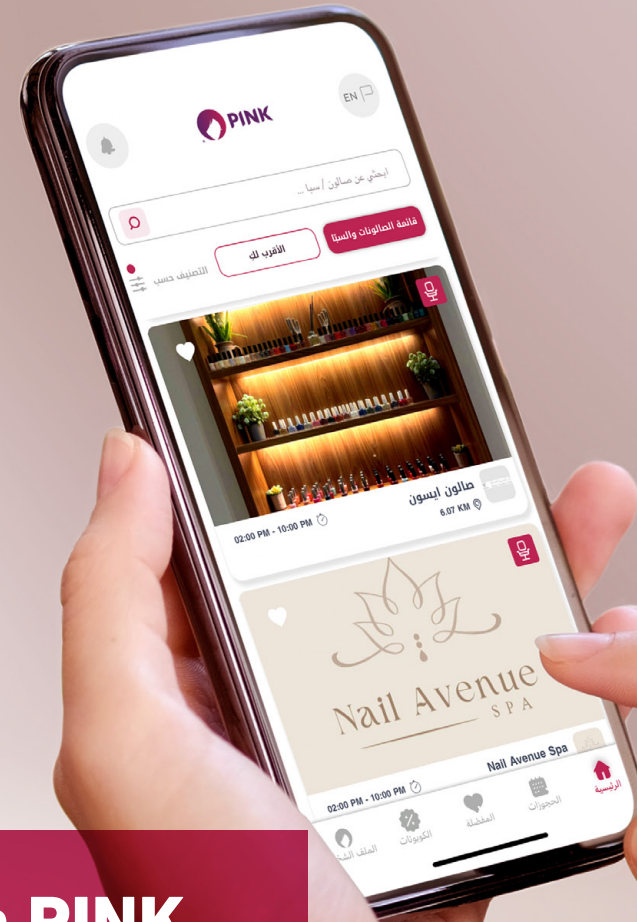


PINK

Revolutionize the Beauty Industry with PINK

A Unified Platform for Customers and Salons

www.pinksapp.com

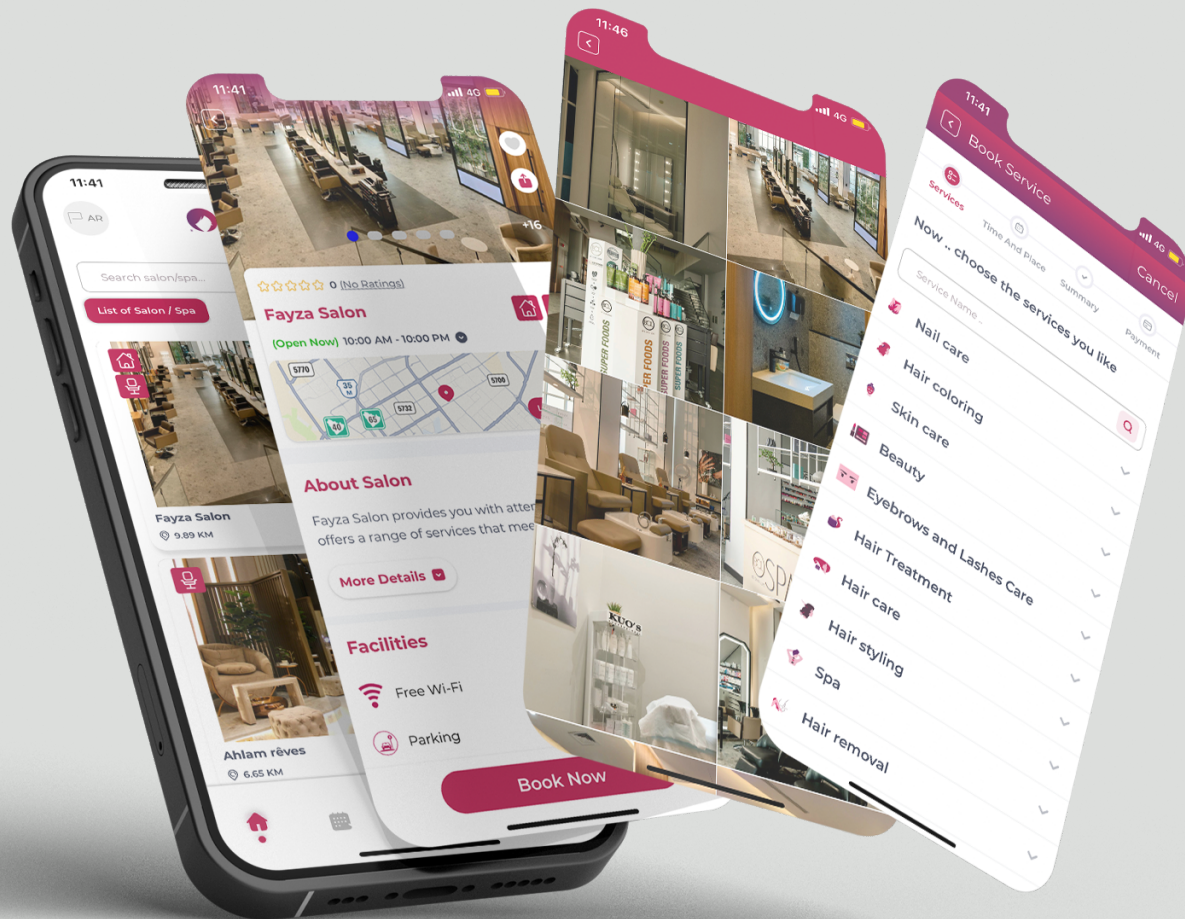




Business Overview

Welcome to PINK, revolutionizing the beauty industry with innovative technology. At PINK, we are dedicated to empowering beauty salons and spas with cutting-edge **ERP solutions** while providing a seamless **Marketplace** for customers to discover and book services with ease.

