

Pitch Deck



Common Issue For Non-Foodie Users



→ For Service Providers (Restaurant Owners):

- Unclear marketing spending.
- A lack of clarity in identifying intended users.
- Spending money on platforms that do not reach food-interested users results in wasted ad investment capital.
- No dedicated platform for food enthusiasts.

→ For Service Users (Customers):

- Lack of vendor-to-customer communication channels.
- Increased spent time looking for restaurants or booking.
- No extra credits, points, or customer privileges.

→ For Food Marketers (Bloggers):

- No recurring revenue generated over time.
- High reliance on one-time advertising, or request-based freelance advertising gigs.
- Wasted revenue & time on various platforms not devoted to foodies.
- Instability keeping up food blogging opportunities to advertise for food services.
- No dedicated platform for content sharing & audience connecting.

What You're Missing on Without Foodie?



→ For Service Providers (Restaurant Owners):

- Better marketing spending analysis.
- Clear targeting of intended users.
- More accurate and-investment decisions fostered in interested users.
- One centralized platform for foodies (customers, businesses & food bloggers).

→ For Service Users (Customers):

- Easy communication channels between vendors & customers.
- Easy follow-up on order status through real-time tracking feature.
- Faster lookup time for restaurants & dine-in booking options as well.
- Various customers privileges upon sign-up, referral & invitation, and more.

→ For Food Marketers (Bloggers):

- Recurring revenue through accurate connections between food places & advertisers.
- Eliminating the number of food advertising ads & widening the food market network to connect with for both bloggers & food services.
- Better revenue & time allocation on one platform that targets foodies only.
- Opening more opportunities for food bloggers to keeping advertising or start advertising.
- A dedicated platform for sharing content in different forms such as reels & livestreaming to connect with the audience better.

B2C

ADVANCED ORDERING METHODS

Users get to order & reserve tables directly via reels shared by vendors, food bloggers on the app or other users sharing their ratings as reels.

IDENTIFY POWER USERS

Identify influential users that constantly review businesses to ensure their satisfaction.

ONE-CLICK RESERVATION SYSTEM

Offer a seamless reservation experience that attracts users to convert through exclusive offers & connect with contacts using the app.

FEEDBACK ANALYSIS & MONETIZATION

Understand how customers feel of the experience offered based on feedback sorting.

MANAGE TRANSPARENT COMMUNICATION

Allow users to connect with brands through an effective communication and honest critique.

MANAGE TRANSPARENT COMMUNICATION

Advanced options that enable users to assign the payment of the order to one of their contacts.

B2B

BRANDED BUSINESS PROFILES

A well-crafted premium business profile that shows pictures, videos, reviews and menu.

PERSONALIZED TARGETED ADS

Target the right audience at the right time and place, based on preference and spending.

ADS DISPLAY VARIATIONS

Display ads through the most-performing format from videos and listings to full-page ads.

ONE-CLICK RESERVATION SYSTEM

Personalized retargeting ads based on user actions, including page visits and reservations.

EFFECTIVE PERFORMANCE TRACKING

Identify most performing ads and offers while having a in-depth customer segmentation.

EASY TO MANAGE PLATFORM

Complete ads management through easy-to-control display settings.

B2B

COMMUNITY MANAGEMENT

Connect with users by replying reviews while measuring satisfaction through ratings.

INFLUENCERS ENDORSEMENTS INTEGRATION

Enable influencers to post video-based reviews that is pinned to the top of the profile.

BENCHMARKING & COMPETITIVE ANALYSIS

Benchmark a business to its competitors and see where it stands from customers perspective.

