

(Data Room) - ( presentation )

( Investment Offer ) - ( Customer Profile)



ziad ali  
Founder



# Introduction ✨

It is an innovative application that aims to enhance the experience of moving from one city to another by providing a platform for people to share.

# Project Vision ✨

To become the leading platform in the field of sharing rides between cities, with a focus on providing a safe, comfortable, and economically viable experience for users.

# Market problem ✨

**Market Need:** There is a growing demand for affordable and flexible intercity travel solutions. Public transportation can be inflexible, while private rides can be costly. Additionally, there is a lack of options that connect individuals heading to the same destination, preventing cost-sharing opportunities. ✨

**Takhawe's Solution:** Takhawe addresses this problem by providing a platform where passengers and drivers can connect and share the cost of travel. Through real-time matching, safety features, and flexible scheduling, Takhawe creates a convenient and cost-effective travel option. ✨

# Market Opportunity



## Target Audience

1

Frequent intercity travelers (students, professionals)

2

Budget-conscious individuals

3

Tourists and travelers

# Market size

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The size of the shared transport market globally is about **\$1.5 Trillion** By 2025

The participatory transport market in the GCC countries is expected to reach **\$7 billion** by 2025.

The value of the city-sharing transport market in Saudi Arabia is about **\$4 billion**, with significant growth expected due to increased demand for travel solutions by 2025

**In principle, we target 3% of the size of the Saudi market**



# Product Overview ✨

## Core Features

1

connect passengers and drivers who share similar interests and hobbies to create a comfortable travel environment, using an advanced algorithm to match them effectively.

2

Cost-sharing capabilities for affordable transportation

3

In-app safety features like driver verification, real-time **GPS** tracking, and emergency buttons.

4

Ratings and reviews for both drivers and passengers to enhance trust.

## Current Status

The app is in the beta stage MVP, Positive initial user feedback with a growing base of both drivers and passengers

# Competitive Advantage ✨

**1**

**Cost Efficiency: Lower travel costs through ride-sharing**

**2**

**Safety Features: Enhanced safety measures, including real-time tracking and driver verification.**

**3**

**Flexibility: Allows users to schedule rides based on their needs, providing more convenience compared to traditional transportation options**

**4**

**User Ratings: Detailed user profiles and ratings system to foster trust among users**

A close-up photograph of a person's hand holding a dark-colored smartphone. The hand is positioned in the lower right quadrant of the frame, with the thumb and index finger visible. The background is a solid, dark color, possibly black or dark grey. A large, semi-transparent purple banner is overlaid on the left side of the image, containing white text.

# Customer Profile

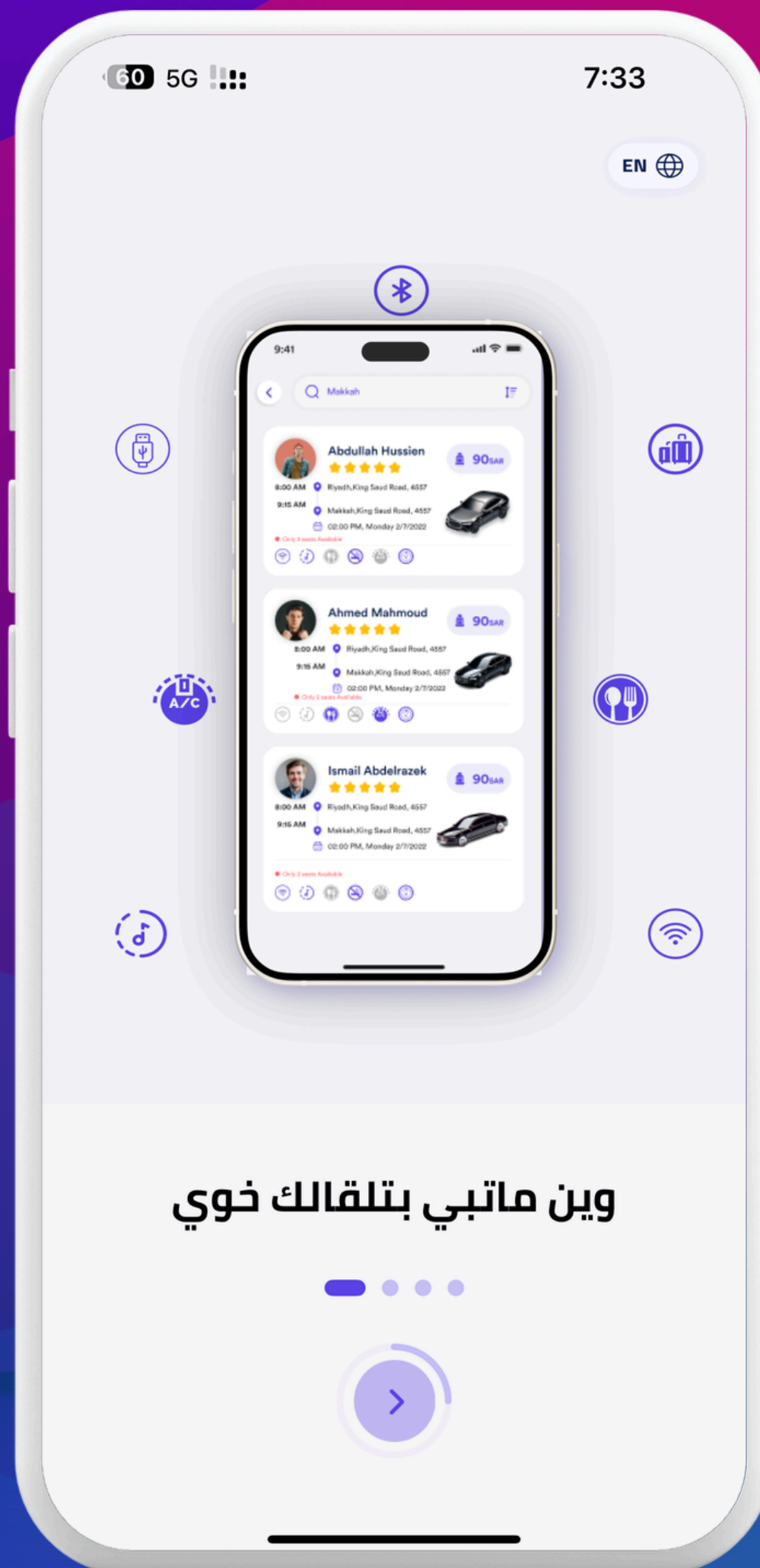
profile for Takhawe to present to customers

