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Maximize Profits, Minimize Steps



The online checkout challenge

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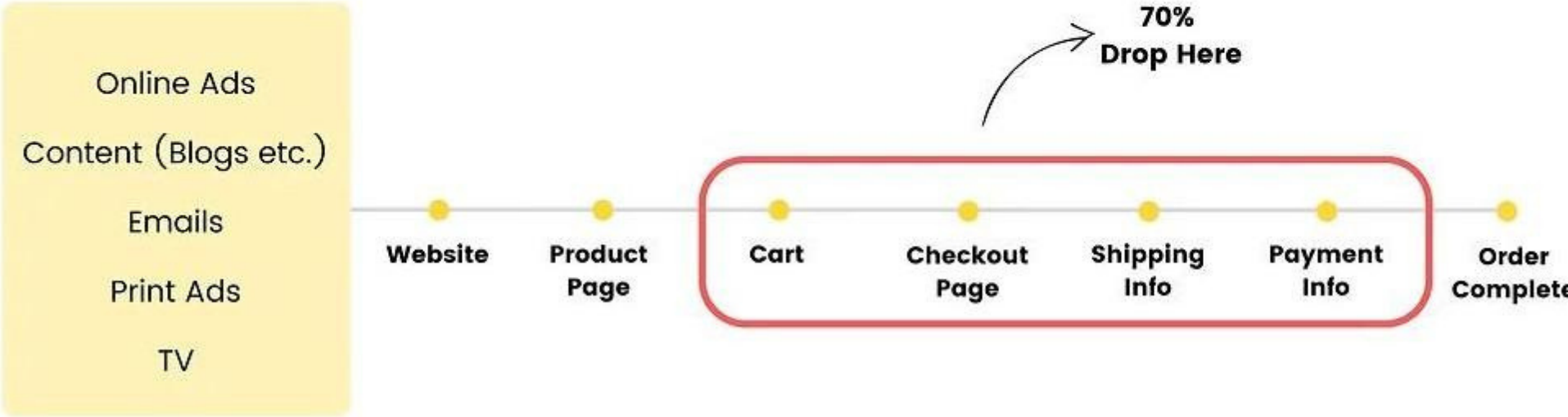
70% of the time when people shop online, they

Don't end up purchasing the items in their carts.

This is called "cart abandonment," and it's a common Issue that online stores face.

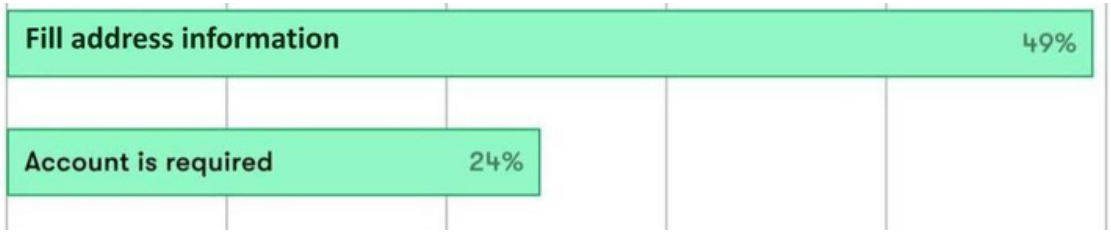
Current Online shopper journey

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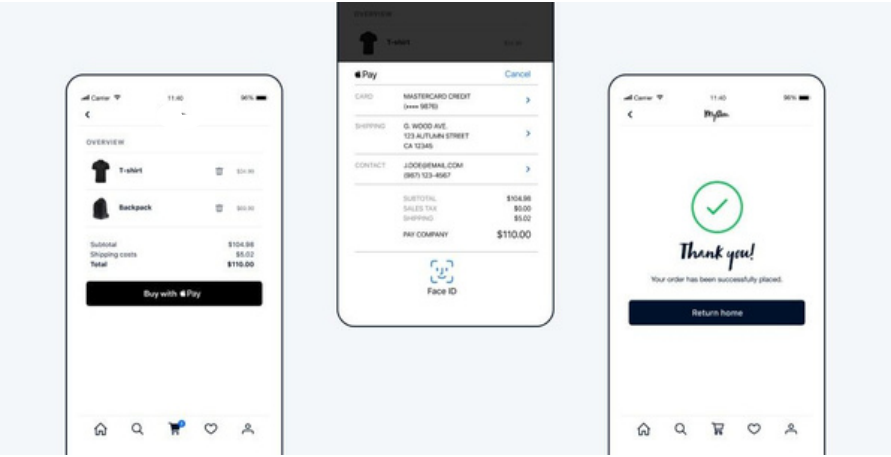
Cart abandonment Reasons

