



INTRODUCTION TO ERADA

EMPOWERING HEALTHY LIFE

Erada is a pioneering app that **revolutionizes personal wellness**, empowering users to take control of their health and cultivate sustainable lifestyle changes. With cutting-edge features and personalized guidance, Erada seamlessly integrates into **your daily routine**, transforming the way you approach holistic well-being.



PROBLEM

Increase Obesity, Overweight Population and its related Health Crisis:

Demand Outstrips Supply

Millions of Saudis Struggle with Weight Management. According to a 2023 report [Saudi MOH], Estimated that **24.7%** of the adult population in Saudi Arabia (**15 years and above**) suffers from **obesity and Overweight**.

However, the number of **specialized clinics** dedicated to obesity treatment remains **limited**, creating a **significant gap** in available resources.

Obesity & Chronic Diseases

A Growing Threat. The rise of obesity is a **major driver of chronic diseases** like Diabetes and Hypertension & Heart Disease.

Without effective and accessible weight management solutions, this trend is expected to worsen, placing a significant burden on the **Saudi healthcare system**.

Working Women have a limited time to visit the Nutritionists.

Geographic Roadblock: Lack of Access in Rural Areas.



SOLUTION

**ERADA: YOUR INNOVATIVE
SOLUTION TO WEIGHT
MANAGEMENT CHALLENGES.**

1 BREAKS LOCATION BARRIERS

Erada offers online consultations with certified nutritionists, making expert guidance accessible nationwide.

2 PERSONALIZED APPROACH

Get customized diet and weight-loss plans tailored to your needs and cultural preferences.

3 HOLISTIC SUPPORT SYSTEM

Explore healthy recipes, discover suitable restaurants, and enjoy **7/24**

**ALL WITHIN
ONE
FRIENDLY
USERS APP.**



UNIQUE VALUE PROPOSITION

Personalized Wellness
Guidance with Tailored
Application



1 **Fill The Gap**

Between the limited Nutritional Clinics and the Growing of Obese and Overweight People and Limited space of time to visit the Nutritionists.

2 **Expert Consultations**

Schedule video consultations with certified nutritionists and dietitians for personalized diet and weight-loss plans tailored to your goals and preferences.

3 **Healthy Eating Hub**

Access a curated selection of healthy recipes and meal options from local restaurants, catering to diverse tastes and dietary needs, all within one innovative app.

4 **Tech-Savvy**

Users comfortable with smartphones and mobile applications to access consultations, resources & support.

5 **24/7 Customer Support**

Enjoy around-the-clock assistance from our dedicated customer service team, ensuring a seamless user experience and prompt resolution of any queries or concerns.

6 **Fitness Center Access**

Easily located nearby fitness centers and sports equipment stores, with potential exclusive discounts for app users, facilitating your fitness journey.

7 **Convenient Health Resources**

Explore a wealth of health and wellness resources, including articles, tips, and tools to support your journey to a healthier lifestyle, all conveniently accessible within the app.

COMPETITIVE LANDSCAPE AND ERADA'S COMPETITIVE EDGE





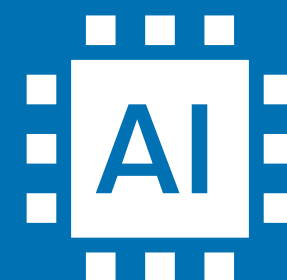
Crowded Market

The wellness and health tech industry are highly competitive, with numerous apps and platforms offering fitness tracking, nutrition guidance & personalized coaching. Erada will be the distinctive Enlighted innovative solution among this crowded Market (Blue Ocean Strategy).



Unique Approach

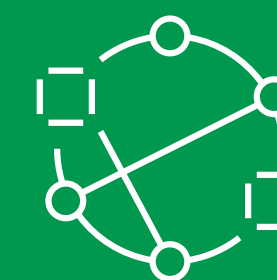
Erada's competitive edge lies in its holistic, personalized approach to wellness. Unlike other apps that focus narrowly on exercise or diet, Erada provides a comprehensive solution that addresses mental, physical, and emotional well-being.