CUSTOMER APP



PINK addresses the challenges customers face in the booking process and selecting the right provider by offering real-time availability updates, comprehensive provider profiles, a streamlined selection process, consistent and transparent information, and personalized recommendations. By focusing on improving the customer experience and facilitating informed decision-making, PINK aims to revolutionize the beauty service industry and empower customers to find the perfect provider for their needs with ease.



CHALLENGES

LIMITED AVAILABILITY



Customers often struggle to find available appointments that align with their desired date, time, and service preferences. This can lead to frustration and difficulty securing appointments, especially during peak hours or for popular services.

INCONSISTENT INFORMATION



Customers encounter inconsistencies in the information provided by different providers, making it difficult to compare services accurately. Varying levels of detail in service descriptions, pricing structures, and availability further complicate the decision-making process.

QUALITY ASSURANCE



Customers face uncertainty about the quality of services offered by different providers. Without access to comprehensive information about each provider's expertise, reputation, and customer satisfaction levels, it's challenging for customers to assess and compare service quality effectively.

LACK OF PERSONALIZATION



Customers desire personalized recommendations tailored to their individual preferences, such as specific services, preferred providers, or treatment types. Without personalized guidance, customers may feel overwhelmed by the abundance of options and unsure where to start.

COMPLEX SELECTION PROCESS



The process of selecting the right provider can be overwhelming and time-consuming for customers. With numerous options available, each offering different services, prices, and availability, customers struggle to navigate through the choices and make informed decisions.

SOLUTIONS

REAL-TIME AVAILABILITY UPDATES



PINK's platform offers real-time availability updates, enabling customers to view current appointment openings and book slots that match their preferred date, time, and service requirements.

CONSISTENT AND TRANSPARENT INFORMATION



PINK ensures consistency and transparency in the information presented to customers, providing accurate and up-to-date details about each provider's services, pricing, availability, and policies. This fosters trust and confidence among customers in their decision-making process.

COMPREHENSIVE PROVIDER PROFILES



PINK provides detailed profiles for each provider, showcasing their expertise, experience, customer reviews, packages/offers and portfolio of services. This allows customers to assess service quality and make informed decisions based on relevant information.

PERSONALIZED RECOMMENDATIONS



PINK leverages customer data and preferences to offer personalized recommendations and suggestions tailored to each individual's needs and preferences. By understanding their preferences, PINK helps customers discover relevant services and providers more efficiently, enhancing their overall booking experience.

STREAMLINED SELECTION PROCESS



PINK streamlines the provider selection process by offering intuitive search filters, allowing customers to refine their search based on criteria such as location, service type, availability, and customer ratings. This simplifies the decision-making process and enhances user experience.



ADDITIONAL BENEFITS TO OUR SERVICE PROVIDERS

INCREASED CUSTOMER CONVENIENCE



Booking appointments, managing preferences, and accessing information becomes easier for customers with a single platform.

IMPROVED OPERATIONAL EFFICIENCY



Salons benefit from centralized booking management, data analytics, and marketing tools provided by PINK.

ENHANCED BRAND IMAGE



Association with a trusted platform like PINK can elevate the image and credibility of participating salons.

MARKETING SUITE



Offering built-in marketing tools such as email campaigns, social media integration, and loyalty programs to attract and retain clients effectively.