easy to use

Register your basic data

work anytime

Choose your driver based on profiles and ratings, confirm your booking, and pay securely through the app



Search for a Ride

Enter your destination, and our app will match you with available drivers traveling the same route.

Rate and Share Feedback

After your trip, rate your experience to help us continuously improve and enhance the quality of service.



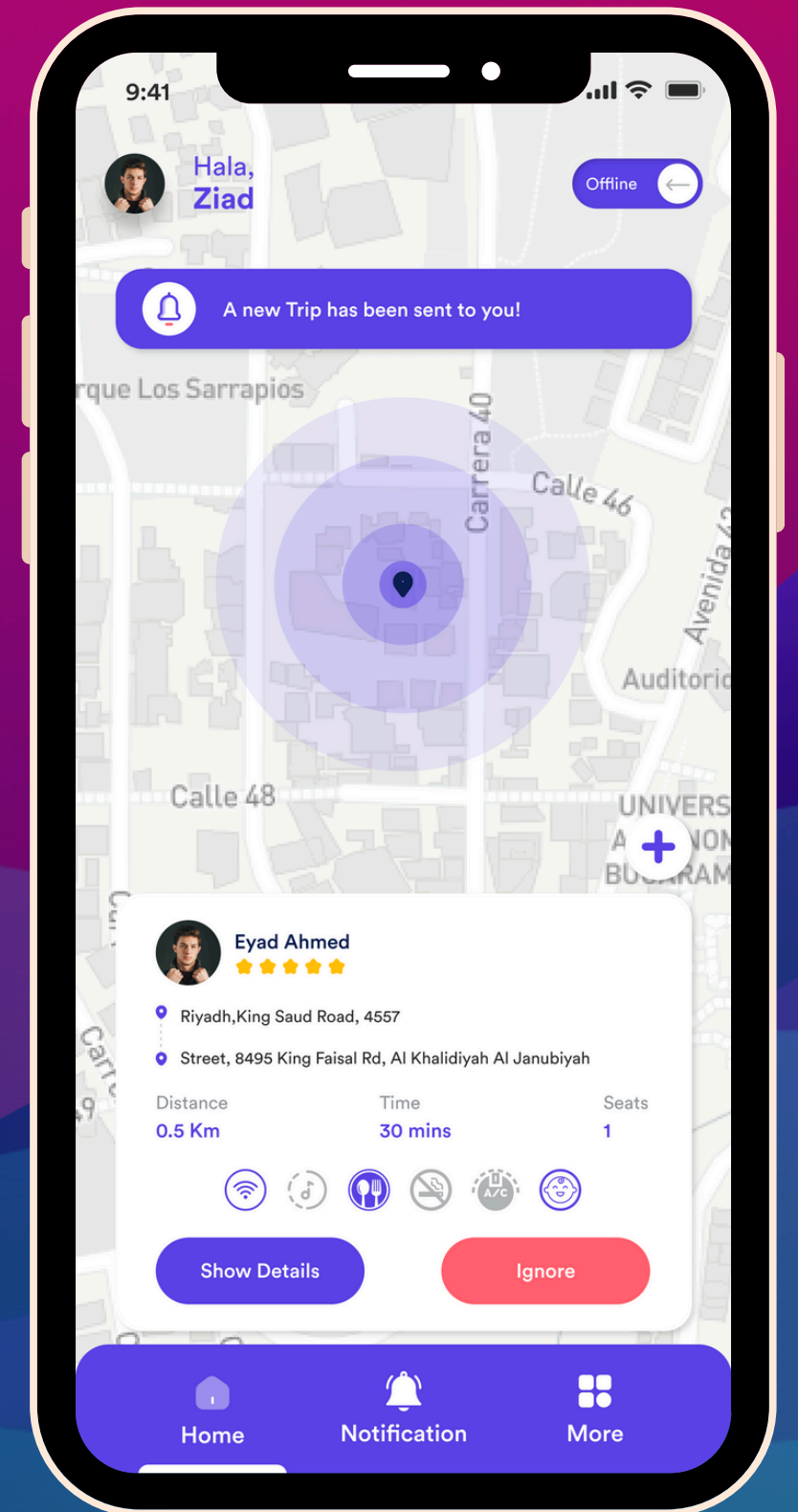


# How to use the app for the driver



## step one

Register and fill in your data and vehicle data





# How to use the app for the driver



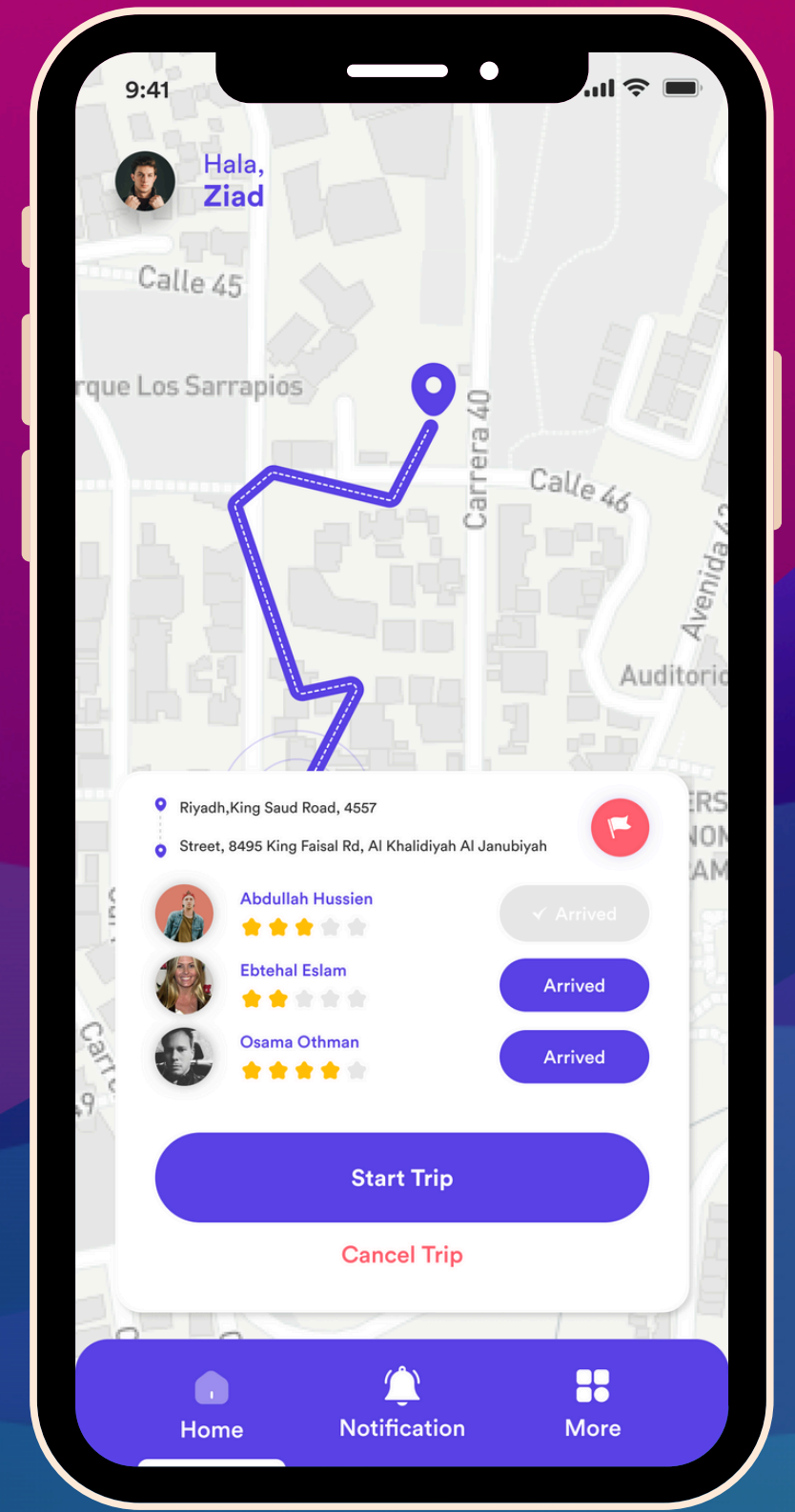
## step one

Register and fill in your data and vehicle data



## step two

After you are accepted you can start Choose your Passenger based on profiles and ratings

