



# Startup Pitch Deck

Presented by Abdul Rahman



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# EXECUTIVE SUMMARY

Fakah is a pioneering startup in the United Arab Emirates, dedicated to revolutionizing school transactions through digital innovation. Our integrated platform automates cash transactions, streamlines school operations, and enhances parent-school communication, aligning with the Kingdom's Vision 2030.

We address the pain points of parents, schools, and merchants by providing paperless transactions, allergen restrictions, expense monitoring, operational efficiency, additional revenue streams, and detailed sales analysis. With a revenue model comprising transaction percentages, subscription fees, and product sales, Fakah ensures financial sustainability and growth. Our go-to-market strategy leverages effective channels and strategic partnerships.

Backed by a seasoned team, Fakah is poised to transform the educational landscape. We invite investment to scale operations and cement our position as the leading digital solution for school transactions in the UAE. Join us on our journey to redefine school transactions and foster a smarter, more efficient educational ecosystem with Fakah.



# About Company

**Company Name:** Fakah

**Mission:** Revolutionizing school transactions through digital transformation.

**Vision:** Empowering parents, schools, and merchants for a seamless and efficient experience.



# PROBLEM

**Cash Transactions:** Traditional cash transactions pose challenges for schools, parents, and merchants.

**Manual Processes:** Manual attendance, purchases, and financial tracking lead to inefficiencies and errors.

**Vision 2030 Alignment:** Fakah aligns with the Kingdom's Vision 2030 for digital transformation.

# Solution

A

## Integrated Technical Solutions

Fakah converts cash transactions into digital payments, automates school operations, and enhances parent-school communication.

B

## Parental Features

Paperless transactions, allergen restrictions, expense monitoring, daily spending limits, and increased financial awareness.