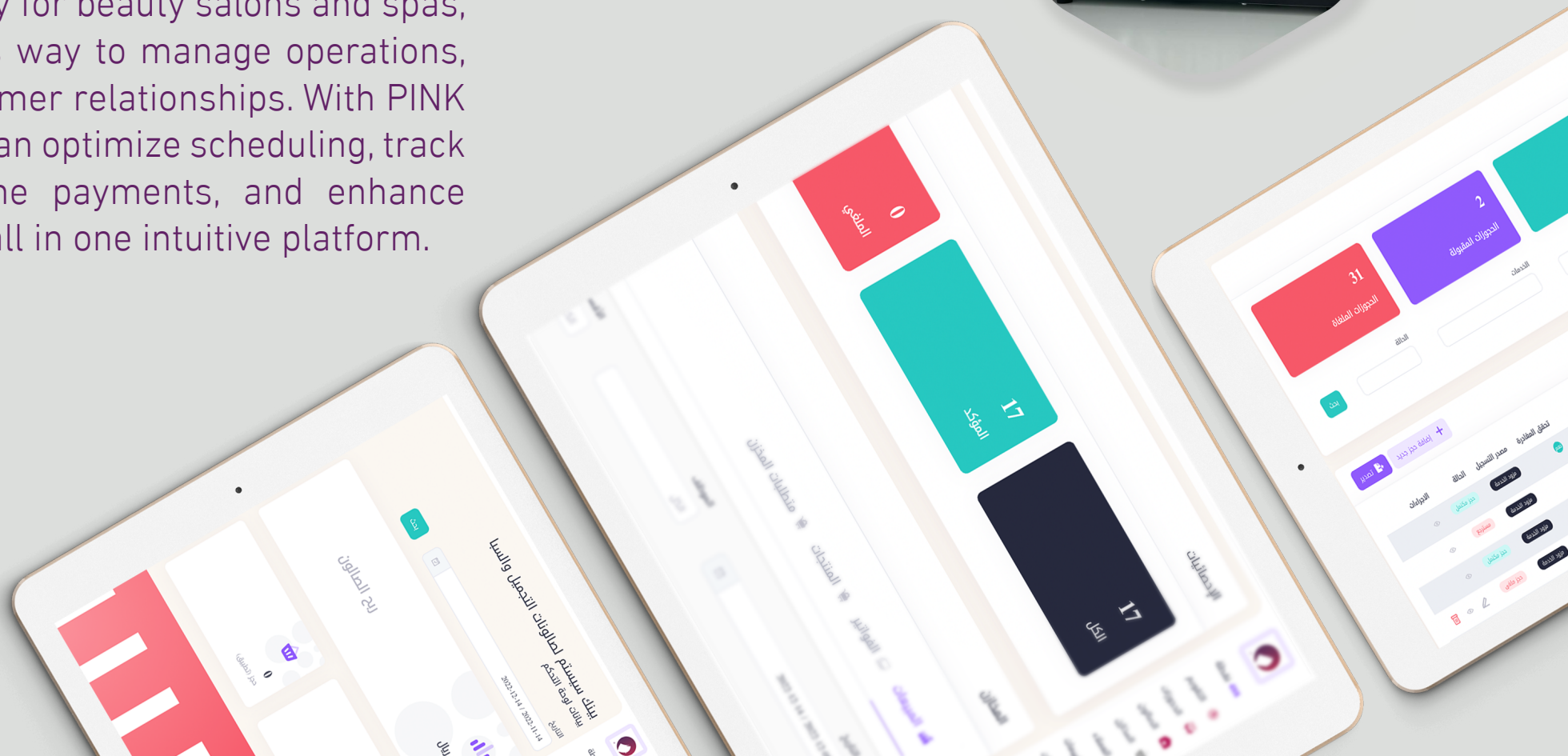
INTEGRATED MARKETING



PINK offer targeted promotions, deals, loyalty programs, Gift, Coupons, and More to customers across all salons on the platform, promoting wider brand awareness and driving business.

