

Company Overview

Nuzul Design Studio



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A Bahrain-based design studio with a civil construction division.



Mohammed Seyadi

Co-Founder



Khulood Kaladari

Co-founder

About the Founders

Mohammed Seyadi, Co Founder

- A serial entrepreneur has multiple business experience such as real-estate, marketing and advertisement, interior design and construction.
- 12+ years experience in HR in oil and gas.
- With an educational background in Accounting and Finance and Human recourse.

Khulood Kaladari, Co-Founder

- An awards winning passionate interior designer has established Nuzul interior since 2014.
- Khulood has with an Interior design bachelor degree with honor from UOB.

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About the business

Nuzul is a one stop shop design studio specialized in the design and execution of luxury projects as to achieve our clients vision from residential villas, corporate offices or VIP lounges.

Our strength came from our creative team and diverse experience, as we onboarded mix of talented individuals combining the eastern and western design mind under one place to satisfy our regional design culture.

Pivot point

Nuzul has grown steadily since establishment in 2014 and we have built a solid reputation in the market since we started. Our client base was increasing year by year and we gained our client trust from different sectors from Bahrain, KSA and other GCC countries. In 2020, COVID pandemic came with multiple surprises to the market specially our sector around the world, which has directly reflected on our local markets in the region. During that difficult time, the company went through challenging time in terms of projects cashflow, supply chain and manpower availability due to sanction applied on all the sectors and countries around the world starting from east to the west. By reaching the fourth quarter of 2020, one difficult questions has no answer yet. How long the pandemic will last?

After this market shocking period, Nuzul management has taken a serious actions toward dealing with the situation and has put plan to be ready to pass through this pandemic successfully, and the plan has been activated immediately beginning of 2021. The management plan has been a major restructure in the company from 360-degree aspects from managerial, financial and operational directions. These changes came with certain targets on the business model to be leaner operationally and dynamic at the same time in order to be able to absorb the market challenging reaction and at the same time to be ready to interact with the market opportunities. Also, we minimized the workforce to the minimum possible number without affecting the company operations, accordingly we have hired staff remotely working in multiple countries to ensure the business continuity.

Such efforts gave positive impact on the business by 2022, which was the pivot point in our journey.

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About the business (Continued)

Today & tomorrow

After we have seen the positive impact of the plan, Nuzul came out of the pandemic safe and strong. As we achieved positive financials in 2022 and our team became stronger, dynamic and effective.

Our passion driving this journey to another level, as by November 2022 we have officially started expanding our business to KSA, and we are looking to UAE and Qatar as next stage.

In 2023, we are planning to develop the business model to be more specialized and focused operational sectors, as we will enlarge each division to be separate entity itself which will give more synergy to the working teams under each. On top of that, our developers are currently working on the mobile application which will be a forward step toward market disruption in our field.

Customer Segment:

Bahrain, KSA and UAE

Revenue streams:

- Interior architecture design fees
- Consultation fees
- Corporate branding
- Project management & execution fees
- Platform members commission

Use of funds:

Riyadh expansion (50%):

As we have established the company in Riyadh, we will use the portion of the funds in marketing campaigns in KSA to increase Nuzul's market share. Also, we will need to purchase some machinery and assets to enhance our designers team production and the site works quality.

Platform (35%):

Nuzul is in the process of developing a new digital platform and the development is ongoing. Portion of the funds will be used to speed up the development efforts and to publish the application by Q3 2023. Additionally, the remaining portion will be used in the marketing campaigns of the application.

ERP (15%):

Deploying ERP system internally to increase the company efficiency.

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CR Number	88682 - 1	Sector/Subsector	Architecture, interior design, construction, technology
Establishment Year	2014	Legal Structure	W.L.L

Fundraising details

Investment ask	Equity interest	Company value	Funding source
USD 265,300	10%	USD 2,653,000	Beban Crowdfunding Platform

Official Cap Table

	Pre-investment	Post-investment
Mohamed Seyadi	50%	45%
Khulood Kaladari	50%	45%
Crowdfunding Investor(s)	-	10%

Financial Highlights

Key financial information USD	Audited Financials			Unaudited	Forecast	
	2019	2020	2021	2022	2023	2024
Revenue	1,098,003	670,127	977,273	1,207,554	1,811,331	3,622,662
Net Profit / (Loss)	(145,756)	(35,629)	(328,926)	195,590	452,833	905,666
Balance Sheet summary as of 31 December 2022 (unaudited)						
Total Assets	USD 178,706					
Total Liabilities	USD 514,684					
Liabilities related to ongoing projects *to be delivered during 2023	USD 342,381					
Other liabilities	USD 93,447					
Term Loan	USD 68,639 (Short & long term)					
Lease liability	USD 10,218					

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Additional information

Team Overview	<ul style="list-style-type: none">• 38 team members• 16 are full-time• 22 are part-time
Key Milestones	<ul style="list-style-type: none">• 240 completed projects since inception between Bahrain & KSA• Achieved more than USD 5m in revenues since inception
Direct/Indirect Competitors	Almoayyed interiors, UID, Alchemmy
Next steps	<ul style="list-style-type: none">• Grow the Saudi market and capture a bigger market share, starting from Riyadh and then to Jeddah• Launch Nuzul digital platform

* Refer to attached portfolio for more details on the projects executed and delivered by Nuzul.

Thank you!

The information provided is not intended to be and does not constitute a financial advice, investment advice, trading advice or any other advice.

For more information, please contact us on:

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