AI-Powered Insights

Erada leverages advanced AI and machine learning to deliver highly personalized insights and recommendations based on the user's unique health data and goals. This level of customization sets Erada apart from generic wellness apps.

In our Strategic Business Development, we will integrate with international and multinational Platforms very specialized in Generative Artificial Intelligence.



Integrated Ecosystem

Erada's platform integrates with a wide range of connected devices and wearables, allowing users to seamlessly track and manage their health from a single, intuitive interface.

BUSINESS MODEL AND REVENUE STREAMS

SUBSCRIPTION BASED MODEL

Erada's core revenue comes from **Subscription Plan (SaaS)**



PARTNERSHIPS & INTEGRATIONS

Erada generates revenue through **PARTNERSHIPS** with Dietitian Food Centers & Stores as well as healthcare providers Lab Chains, and Fitness Centers, offering integrated services and data-driven insights.

TARGET MARKET AND USER DEMOGRAPHICS

AGE

Primarily adults **25-45 Years** with a significant focus on those struggling with **overweight & obesity**, (**24.7%** of the population according to a 2023 report).

HEALTH-CONSCIOUS

Individuals motivated to improve their health through **PERSONALIZED NUTRITION GUIDANCE** and a focus on **HEALTHY EATING HABITS**.



GROWTH STRATEGY AND EXPANSION PLANS

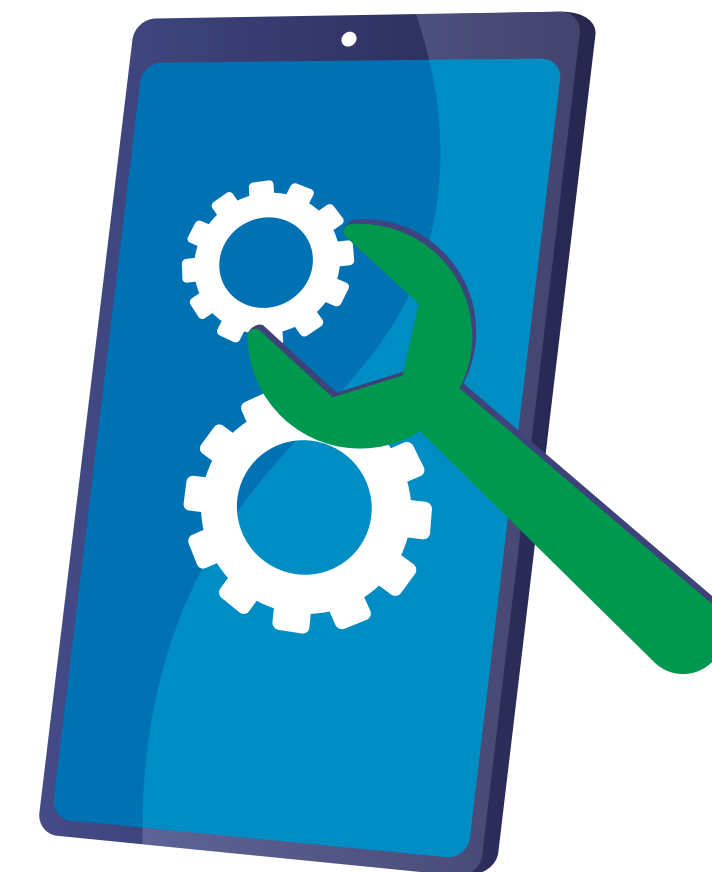
GEOGRAPHICAL EXPANSION

Our Growth Plan Mainly Depends on the **Saudi Market** at the beginning of the **first two years** then **EXPANDING** our Business to **Gulf and MENA** Regions.



