

Heyraat E- Store Pitch Deck



Platform for Home Business

Problem & Need:

For the Consumer:

Mistrust in home business due to previous fraudulent experience of transactions from fake online business accounts



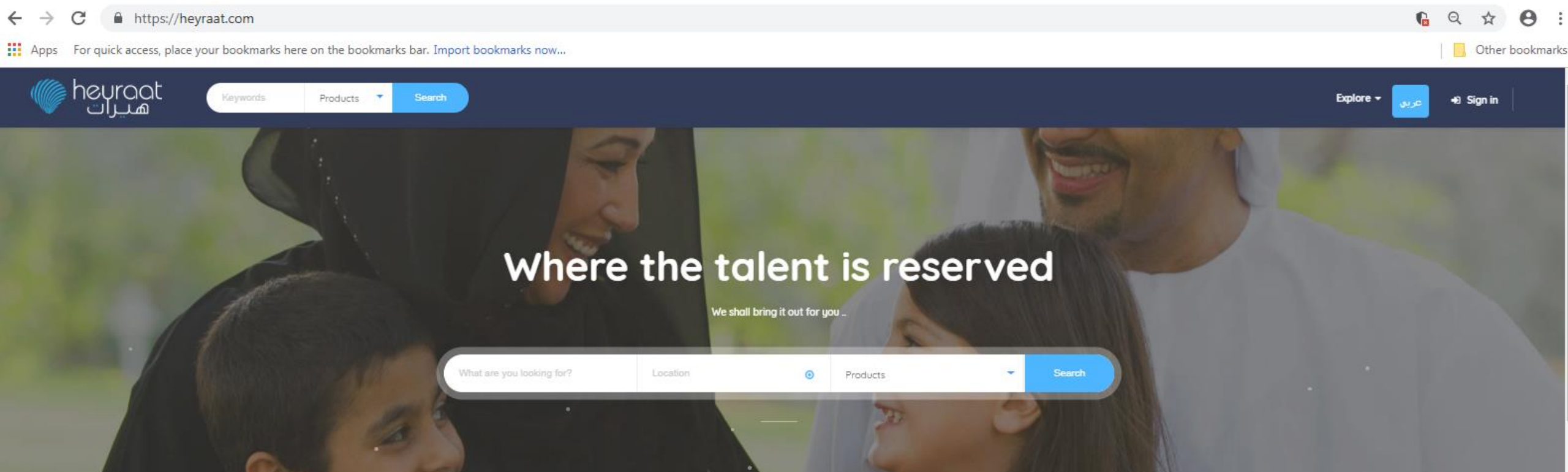
For the Home Business Owner:

Most of the home businesses owners find difficulties in establishing an online presence because they start their businesses with a low budget, lack of technical experience and knowledge to develop a website for promoting their services or products.



Solution:

A platform for individuals and entrepreneurs who work from their home offices for Promoting their' products and services and have great skills and talents. We believe that Heyraat will be an effective way to spread a word, build a brand and find new customers.



OUR CUSTOMER (Market Target)

Targets UAE Population



Heyraat Customers

**Home Business
owners**

Consumer

Competitors



Product Value + Competitive Advantage



Trusted Trader



First to Market



**Delivery and
online payment**



**Easy communication
Between Seller & Buyer**



**Search and
Filtration**



Accessible



**Support
Startups**



**Align with UAE
Vision 2021**

Business Model:

Subscriptions

```
graph TD; A[Subscriptions] --- B[Shell]; A --- C[Pearl]; A --- D[Dana];
```

Shell

- Subscription is free
- Sales profit margin up to 20%
- 5 product or service posts
- No additional features

Pearl

- Subscription up to 999 AED per year
- Sales profit margin reaches 10%
- 50 product or service posts
- Messaging service

Dana

- Subscription up to 1490 AED per year
- Sales profit up 7%
- 100 product or service
- Emails and SMS services

Team



Laila Alsaadi- CEO

- Masters in MIS
- 6 years work experience in IT
- Certified(CCIInO) (CDTP), (CInS).
- holder of Intellectual Property Rights



Askar Alsadi- COO

- Entrepreneur
- 10 years experience in Administration and Trading
- Heyraat Brand name Innovator.

