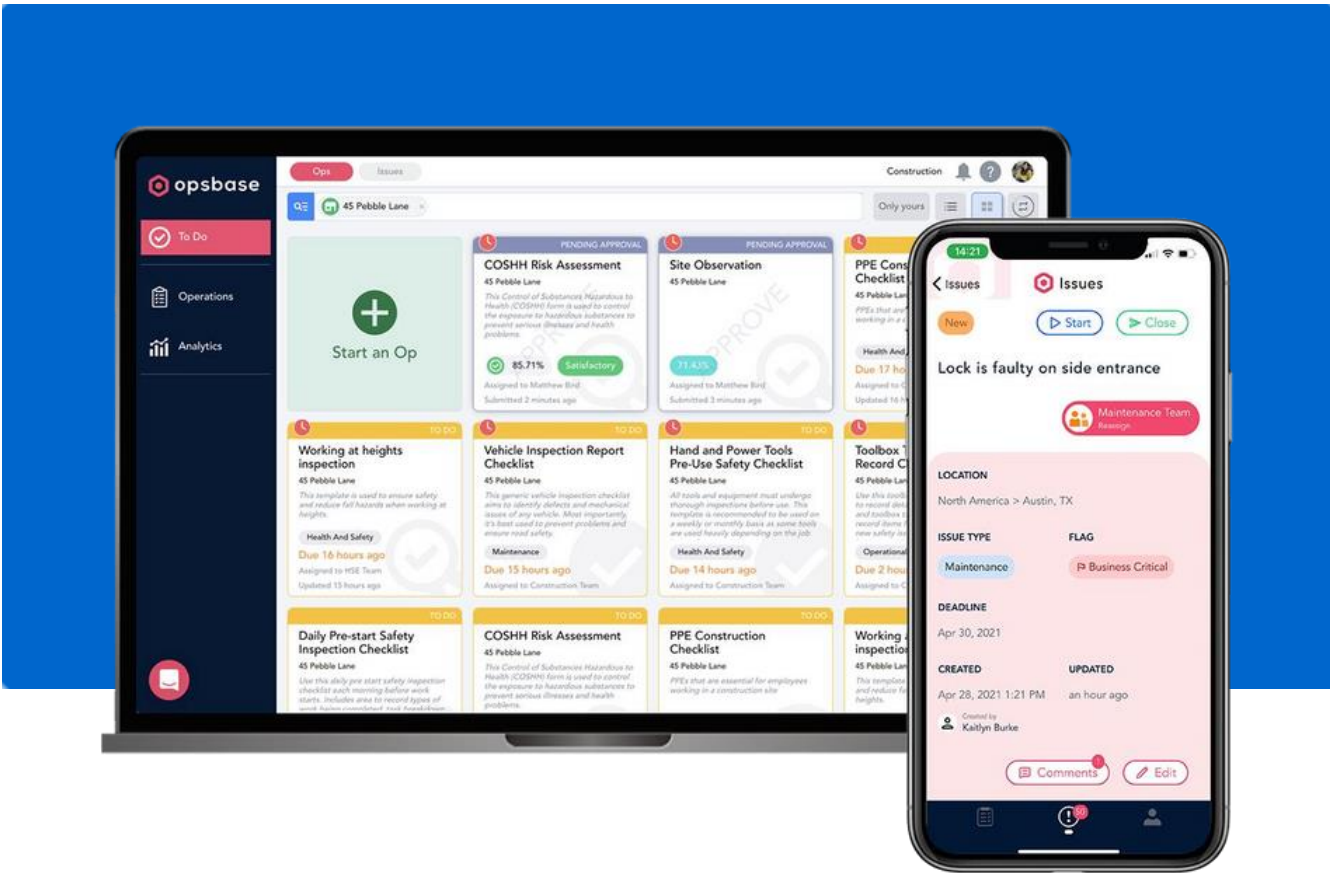
2030
 $200K * 80\% * \$1250 = 200M$

2023
 $300K * 70\% * \$400 = 84M$

2030
 $552K * 70\% * \$1250 = 483M$

2023
 $23.13M * 60\% * \$400 = 5.5B$

2030
 $47.38M * 60\% * \$1250 = 35B$



What do we offer that they don't?



