



Musaed

Pitch Deck

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The Problem

The hardware industry faces persistent challenges, making it difficult for customers to find what they need efficiently:

1

Time and Effort:

Searching for the right item at a good price is frustrating and time-consuming, often requiring visits to multiple stores.

2

Limited Options:

Customers struggle to locate stores offering specific products due to fragmented availability.

3

Lack of Online Shopping:

E-commerce adoption in the hardware sector lags significantly, leaving customers without a seamless digital shopping solution.

The Solution

Musaed transforms the hardware shopping experience by:

*** Centralizing Hardware Shops:**

Aggregating hardware stores on a single, user-friendly platform.

*** Fast Delivery:**

Offering doorstep delivery for a hassle-free experience.



*** Effortless Shopping:**

Providing an intuitive interface for browsing, comparing, and purchasing materials.

*** Comprehensive Applications:**

Including distinct apps for users, drivers, and stores to streamline the process.

Traction

Musaed's pre-launch performance validates its potential:

Downloads: **560** (Google Play), **323** (iOS).

Registered Users: **180** (**23%** conversion rate).

800+ Product listed on the application

14 store on bored , **30+** shop requested to join

This traction demonstrates strong market interest and a clear fit, setting the stage for rapid post-launch scalability.

Business Model

Revenue Streams:

1. Commission Per Order:

A percentage of every transaction on the platform.

2. Store Subscriptions:

Regular income via subscription packages for hardware shops.

3. Delivery Fees:

Offset logistics costs while generating additional revenue.

4. In-App Advertising:

Monetizing ad space for suppliers and manufacturers.



Value Propositions:

For Buyers:

Easy online shopping, product comparisons, and time savings.

For Vendors:

Broader customer base, extended reach, and marketing tools.

For Drivers:

Flexible job opportunities and additional income.





Target Audience

1 Individual Consumers (B2C):

DIY Enthusiasts: Individuals looking to undertake home improvement or repair projects who need easy access to tools and materials.

Homeowners and Renters: People seeking hardware supplies for day-to-day maintenance or upgrades to their living spaces.

Tech-Savvy Shoppers: Consumers preferring the convenience of online shopping and doorstep delivery for their hardware needs.

2 Small Businesses and Contractors (B2B):

Independent Contractors: Professionals in construction, plumbing, and electrical work who require a reliable source of materials.

Small and Medium-Sized Enterprises (SMEs): Businesses involved in renovation, interior design, or construction, seeking streamlined procurement processes.

Workshops and Repair Shops: Entities looking for a consistent supply of hardware products with competitive pricing and quick delivery

3

Local Hardware Stores (Vendors):

Stores aiming to increase their visibility and customer reach by joining Musaed's platform.

Vendors looking for digital tools to grow their sales and expand into the online market.

4

Drivers (Delivery Partners):

Individuals seeking flexible work opportunities and an additional source of income by delivering products from vendors to buyers.

Musaed's platform is uniquely positioned to serve these diverse audience segments, creating value for all stakeholders while addressing the current gaps in the hardware and home improvement industry.

Value Proposition for Musaed

Musaed is transforming the hardware and home improvement industry by delivering value to all stakeholders through a seamless, tech-driven platform:

For Consumers (B2C):

1. Convenience:

Centralized access to multiple hardware stores in one app, eliminating the need to visit multiple locations.

2. Time-Saving:

Compare prices, products, and availability instantly, reducing the time and effort needed for purchases.

3. Fast Delivery:

On-demand delivery ensures materials are delivered quickly and reliably to homes or workplaces.

4. Future Services:

Plans to integrate professional handyman services create a one-stop solution for all home improvement needs.

For Vendors (Hardware Stores):

1. Increased Reach:

Expand their customer base by gaining visibility among online shoppers.

2. Enhanced Sales:

Digital storefronts make it easier to attract new customers and increase revenue.

3. Marketing Tools:

Access to in-app advertising and promotional features to boost product visibility.

4. Market Expansion:

Opportunity to extend geographic reach and cater to underserved areas.

For Delivery Partners (Drivers):

1. Additional Income:

A flexible platform to earn money by delivering products.

2. User-Friendly Interface:

Tools to manage delivery schedules efficiently and maximize earning potential.





Growth Potential

Expanding Across Jordan:

Scale operations to new cities and regions within Jordan, capturing a larger share of the local market.

Adding New Features:

Introduce professional handyman services and other home improvement solutions, creating a comprehensive platform for both products and services.

Transitioning to B2B:

Extend the business model to serve businesses and contractors in addition to individual consumers, leveraging the existing B2C foundation.

Entering Regional Markets:

Expand into Saudi Arabia and other MENA countries, addressing similar gaps in the hardware and home improvement sectors across the region.



The background features a light blue field with two prominent geometric shapes in a darker blue shade. On the left, a large parallelogram is oriented diagonally. In the center, a large triangle points upwards. The text 'Why Now?' is centered within the upward-pointing triangle.

