

PROJECT X

Your Everyday App

Daily Inconveniences in the GCC

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Millions in the GCC face daily challenges with essential services due to fragmented and inefficient solutions.

- **Incomplete Deliveries:** 40% of grocery orders are only partially fulfilled with full charge in place, each customer losses avg of 3.5 hours/annually to do order follow-ups only.
- **Delivery Delays:** 30% of orders arrive late or get lost, disrupting routines, each customer losses around 10 minutes per order.
- **Long Wait Times for Ride Acceptance:** Customers paying by card endure extended waits for ride-hailing acceptance, contributing to a high cancellation rate of up to 50%.
- **High Commissions:** Up to 30% commission fees impact merchant's affordability and profitability.
- **Multiple Apps Needed:** Navigating 2-4 apps for basic needs is a complex.
- **Driver Reliability:** Many drivers lack formal training and certification, impacting service quality.

Our Super-App: The Ultimate Convenience

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Project X provides a unified, user-centric platform that solves these issues by streamlining access to essential services.

- **Single Platform Convenience:** Access all essential services through one app.
- **Real-Time Item Substitution:** Get notified and approve substitutions for out-of-stock items before payment. Our item substitution saves each customer 3.5 hours and \$15 annually, turning frustrating incomplete orders into seamless experiences.
- **Latest Mapping Technology:** Avoid lost drivers with precise mapping (using What3words), each customer saves around 10 minutes per order, totaling 4 hours annually.
- **Instant Driver Payments (ride-hailing):** Drivers receive their earnings immediately through our driver wallet, for orders paid online.
- **Customer Rewards:** App wallet and cash rewards for frequent users, usable across all services.
- **Competitive Merchant Rates:** Lower commission rates and marketing tools for our business partners.

