



Shihany

A revolution in
Sports eco-system



Problem



Lack of accessibility

Families struggle to find and access local sports activities for their children, resulting in a significant portion of children missing out on physical activities.



Outdated Management

Sports academies and managers often rely on outdated methods like notebooks and Excel sheets for management, leading to inefficiencies and time-consuming processes



Reality

%41
overweight

%91

Families of their children
are using smart devices
at a rate of

4H
Daily



5M

Children between the ages
of 3 and 15 years

The data highlights significant challenges facing the **5 millions** children in Saudi Arabia. Out of this population, **71%** are inactive and don't engage in any physical activity, **41%** are overweight, and a staggering **91%** of families report that their kids use screen time for more than **4 hours** on a daily basis. These issues underscore the urgent need for solutions that promote healthier lifestyles and increased access to sports and recreational opportunities.



Solution



Quick access

Shihany offers a streamlined process for finding and enrolling in sports activities, making it easier for families to discover and sign up for the right programs for their children.



Save time

The efficient search and registration processes on Shihany reduce the time spent by parents, allowing them to quickly and easily find and enroll their children in the activities they love.



Flexible

Shihany provides comprehensive management tools for sports academies, enabling them to handle schedules, payments, and communication with ease, driving increased enrollments and revenue.



Business Model



Subscription

Annually or Monthly, per organization to access our comprehensive management platform.



Commission

A commission on each monthly subscription within each organization.



Premium services

Offering premium listings for sports organizations, tools to reach a wider customer base.