C

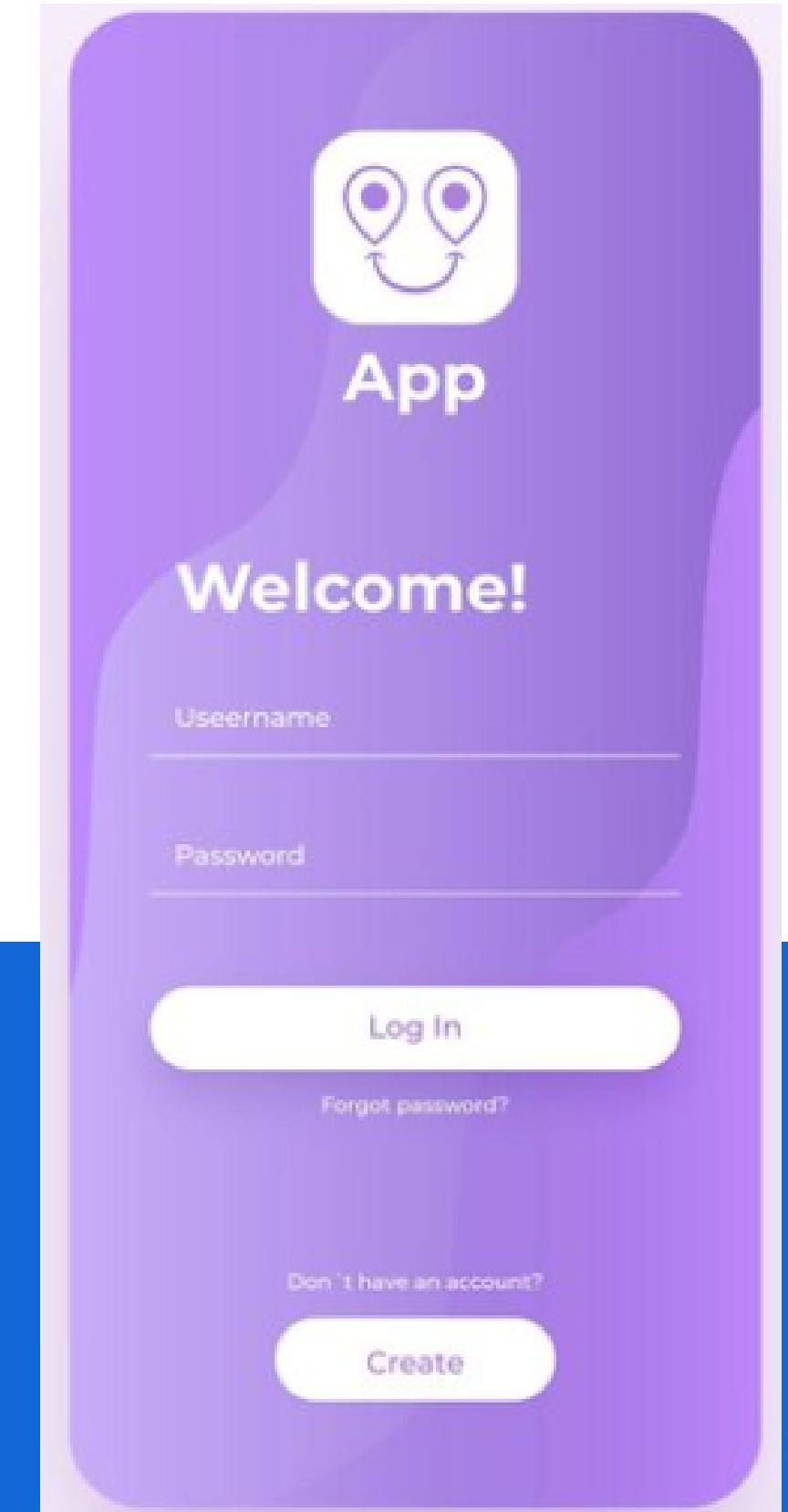
## School Benefits

Operational efficiency, additional revenue stream, attendance tracking, and alignment with Vision 2030.

Additionally, Merchant Advantages: Electronic inventory management, detailed sales analysis, and reduction of errors and embezzlement.



# Products & Services



# TARGET MARKET

Estimates place the size of the UAE education market growing at a CAGR of 9.46% from 2023 to 2028. It is anticipated that the market will grow by USD 5.41 billion.

A few prominent vendors that offer education in UAE in the market are Al-Jazeera Academy, American School of Dubai, AMIDEAST Inc., ASPAM Indian International School, Blackboard Inc., Brighter Prep, British Council, Dubai International Academy Emirates Hills, GEMS Education, Higher Colleges of Technology etc

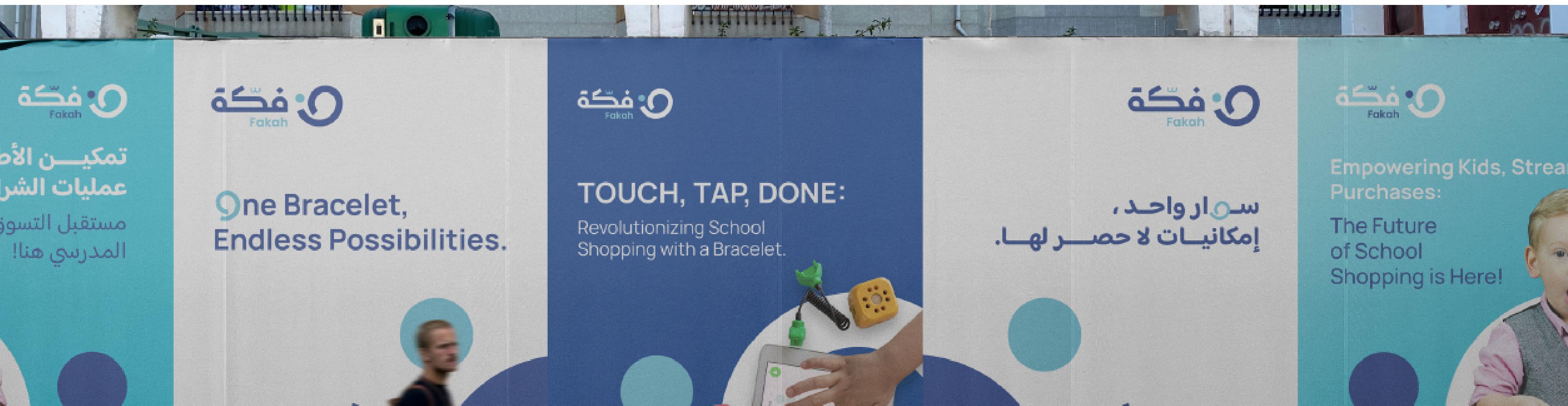


# MARKETING STRATEGY

Target Audience: Key stakeholders – parents, schools, and merchants.