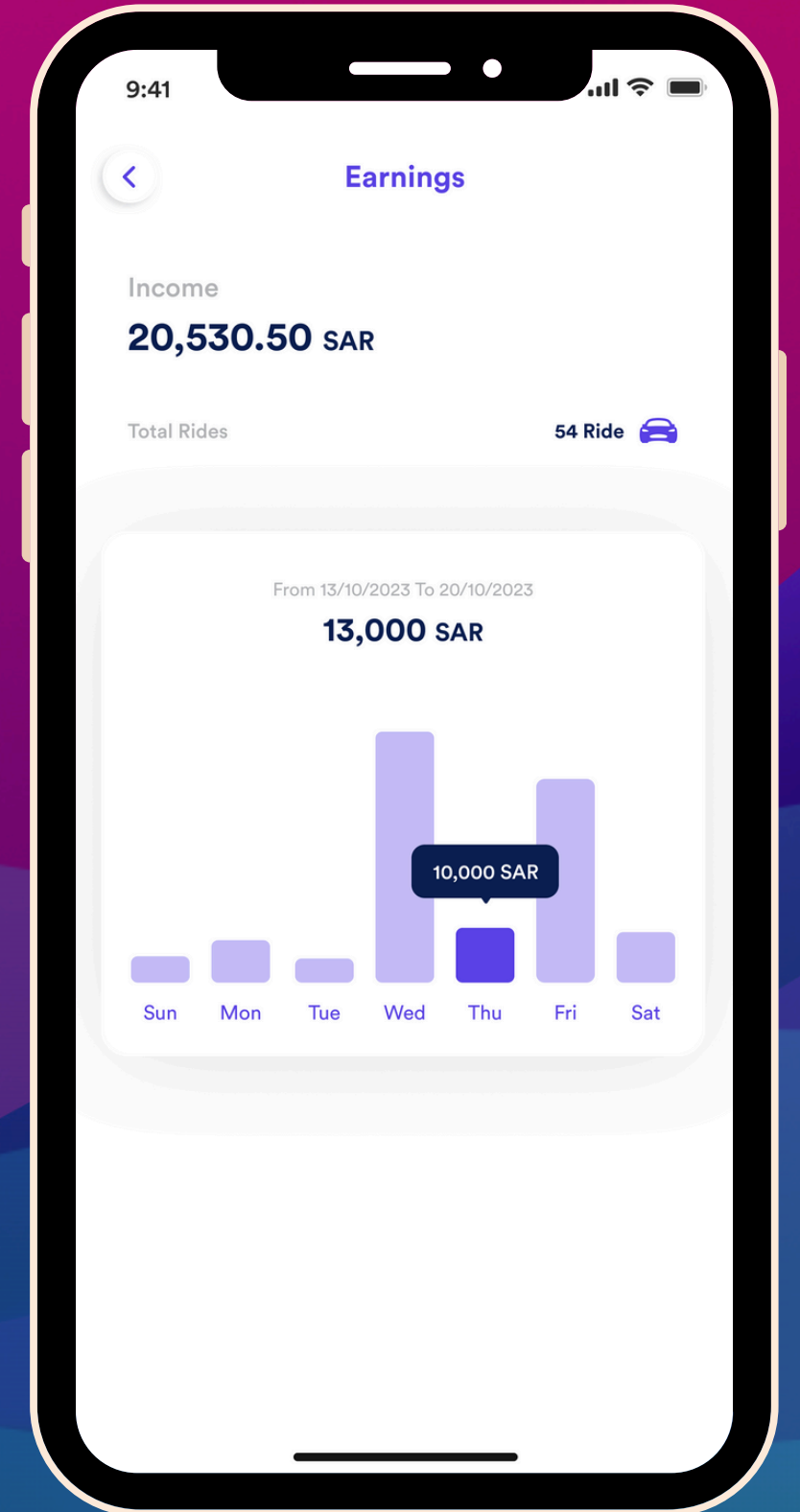




# How to use the app for the driver



- step one**  
Register and fill in your data and vehicle data
- step two**  
After you are accepted you can start Choose your Passenger based on profiles and ratings
- step three**  
After the completion of the trips, submit the request to deposit funds





takhowe

DATA ROOM



**Commercial Register**



**Memorandum of Association**



**Value Added Tax**



A modern office interior with glass partitions, desks, and chairs. The lighting is warm and focused on the workstations. The background shows a long hallway with glass walls and a brick wall on the right side.

TAKHAWE COMPANY

# work team

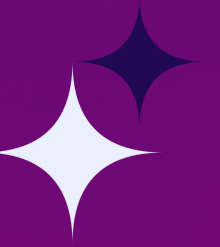
Profile of employees and partners

Founder & CEO

# Ziad Ali

Ziad Al-Enezi is an entrepreneur with a keen interest in technology and tourism. He is the founder and CEO of Takhawe. With a background in health informatics and management, Ziad brings a unique perspective to the tech industry, focusing on creating solutions that improve people's lives. He recently completed his bachelor's degree and is dedicated to driving Takhawe forward, combining his expertise in technology and business to revolutionize the way people travel.





Co-Founder

# Dr. Hussam Al-Enezi



Dr. Hussam Al-Enezi is a co-founder of Takhawe. With extensive experience in management and a comprehensive understanding of various aspects of technology, Dr. Hussam plays a crucial role in developing the company and achieving its success.

Dr. Hussam brings a strategic vision to the company's initiatives. He actively contributes to shaping the future vision of Takhawe and developing innovative strategies that help achieve the company's goals and enhance its impact in the tourism and transportation market.

Dr. Hussam is committed to staying up-to-date with the latest developments in technology and tourism, which helps the company adapt to rapid market changes and better meet customer needs. His comprehensive vision and dedication to excellence make him an indispensable partner in Takhawe's journey to success.

