



BRIDGE ROUND

Kuwait's First Surplus Food App

Connecting consumers with unsold food from top brands — saving money, reducing waste.



THE PROBLEM



400,000+

Tonnes of food wasted
in Kuwait annually



95+ kg

Food wasted per person
per year in Kuwait



30–40%

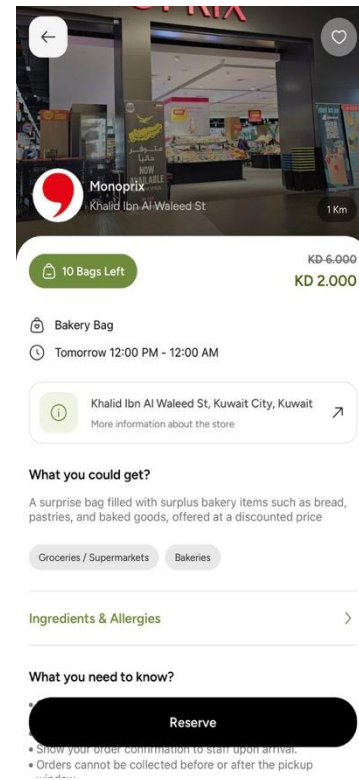
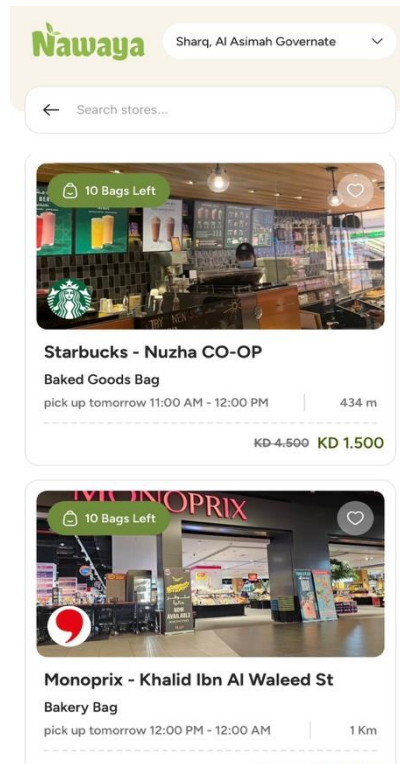
Of food prepared in the
GCC region is wasted

Restaurants, cafés and grocery stores throw away perfectly good food every day — with no scalable local solution to recover it.

OUR SOLUTION

Surprise Bags for Kuwait

- 01 Vendors list surplus food as discounted “Surprise Bags” at end of day
- 02 Consumers browse, buy and pick up — saving up to 70% off retail price
- 03 Vendors recover revenue they would otherwise lose entirely
- 04 Every bag sold = one less meal wasted in Kuwait



Win • Win • Win → Vendor. Consumer. Planet.

THE PRODUCT — TWO APPS, ONE PLATFORM



Customer App

CONSUMER-FACING · Launch Ready STAGE

- Browse nearby Surprise Bags
- Real-time vendor listings & availability
- In-app purchase & digital receipt
- Pickup windows and map view
- Vendor profiles and ratings



Partner App

VENDOR-FACING · IN DEVELOPMENT

- View incoming orders in real time
- Adjust Surprise Bags and pricing
- Set daily availability and pickup windows
- Performance dashboard and analytics
- Multi-location management

TRACTION & KEY PARTNERSHIPS

COMMERCIAL TRACTION (PRE-LAUNCH)



Signed Partner

200+ locations
across Kuwait



Diet Care

Advanced Discussions



Goodness

Advanced Discussions

Brands Active
Discussions

- Pret A Manger
- Pizza Express
- Eataly
- Krispy Kreme
- Lulu Hypermarket
- Additional brands in discussion

Current Milestones



MVP App

Customer App Completed



Partner App

Development Underway



First in Kuwait

First Surplus Food Platform in Kuwait

MARKET OPPORTUNITY



Proven Global Model :

- Validated by Too Good To Go



High Consumer Value:

- Save food at significant discounts



Large Vendor Base :

- Thousands of potential partners



Mobile-First Market :

- 4.9M+ connected consumers



GCC Expansion Potential :

- Clear regional growth path



ESG & CSR Opportunity :

- Growing corporate demand

Why the Timing is Right

2030

Aligned with GCC sustainability goals

4.5M+

Population of Kuwait,
mobile-first consumers

95+ kg

Food wasted per Kuwaiti
per year

COMPETITIVE LANDSCAPE

First Mover in Kuwait

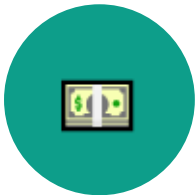
Nawaya is the first dedicated surplus-food marketplace built specifically for the Kuwaiti market, combining food waste reduction, affordability, and ESG impact.



**No direct competition
in Kuwait today.**

Feature	Nawaya	KSA Competitor	Too Good To Go
Operating In Kuwait	✓	✗	✗
Surprise Parcels	✓	✗	✓
Partner app	In Development	Unknown	✓
ESG / CSR Sponsorship Model	✓	✗	Limited
Arabic - Experience	✓	✓	✗

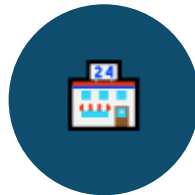
BUSINESS MODEL



Transaction Commission

Revenue share on every transaction

Nawaya earns a commission on every Surprise Bag and Surprise Parcel sold through the platform.



Corporate Sponsorships

ESG & CSR-Funded Surprise Bags

Corporates, banks, telecoms, and sponsors can fund Surprise Bags as part of sustainability and social responsibility initiatives.

Nawaya earns a commission on sponsored transactions.



Surprise Parcel

Surplus inventory from distributors & retailers

Expansion into distributor, manufacturer, retailer, and wholesale surplus inventory

Asset-light model — no inventory, no delivery. Pure platform economics.

USE OF FUNDS — KD 25,000

Product Development

Complete partner app, QA, app store launch



60% KD 15,000

Vendor Onboarding & Operations

Dedicated onboarding support and vendor enablement



15% KD 3,750

Marketing & User Acquisition

Launch campaign, social, performance ads



15% KD 3,750

Operations & Working Capital

Licensing, accounting, operational costs



10% KD 2,500

Focused on launch readiness, vendor activation, and market entry.

MILESTONES TO NEXT ROUND

What we will achieve with this bridge before raising our seed round:



Month 1–2

Launch

- Partner app development underway
- Key brands go live
- Consumer app on app stores



Month 3–5

Grow

- 50+ active vendor locations
- 1,000+ registered users
- Recurring transaction revenue established



Month 6–8

Scale

- Expand vendor network across multiple categories
- KD 15K+ monthly GMV target
- Press and PR push in Kuwait



Month 9–12

Seed Ready

- Unit economics validated
- Prepare seed round materials
- Regional expansion roadmap

Execution-driven roadmap with potential to accelerate based on vendor onboarding and market adoption.

THE TEAM



Jassim Al-Ayoub

Founder & CEO

Former COO of a leading regional mobile gaming company. Leading Nawaya's strategy, partnerships, fundraising, and growth.



Abdulaziz Al Dhbaib

CTO

Technology entrepreneur behind successful GCC digital platforms. Leading Nawaya's product development and technical execution.



Ibrahim Mohammed

CFO

25+ years of finance leadership experience. Raised over USD 100M in equity and debt financing.



Abdullah Al Baker

Legal Advisor

Senior Kuwaiti lawyer and founder of Al Baker & Associates. Expert in corporate, commercial, and fundraising matters.

THE ASK

KD 25,000

for 10% Equity

Use of Funds:

Product · Operations · Marketing

Target Raise:

KD 25,000 bridge

Runway:

9-12 months to seed milestones

Equity Offered:

10% of company

First-mover · Proven model · Pre-launch partnerships · Kuwait first

Jassim Al-Ayoub

Founder & CEO

+965 99322344 | jassim@trynawaya.com | www.trynawaya.com