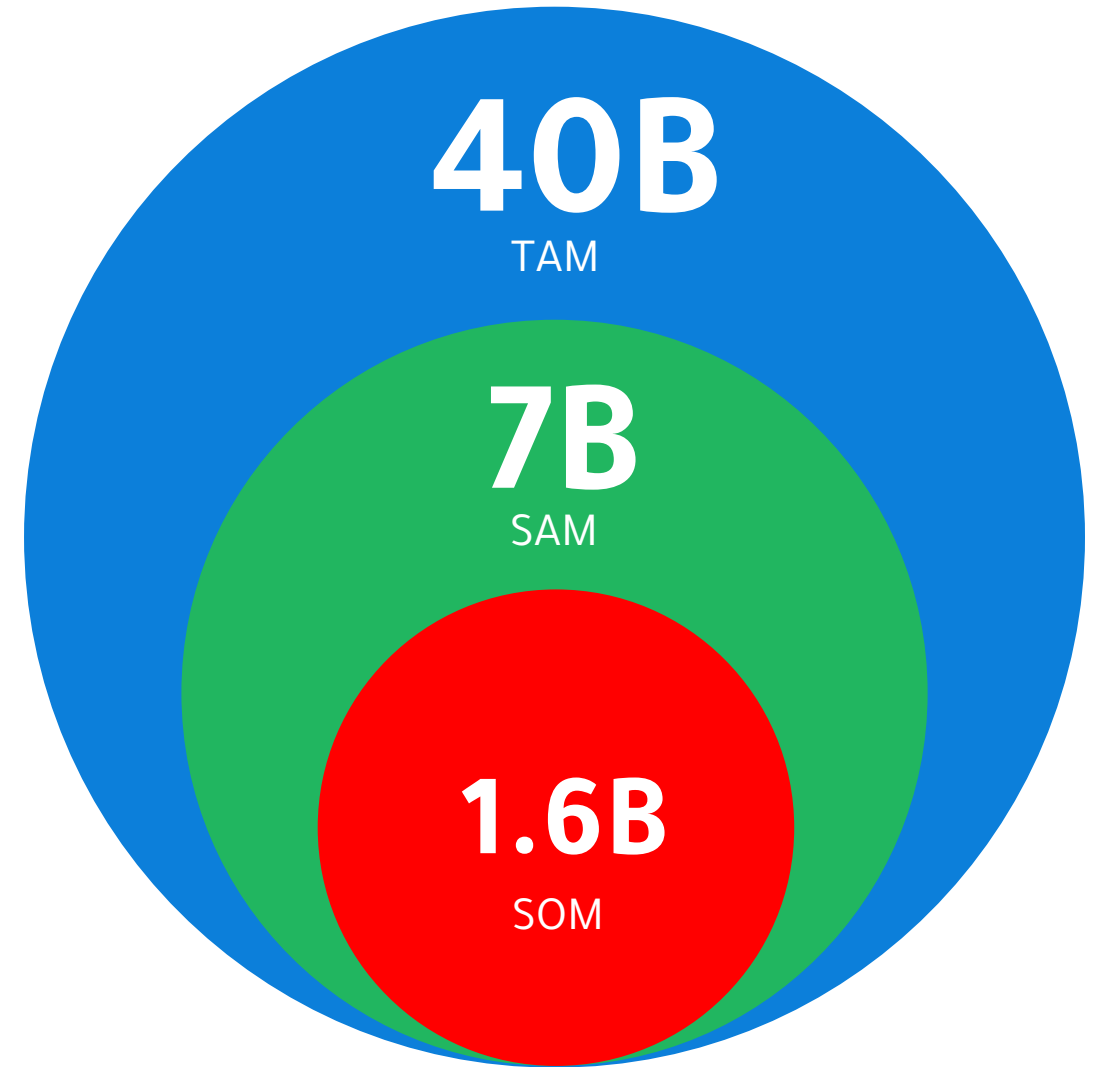


Market size

The market opportunity for Shihany is significant, with a Total Addressable Market (TAM) of **\$40B**. The Serviceable Available Market (SAM) is estimated at **\$7B** which will be valued by **\$22B by 2030**, while the Serviceable Obtainable Market (SOM) is projected to be **\$1.6B** which will be valued by **\$7B by 2030**.

Shihany's target market segments include families with children aged **3-15**, this category will increase from **5M to 8M people by 2030**.

Also we target, sports academies and training centers, as well as schools and community centers. This diverse customer base provides a significant opportunity for growth and adoption of the platform.



Competitors



Comprehensive Solution

All-in-one platform for athletes, coaches, and managers, parents

Facility management tools, Bad UX for the management software

Primarily for football pitch rentals

Sports covered

All

Football

Football

Community support



Easy matching



Marketing



GROWTH PLAN



Partnership

Collaborations with sports academies, federations, and local authorities with a focus on Riyadh then others Saudi cities.



Marketing

Digital marketing campaigns, social media presence, and community engagement.



Events

Hosting and sponsoring local sports events to increase brand awareness.

Shihany's growth strategy focuses on building strategic partnerships, implementing targeted marketing initiatives, and actively participating in local sports events. By collaborating with sports academies, federations, and local authorities, Shihany aims to expand its reach and integrate seamlessly into the sports ecosystem. The company will also leverage digital marketing channels and community engagement to drive brand awareness and user acquisition. Additionally, hosting and sponsoring local sports events will further strengthen Shihany's position as a trusted platform for sports activities.