TAKHAWE COMPANY & HAYAH TECHNOLOGIES

## Programming Department Team



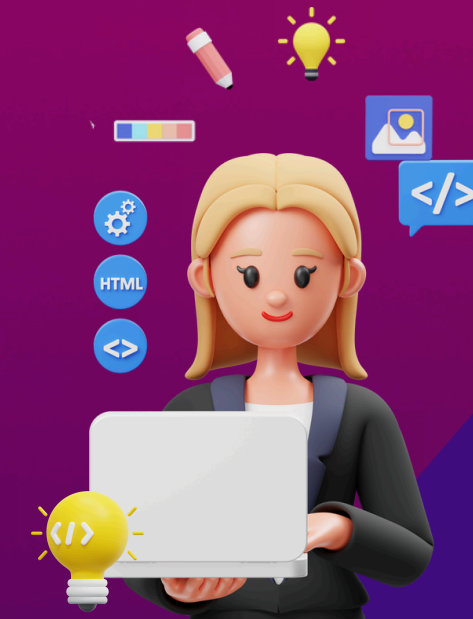
**Reham Sheta**

**IOS Developer**



**Mark Saif**

**Android Developer**



**Mahy Mohab**

**designer UI &UX**

TAKHAWE COMPANY & HAYAH TECHNOLOGIES

# Backend Department Team



**Islam Elsayed**

**Backend Developer**



**mahmoud samir**

**Backend Developer**



**Abdelrahman Emad**

**Backend Developer**

# Skills and Experiences And developmental participations



- 1 National Information Technology Program NDTP** : A specialized environment to support innovation, and got the opportunity to communicate with experts and partners in the sector in a permanent 4-month incubation
- 2 Misk Launchpad** :A 12-week development program focused on supporting entrepreneurs by providing practical knowledge and tools that enable them .to turn their ideas into successful projects
- 3 Emerging Technologies Camp (monsha'at)** : A three-week intensive training camp aimed at promoting technical development and innovation
- 4 ASF Award** : A national competition for innovation in various fields to provide a suitable environment for the makers of leadership, excellence and their development and strengthening their competitiveness
- 5 Biban Conference 24** : The most prominent global forum in the entrepreneurship sector concerned with enabling the entrepreneurial environment in the Kingdom



**مسك**  
مؤسسة محمد بن سلمان  
Mohammed Bin Salman  
Foundation

البرنامج الوطني  
لتنمية تقنية المعلومات  
National Technology  
Development Program



**منشآت**  
monsha'at  
المينة العامة للمنشآت الصغيرة والمتوسطة  
Small & Medium Enterprises General Authority



**BIBAN**  
بيبان 24



# Revenue Streams



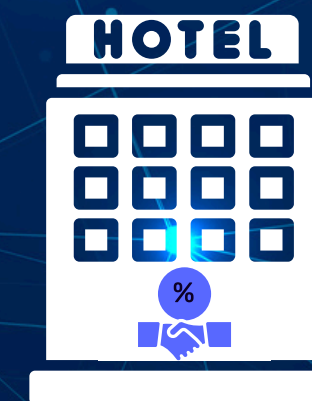
## Captain's commissions

Trip commissions: A percentage of the fare for each trip taken as commission from the captain **20%**



## Deducted amount

A deductible amount for each passenger of **18 riyals** is considered the value of the service



## Link with reservation

Linking Api with the hotel reservation platform **BOOKING** and collecting an amount if you book through us

# Customer Relationships & Channels

**Customer Support:** 24/7 support to assist users and drivers with any issues



**Loyalty Programs:** Reward frequent users with discounts and incentives



**Feedback Mechanism:** Regularly collecting and implementing user feedback to improve services



Here are some potential competitors for Takhawe in the intercity ride-sharing and transportation space: ✨

## competitors

1

**UberPool** : A global leader in ride-hailing, Uber offers both intra-city and intercity rides in several countries, including the Middle East.

2

**Saptco** : Provides intercity bus services within Saudi Arabia

3

**BlaBlaCar**: A global carpooling service that allows users to share rides for long distances, popular in Europe but expanding globally.

3

**rehlah**: a digital platform that brings together stakeholders and equipped vehicles to the same destination between and within cities.



## Mobile Application

Information about the service, user registration, and support.



## Social Media

Primary channel for users to book rides and drivers to accept ride requests



## Website

Platforms like snapchat, Instagram, and Twitter Email for marketing and user engagement

# Customer Segments

The customer segment is those looking for affordable means of transportation who are looking for convenient and economical options and they need alternative and reliable transportation solutions

1 Frequent Travelers

2 Tourists

3 Employees

4 Individuals with Limited Public

5 Students

6 Companies and institutions

# Financial Projections

**Projected Growth:** 20% annual user base growth, driven by aggressive marketing and user acquisition strategies



# Project Overview ✨

1

Brief description of the project, its goals, and expected outcomes.

# Objective of the Feasibility Study ✨

2

To evaluate the financial viability of the project over a 3-year period, focusing on cash flow analysis.

# Financing Options ✨

3

Sources of funding: loans, equity, or internal financing.

## Initial Investment ✦

4

The amount of working capital is 200,000 SAR.

## Revenue Projections ✦

5

Expected revenue generation based on market analysis and sales forecasts for the next 3 years.

## Operating Costs ✦

6

Estimated costs of production, overhead, marketing, salaries, etc.

# Financial Projections

## Revenue Model:

- 1** Takhawe generates revenue by taking a commission on each ride completed through the platform.
- 2** Additional revenue streams include premium services and in-app advertisements.

## 3-Year Financial Projections

- 1** Year 1: 500 rides/day; SAR 8.64 million in annual revenue.
- 2** Year 2: 2500 rides/day; SAR 43.2 million in annual revenue.
- 3** Year 3: 5000 rides/day; SAR 86.4 million in annual revenue.