PLATFORM ENHANCEMENTS

Continuously **IMPROVE, UPDATE** and **ADD NEW FEATURES** to the Erada app. Which will have an impact on our revenues.



ERADA

VS

COMPETITORS

COMPETITORS					
ASPECT	ERADA	CALO	STEP TO HEALTH	WELLFIT	DIET CLINIC
FOCUS	Inclusive (Weight Management, Healthy Food, Fitness & Equipment Stores)	Calorie Tracking	Fitness & Nutrition	Fitness & Wellness	Clinical Guidance
CONSULTATIONS	Online with Nutritionists	N/A	N/A	N/A	Clinic Visits
PERSONALIZATION	Tailored plans	Limited	Limited	Limited	Clinic Visits
CULTURAL FOCUS	Caters to Saudi needs	Limited	Limited	Limited	N/A
ACCESSIBILITY	Nationwide, online	Nationwide, online	Nationwide, online	Nationwide, online	Varies by clinic
OVERALL BENEFITS	Personalized plans, cultural relevance, Omni-channel support	User-friendly interface, large food database	Integrates fitness, Omni-channel approach	Wide variety of workouts, community features	Clinical expertise (potential)
WEAKNESSES	New entrant (potential)	Limited personalization	Focus not solely on weight management	Focus not solely on weight management	Limited accessibility (potential)

ERADA EXPECTED REVENUES WITHIN **5** YEARS IN SR



TAM
Saudi Arabia
1.1B. SR

TAM
Other GCC
0.9B. SR



SAM **1-2Y**
Saudi Arabia
110M. SR

SAM **3-5Y**
Saudi & GCC
135M. SR



SOM **1-2Y**
Saudi Arabia
22M. SR

SOM **3-5Y**
Saudi & GCC
27M. SR

ERADA GO-TO-MARKET STRATEGY

Bloom into a better health

1

TARGET MARKETS

- Obese & Overweight community (Male , Female)
- expanding to GCC & MENA Regions



2

INITIAL MARKET PENETRATION STRATEGY

- Brand Positioning TO Obese & Overweight local Community.
- Brand Awareness through, Extensive Promotional Campaign through all means of Digital Marketing.
- 60 days Erada Competition.
- Tamara & Tabby Facilities.