Marketing Channels: Effective marketing channels such as digital advertising, partnerships with educational institutions, and community engagement.

Sales Strategy: Onboard schools and merchants onto the Fakah platform.



# SWOT

## Strengths:

- Innovative digital platform transforming school transactions.
- Seamless integration of cashless transactions and operational automation.
- Alignment with the Kingdom's Vision 2030 for digital transformation.
- Comprehensive parental features enhancing financial literacy and control.
- Strong revenue model with multiple streams for sustainability.

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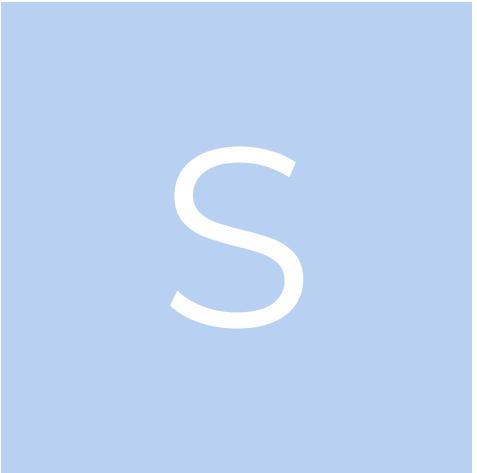
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## STRENGTHS

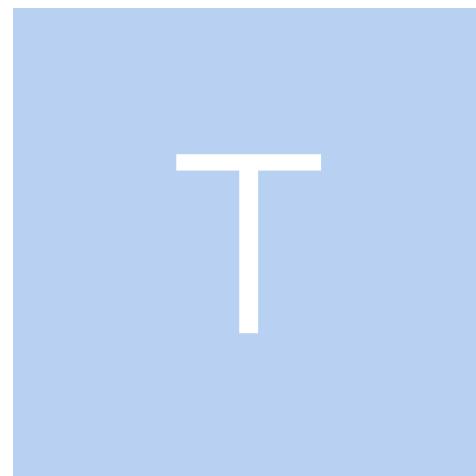
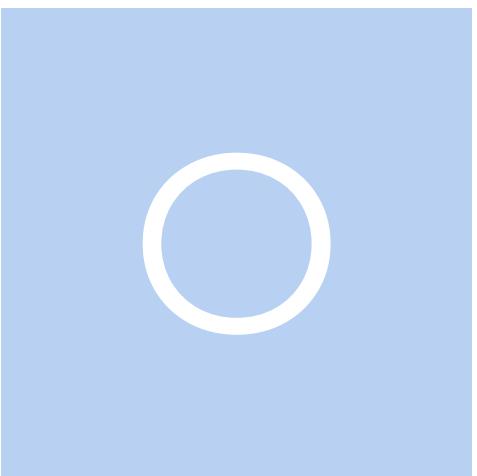
# SWOT

Weaknesses:

- Reliance on adoption by schools, parents, and merchants for success.
- Potential resistance to change from traditional cash-based systems.
- Initial investment required for development and market penetration.
- Need for continuous updates and support for technological advancements.
- Competition from existing solutions in the educational technology sector.