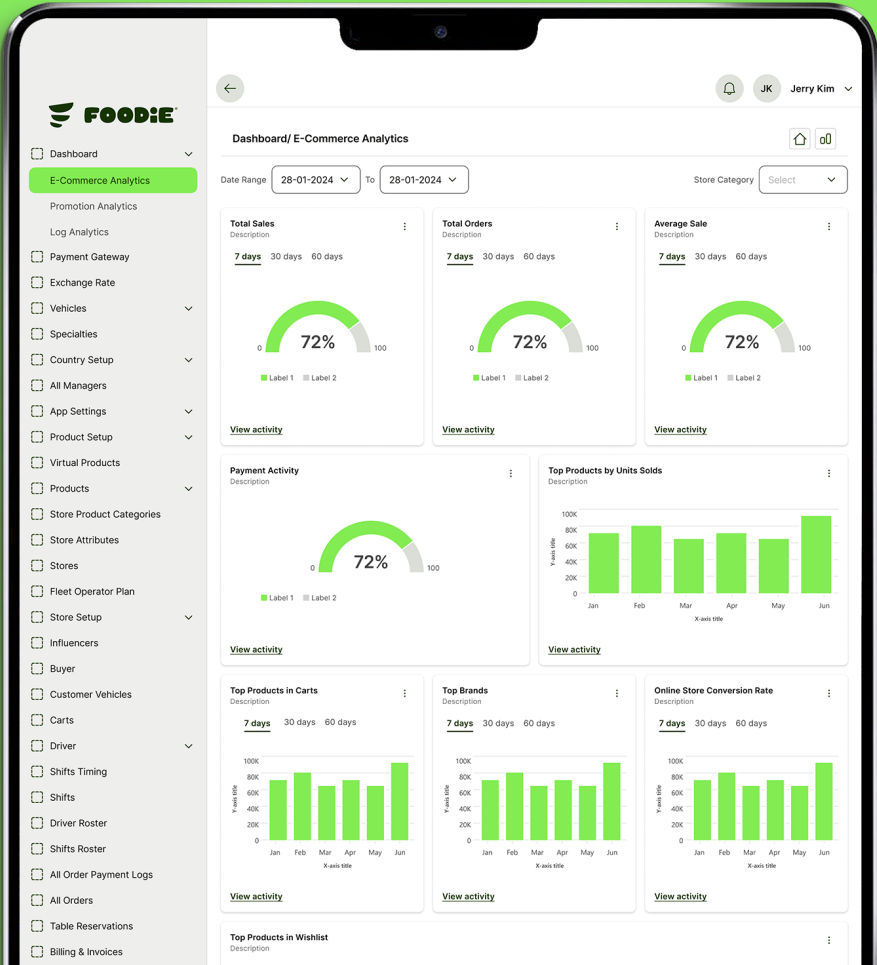
INCENTIVES ACTIVATION SYSTEM

Create exclusive offers or integrate existing ones while tracking their performance.