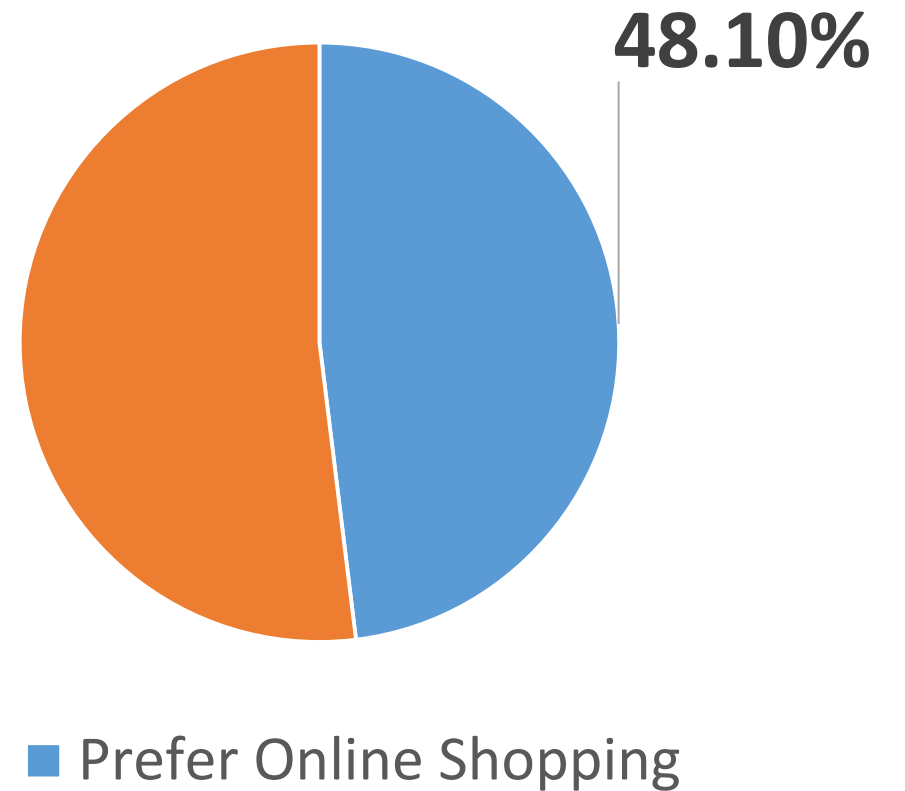
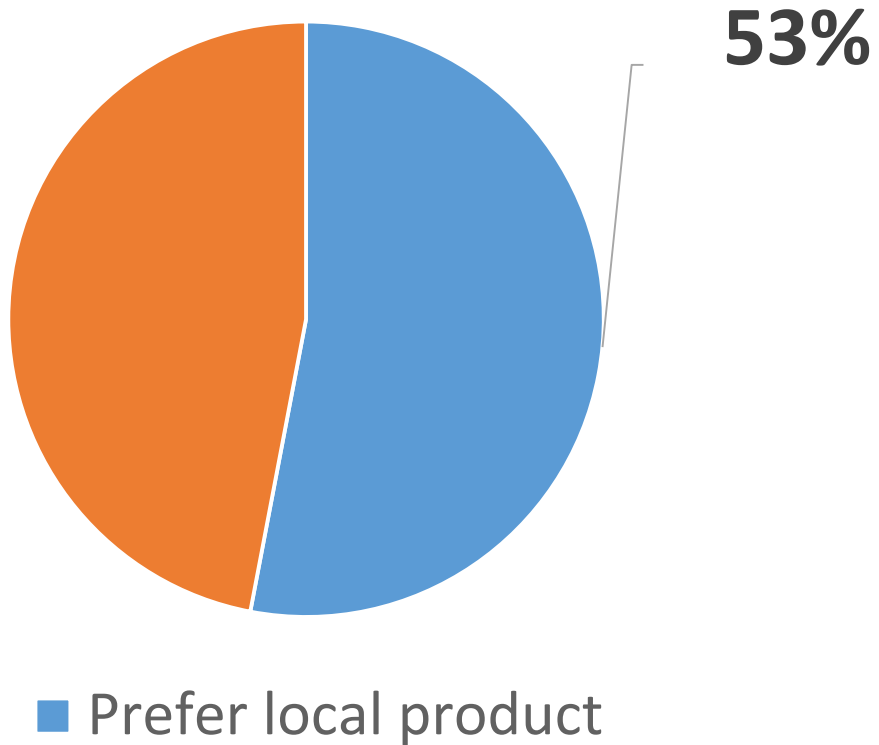


