**Tamara**

Tamara, a Saudi fintech startup, successfully secured funding from reputable investors, including Checkout.com, Impact46, Vision Ventures, Wealth Well, Seedra, and others. The company's innovative buy now, pay later (BNPL) services, strong value proposition, rapid growth, and talented team were key factors in securing funding. Tamara's journey to secure funding was not easy, but the startup's ability to adapt to changing market conditions, launch new features and products, and leverage its local market knowledge and global ambitions helped it to overcome challenges and attract investor attention.

Tamara was founded in 2020 by Abdulmajeed Alsukhan, Abdulmohsen Albabtain, and Turki Bin Zarah, who saw an opportunity to tap into the growing e-commerce market in Saudi Arabia and the region. Tamara allows customers to pay for their online purchases in installments, without any interest or fees, and helps merchants increase their sales and conversion rates.

Tamara’s journey to secure funding was not easy, as the startup faced several challenges, such as regulatory uncertainty, market competition, and customer education. However, Tamara managed to overcome these obstacles and attract the attention of both local and international investors. Here are some of the key milestones in Tamara’s funding history:

* In January 2021, Tamara raised $6 million in a seed round led by Impact46, a Saudi venture capital firm, with the participation of Vision Ventures, Wealth Well, Seedra, and others. This was the largest seed round ever raised by a Saudi startup at the time.
* In May 2021, Tamara raised $110 million in a Series A round led by Checkout.com, a global payment platform, with the participation of existing investors. This was the largest Series A round ever raised by a Saudi startup, and the second-largest in the Middle East and North Africa.
* In November 2021, Tamara raised an undisclosed amount of funding from SEEDRA, a Saudi venture builder, as part of a strategic partnership to expand its services to new markets and sectors.

Tamara’s success in securing funding can be attributed to several factors, such as:

* Tamara’s strong value proposition, which addresses a real pain point for both customers and merchants, and offers a convenient and flexible alternative to traditional payment methods.
* Tamara’s rapid growth and traction, which demonstrated its product-market fit and scalability. Tamara claims to have processed over 1 million transactions, partnered with over 2,000 merchants, and acquired over 500,000 customers in less than two years.
* Tamara’s innovative and agile approach, which enabled it to adapt to the changing market conditions and customer needs, and to launch new features and products, such as Tamara Pay, Tamara Card, and Tamara for Business.
* Tamara’s talented and diverse team, which consists of experts from various fields and backgrounds, and shares a common vision and passion for disrupting the fintech industry.

Tamara’s case study shows how a Saudi startup can secure funding from reputable investors, despite the challenges and risks involved. Tamara’s story also illustrates how a Saudi startup can leverage its local market knowledge and network, as well as its global ambitions and standards, to create a successful and scalable business model. Tamara’s example can inspire and motivate other Saudi entrepreneurs who are looking to start or grow their own software ventures.