Built in Checklists



Dynamic & Changeable Checklists (Task Level)



Local Experience



Bilingual (English and Arabic)

Operate v1 is fully developed and piloting



Q 4 2023

- ✓ Pilot Testing
- ✓ Holding Company Incorporation
- ✓ MISA License
- ✓ Saudi Company Setup
- ✓ MVP Launch



Q 1 2024

- ⌚ Launch Operate
- ⌚ v1 R&D for v2



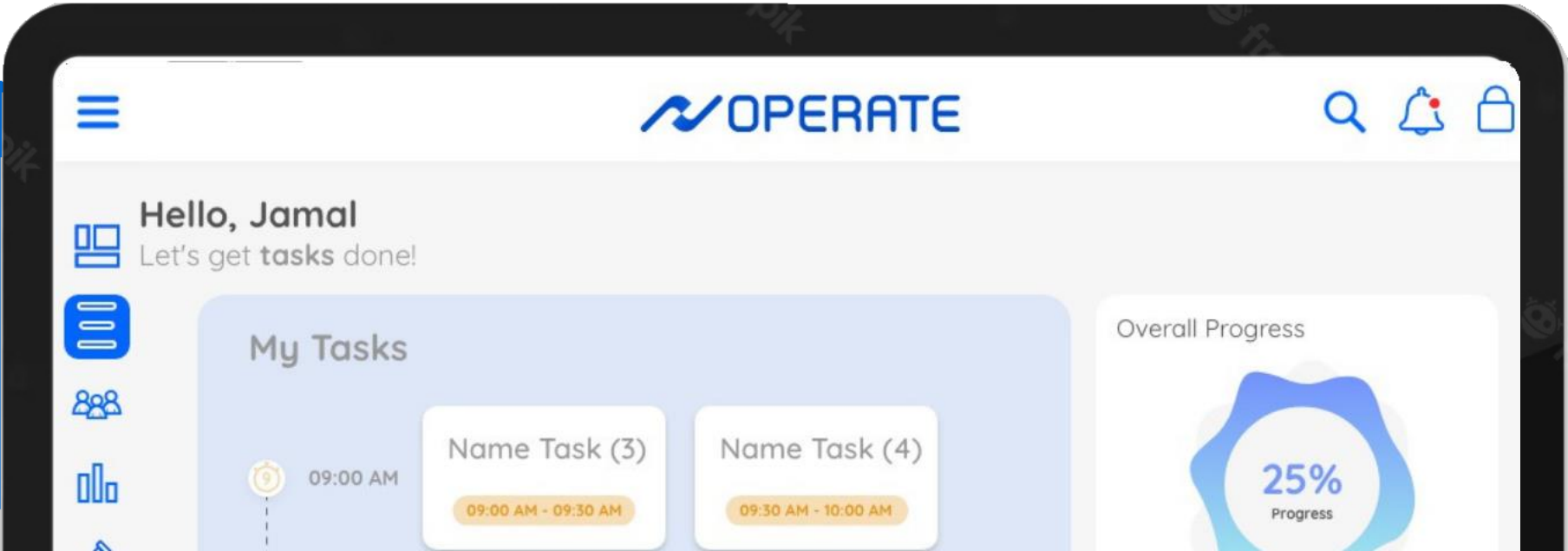
Q 2 2024

- ⌚ Testing v2



Q 3 2024

- ⌚ v2 Roll-out



To become the first Saudi-based company that is used global to help digitize daily operation management