Abdullah Altamimi - CTO

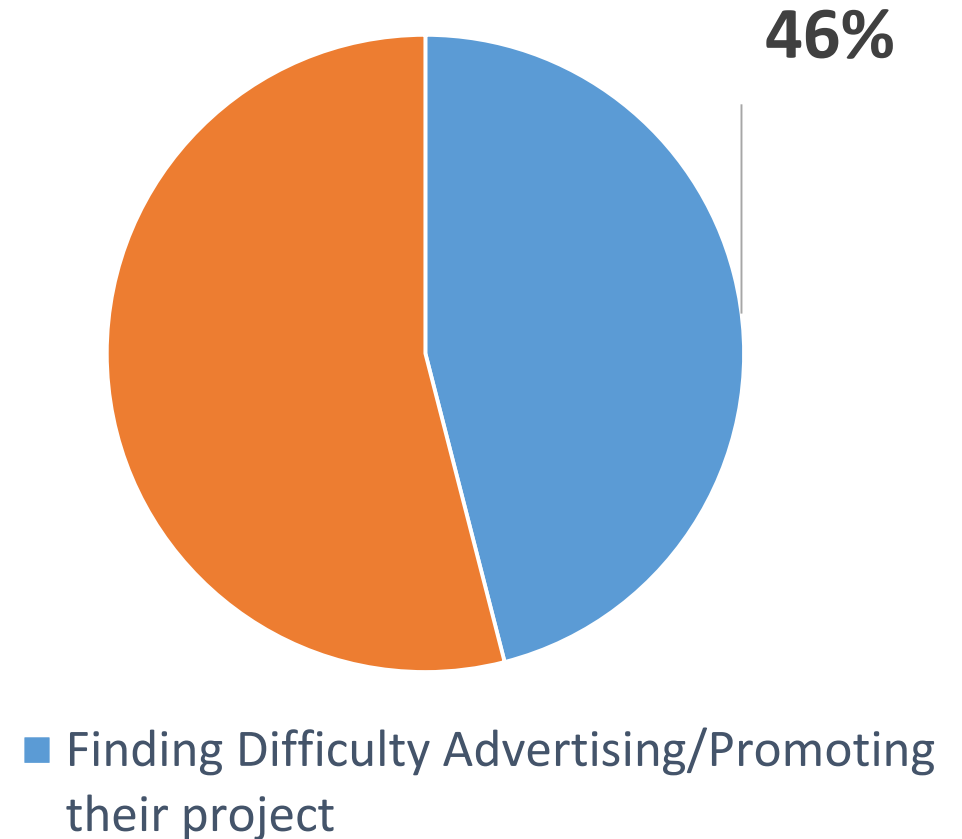
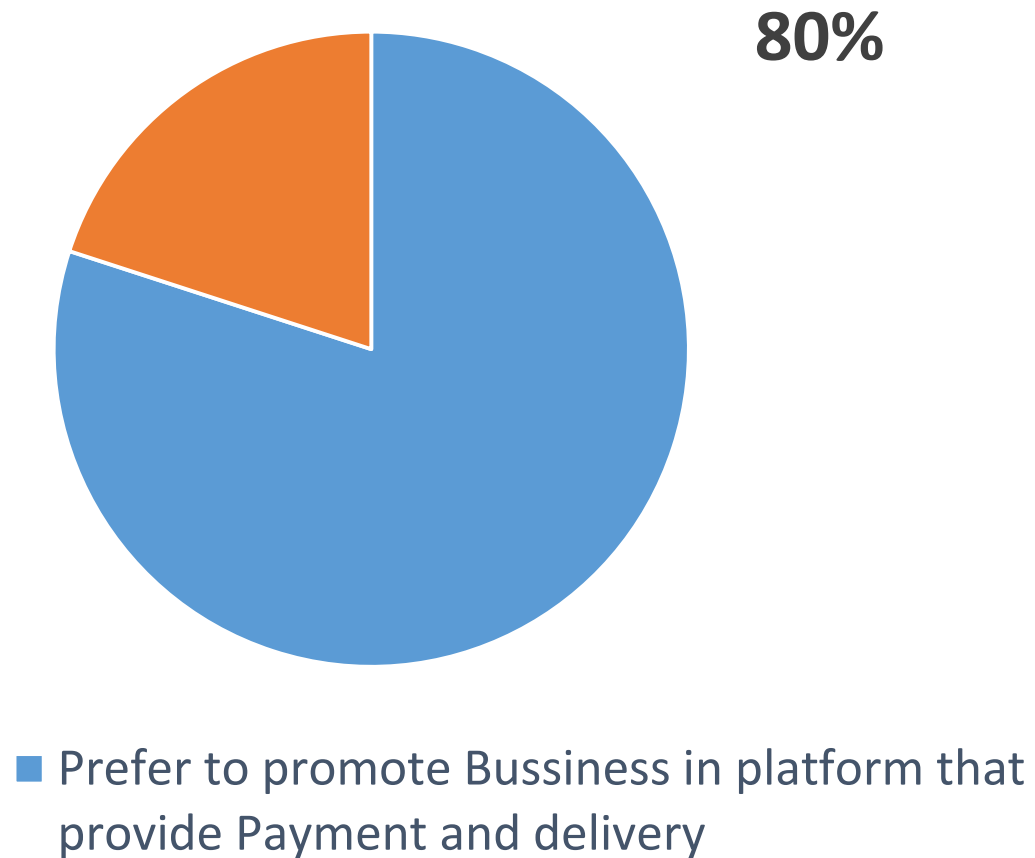
- Masters in Entrepreneurial Leadership
- PMP & Learn Sigma Training Certificate
- Programming Languages (Python 3 & Javascript)
- Web, Mobile and Database Development.