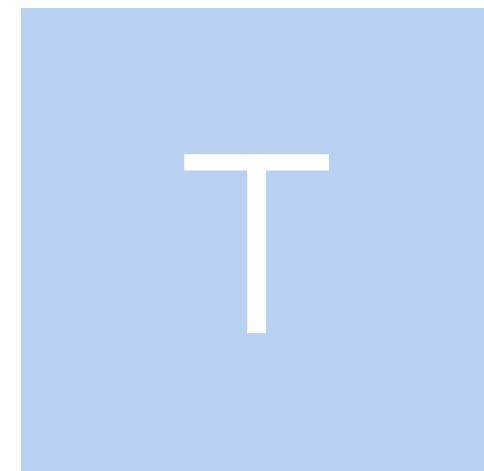
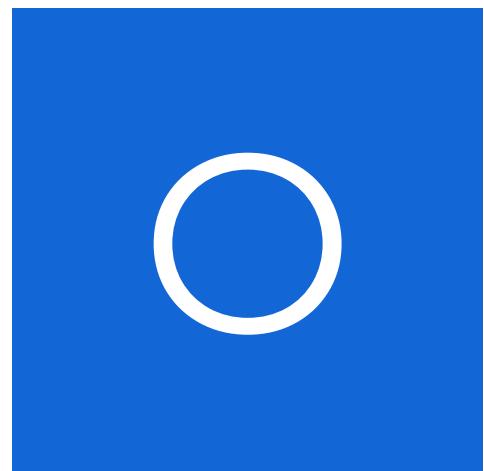
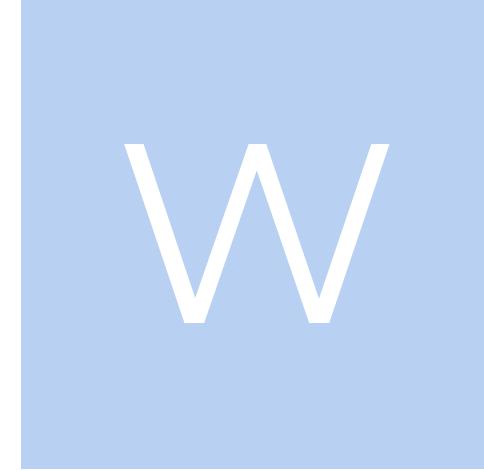
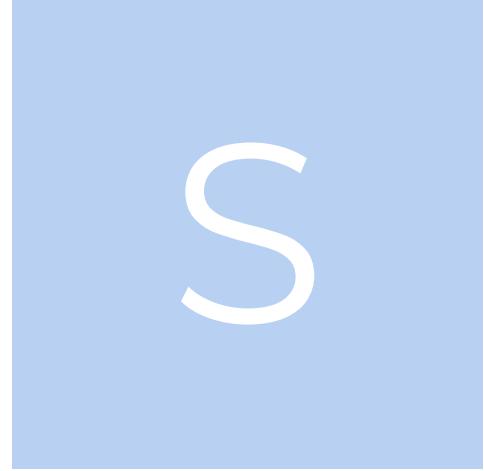
**WEAKNESS**



# SWOT

Opportunities:

- Expanding market for digital payment solutions in the UAE.
- Collaborations with educational institutions and government initiatives.
- Potential for partnerships with financial institutions for seamless transactions.
- Diversification of revenue streams through additional product offerings.
- Adaptation of platform for other sectors beyond education.