FEATURES ROADMAP



Digital Checklists



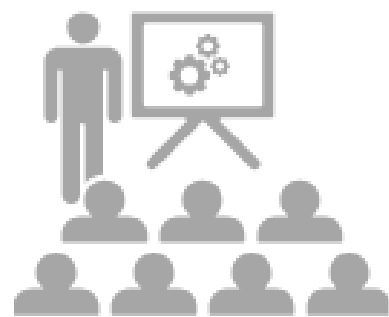
Issue Management



Schedule Management



Franchise Management



Training Management

INDUSTRY ROADMAP



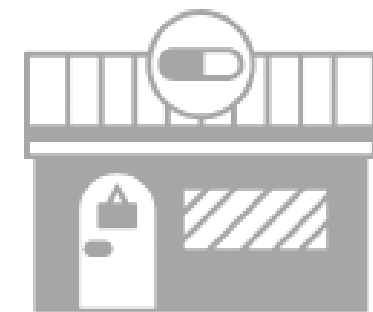
Food and Beverage



Retail



Markets



Pharmacies



Pre-seed
\$300,000

SAFE Note

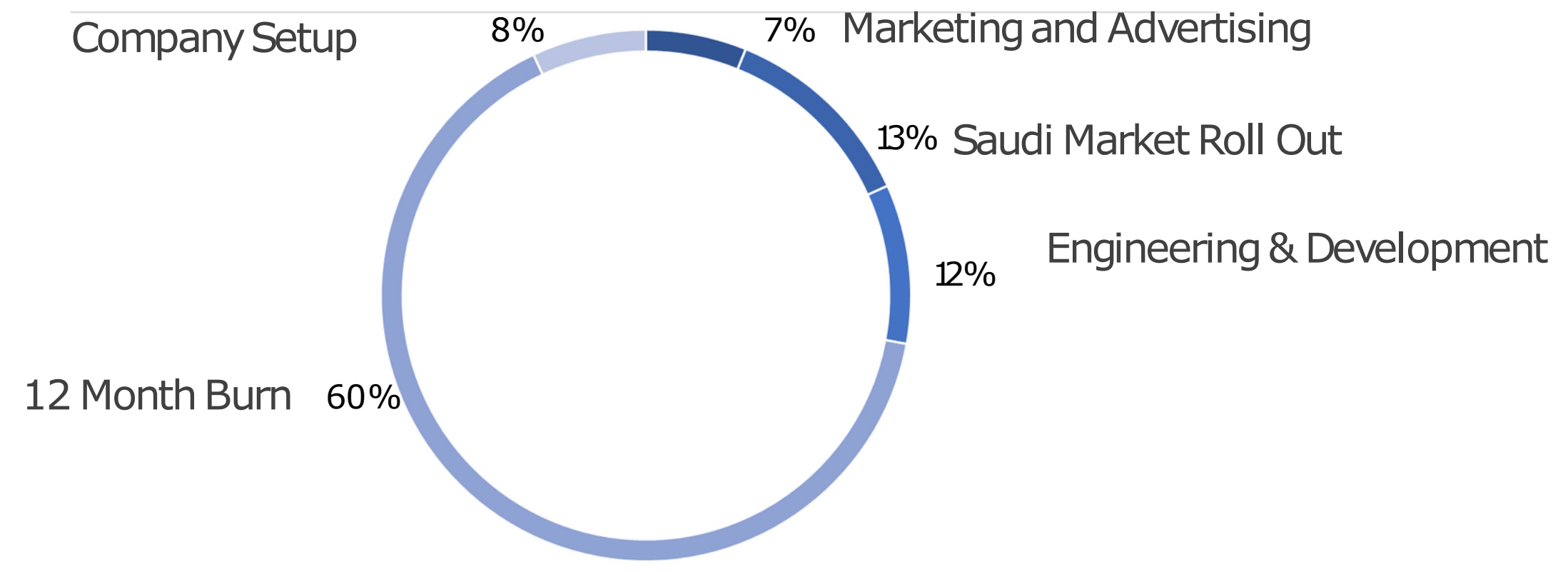
\$3,000,000

Valuation Cap

\$100,000 Raised to-date



Use of funds:



The Goal:

To sign up 500 locations,
generating more than 200k in revenue

We have experience working in restaurants and hospitality consulting and know the market very well



Kareem H
Ibrahim
The Founder

From Engineering to Food and Beverage.

Kareem owned and operated his own restaurant, co-founded a hospitality consultancy agency, and now a FoodTech Entrepreneur.



Fahim
Rafeek
The Developer

With over 7 years of back-end development experience, Fahim is in-charge of all the back-end development of Operate.

He scaled e-commerce and SaaS solutions before, and he is ready to do it again.

Our Advisors are experts in their field

Advisory Board



Yamen
Ramadan
Tech Advisor

Understands technology, understands startup. Yamen is a CTO to a very successful FinTech startup that exploded to different continents in less than 5 years



Zeid
Husban
Strategy Advisor

Foodtech guru, Startup Enthusiast. Zeid built and exited two very successful foodtech companies. He walked the walk



Ahmad H
Ibrahim
Business Advisor

Ahmad has been in Food and Beverage industry for the past 15 years, owning and operating 15 location confectionery across the city, to founding a hospitality consultancy agency working across the country



Join us help SMEs
Operate better

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