STUDY RESULT

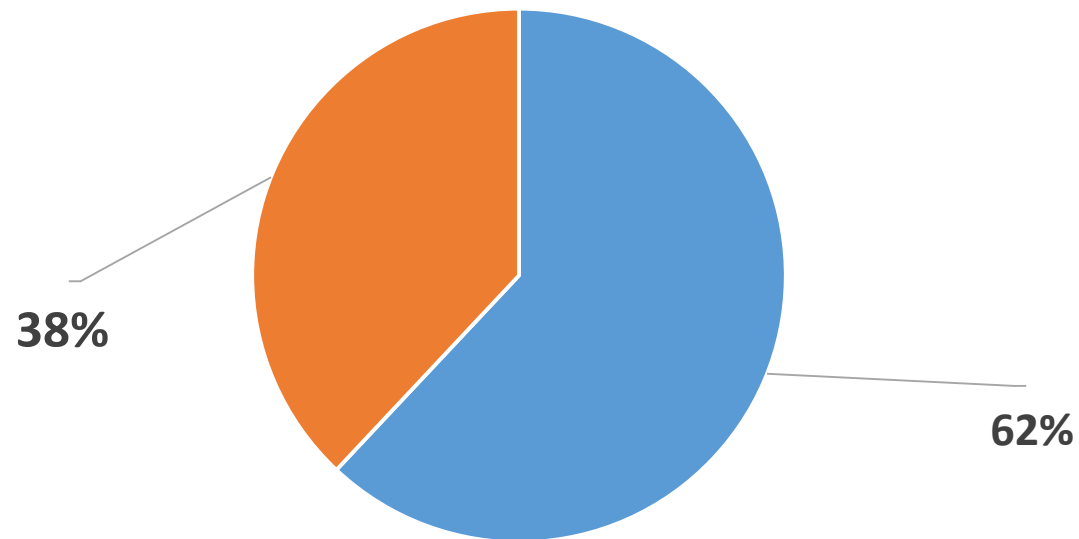
CONSUMER STUDY



HOME BUSINESS OWNER STUDY

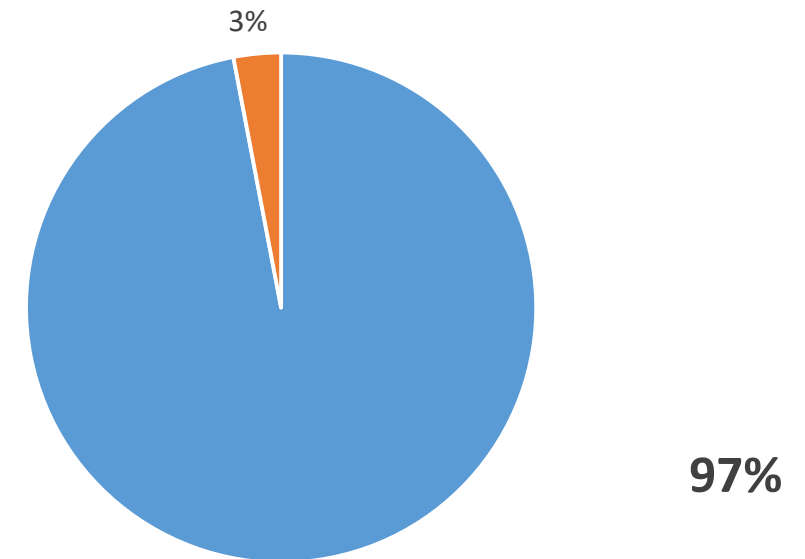


STUDIES FROM UAE (Market Validation)