# Funding Requirements ✨

**Amount Requested: SAR 980,000 in seed funding.**

## Use of Funds

- 1 Product Development: Enhance app features, improve user interface, and add new functionalities (SAR 130,000).**
- 2 Marketing and User Acquisition: Targeted campaigns, partnerships, and influencer marketing (SAR 350,000).**
- 3 Operations: Customer support, legal fees, and regulatory compliance (SAR 300,000).**
- 4 Miscellaneous: App maintenance and unexpected expenses (SAR 200,000).**

# Potential Exit Opportunities ✨

## Exit Strategy

- Acquisition by larger ride-sharing companies (Uber, Careem).
- Merger with other intercity travel providers or related tech startups.
- Potential IPO once the company has scaled regionally within the GCC.

# Financial Projections: Detailed revenue and cost projections for the next 3 years for takhawe

## Revenue Breakdown

**From the Captain (Driver):** 20% commission on the average seat price of SAR 150 per ride

**From the Passenger (Rider):** Fixed SAR 18 charge per passenger per ride.

**Rides per Day:** Starting at 500 rides per day in Year 1 and scaling up to 5000 rides per day by Year 3.

**User Growth Rate:** Increasing by 20% annually.

# Product Overview ✨

1

**Rides per Day (Average): 500 rides**

2

**Total Annual Rides: 500 rides/day \* 365 days = 182,500 rides**

3

**Average Seat Price (Captain's Revenue): SAR 150**

4

**Takhawe's Commission from the Captain: 20% of SAR 150 = SAR 30 per ride**

5

**Takhawe's Revenue from Passenger: SAR 18 fixed per ride**

6

**Total Revenue per Ride: SAR 30 (from Captain) + SAR 18 (from Passenger) = SAR 48 per ride**

# Cash Flow for the 3 years

|                          |                          |
|--------------------------|--------------------------|
| <b>Monthly Revenue</b>   | <b>39,029,515.86 SAR</b> |
| Fixed Costs              | 924,000.00 SAR           |
| Marketing Costs          | 120,000.00 SAR           |
| Salaries                 | 655,000.00 SAR           |
| Incentives               | 0.00 SAR                 |
| Customer Service         | 25,000.00 SAR            |
| <b>Total Costs</b>       | <b>1,724,000.00 SAR</b>  |
| Net Cash Flow before VAT | 37,305,515.86 SAR        |
| VAT (15%)                | 5,595,827.37 SAR         |
| Net Cash Flow after VAT  | 31,709,688.48 SAR        |
| Zakat (2.5%)             | 792,742.21 SAR           |
| <b>Net Profit</b>        | <b>30,916,946.27 SAR</b> |

|                          |                           |
|--------------------------|---------------------------|
| <b>Monthly Revenue</b>   | <b>487,827,360.00 SAR</b> |
| Fixed Costs              | 1,284,000.00 SAR          |
| Marketing Costs          | 350,000.00 SAR            |
| Salaries                 | 975,000.00 SAR            |
| Incentives               | 8,125.00 SAR              |
| Customer Service         | 35,000.00 SAR             |
| <b>Total Costs</b>       | <b>2,652,125.00 SAR</b>   |
| Net Cash Flow before VAT | 485,175,235.00 SAR        |
| VAT (15%)                | 72,776,285.25 SAR         |
| Net Cash Flow after VAT  | 412,398,949.75 SAR        |
| Zakat (2.5%)             | 10,309,973.74 SAR         |
| <b>Net Profit</b>        | <b>402,088,976.01 SAR</b> |

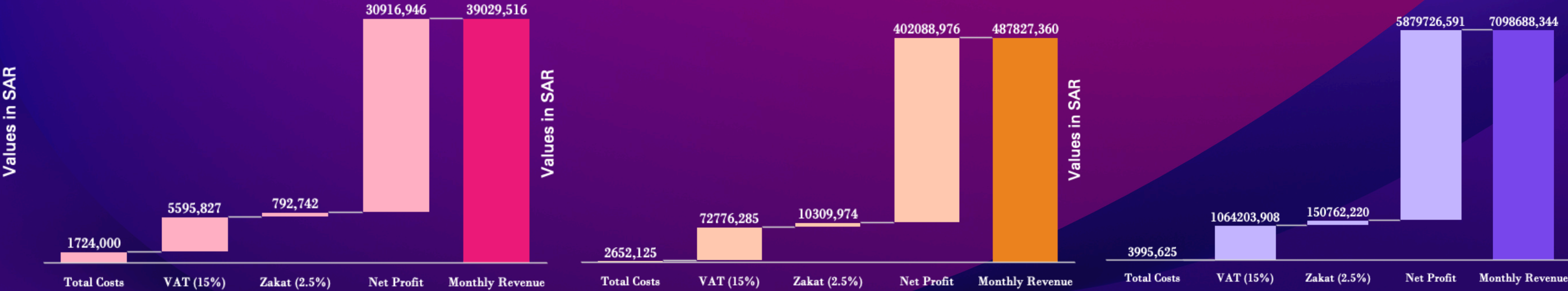
|                          |                             |
|--------------------------|-----------------------------|
| <b>Monthly Revenue</b>   | <b>7,098,688,344.20 SAR</b> |
| Fixed Costs              | 1,605,000.00 SAR            |
| Marketing Costs          | 750,000.00 SAR              |
| Salaries                 | 1,425,000.00 SAR            |
| Incentives               | 13,125.00 SAR               |
| Customer Service         | 202,500.00 SAR              |
| <b>Total Costs</b>       | <b>3,995,625.00 SAR</b>     |
| Net Cash Flow before VAT | 7,094,692,719.20 SAR        |
| VAT (15%)                | 1,062,203,907.88 SAR        |
| Net Cash Flow after VAT  | 6,030,488,811.32 SAR        |
| Zakat (2.5%)             | 150,762,220.28 SAR          |
| <b>Net Profit</b>        | <b>5,879,726,591.04 SAR</b> |