3

CHANNELS /PARTNERS

- Social media
- Email Marketing
- SEO
- Video Channel
- Mobile Marketing
- PR



4

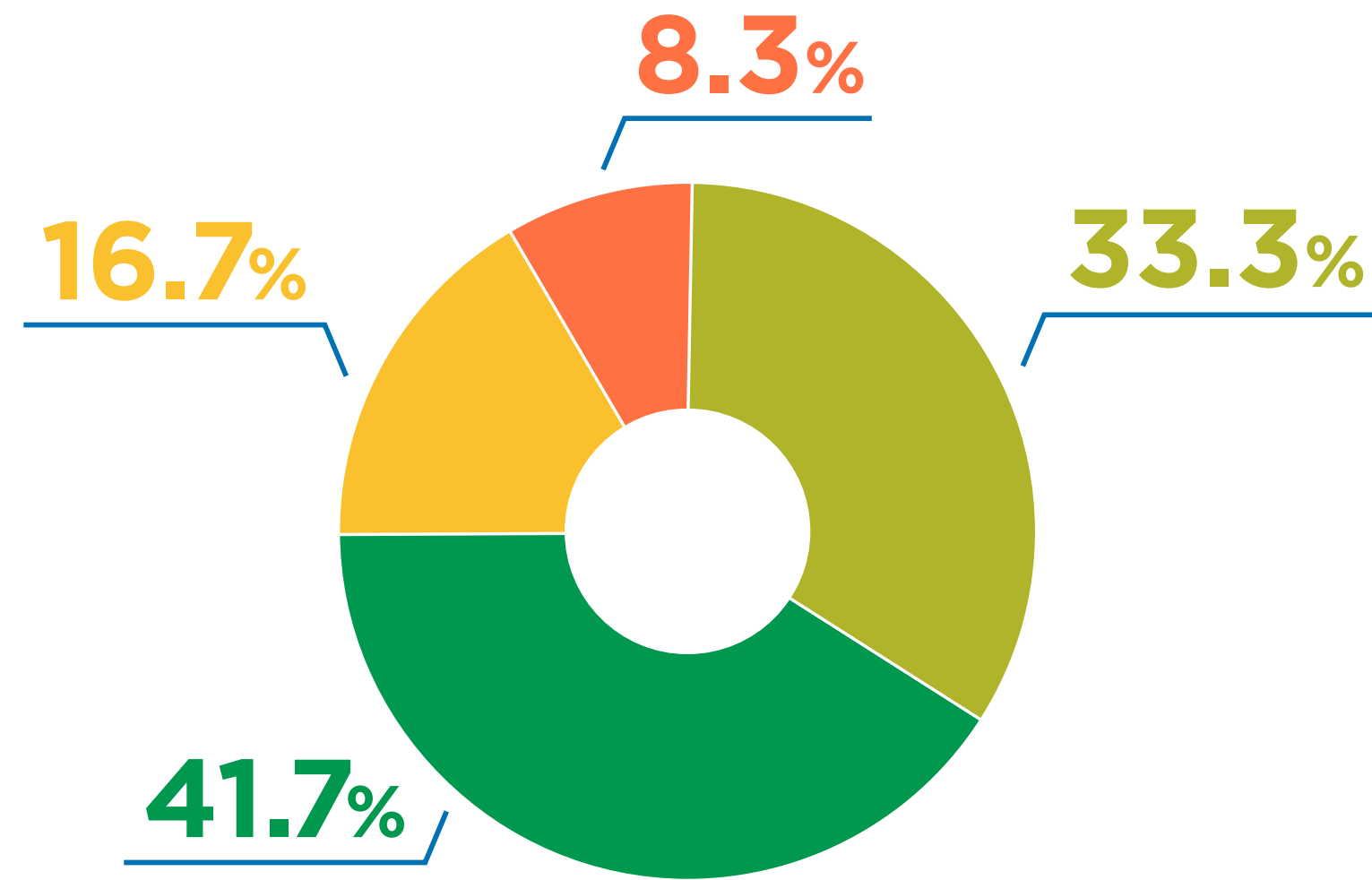
LAUNCH TEAM

- Marketing
- Sales
- Business Development



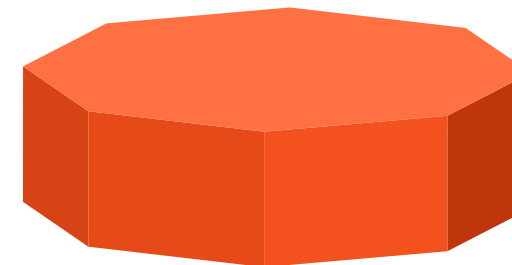
FUNDRAISING

Pre-seed round



- Total round **1.2M SAR**
- Ticket **200K SAR**
- Exit **18 Months**
- Type of agreement
Safe Note (Evaluation after one year)