Traction

Federations

1

Signed contracts

\$50K

Academies

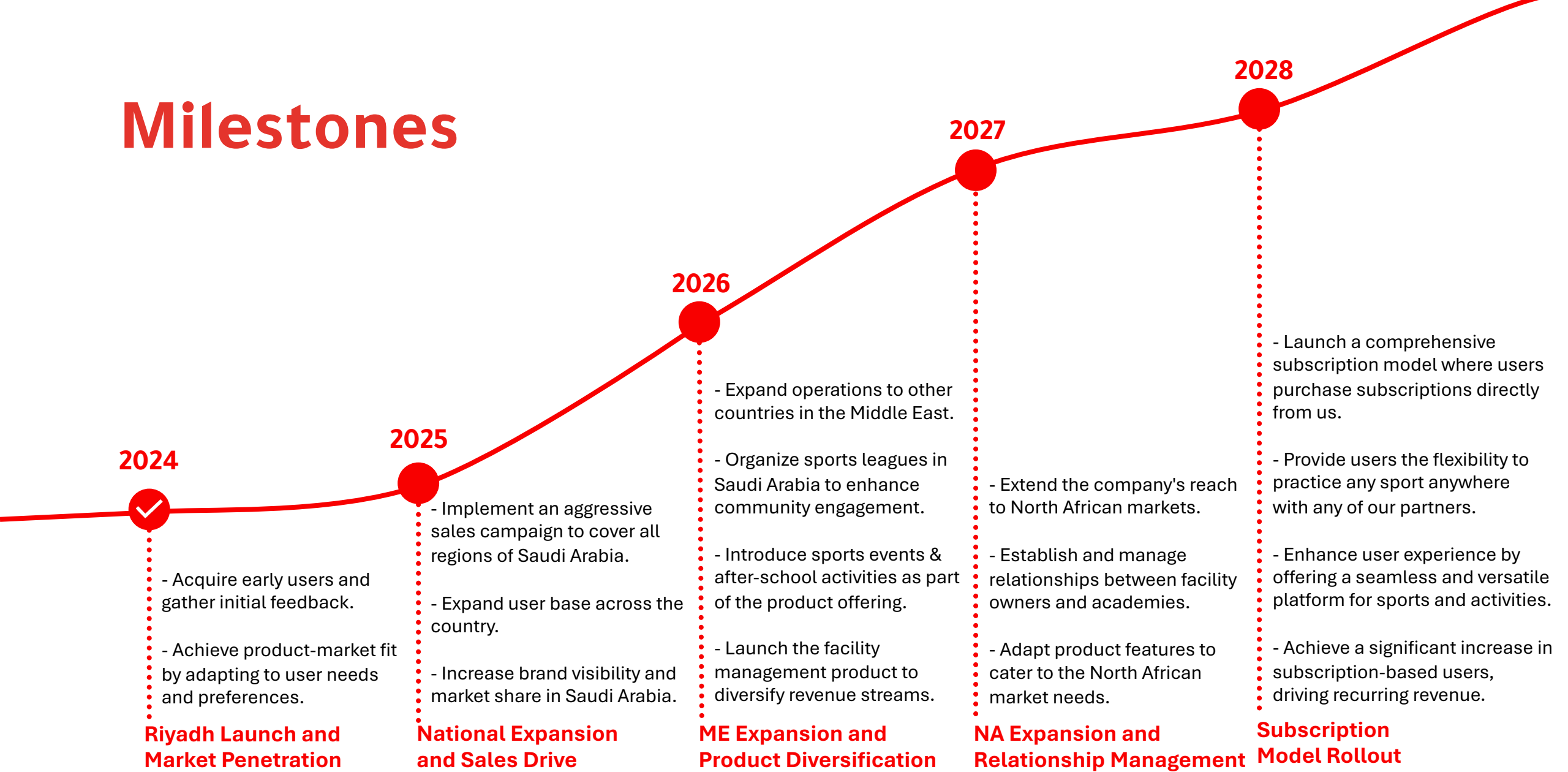
8

Families

>2000



Milestones



Partners



البرنامج الوطني
لتنمية تقنية المعلومات
National Technology
Development Program



Ask

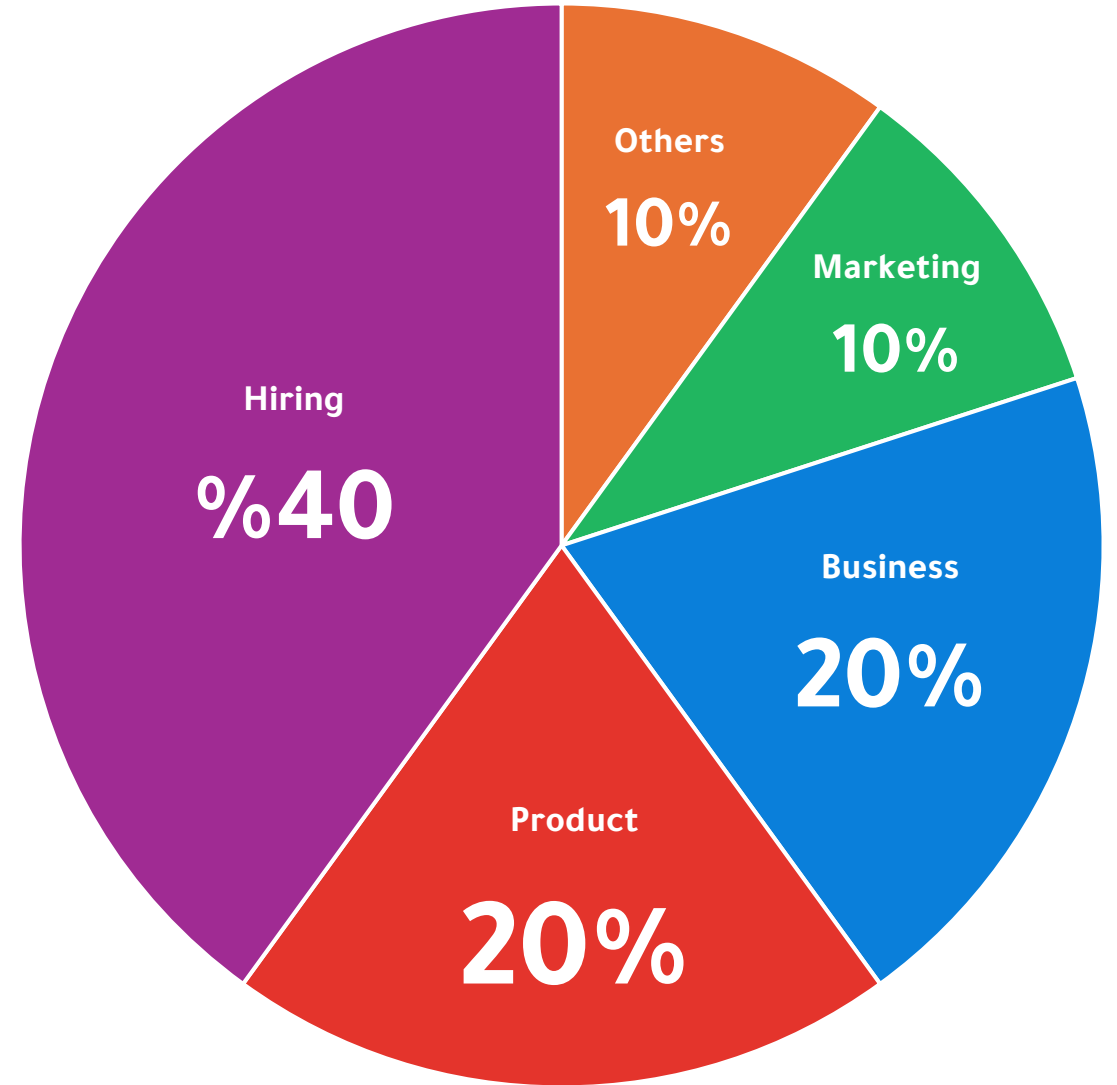
\$400k

Milestones

H2-24: Focus on improvement our products and acquiring more clients.

H1-25: Aggressive sales and customer acquisition.

H2-25: Expansion to other cities.



Team



Aziz Trabelsi

- 15-year Technical Lead with a focus on software development.
- Entrepreneurial spirit from startup roles.



Alwaleed Alkeaid

- +14 years in sports and wellness in Saudi Arabia.
- Recognitions: Health Award, Forbes.





From you to your family

Invest in a healthier, more active
future for our children.

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