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Solution

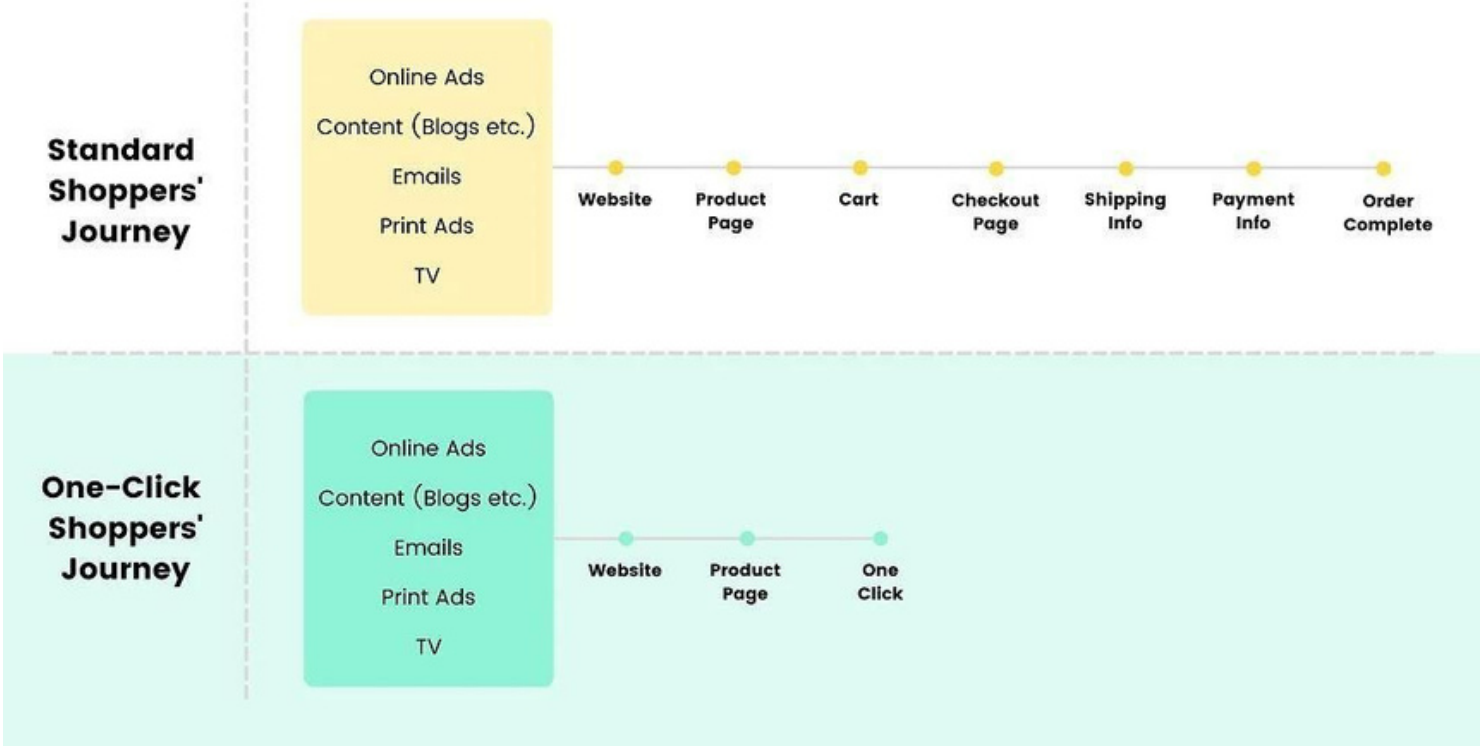
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Checkout in seconds. No usernames.
No signup
No passwords. No long forms.

Standard vs Fewer

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What makes fewer unique

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Higher conversion rate.