Why Now?

1 Market Gap in Hardware E-Commerce:

The hardware and home improvement sector in Jordan and the broader Middle East is heavily underserved in the e-commerce space. Unlike other industries, it lacks a centralized, digital platform for sourcing materials, presenting a unique first-mover opportunity for Musaed.

2 Rising Urbanization and Construction Boom:

Rapid urbanization and increased construction activities in Jordan and the Middle East are driving demand for hardware and home improvement materials. Consumers and businesses need faster, more convenient ways to access products.

3 Shift Toward Digital Transformation:

The Middle East is experiencing a surge in digital adoption, with smartphone penetration and internet usage reaching all-time highs. Consumers are increasingly turning to online platforms for shopping, including hardware needs.

4 Growing E-Commerce Market:

The Middle East's e-commerce market is expanding at a compound annual growth rate (CAGR) of 115%, creating a fertile ground for digital-first platforms like Musaed to capture market share.

5 Consumer Expectations for Convenience:

Modern consumers prioritize convenience and efficiency, which Musaed delivers through centralized access to hardware stores, instant price comparisons, and on-demand delivery.

Roadmap

- **(Q1 - 2025) – Official Launch**

1. App Rollout
2. Marketing Blitz
3. Early Customer Engagement

- **(Q2 - 2025) – Post-launch**

1. Market Penetration
2. Customer Retention
3. Operational Optimization

- **(Q3–Q4 2025) – Scaling within Jordan**

1. Feature Enhancements
2. B2B Services
3. Geographic Expansion

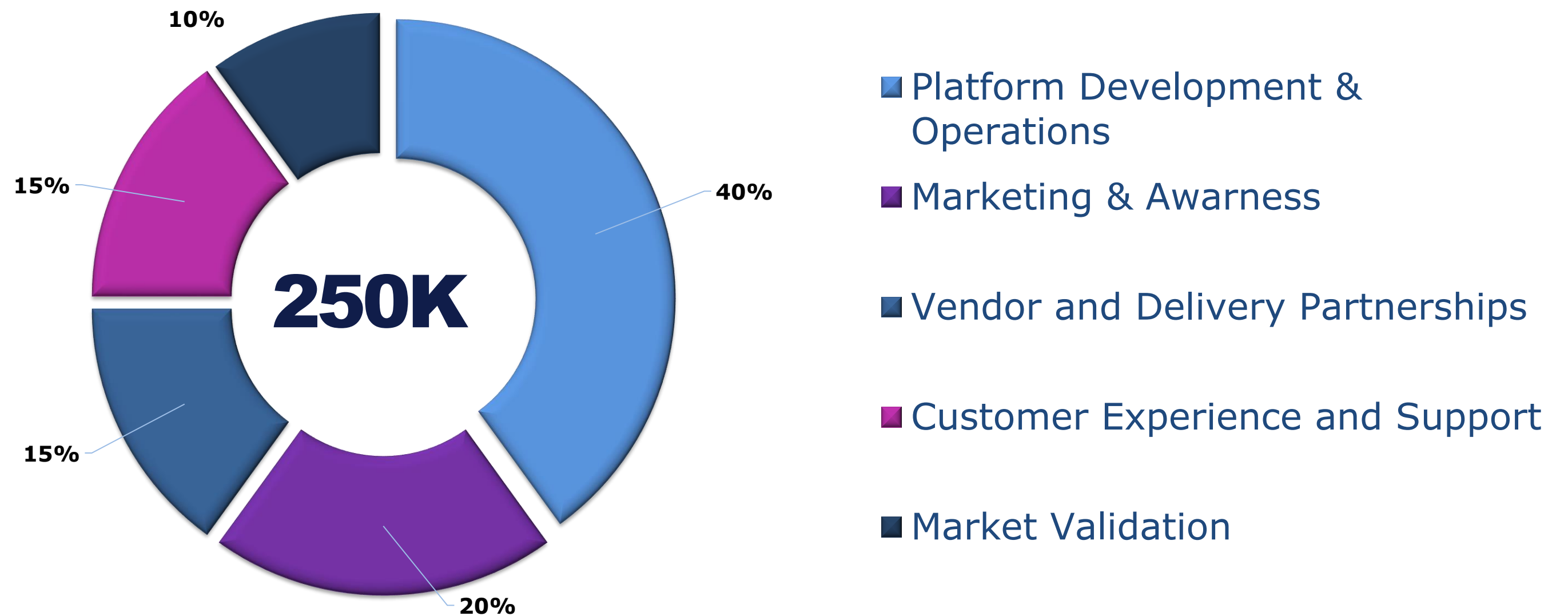
- **(Q1-Q2 - 2026) – Preparation Phase**

1. Conduct feasibility studies for Saudi Arabia
2. Scale operational capabilities



Ask

We are seeking \$250,000 in pre-seed funding to drive the successful launch and growth of Musaed



**THANK
YOU.**