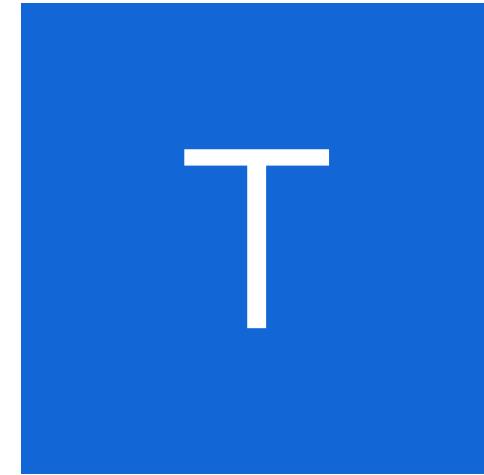
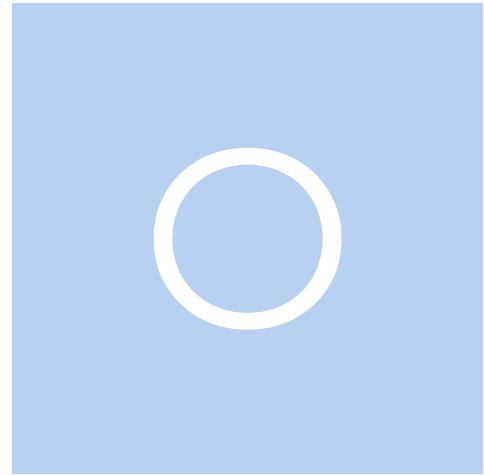
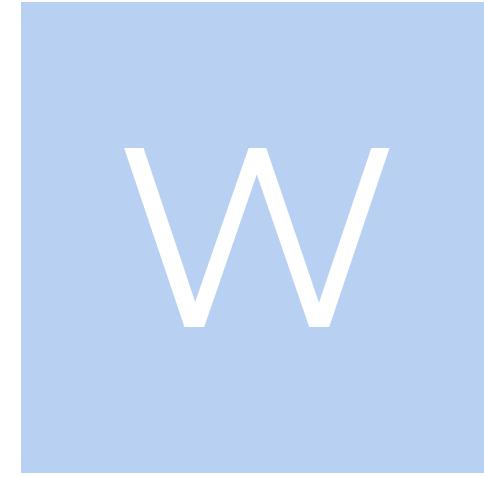
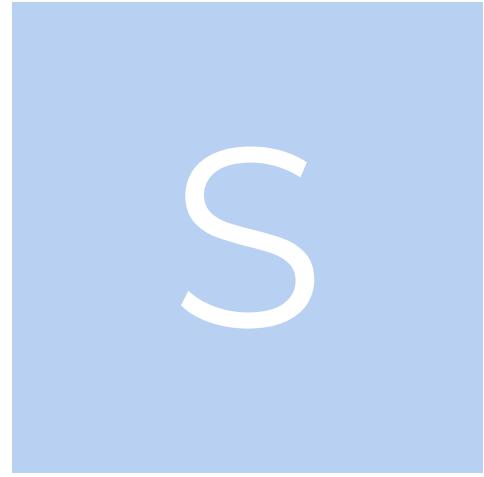


**OPPORTUNITY**

# SWOT

Threats:

- Regulatory challenges and compliance requirements for digital payments.
- Security concerns regarding data privacy and financial transactions.
- Potential economic downturn impacting school budgets and spending.
- Entry of new competitors offering similar or improved solutions.
- Technological disruptions affecting the relevance of current offerings.



