



BEBAN
SEASON 3



events

Events Investment Brief

A marketplace that connects vendors in the event management industry and users to plan and execute gatherings.

Opportunity Notice

This memorandum contains forward-looking statements that involve risks and uncertainties. We use words such as "anticipates," "believes," "plans," "expects," "future," "intends," "seeks," and similar expressions to identify such forward-looking statements.

These forward-looking statements have been based on current expectations and projections about future results, which, although the Founders believe them to be reasonable, are not a guarantee of future performance. You should not place undue reliance on these forward-looking statements.

The Investment's actual results could differ materially from those anticipated in these forward-looking statements for many reasons, including but not limited to the risks described in this section.

You should not rely on this Memorandum for investment, legal, or accounting advice. You should consult your own professional advisors before entering into an Investment Agreement.

Every effort has been made to ensure the accuracy of the information contained in this Investment Memorandum. However, Beban W.L.L and Hope Ventures Holding B.S.C do not warrant, guarantee or give any confirmation whatsoever in respect of the accuracy of the information, whether express or implied, and hence no prospective investor will have any claim against Beban W.L.L and Hope Ventures Holding B.S.C due to any information contained herein.

Prospective investors should be aware that:

- The value of equity shares will fluctuate, and Investors may not receive back the full amount originally invested
- Changes in legislation may restrict or adversely affect the ability of the Opportunity to meet its objectives as set out in this Investment Memorandum
- There can be no assurance the Opportunity can meet its objectives as set out in this Investment Memorandum

Investment in private equity is subject to certain risks, and you should not invest in private equity if you cannot afford to lose the principal amount or if you need liquidity. There is no guarantee of a return on or of your investment.

Overview of the Opportunity

Legal Structure:

With Limited Liability

Jurisdiction

United Arab Emirates

Establishment Year:

2022

Business Registration Number:

CN-4660920

About the Business

Industry: Marketplace, Events

Business Description: Events App is a marketplace that brings together different vendors in the event management industry, allowing users to seamlessly plan and execute gatherings through one platform.

Events is set to capture a significant portion of Abu Dhabi's event planning scene, targeting both individual and business users. The company is currently rigorously testing its MVP to enhance functionality and user experience, preparing for an official launch in December. The launch aims to feature 100 vendors.

Founder Background



Sultan Al Hosani

Co-Founder and CEO

Current: Part-time

Post-investment: Part-time

- **Education:** Higher Secondary School - Al Falaj, Sharjah. With Professional Certificates from Dubai Police, Abu Dhabi Police, Civil Defense GHQ Abu Dhabi – Firefighter
- **Professional Experience:** Police Officer at Dubai Police



Hanan Al Hammadi

Co-Founder

Current: Part-time

Post-Investment: Part-time

- **Education:** MBA in Management International Business from Zayed University, B.A. in International Studies - Culture & Society from Zayed University. Also, a certified SPM Strategic Procurement Master from Leoron Institute
- **Professional Experience:** 9+ years in procurement at Cleveland Clinic (as a Procurement Specialist and Category Manager) and National Bank of Abu Dhabi (as a Sourcing Manager)

Investment Opportunity

Investment Ask

USD 250,000

Equity Interest

11%

Valuation

USD 2,272,727

Use of Funds

Marketing (USD 100,000)

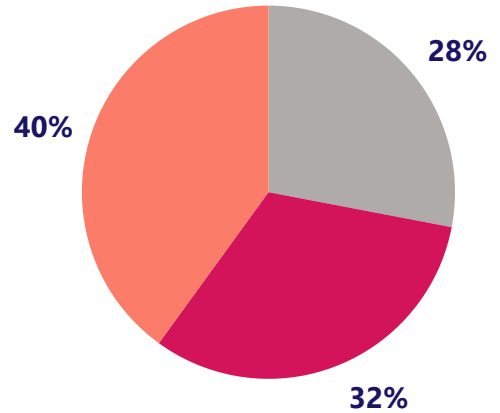
OOH advertising, Public Relations, featured events each quarter, digital ads and search engine marketing (SEM) on platforms like Google and Social Media, as well as strategic partnerships.

Manpower (USD 80,000)

Hiring 4 people consisting of an accountant, sales representative, marketing executive, and vendor onboarding specialist.

App Development (USD 70,000)

Enhance the application's user experience through self-onboarding (for vendors) and introducing AI-driven features to streamline the customer selection experience.



■ App Development

■ Manpower

■ Marketing

Cap Table

Investor	Investor Type	Pre-investment	Post-investment
Sultan Al Hosani	Co-Founder	50%	44.5%
Hanan Al Hammadi	Co-Founder	50%	44.5%
Incoming Investor	-	-	11.0%

Forecasted Income Statement

The figures presented below are in **USD**:

Forecasted Income Statement

	2024	2025	2026	2027	2028
Revenue	399,664	1,230,722	1,415,331	1,627,630	1,871,775
Cost of Goods Sold	(78,134)	(55,473)	(45,100)	(38,840)	(25,796)
Gross Profit	321,530	1,175,249	1,370,231	1,588,790	1,845,979
Staff Costs	(291,327)	(398,580)	(474,239)	(496,326)	(510,252)
General & Admin Expenses	(165,910)	(172,488)	(179,511)	(241,506)	(252,924)
Sales and Marketing Expenses	(175,437)	(192,981)	(212,279)	(233,507)	(256,857)
Startup Expenses	(155,838)	-	-	-	-
Depreciation	(3,517)	(3,517)	(3,517)	(8,966)	(8,966)
Taxations	-	(36,692)	(45,062)	(54,764)	(73,528)
Total Expenses	(792,028)	(804,258)	(914,608)	(1,035,069)	(1,102,527)
Profit / (Loss) for the period	(470,498)	370,991	455,623	553,721	743,452

Growth Plans

Expand to Other Cities

Expand to Al Ain in Q3 2024, and Dubai in Q3 2025 and to Sharjah in Q1 2026
Capturing at least 10% of the total Customer Market (Customer Market today adds up to 1 million customers aged 25-35 with high net income).

Expand Vendor offerings

New offerings will include in-app vendor paid marketing to be launched by Q1 2025.

Implement loyalty programs

Improve the customer retention rate by implementing loyalty program within the app by Q4 2025.

B2B Agreements

Sign three B2B agreements with large corporations/governmental entities, that has more than 50,000 employees in each, in UAE by Q4 2024.



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