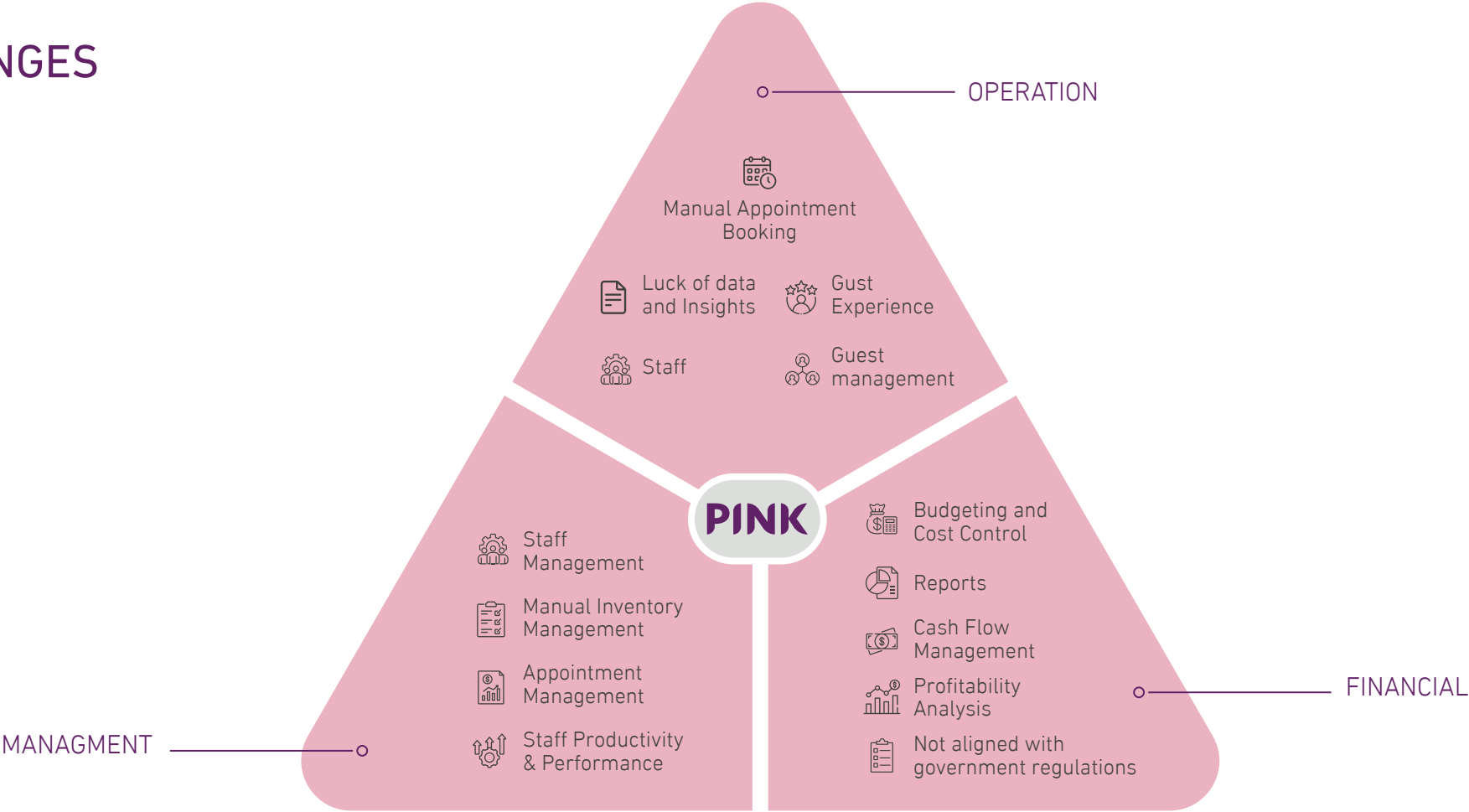
CUSTOMER APP

PINK ERP is a comprehensive software solution designed specifically for beauty salons and spas, offering a seamless way to manage operations, bookings, and customer relationships. With PINK ERP, salon owners can optimize scheduling, track inventory, streamline payments, and enhance client experiences, all in one intuitive platform.



ERP & POS

CHALLENGES



ERP & POS

SOLUTIONS





SOME OF OUR SERVICE PROVIDERS



MARKET POTENTIAL GCC

2 B\$

KSA

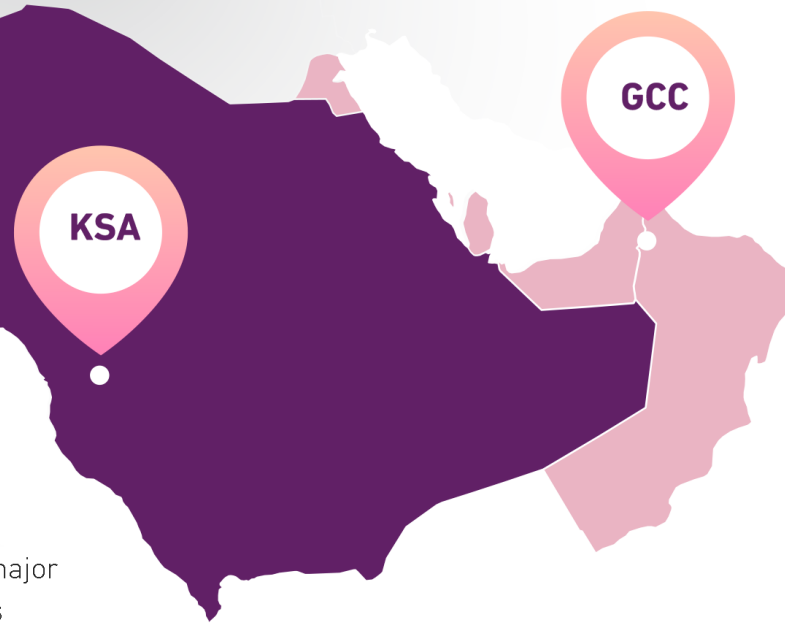
10.2 B\$

The beauty and personal care market proves a major drawcard for global beauty and wellness brands

The retail value is estimated to grow to

US\$12 billion

By 2027, making it a key growth market



GCC

22 B\$

**CAGR = WELL
INCREASE 4%
TILL 2027**

ACCORDING TO "FACTS & FACTORS" STATISTICS*

BUSINESS MODEL

SAR



ERP/POS

- Subscription based yearly & monthly billing
- Commission From Payment Transactions

