

Company Overview

Arena



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A SaaS-based community platform for padel athletes and enthusiasts



Othman Janahi

Co-Founder & CTO

About the Founders

Othman Janahi, Co-Founder & CTO

- Othman is a tech entrepreneur who has founded 3 startups in the past years including (Kashta app, Lamenu App, and Arena Community). He also has 5 years of expertise in the financial sector. Technology and Business has been his favorite activities, but now it's his expertise, driven by the passion of entrepreneurship.
- He holds a BS degree of Computer Science from University of Bahrain.



Bader Ali Mattar

Co- Founder & CEO

Bader Ali Mattar, Co-Founder & CEO

- Founder & Directing Manager, GLOW Dental & Derma
- Bachelors Degree in Business Management 2008-2012 NYIT, Bahrain
- Start-up Experience: Fit Kitchen Meal Prep

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About the business

Padel is the fastest growing sport on earth, a \$200 million industry featuring more than 25 million players. And it's poised to grow to \$337 million in the next 5 years. We have identified, a major gap in the industry, our goal is to simplify and revolutionize all sports community interactions

The problem:

The lack of an online community with the ability to act as a unified directory to book padel facilities, meet and be paired with similarly skilled players, and check up-and-coming events and tournaments happening nearby.

These issues prevent people from fully immersing themselves in padel and enjoying all the benefits it has to offer.

The solution:

Arena, a SaaS-based community platform for padel athletes and enthusiasts. It offers a customer-centric tech-enabled solutions.

Arena solves these issues for our three main users:

• Player can build a community:

1. Booking a court
2. Finding players to join a match
3. Check their official federation rank
4. Tune into a tournament
5. Purchase padel equipment's
6. Get sponsorship from key names

• Facility owner can utilize a one-stop-shop SaaS:

1. Maximize occupancy
2. Monitor, track & report transactions
3. Sell goods
4. Host tournaments
5. Lock in coaches
6. Create memberships
7. Lock in players in a loyalty programs

• Coaches can utilize a Gamified Solution

1. Set their timings
2. Pair with players based on different skill sets
3. Track students performance

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About the business (Continued)

Customer Segment:

GCC & MENA

- Padel players
- Facility/court owners
- Padel coaches
- Padel equipment suppliers
- Event management companies

Service description:

Our user friendly platform allows players and coaches to book courts, matches, track scores, etc. All users have full visibility on their performances, as well as country and federation rankings. We provide an interface to run tournaments from registrations, live score tracking, referee module, brackets, ladder generation, and so on. A backend interface is also provided to monitor performance, modify content, pricing, retain members, and build loyalty.

Revenue streams:

- FMS SaaS subscription
- Pitch bookings
- Coach bookings
- E-store transactions
- tournament bookings
- Friendly matches
- Priority listing fees

Use of funds:

Product development

- Introduction of Arena +
- introduction of Arena + for coaches
- Capture offline payments (20-30% increase booking revenue)
- Introduce booking fee 20%+ booking fee revenue
- Rent E-commerce platform to single player (17% net profit)
- Introduce tournament pricing mechanism (10% GP and free CAC)
- Coaching module (17%+ on GP)
- growing into other sports
- taking on training, sports venues, activities (crossfit, boxing, etc.)

Country expansion

- Funds will also be used to assign a country launcher in all GCC countries (salaries, commission etc.) The country launcher's main purpose is to enlist new facilities onto the platform (amongst other tasks).
- organizing high level tournament in Bahrain as well as GCC to build a bigger community around Arena.

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About the business (Continued)

Growth Plan:

- The Company must expand to the Global market, beginning with GCC countries
- Introduce new sports to the platform
- Launch a variety of new features to benefit end user (as mentioned above)
- We are on the verge of signing many new facilities in KSA

Exit Strategy:

The leading padel application in the world is currently Playtomic. In the past two years Playtomic have acquired five different booking applications. With the direction we are heading and the new facilities around the GCC that will be onboarding our platform, we are sure to attract companies like Playtomic. Being the number one booking app in the GCC is really the gateway for an exit strategy (being acquired) within the next 2-3 years. However, we are also confident that our user friendly app has the potential to acquire such companies and become the biggest booking app worldwide. We are on the verge of onboarding up to 15 padel facilities in KSA (Khobar, Riyadh, Jeddah) as well as setting up country launchers in Dubai, Doha, and Kuwait. With this expansion we anticipate that our current valuation of \$3,500,000 to increase X2.

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CR Number	157128-1	Sector/Subsector	Technology-Sports
Establishment Year	September 2022	Legal Structure	W.L.L.