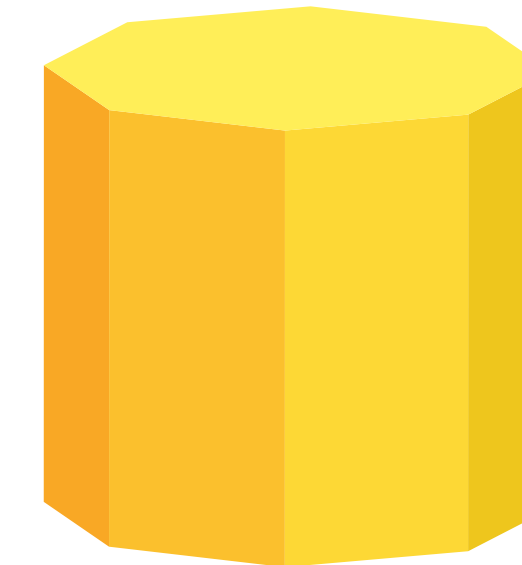
8.3%
COMPANY SETUP



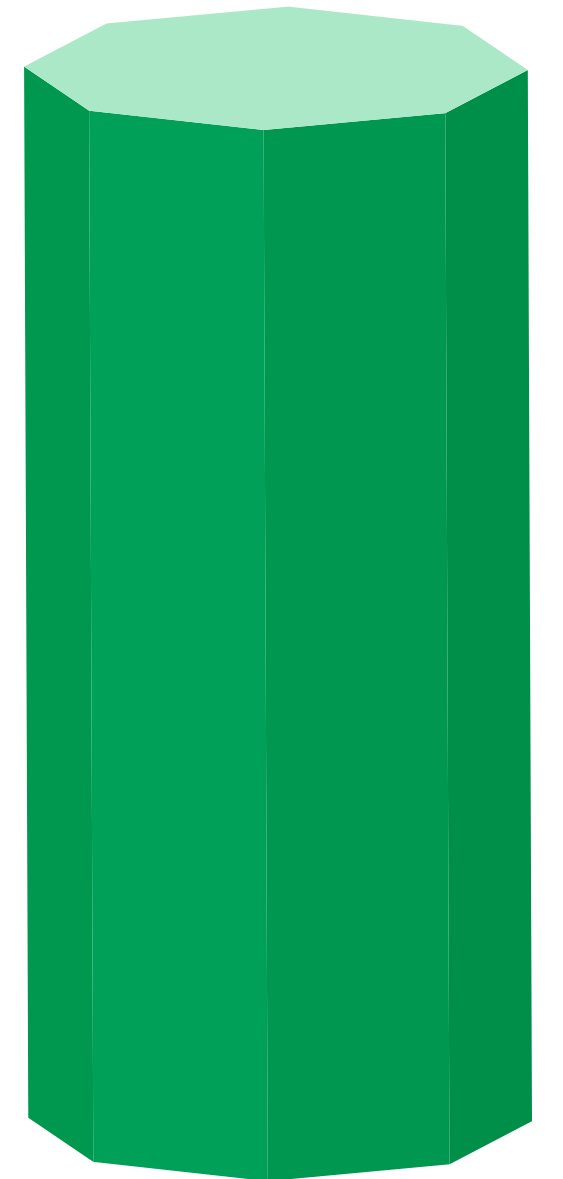
33.3%
DEVELOPMENT



16.7%
OPERATIONS



41.7%
MARKETING



ERADA TEAM



OMAR KANDIL
Founder & CEO

- +29 years experience
- Business management
- Technology Sector - Tourism Sector



ABDELRAHMAN MAHALLAWY
Co-founder & CCO

- +15 years experience
- Product Manager | Fintech | SaaS | eCommerce | Proptech



ENG.
ABDULLAH ISSA
CTO

- +15 years experience



DR.
NGLAA MOHAMED
Medical advisor

- +20 years experience
- Therapeutic nutrition



DR.
MAHMOUD BAHGAT
PR & Investment Manager

- Over 24 years experience In Sales & Marketing

ERADA ADVISORS



DR.
ABDRABOU AL NAJJAR
Strategic Business Consultant
Gulf Region

- +30 years Healthcare
- Digital healthcare, Telemedicine, Generative AI & Smart Report in Lab Biomarkers