■ Percentage of online shoppers in the UAE

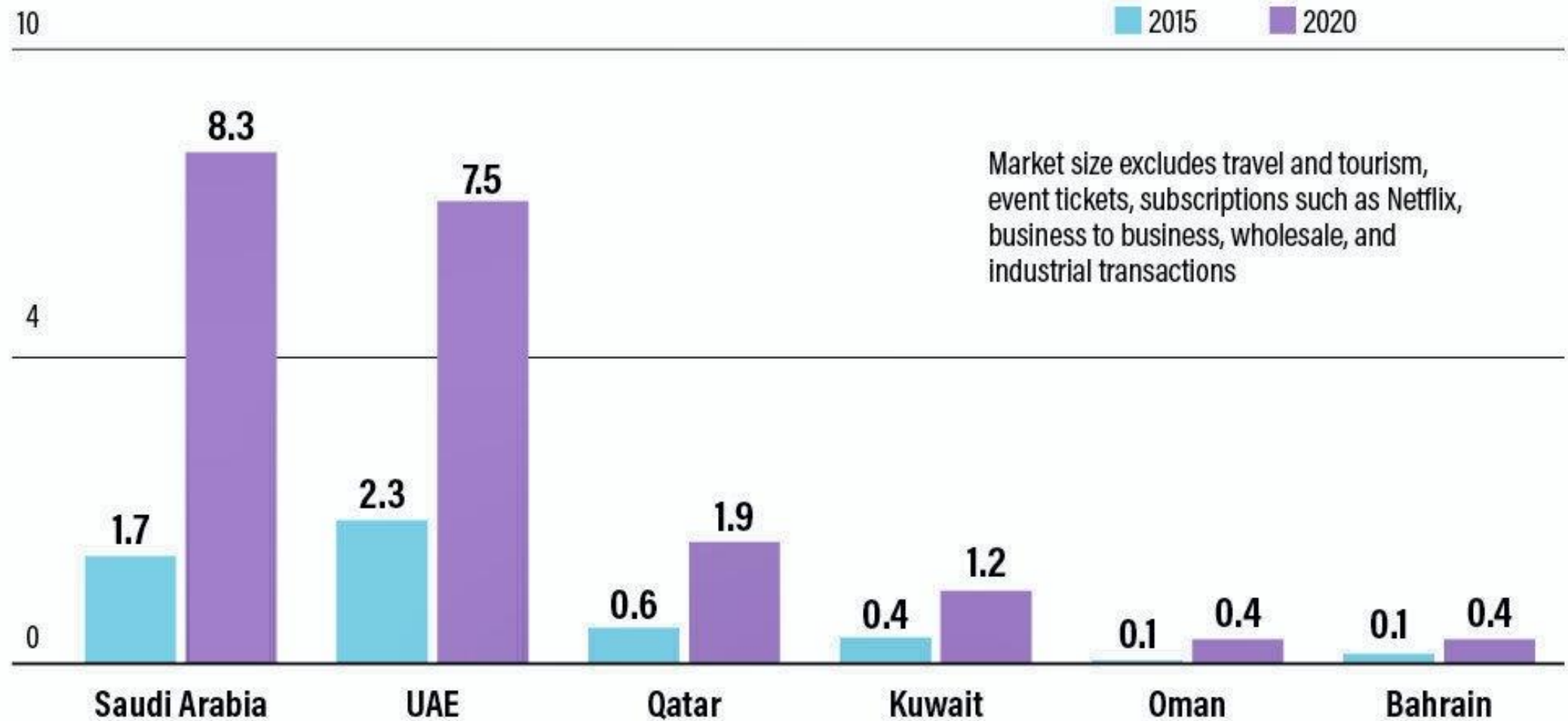
Source: khaleejtimes