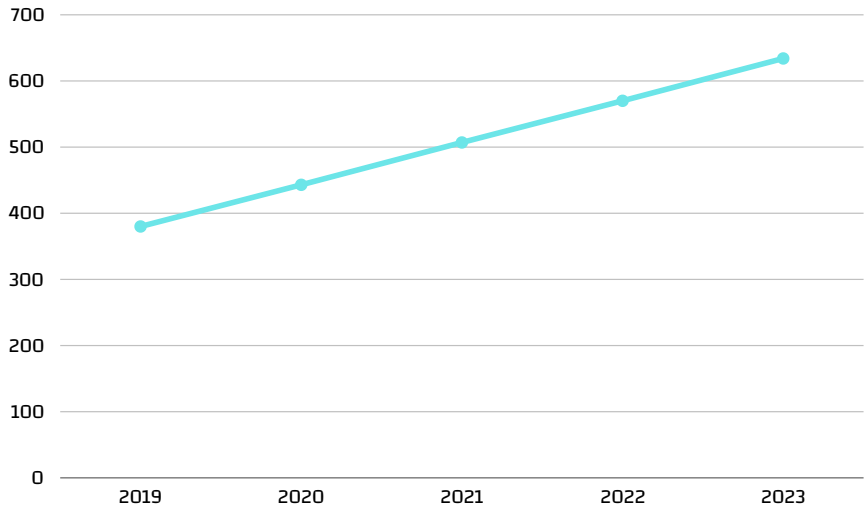
Higher retention rate.

Fast transition from browsing to buying.

Perfect for impulse purchases.

Market opportunity

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The MENA Digital Payments Market size is estimated at USD 226.53 billion in 2024, and is expected to reach USD 380.86 billion by 2029, growing at a CAGR of 10.95% during the forecast period (2024-2029

Bussines model

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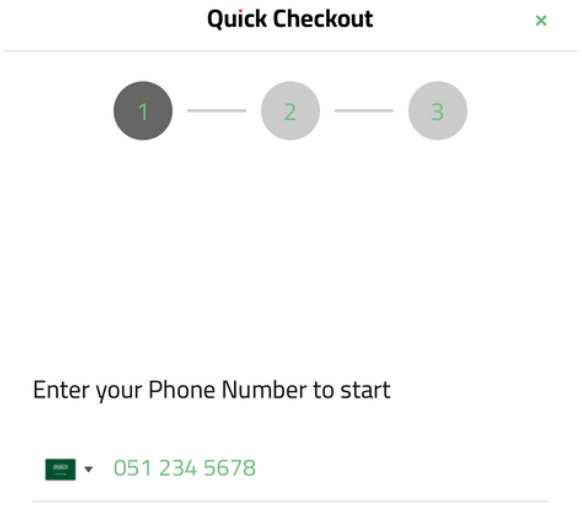
Transaction Fees:

Merchants pay a small fee (typically a percentage) for each successful transaction completed using the fewer one-click checkout

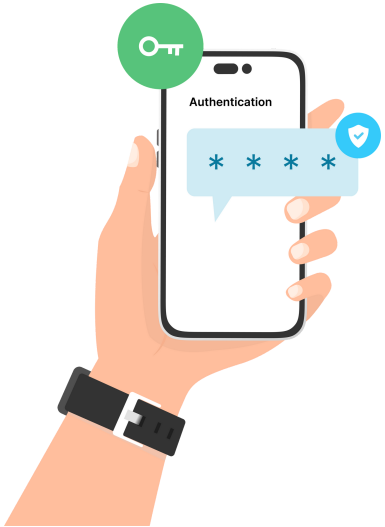
Bussines model

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1
Enter phone number



2
Enter OTP



3
Done



Teams

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Aziz almughrabi



A business developer professional with 7 experience in identifying and pursuing growth opportunities for startups . Skilled in market research, strategic planning, and building relationships with clients and partners.

Anas Rumizan



A backend developer with 4 years of experience, worked in multiple startups, and designed multiple systems solutions for the startups

Plugins

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Magento®

shopify



COMMERCE

Partners

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stripe

Pay VISA مدى mada سداد

PCI DSS Certified

AMERICAN EXPRESS SafeKey

Verified by VISA

MasterCard SecureCode

thawte

رؤية VISION 2030

برنامج التحول الوطني 2020

وزارة المالية Ministry of Finance

وزارة التجارة والاستثمار Ministry of Commerce and Investment



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