What We Do

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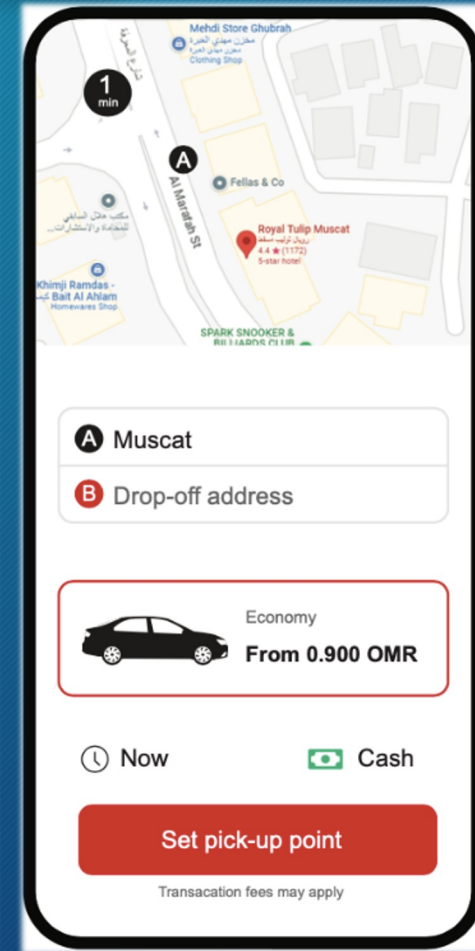
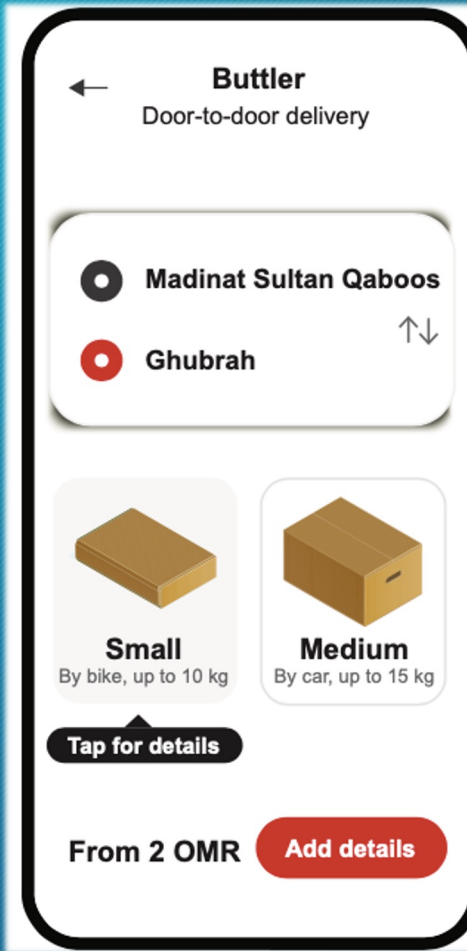
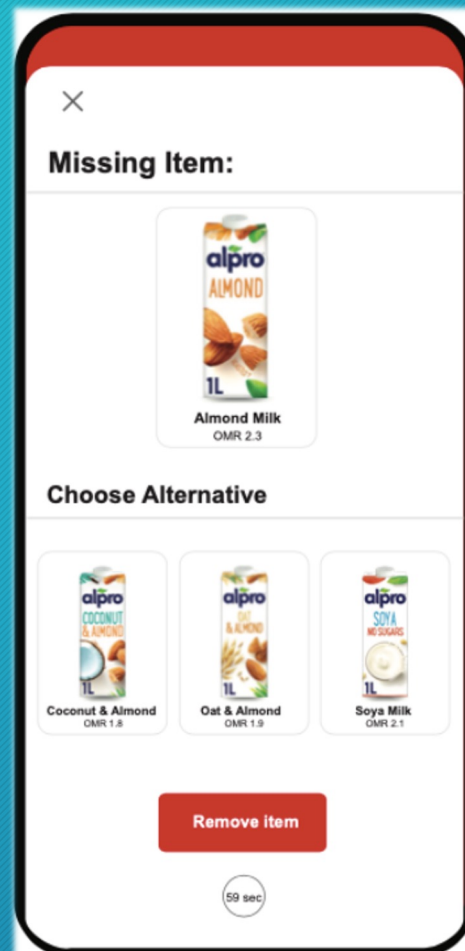
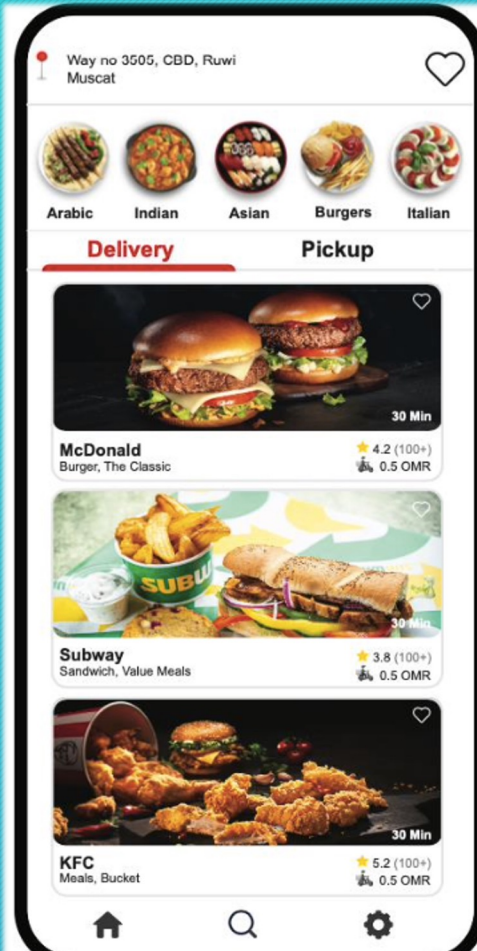
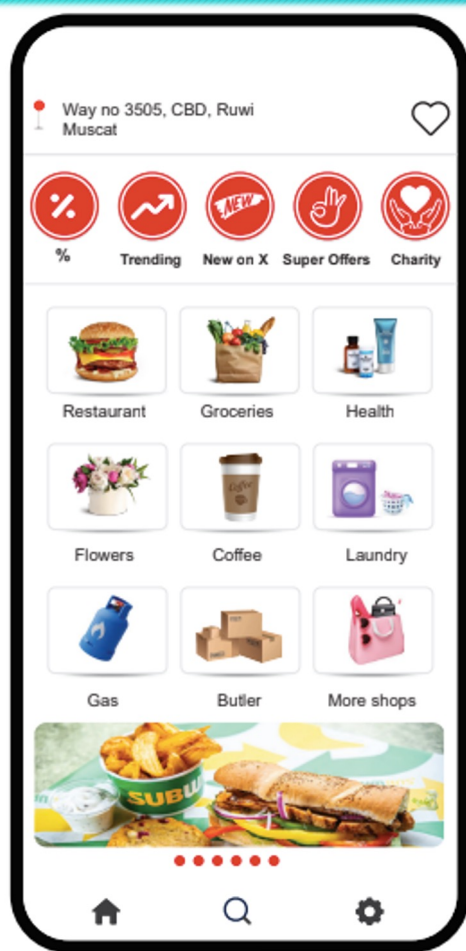
We are set to disrupt the entire last-mile delivery and ride-hailing industry. Unlike Talabat, which focuses on food and some non-food deliveries, we bring the entire city to your doorstep. Our super-app offers a wide range of services, including