ISMAIL ZANONA
Senior Consultant

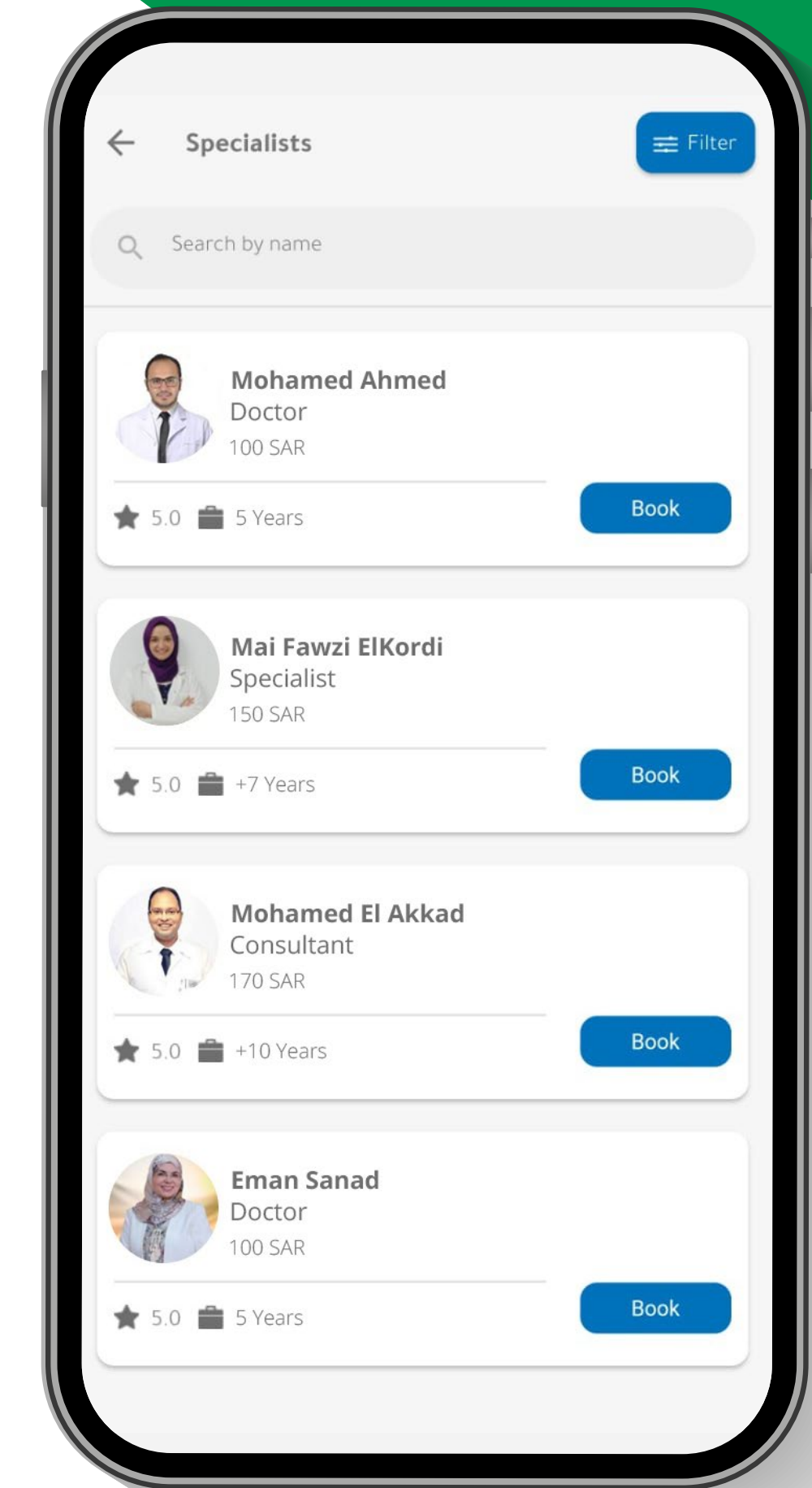
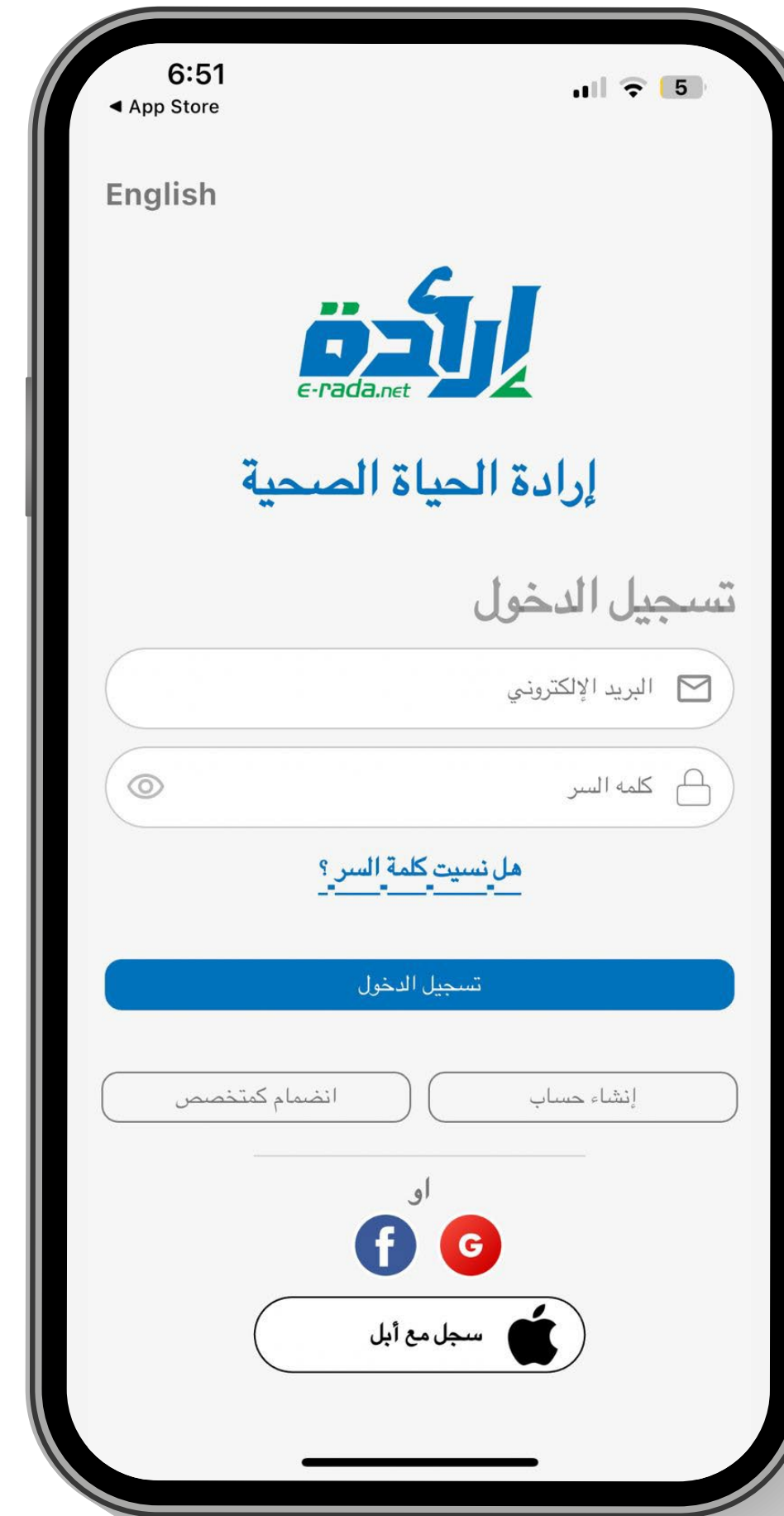
- +30 years experience
- Strategy | Digital Presence | Artificial Intelligence | Digital CX

CONTACT US

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Available Now