%



PINK ONLINE BOOKING

Commission on GMV Online

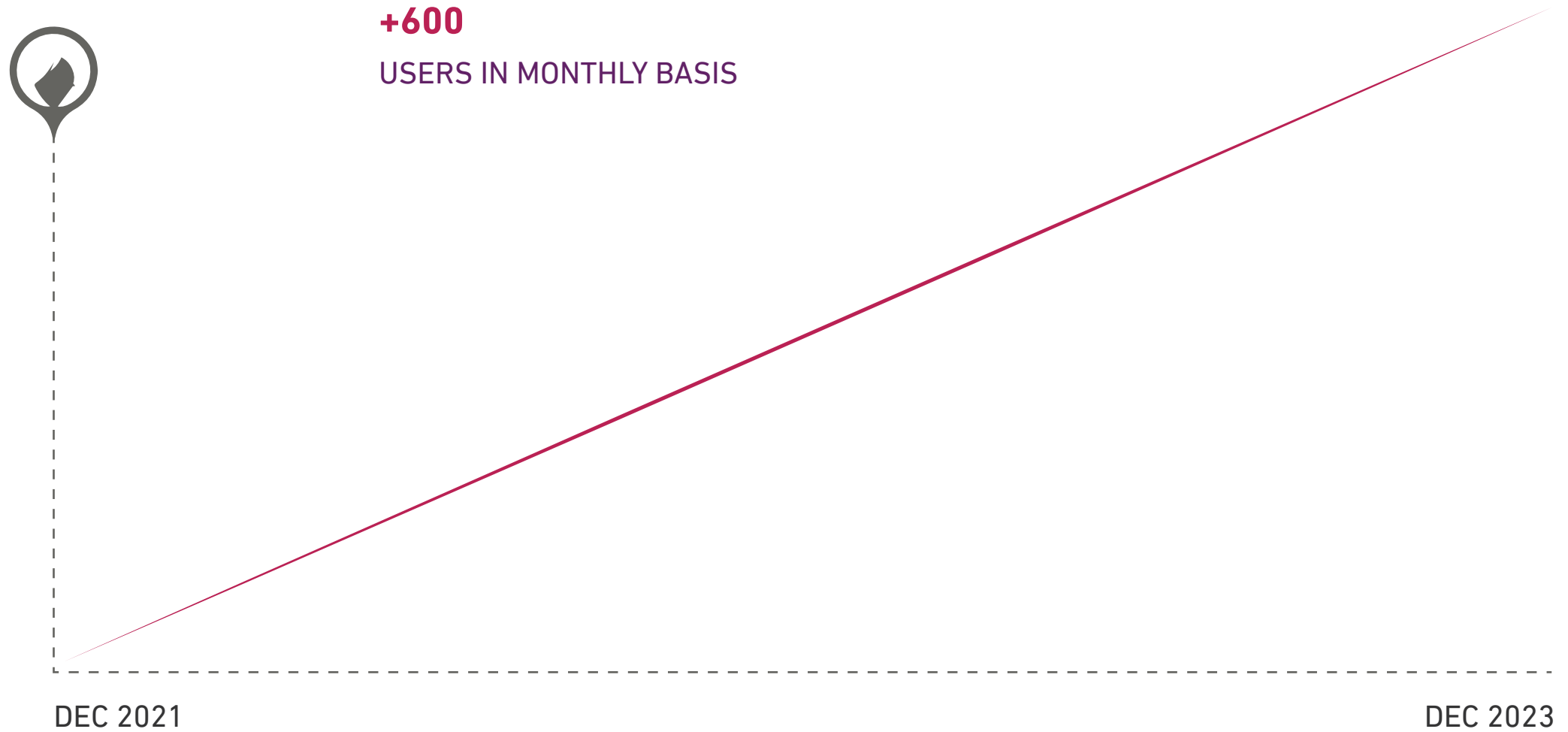
COMING..



COSMETIC

- Commission From Cosmetics Matching
- Whether as a Supplier or Provider

UNIQUE CUSTOMERS:



TRANSACTIONS



BEAUTY SERVICE PROVIDERS
+60 K

PINK ONLINE BOOKING
+1 K

DEC 2021

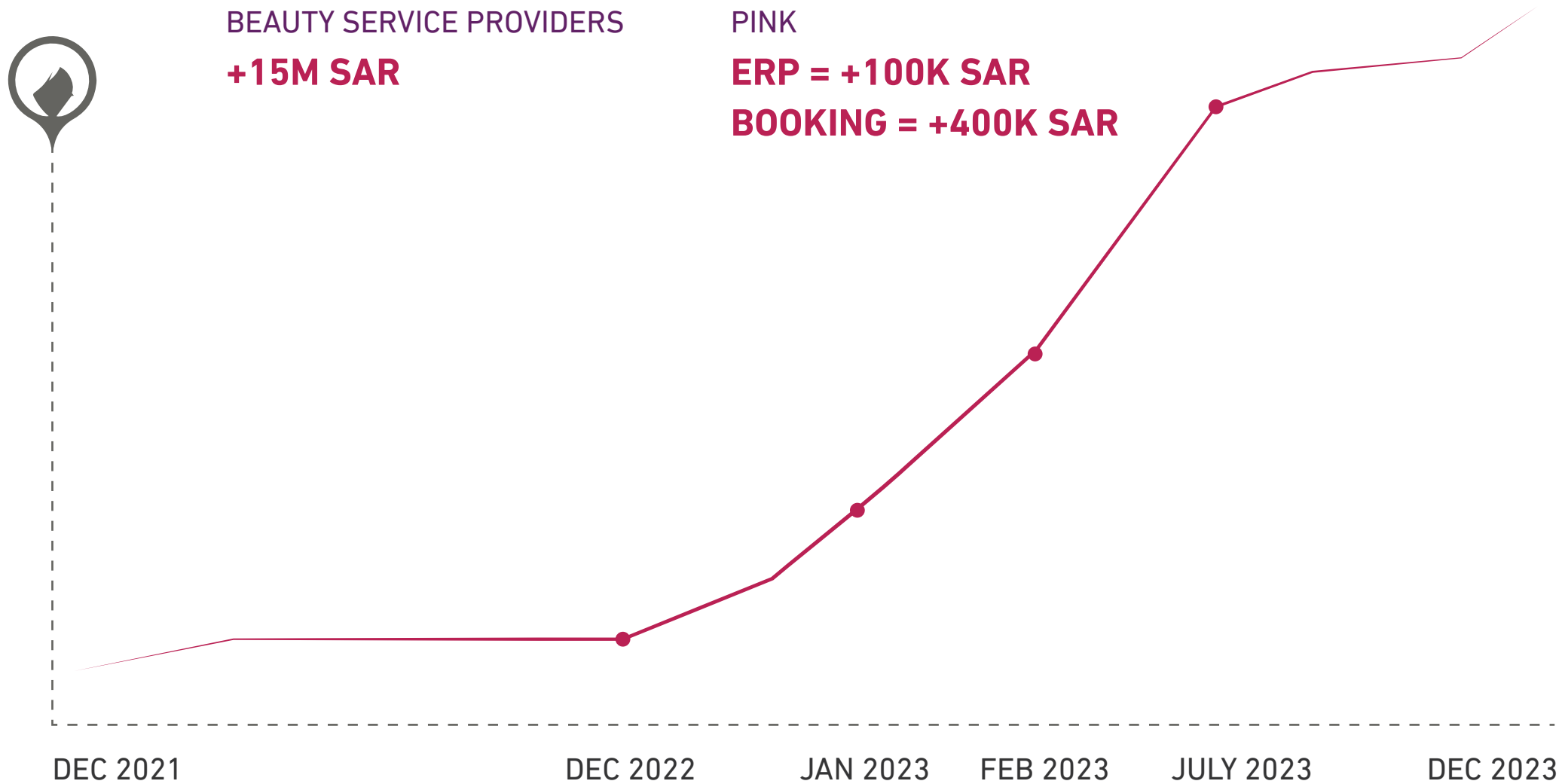
DEC 2022

JAN 2023

FEB 2023

JULY 2023

DEC 2023



KPIS FOR THE LAST 8 MONTHS

+150

salons

636

Monthly
online users

Riyadh

& others Cities

COMPETITIVE ADVANTAGE



First to Market

First mover advantage in a major untapped market



Incredible Team

A dedicated, passionate in-house team



Recurring Subscription Revenue

A sustainable and highly profitable business model



MARKET ACCESS



Long customer Lifetime Value

PINK solution system is very "sticky" resulting long Customer Lifetime Value



Design and Brand

An beauty service providers system software that the owners, staff, and receptionist actually love to use

OUR PINKRS



Mohammed Sheik Al-din

Co-founder/CEO

Born to be tech entrepreneur with over 11 years professional experience in KSA, MBA in marketing, BBA from American university in London

Arasco, Firstainment, Riyadh season 1



Hazem Nabil

Co-founder/CTO

Tech & efficiency enthusiast with over 12 years professional experience in Egypt & KSA. Hazem interested in AI and every new technology and love to bring around real change.

Hala, Ministry of Justice, White helmet

30+
**Years Combined
Experience**

* We Are Now 7 Team
Members

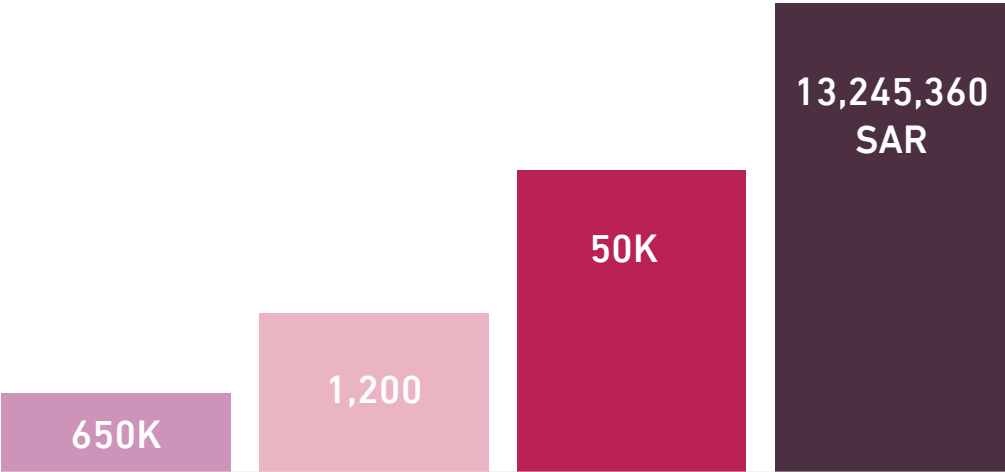
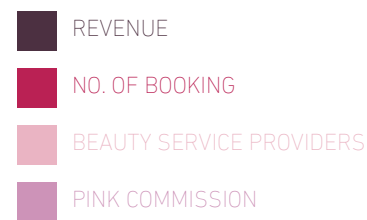