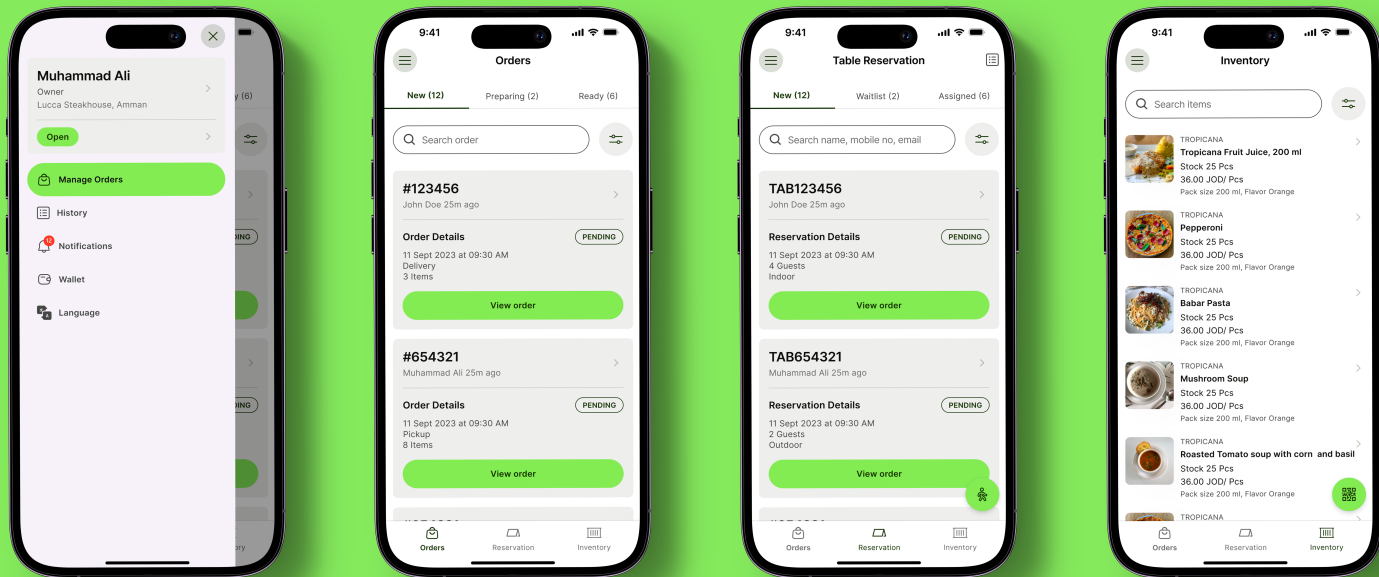
REPORTS & ANALYTICAL FEATURES

Get detailed insights to stay ahead of the competition through accurate data and report generation.

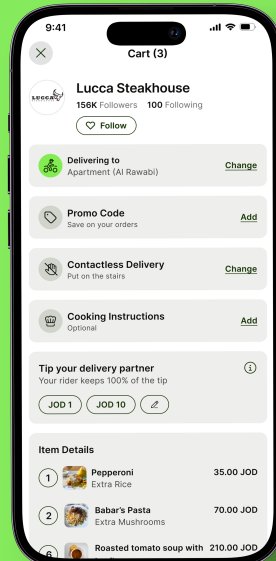
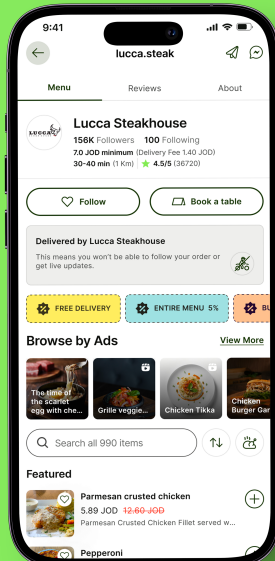
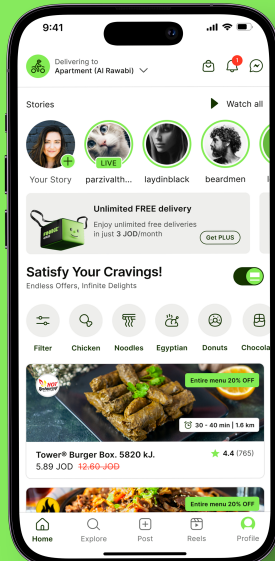
5) HOW IT WORKS (B2B)