- Ride-hailing
- Butler services
- Gas cylinder exchange
- Laundry services
- Last Mile Delivery (Restaurants, Groceries, Sweets, Pharmacies, Flowers, Pets and much more).
- In-App Wallet: Instant driver payouts and cash rewards for customers.

*Project X: Original name to be revealed later for strategic reasons.

Product Mockup

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Growing Market in the GCC

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The Last Mile & Ride-Hailing tech market is booming.

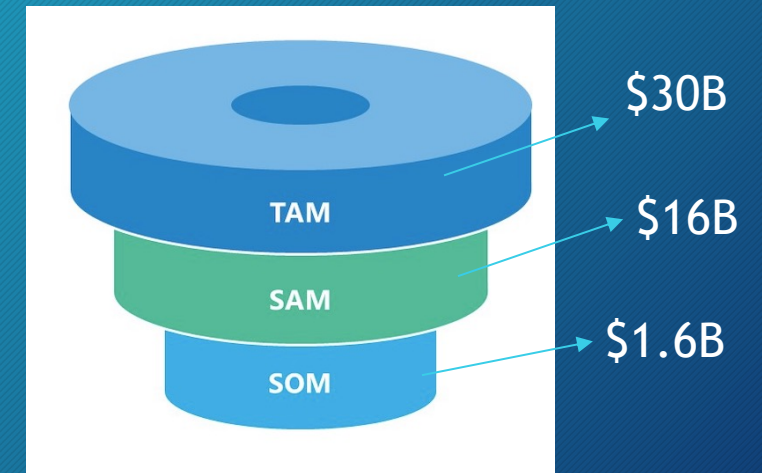
- Initial Focus: Oman, with plans to expand to Saudi Arabia on 2nd year , Iraq, Bahrain, and Kuwait.
- Regional Success Stories:

TALABAT: : Exit for \$147MM

ZOMATO: Exit for \$167MM

CARRIAGE, INSTASHOP, HUNGERSTATION:

Significant exits



COGR 5-7%

Leveraging Our Strengths

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Merchant Commission

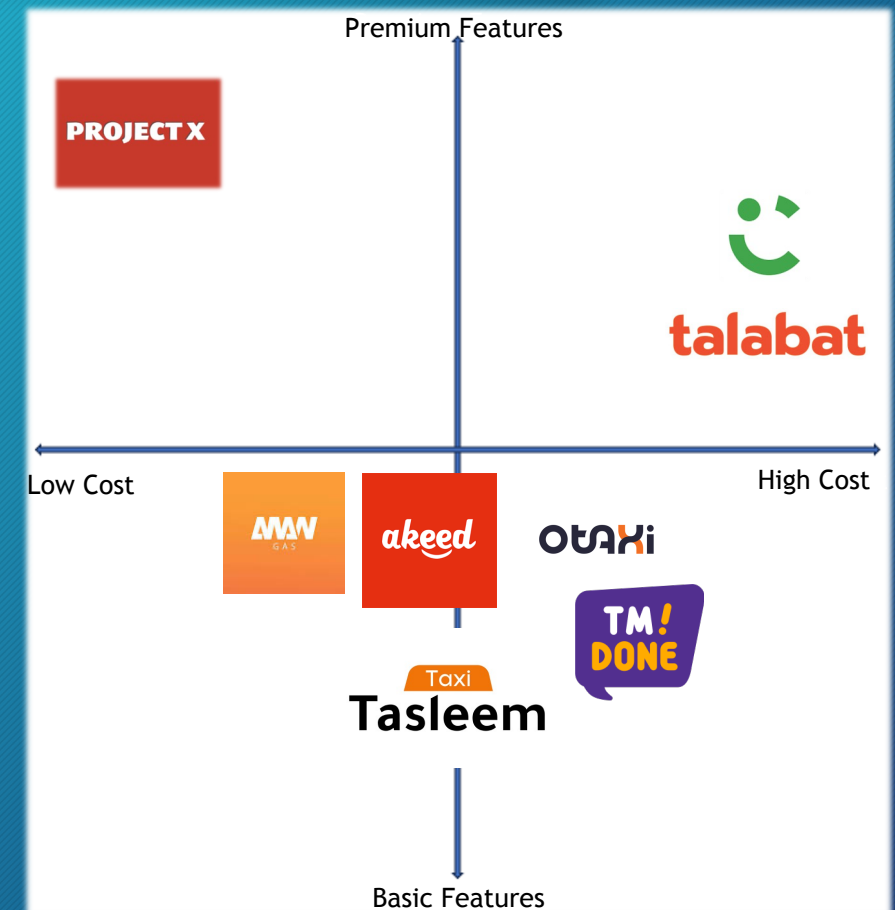
24% Vs. 30%+

Subscription Cost

RO200 Vs. RO250

Bank Charges

1.6% Vs. 2%



How We Make Money

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Merchants

Commissions

POS Machines

Subscriptions

Advertising

Others

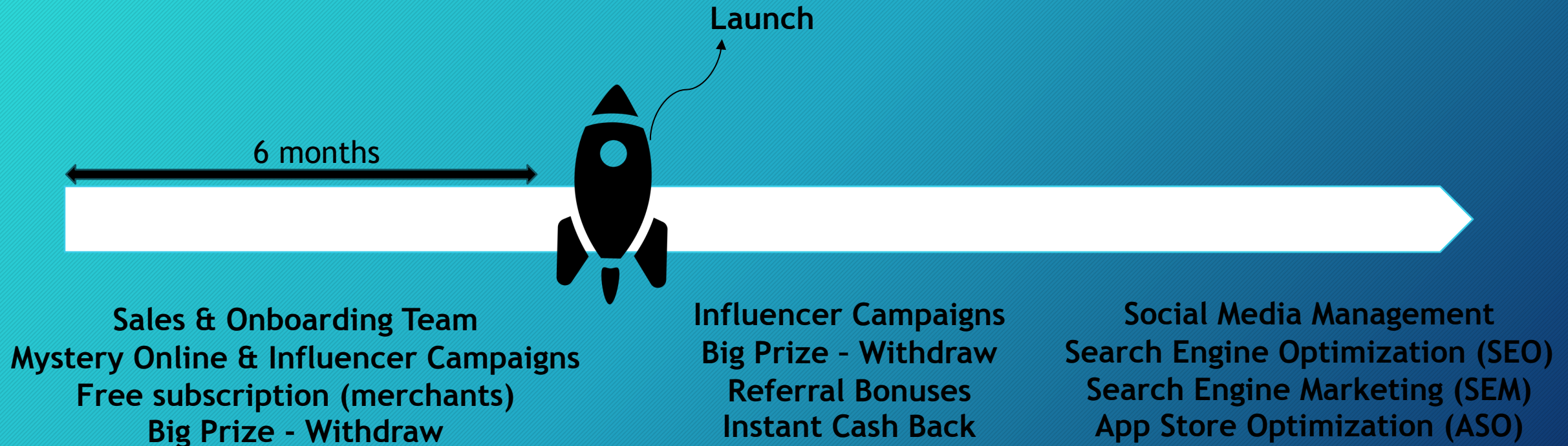
Ride-hailing
commissions

Delivery
charges

Transactions
Fees

Go-to-Market Strategy

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Team & Advisors

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Fadi Al Tikrity
Founder - CEO