■ Percentage of SMEs in the UAE

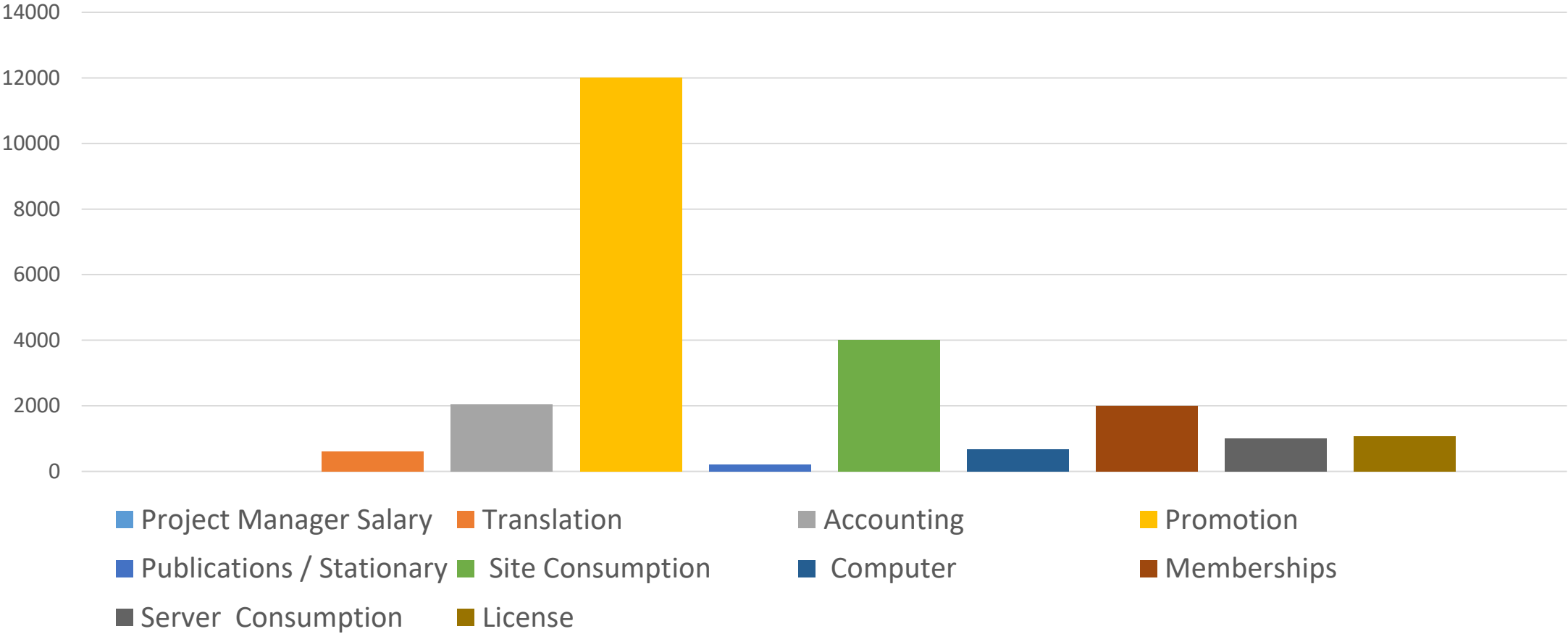
Source: DSC.GOV

E-commerce market size (US\$ billion)