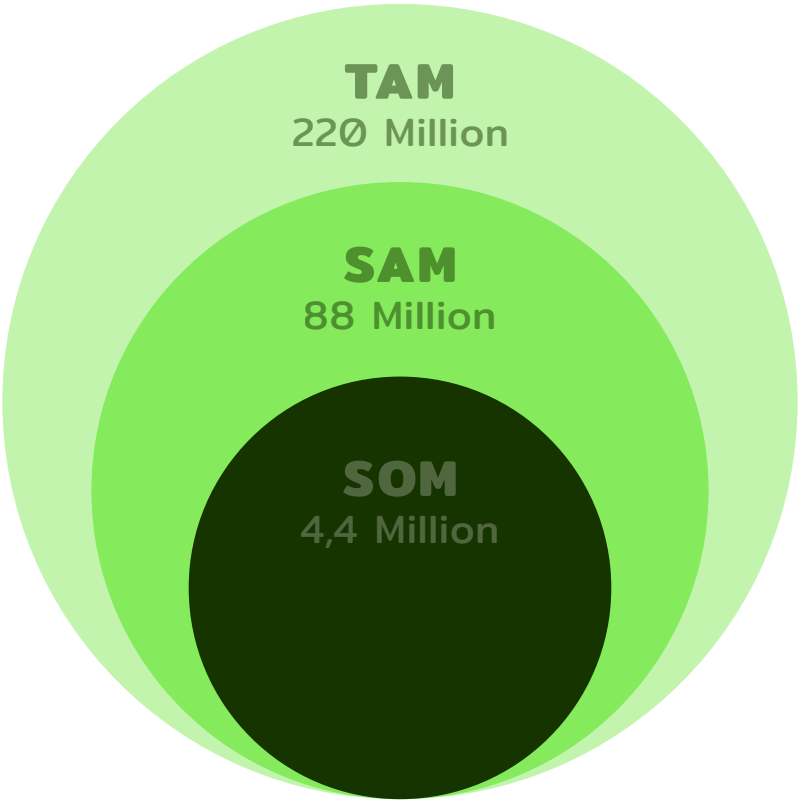


5) HOW IT WORKS (B2B)



6) HOW IT WORKS (B2C)





Sales Package

Revenue Model

N° Branches

1 – 5

Pricing Per Year

\$400

Percentage on Sales

14%

N° Branches

5 – 10

Pricing Per Year

\$300

Percentage on Sales

14%

N° Branches

+ 10

Pricing Per Year

\$200

Percentage on Sales

14%

Over 100 national and international restaurants are joining **Foodie** for its inaugural launch.

We anticipate reaching our target of having restaurants on our platform within 3 months of launching.