Nada Al Khouzai
Founder - CGO



Marcos Adel
CoFounder - CTO



Ahmed Sharabash
CoFounder - CLO



Shariq Ahmed
CoFounder - CFO



CoFounder - COO

Shoaib Ahmed - Advisor
Ex. VP. Finance, Careem

Hammad Moustafa - Advisor
Ex. Group Finance Head,
Careem

**Tasfeer Ul Islam - Potential
Tech Advisor**
Ex. Founding engineering
team, Careem



talabat



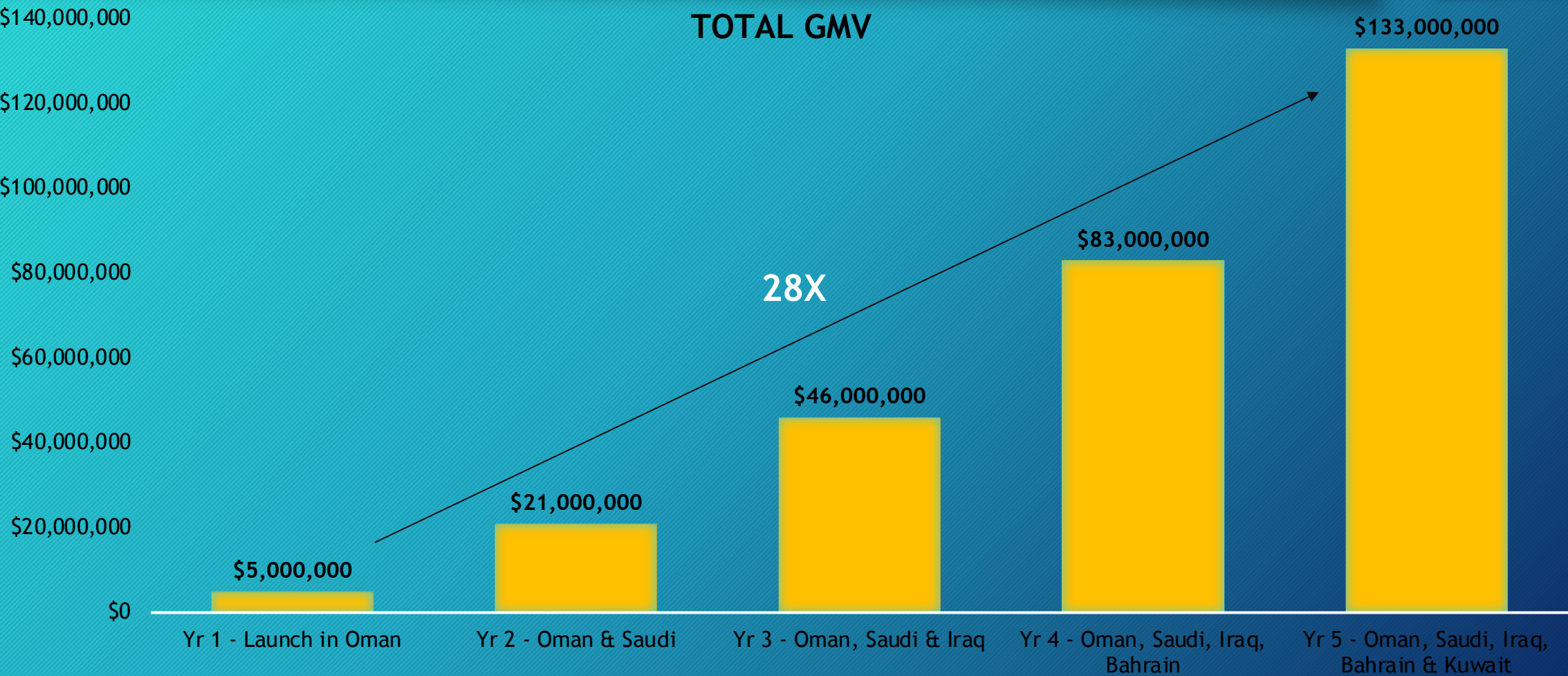
Our Progress So Far

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- Initial Funding: In discussion with regional angels and VCs.
- MVP Ready, Partnered with a tech company.
- Driver Fleet: 400 drivers have joined our waiting list, and ongoing.
- Local bank account inplace.
- Branding agency partnership inplace.
- Local Autoriteez compliance.
- Local Operational company incorporated.
- International holding company in BVI – Incorporation undergoing.