Fundraising details

Investment ask	Equity interest	Company value	Funding source
USD 525,000	15%	USD3,500,000	Beban Crowdfunding Platform

Official Cap Table

	Pre-investment	Post-investment
Othman Janahi	100%	85%
Crowdfunding Investor(s)	-	15%

Financial Highlights

Key financial information USD	Unaudited Financials	Forecast			
	September 10 to 31 December 2022	2023	2024	2025	2026
Revenue	23,422	434,655	1,001,682	1,502,523	2,253,784
Net Profit / (Loss)	6,538	(174,289)	215,027	509,017	1,136,481

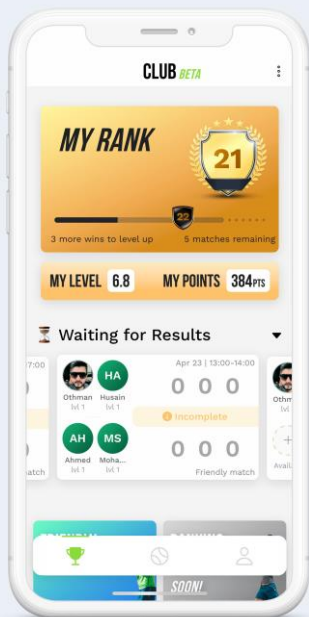
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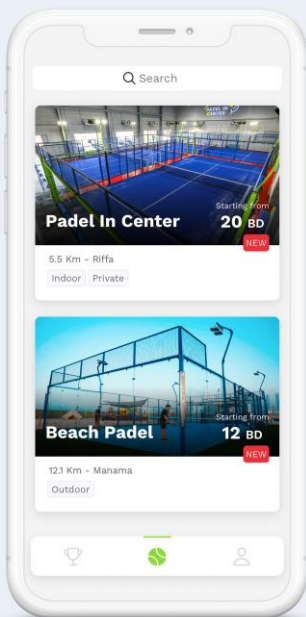
Additional information

Team Overview	<ul style="list-style-type: none">• 6 team members including the founder• From Bahrain, Kuwait & Oman
Key milestones	<ul style="list-style-type: none">• Traction to date: 31 facilities with no sales team• Tournaments: Average 3 Tournaments per month• Federations: Signed with Bahrain Padel Federation
Direct/Indirect Competitors	<ul style="list-style-type: none">• Playtomic• SETPINT• MATCHI play more• Malaeb

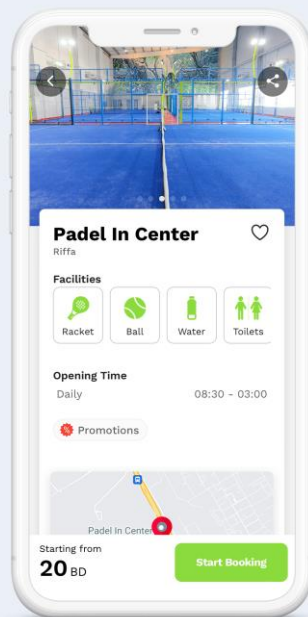
Padel Club! نادي البادل!



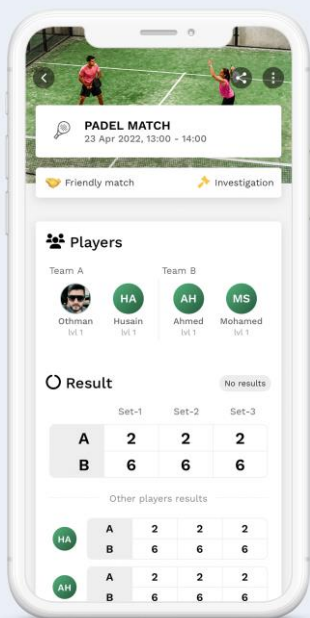
Find and book courts ابحث و احجز ملاعب



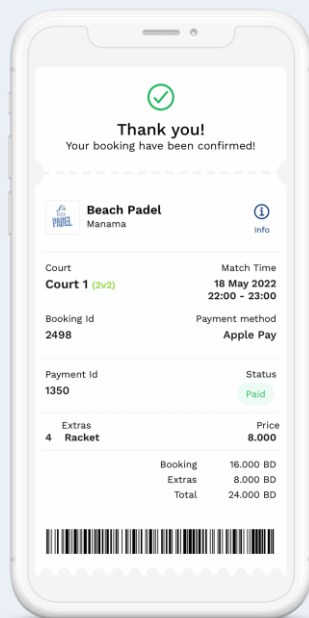
Check court details تعرف على التفاصيل



Play with the Community العب مع المجتمع



Enjoy the game! استمتع!



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:

support@beban.me