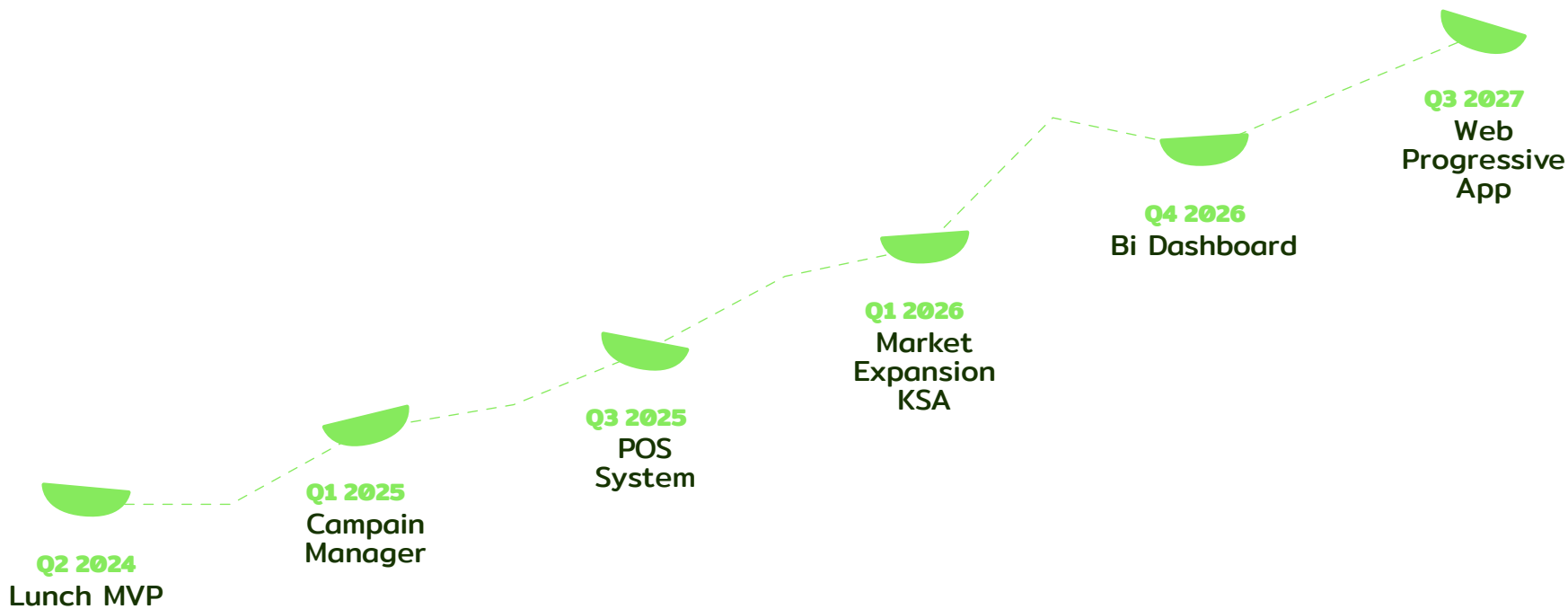
4 CHICKS



10) COMPETITIVE ANALYSIS

	FOODiE®	Careem	talabat	HUNGER STATION
Industry Focus	✓	✗	✗	✗
Affordability	✓	✗	✗	✗
Fast Setup Time	✓	✓	✓	✓
Fast Time to ROI	✓	✗	✗	✗
Social Interaction	✓	✗	✗	✗
Advanced Blogger Features	✓	✗	✗	✗
Food Social Features	✓	✗	✗	✗

11) PRODUCT ROADMAP





**Maan
Ghatasha**
CMO/COO



**Youssef
Azzam**
CEO/CTO

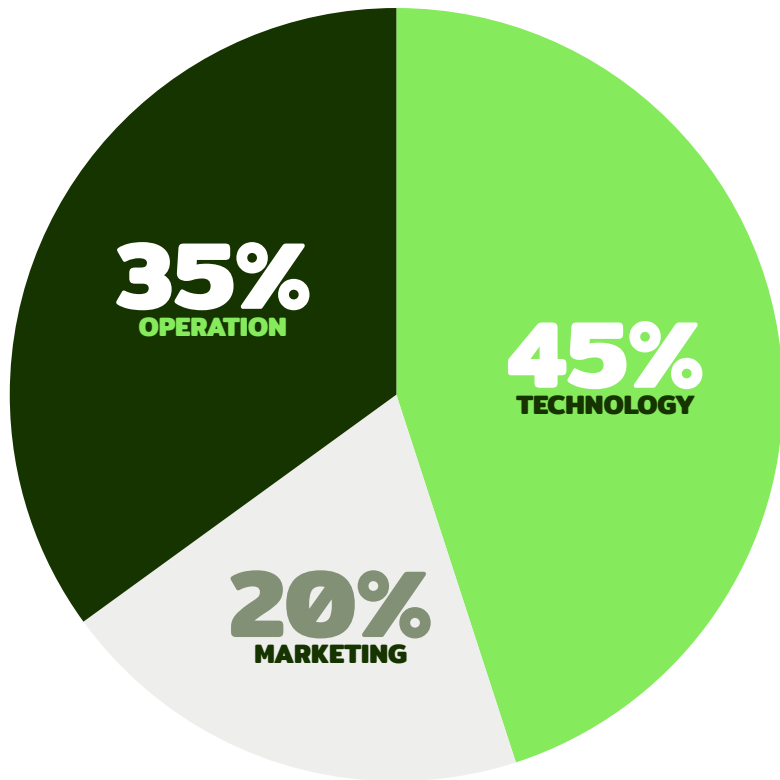
13) FINANCIAL PROJECTIONS

	2024	2025	2026
Total Revenue	300,000 USD	1,145,000 USD	2,190,000 USD
Cost of Sales	49,000 USD	112,000 USD	137,000 USD
Gross Profit	251,000 USD	1,033,000 USD	2,005,300 USD
Gross Profit Margin	83,6%	90,2%	93,7%
Expenses	272,000 USD	684,000 USD	1,153,000 USD
Net Profit	(21,000) USD	349,000 USD	851,147 USD
Net Profit Margin	(8,4%)	30,4%	38,8%

Investment Breakdown

150,000 USD

Pre-Seed Investment
Breakdown



Thank You!