Financials & Goals

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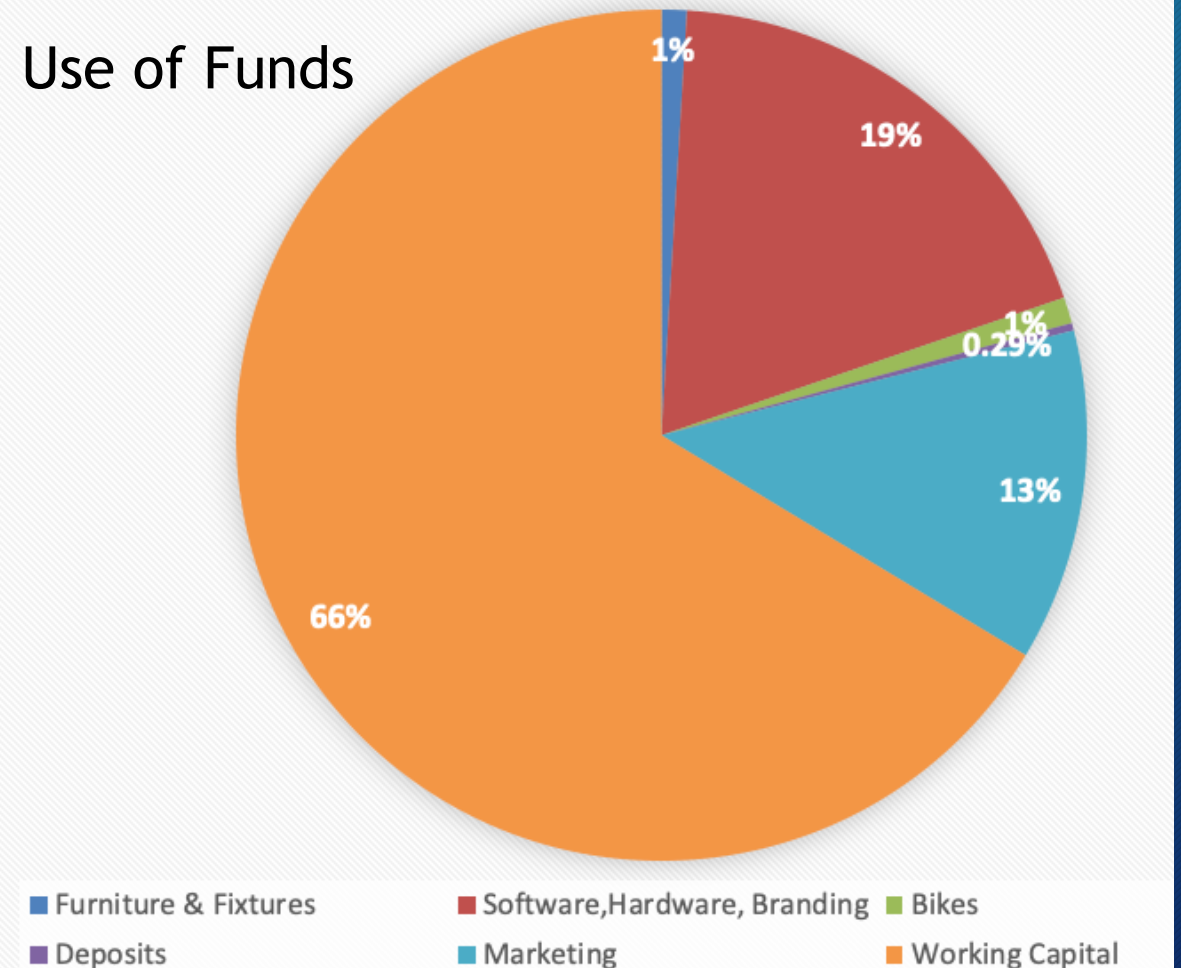


Funding Request

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- Seeking **\$1.5MM (Pre-Seed)** to launch and grow operations.
- To Achieve:
 - **B2B: 500 Customers**
CAC = \$80
LTV = \$526
 - **B2C: 120,000 Customers**
Combined CAC = \$31
Combined LTV = \$190

Use of Funds



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Thank You