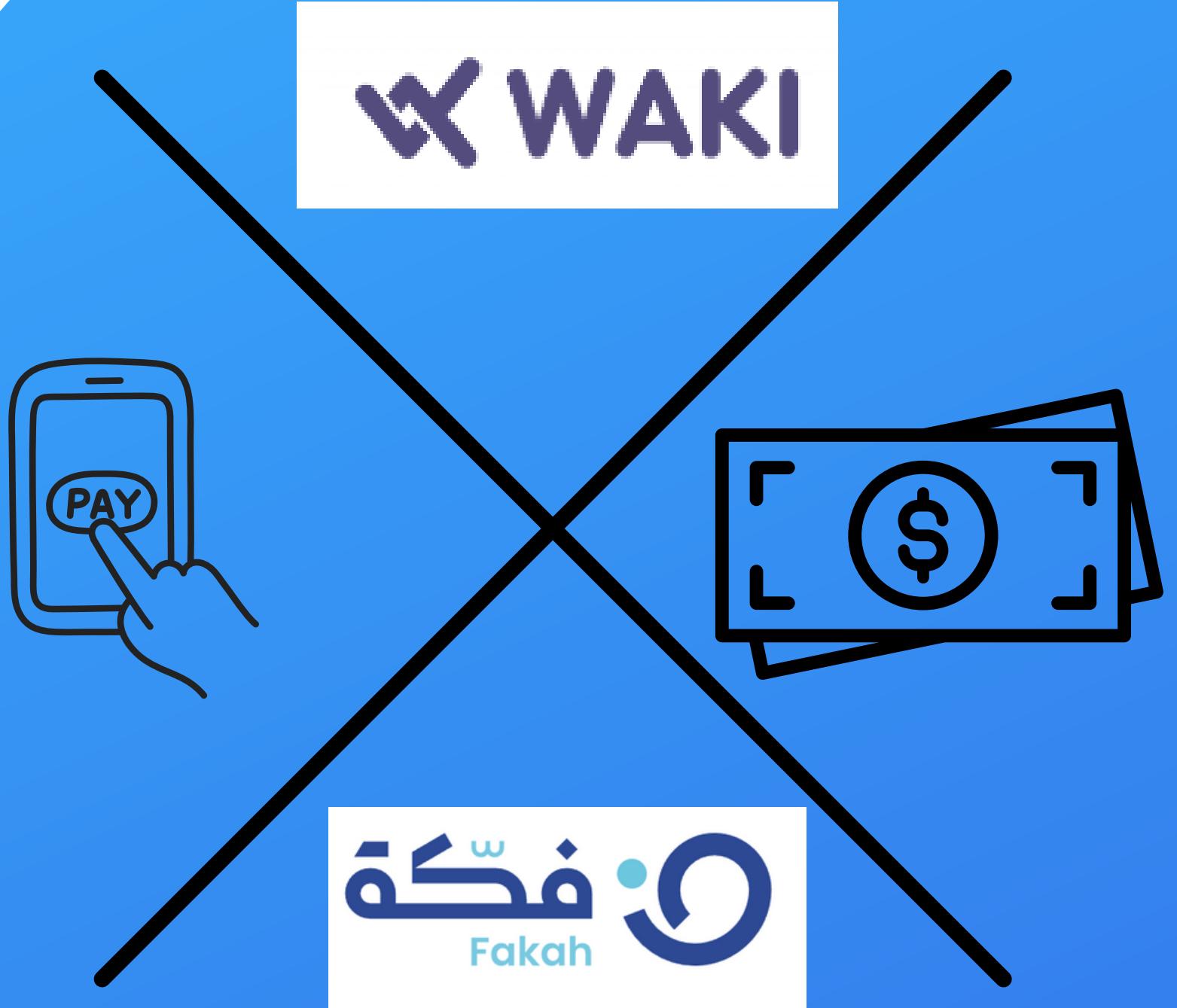
**THREATS**

# MARKET COMPETITION

**Waki:** Provides a fintech solution tailored for schools and parents, offering digital payment options, administrative tools, and communication features.

**Digital Payment Options:** Include established platforms such as PayPal, Apple Pay, and local payment gateways, offering convenience and security for online transactions.

**Cash-Based Economy:** Traditional cash transactions remain prevalent in some segments of the market, posing a challenge to the adoption of digital payment solutions.





# OUR USP

- Comprehensive Solution Tailored for Education
- Alignment with Vision 2030
- Proprietary Parental Control Features
- Robust Revenue Model
- User-Friendly Interface and Enhanced Security
- Strategic Partnerships and Market Expertise



# FINANCIALS - START UP COST

Average Cost	USD
App Presence	8,000.00
Web Presence	6,000.00
App Designing	2,666.00
Regulatory Expenses	1,900.00
Branding	1,500.00
Monthly Expenses	500.00
POS	200.00
Ave. Bracelet (6 Samples)	4.32
<b>TOTAL</b>	<b>20,770.32</b>

## FINANCIALS - Revenue Model

Percentage from Transactions: Fakah earns a percentage from canteen, merchant, and school transactions.

Subscription Fees: Explore market demand and pricing strategies for subscription-based services.

Product Sales: Hand bands, cards, and related products offer additional revenue streams.

