



Pitch Deck 2024Q1

Customers are Looking for Trust:



Online buying and selling still has significant pain points..



Current marketplaces lack trustworthiness due to fraud and fake deals



Exchanging used items is still too risky



Small shops struggle to go online and need dedicated support

Delivery outside the big cities is still a huge hurdle



Solution:

A Marketplace with Trust at Its Core



Safety First

Abwaab ensures safety with a dual-layer ad review, in-app payments, and AI plus human-monitored chats, establishing a secure, spam-free environment for all transactions



Empowering Entrepreneurs

Tailored for small businesses, Abwaab offers specialized features that empower small sellers to thrive, creating opportunities for growth in the digital marketplace



Quality Check for Used Items

Our delivery persons conduct extensive checks before accepting any used item

Logistics for Remote Areas

Forming a logistics arm that can reach remote areas in Saudi Arabia



Our Revenue Streams:



Subscription

Monthly subscription from merchants



Commission

Small percentage fees on transactions



Advertisements

Special spaces for merchants' advertisements on-demand



abwaab.sa

We are Growing Rapidly

210K

App Downloads
Since 2022Q4

105K

Total Users

700

Daily Users

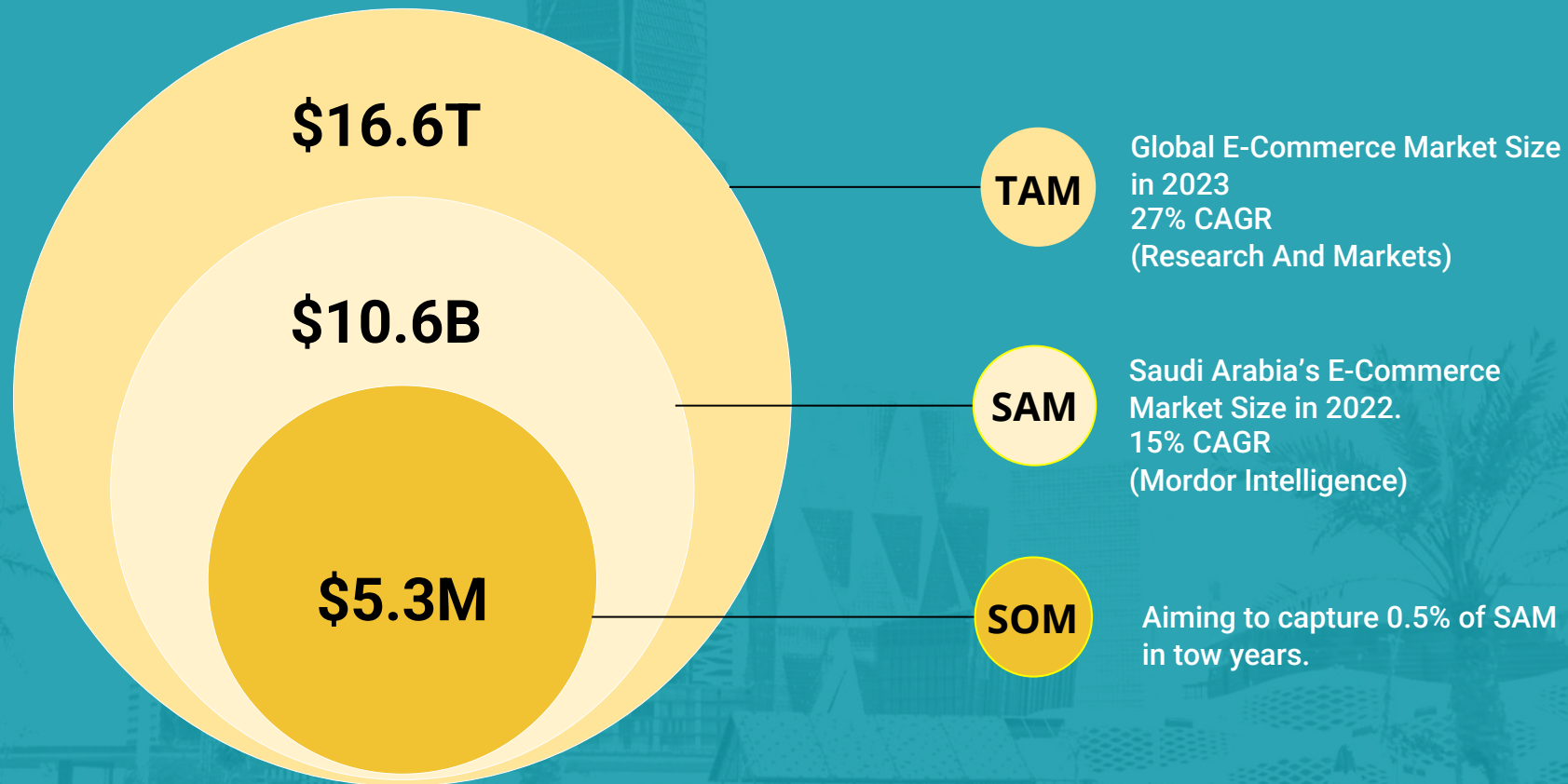
137K

N. of Ads

80K SAR

Subscription Services

Market Size



Competitive Landscape

Category	Haraj	OpenSooq	Mstaml	Soum	Shobak	أبـواب 
Secure Transactions until item acceptance						
Boost for Small Sellers						
Quality Check						
Advanced Ai monitored Ads and chat						
Buy Now Pay Later						
Shipping Everywhere door to door						

Our Distinct Edge:



Tailoring for KSA

We're not another global e-commerce. We build for the Saudi's special needs



Targeting Small Merchants

We're bringing down the large barriers of entry for small merchants

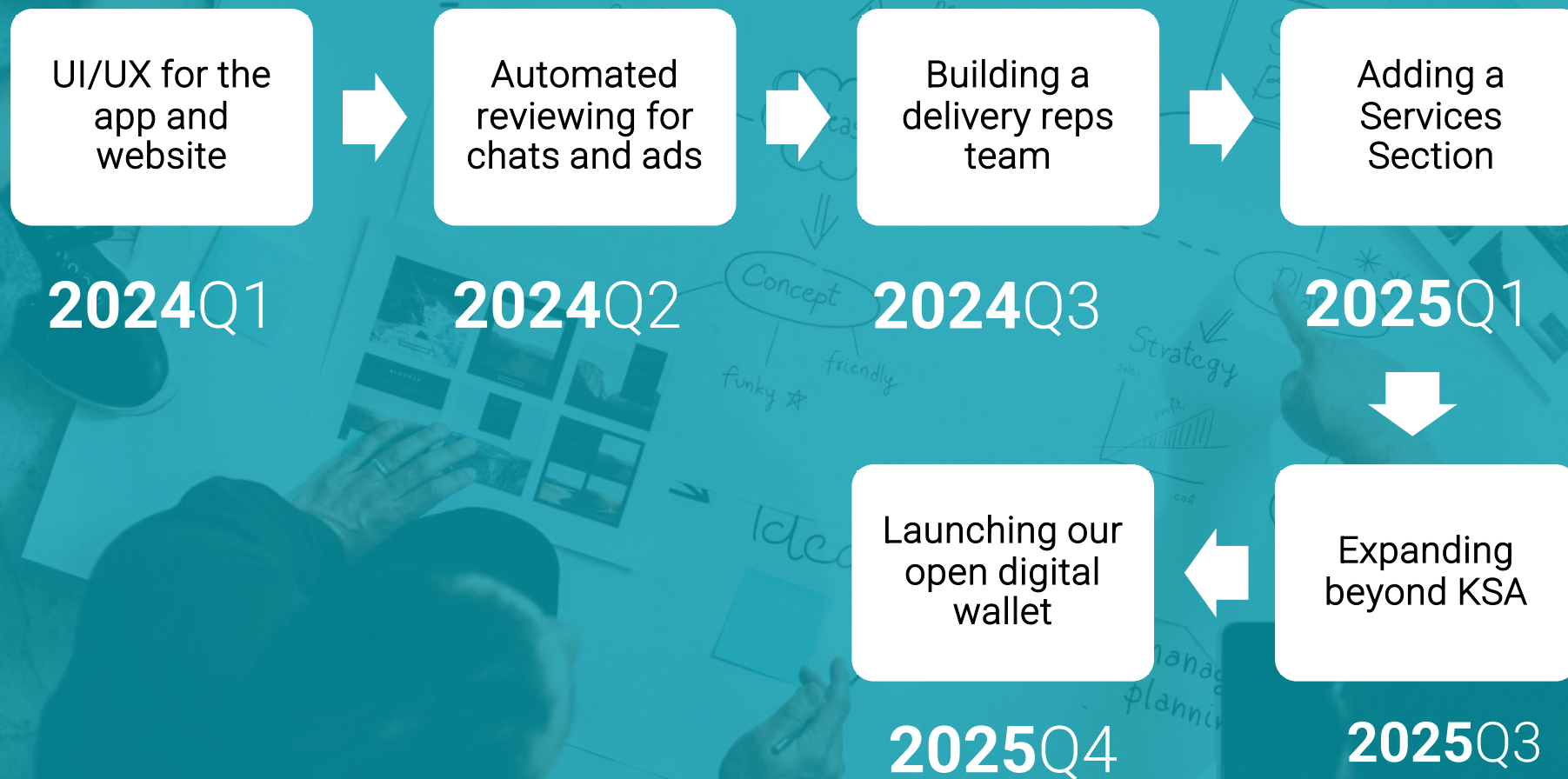


Quality and Real Deals

We block spammers from day 1 and conduct a quality check for every sold item



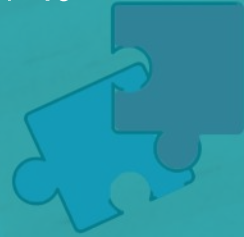
Roadmap:



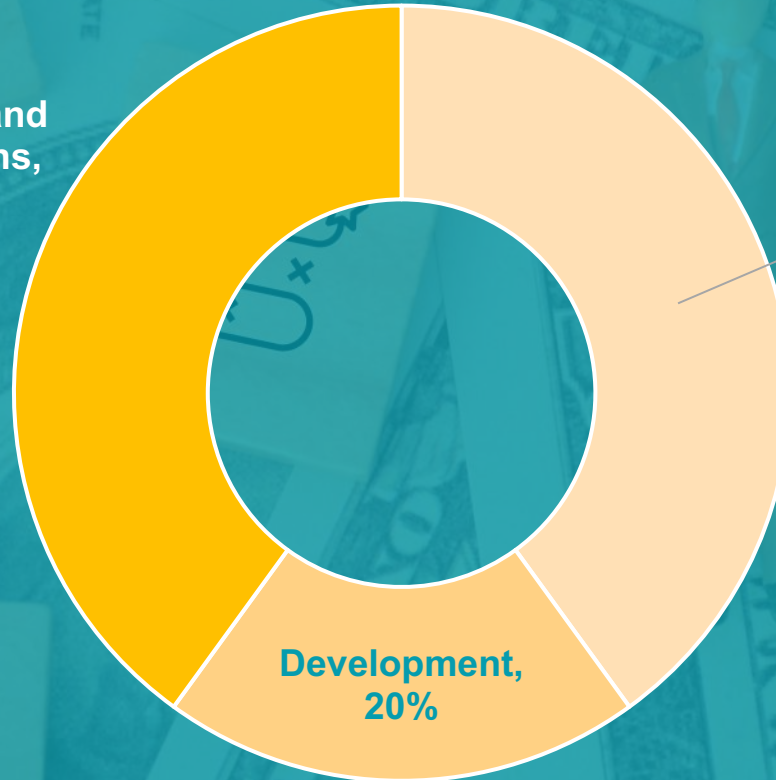
Financial Ask:

\$500k

For 18 months coverage



Salaries and
Operations,
40%



Marketing,
40%

Development,
20%



Team:



Muidh Alzahrani
Founder | CEO

Brings over 20 years of business acumen, leading Abwaab with visionary leadership and a deep understanding of the Saudi market.



Waleed Ahmed
Co-Founder | CTO

With 12+ years in tech and over 8 years as a backend developer, Waleed architects Abwaab's robust and innovative technology platform.



Ibrahim Alwefai
Mobile Developer |
Co-Founder

Leveraging 5 years in mobile development, Ibrahim has crafted numerous apps, enhancing Abwaab's mobile presence with intuitive and user-friendly designs.



Thank You



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Waleed Ahmed
Email : waleed@abwaab.sa
Phone : 966505636742