

عرض فرصة استثمارية

Investment Teaser

Investment Opportunity Brief

A 3 in 1 app (Food pickup, delivery and booking)

1. A startup company the provides the following 3 services: table reservation , food pick up and delivery services through a mobile application.
2. The company was established in late 2020 with a proven concept, prototype and has over 150 restaurant and cafes.
3. Covering most areas in Jeddah and willing to expand to riyadh soon.
4. Major competitive advantages of the company:
 - Qualified management & strong team (ex hunger station sales manager, IT company owner and a financial advisor)
 - Offers diversified services that are not available in similar apps
 - Offers value to costumers through convenience and time-saving services.
 - Attractive investment returns.

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Industry	Food delivery/pick up and reservation
About the Business	<p>Founded in 2019, tested proof of concept in 2020 Q4 and launching in 2021 targeting 250 k users</p> <p>The application has unique selling points like:</p> <ol style="list-style-type: none">1. Digital coins, which will translate into discounts that can be used by users for any restaurant or café2. User friendly interface3. Food and beverage delivery.
Revenue Streams	Delivery , pick up and table reservation
Target Market	Middle and upper middle class age (25-35)
Shares Available for Sale/ Value	SAR 2.14M for 28% ownership percentage
Payback Period	2.6 years
Expected Investment IRR	68%
Total Company Value	Post-money valuation: SAR 7.64 Millions
Shares Selling Objective	To grow the business
Business Licenses	Commercial Registration, Saudization and other licenses.

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Source of Finance	Value	Ownership Percentage
• Investors	2,139,350	28%
• Current business valuation (last 1.5 years)	5,500,000	72%
Total Company value	7,639,350	100%

Other Indicators for investor	Value
• NPV@27% discount	4,818,780
• Total investor ROI multiple in 5 years.	12x

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