

FUN Pay

**FUN
ENTERTAINMENT
ACTIVITIES**



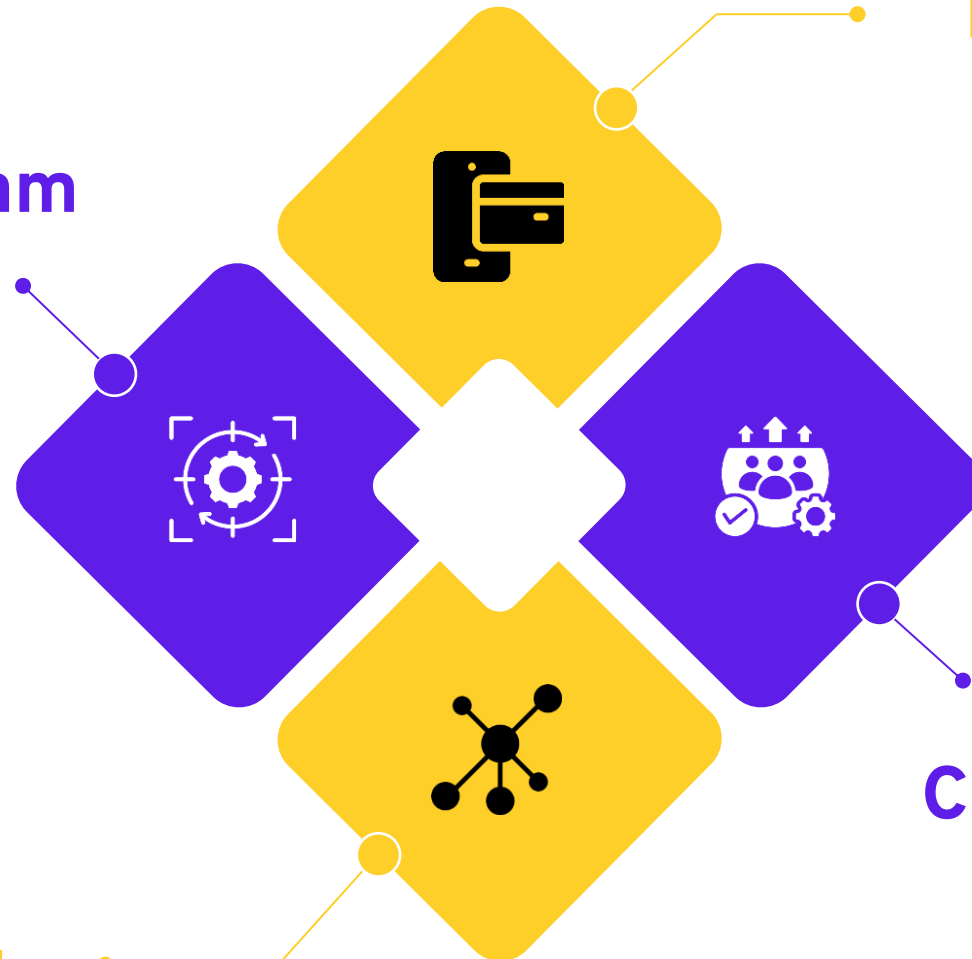
IDENTIFIED PROBLEMS



SOLUTION

Loyalty Program

Digital cards

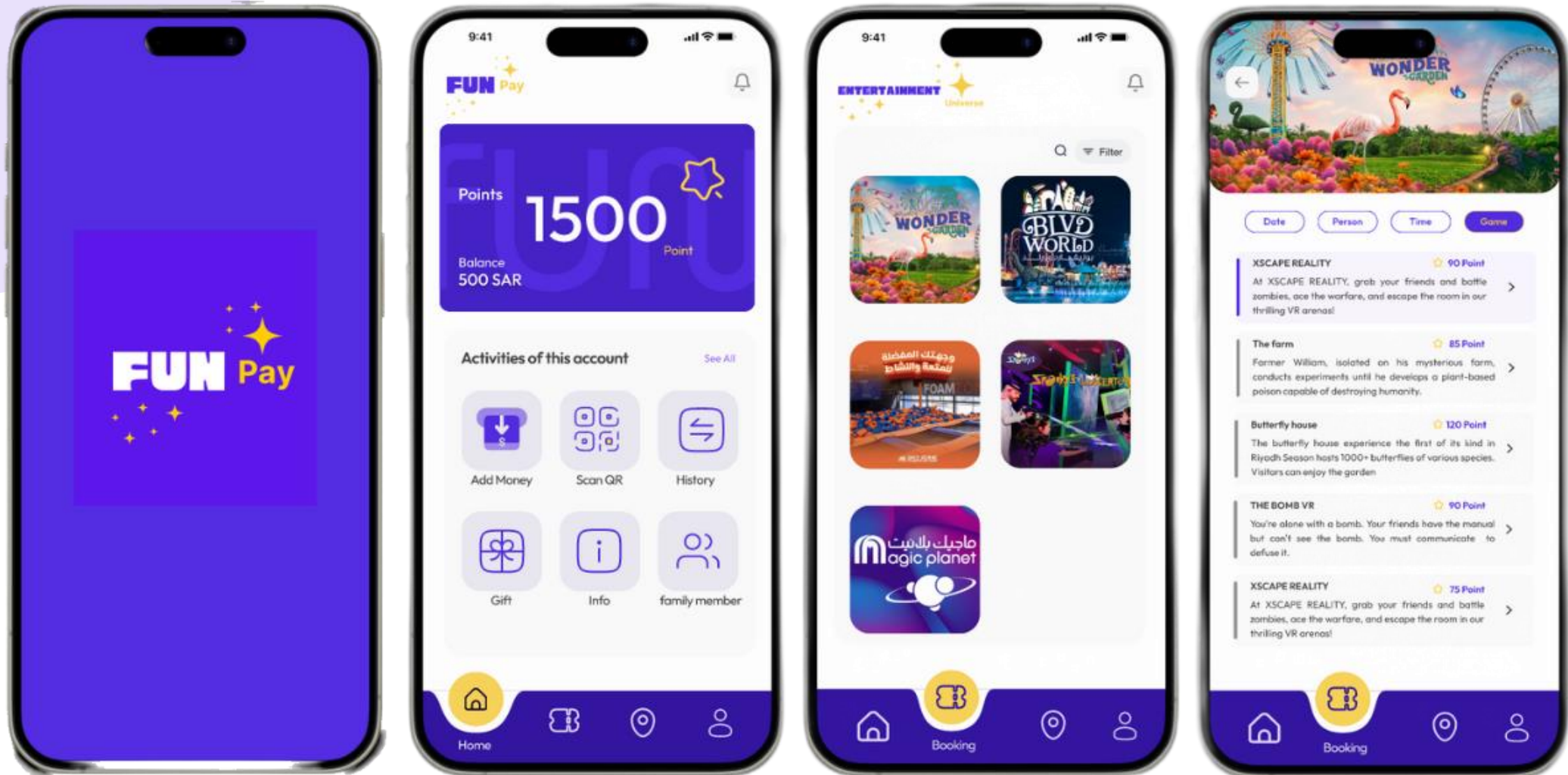


Crowd Management

Mapping

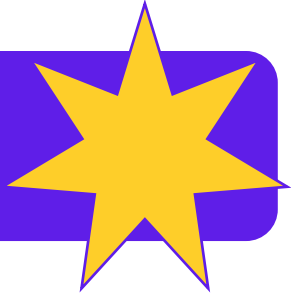


PRODUCT



WHY NOW?

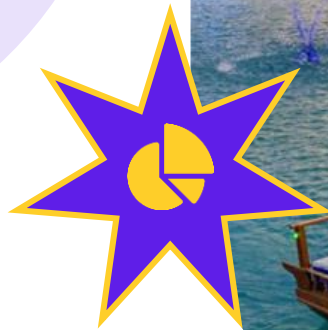
MARKET TIMING:



Saudi Arabia's vissector has revised its **2030** target to **150 million** visitors, up from the initial **100 million**, according to the minister of tourism.



**MARKET
SIZE**



15B SAR

KSA

5B SAR

RUH

240M SAR

Target

BUSINESS MODEL



**AVERAGE
TRANSACTION SIZE:**
118 SAR.



**PROJECTED
REVENUE:**
12 MILLION SAR.



**REVENUE
STREAMS:**


- 5-3% fee per transaction.
- In-app advertising.



GO-TO MARKET STRATEGY




**Partnerships
with Game zones.**



**Entering Riyadh
Season.**



**Expansion
During KSA
Seasons.**



**Collaboration
with Major Attractions:
Qiddiya, Seven.**



VALIDATION METHODS B2C



70 % - Challenges with Hard Cards



84% - Interest in Digital Cards



88 % - Enhancement of Entertainment Experience



VALIDATION METHODS B2B



ماجد الفطيم
MAJID AL FUTTAIM



سفاري SAFARI



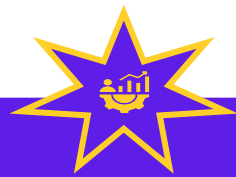
RIYADH
SEASON
Big Time!

COMPETITION

				
Digital Card	✓	X	✓	X
Data Analysis	✓	✓	X	X
Crowd Management	✓	✓	X	X
Digital Payment	✓	✓	✓	X
Event Ticket	X	✓	X	X

INVESTMENT ASK

TOTAL FUNDING REQUIRED: 2,000,000 SAR.



70% for system and solution development.



30% for operational expenses.

MEET OUR FOUNDERS!



Saleh Almughir
CEO



Sarah Alotaibi
CPO



Galiah Alharbi
CBDO



Sahar Alshehri
CMO



Abdulrahman Alshareef
COO-CFO



CONTACT US!