A

3%  
Canteen, Merchant,  
School

B

1500 SA  
Subscription fee  
from 2nd Year

C

25 SA  
Hand Band Sales

D

10 SA  
Card Sales

E

20-40%  
Margin on  
Merchandise

F

Others  
Ancillary services  
going forward

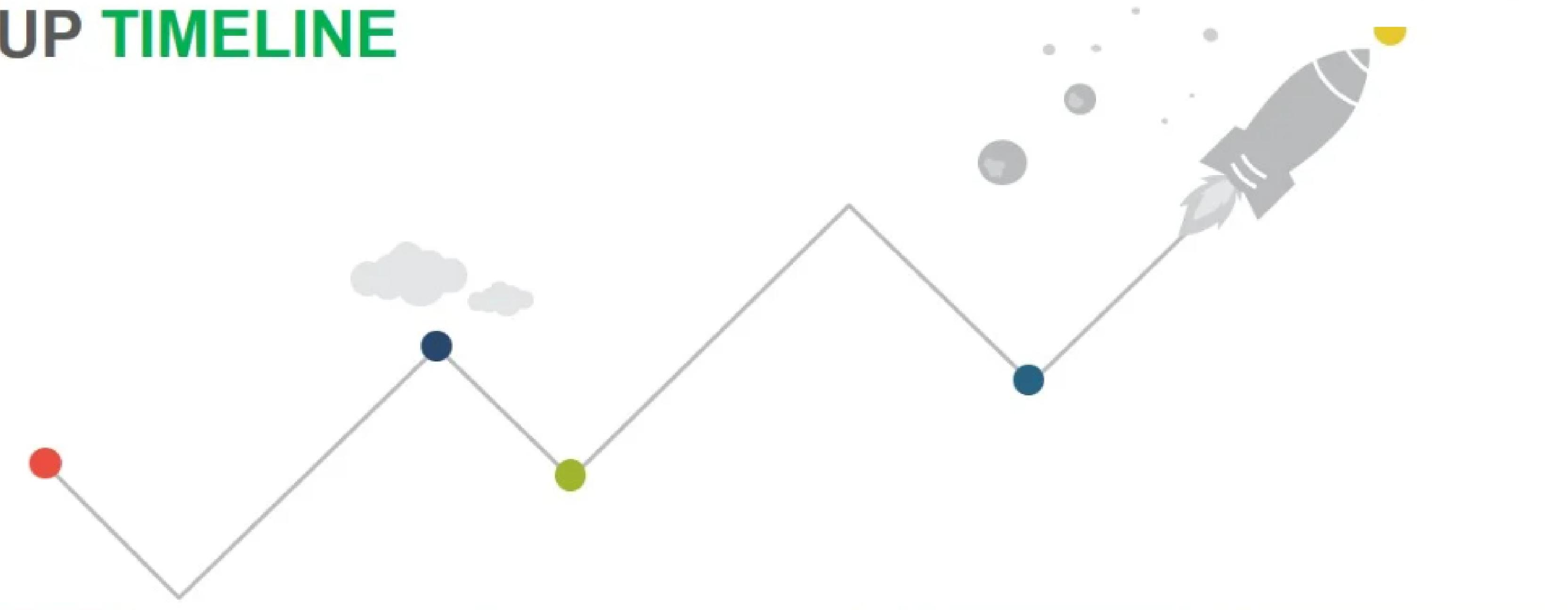
# FINANCIALS - P&L Projections

Year	1	2	3	4	5	6
<b>Revenue</b>						
<b>Less: Cost</b>						
<b>Profit</b>						

# SUMMARY

## FINANCIALS - Scenario Analysis

# STARTUP TIMELINE



## PHASE 1

Project  
Conceptualization and  
brainstroming

COMPLETED

## PHASE 2

Funding and Investor  
meets + Talent  
Acquisitions

Current (T)

## PHASE 3

Beta Version Launch  
and  
Market Testing

T + 6 Months

## PHASE 4

App Refinement  
Troubleshooting  
& Marketing

T + 12 Months

## PHASE 5

Final Launch in target 10  
schools

T + 15 Months

# OUR TEAM

PENDING INFORMATION



**Ndemi Otieno**

Job Title



**Chiaki Sato**

Job Title



**Chidi Eze**

Job Title



**Yael Amari**

Job Title

# TECHNICAL OVERVIEW

**Overview:** Provide an overview of the technology infrastructure powering Fakah's platform.

**Security Measures:** Highlight security protocols to ensure the safety of transactions and data.

**Scalability:** Discuss the scalability of the platform to accommodate growth and increasing transaction volumes.



# CONTACT US

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**THANK YOU**