**Latifa
Shatha
Raghad**
Account Ex



Fronted & Backend
App & system

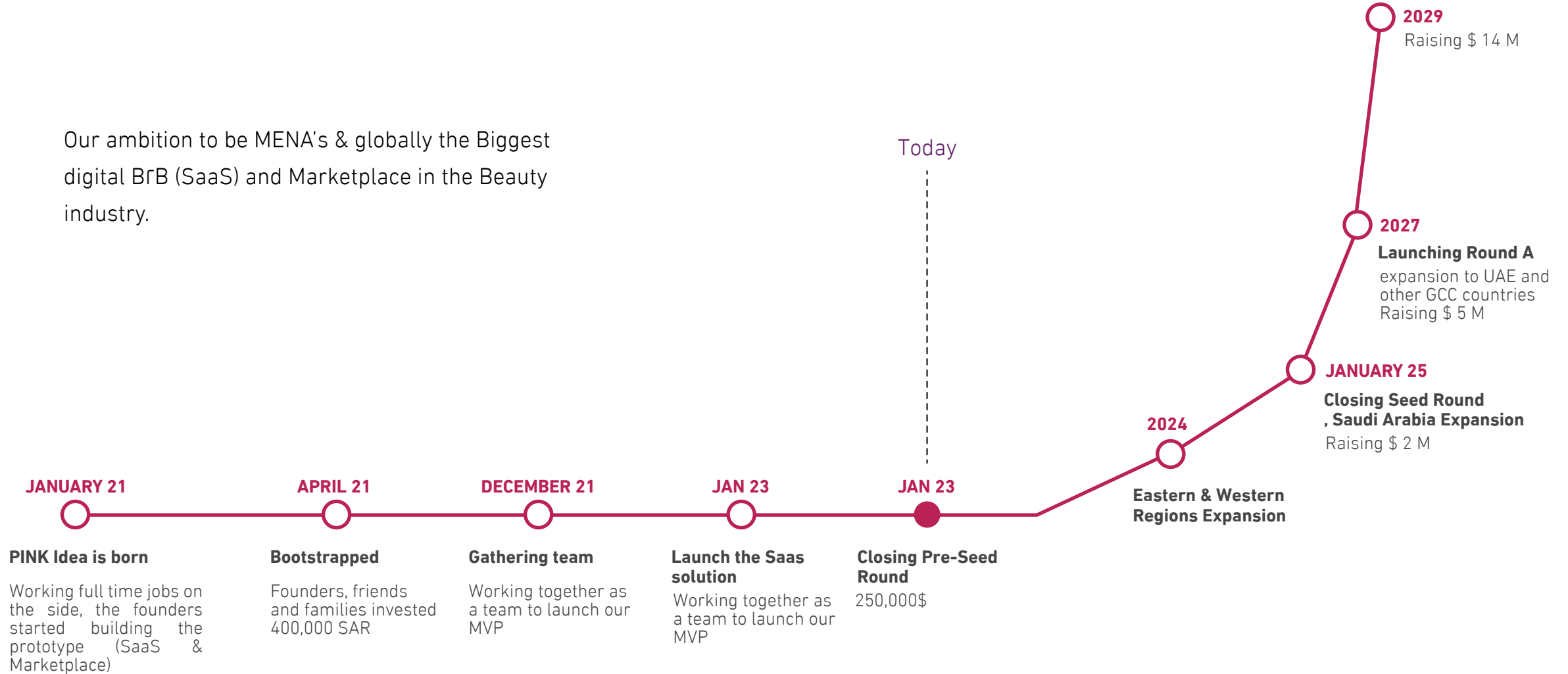
REVENUE MODEL



12 MONTHS

MILESTONE TIMELINE

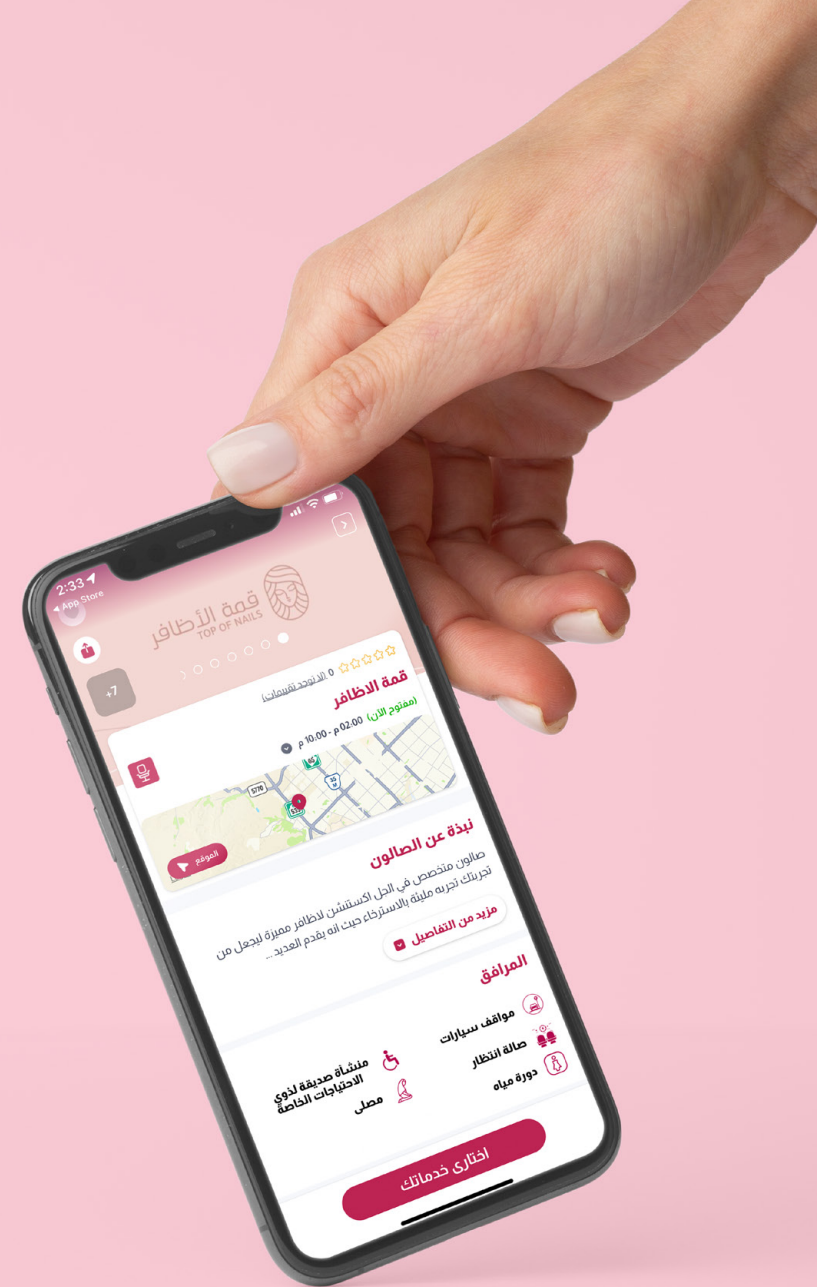
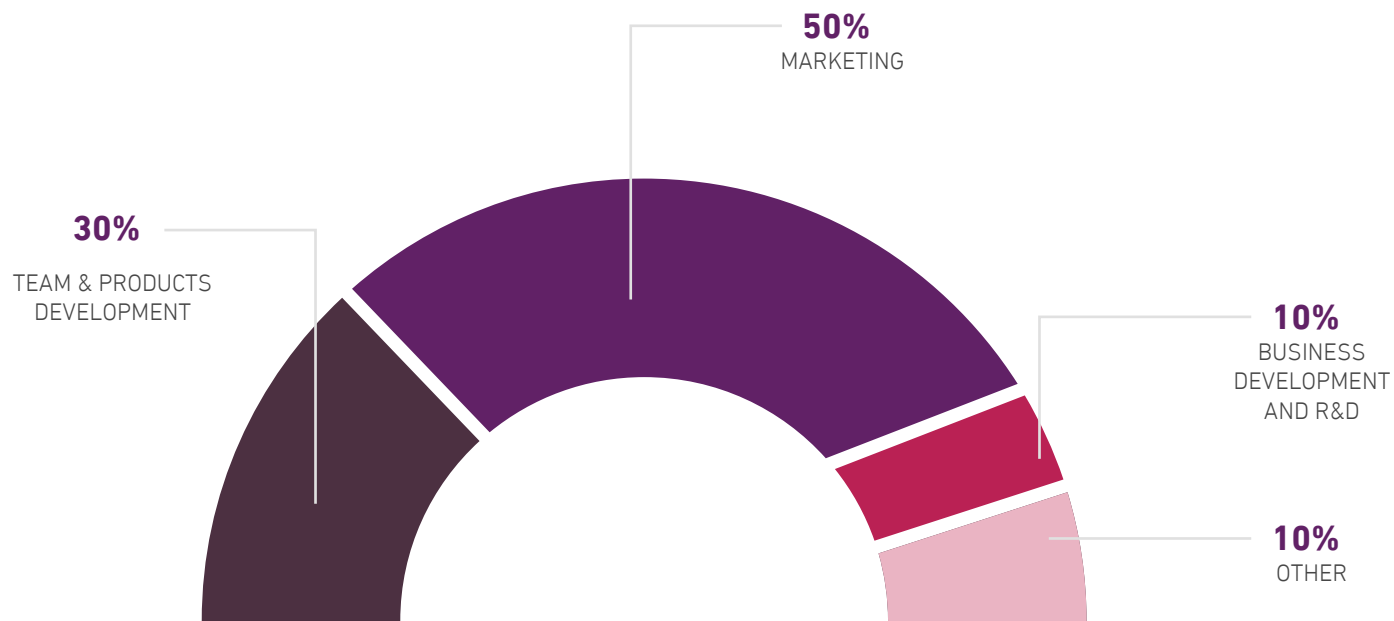
Our ambition to be MENA's & globally the Biggest digital BrB (SaaS) and Marketplace in the Beauty industry.



INVESTMENT GOAL

CURRENTLY RAISING INVESTMENT OF

USD 250,000



SPLIT OF COSTS

ACCELERATE GROWTH

We'll continue to:

- Automate operations, Invest in marketing
- Grow the demand base, Scale with add-on service
- Increase channels traffic, Run CPI campaigns

SPEED UP INNOVATION

Invest in great ideas:

- Algorithmic price optimization
- Payment methods
- Research & Development, Test new revenue streams

STRENGTH THE TEAM

Hire more fit people in:

- Product, Growth
- Operations, Finance
- Transfer the part timers to be a full time

BUILD AN ECOSYSTEMS

- Enhance our products and services

LAUNCH NEW SERVICES/REGIONS

Our plan to launch is:

- Add more categories/services
- Open Eastern region

THE SKY IS PINK

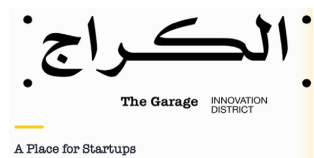
PINK



MOHAMMED SHEIKALDIN AWAD
CO-FOUNDER & CEO

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BIBAN
بيبان 23