# REVENUE BREAK DOWN

### Year 1 Revenue Break down

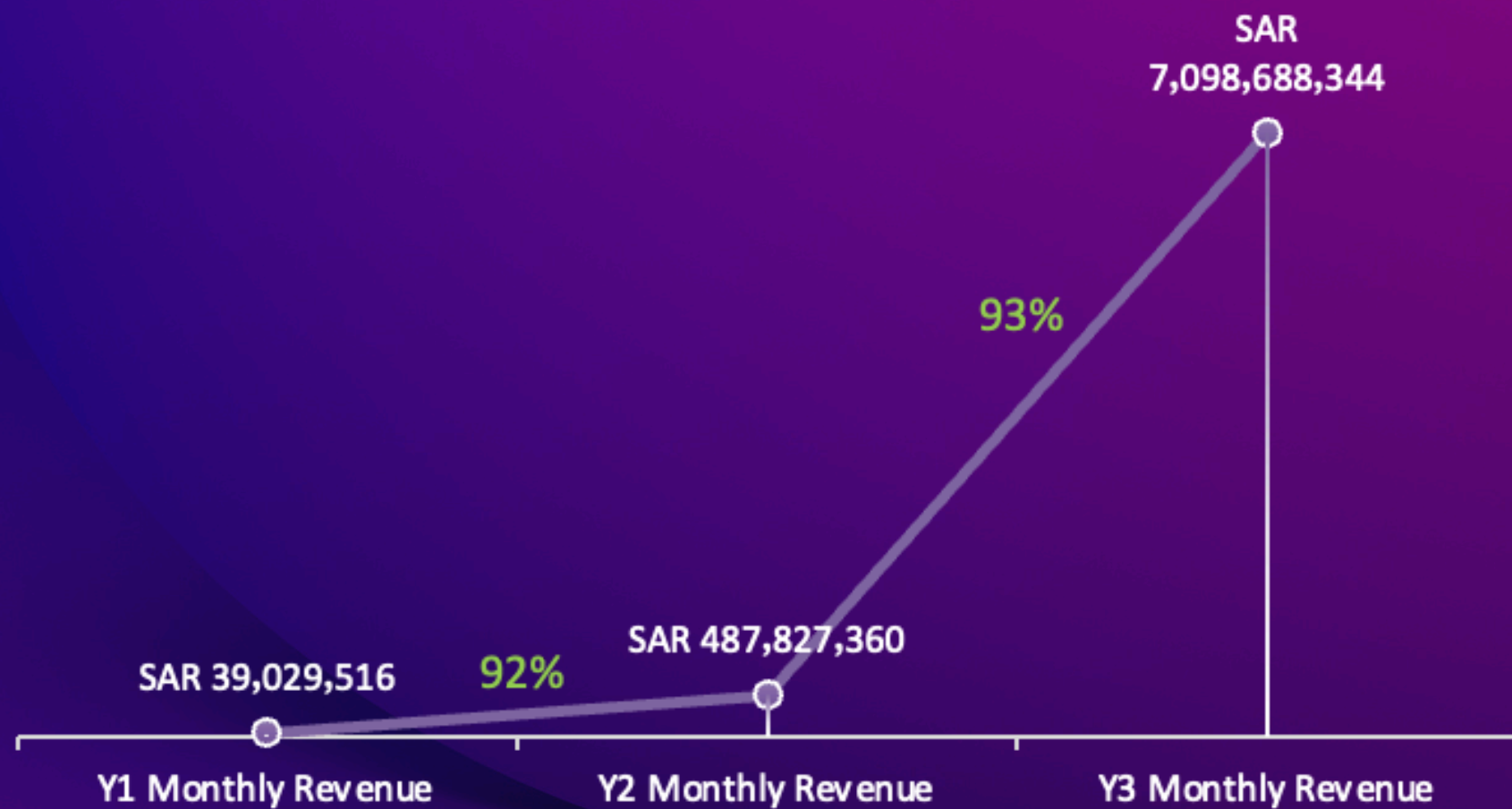
### Year 2 Revenue Break down

### Year 3 Revenue Break down

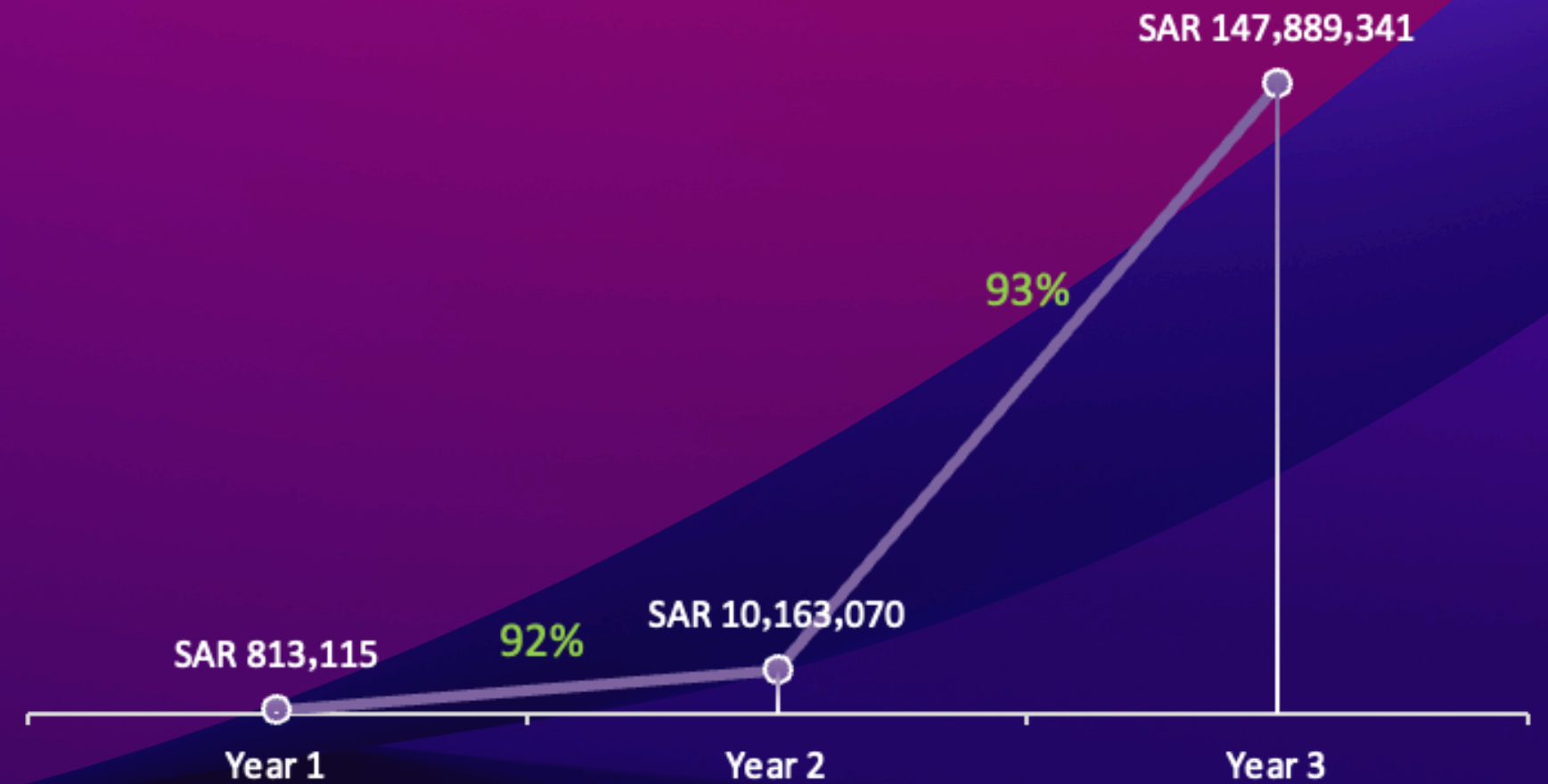


**YoY Growth is consistent from year 1 to year 3 with an amazing margin (92% and 93%) in revenue and number of customers.**

### Revenue YoY Growth



### Customer YoY Growth



## Conclusion

- Based on the **3-year cash flow** analysis presented, the project demonstrates a positive financial outlook. Over the course of the three years, revenue projections have consistently exceeded operational and capital expenditures, leading to a cumulative net cash flow that indicates profitability.
- Key financial metrics such as Return on Investment (**ROI**) and the Payback Period show that the initial investment is expected to be fully recovered within a reasonable time frame. Additionally, the sensitivity analysis indicates that even in worst-case scenarios, the project maintains a level of financial stability, albeit with reduced returns.
- Given this data, the project is financially feasible and should provide a solid return on investment. It is recommended to proceed with the project, but continual monitoring of market conditions and cost controls should be prioritized to ensure sustained profitability.

# Partnerships and Contracts





## We have partnered with:

- **Alibaba Cloud:** to provide high-performance hosting services, ensuring data security and fast access to the application on a global scale.
- **STC Pay:** to facilitate seamless and secure electronic payments within the app, offering users a convenient payment experience.
- **HyperPay:** to complete the deliver innovative and secure online payment solutions, enhancing the ease of use of the app and ensuring fast and efficient transactions.



We are working on establishing strategic future partnerships with leading companies to enhance Takhawe and improve the overall user experience

- **Elm Company:** To collaborate on data verification and develop innovative solutions that ensure better security and reliability of our operations.
- **Squadio:** To recruit national tech talents and integrate artificial intelligence to provide smarter and more efficient travel experiences through Takhawe.
- **Booking :** To streamline the user journey by integrating accommodation options, making the travel experience seamless from transportation to lodging in future

The Squadio logo features the word "squadio" in a lowercase, rounded, sans-serif font. The letters "s", "q", "a", "d", and "i" are blue, while the letters "o" and "o" are yellow.The Booking.com logo consists of the word "Booking.com" in a blue, sans-serif font.The Elm logo features a stylized geometric design of interconnected blue and purple shapes above the Arabic word "علم" (Elm) in a grey, sans-serif font, with the English word "Elm" written below it.

# Thank 🙏 You

For your time and attention mean the world to us.

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