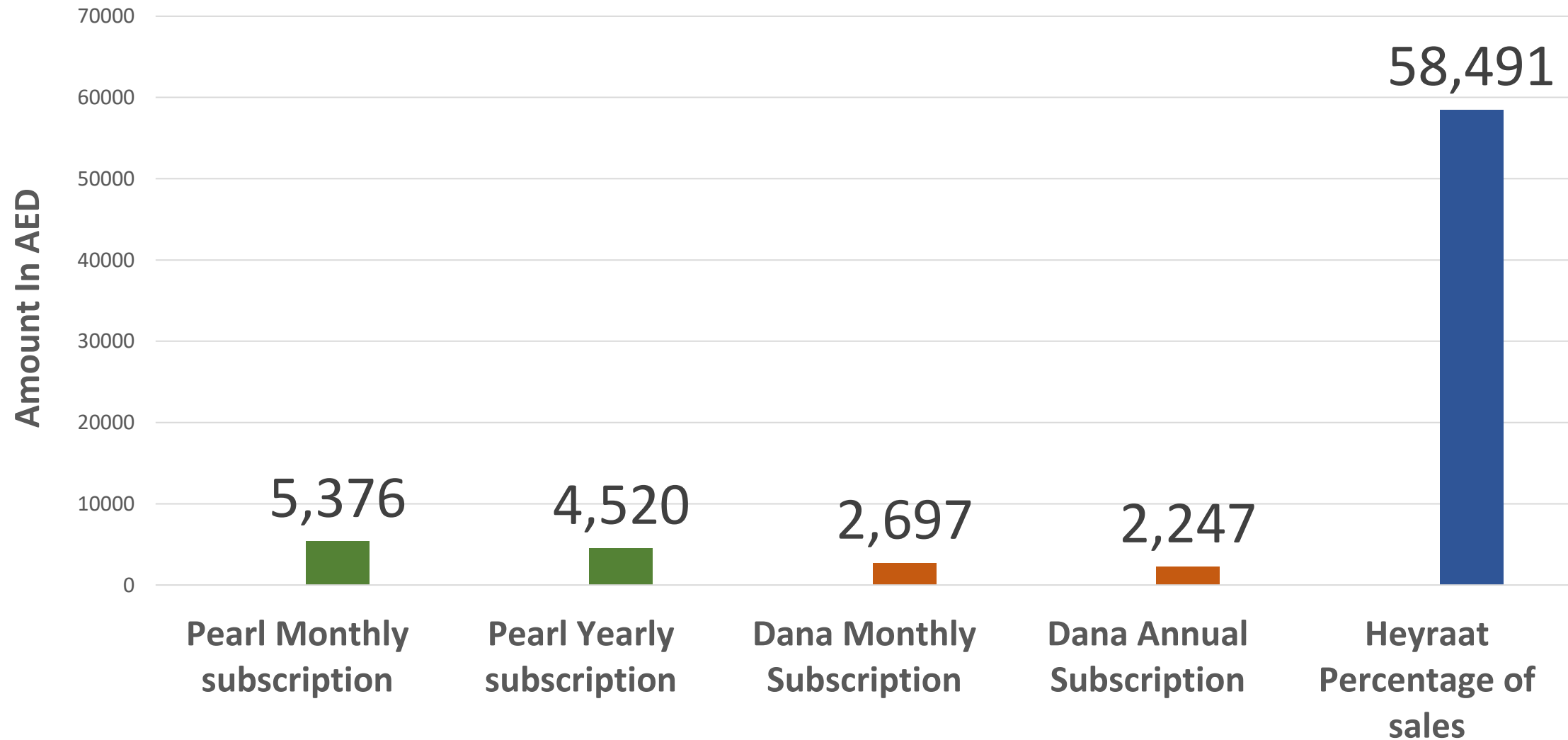


Source: AT Kearney

Approximate Total Costs for the First year = 23587 AED



Total revenues in the first year = 73,332 AED



Trade Mark



neuroat
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