



BEBAN
SEASON 3



SOULARTISTS

Soul Artists Investment Brief

The Worlds Artist Platform

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:

LLC

Jurisdiction

UAE

Establishment Year:

2017

Business Registration Number:

11102/2017

About the Business

Industry: Tech / Creatives

Business Description: Soul Artists is a peer-to-peer platform for discovering and booking performing artists in your city.

Traction:

- Total GSV to date: **USD 2.83M**
- Number of artists: **7,700+**
- Number of artists booked: **5,000+**
- **Currently operating in UAE, KSA**
- **Scalable Platform and App**
- **The Largest artist roster in the Arab world**

About the Founders



Suhail Khoury, Executive Director

Current: Full-time

Background: 15+ years of performing arts experience and event management. Background in tech, event management, performing arts, banking, and real estate.



Zaid Khoury, Chief Operating Officer

Current: Full-time

Background: 15+ years in business development, operations, and event management. Background in international business and digital growth marketing.

Investment Opportunity

Investment Ask

USD 800,000

Equity Interest

13.33%

Valuation

USD 6,000,000

Use of Funds

Operations and People (USD 420,000)

Assign regional managers to Bahrain, Egypt, and KSA to manage customer support and grow the B2B side of the business.

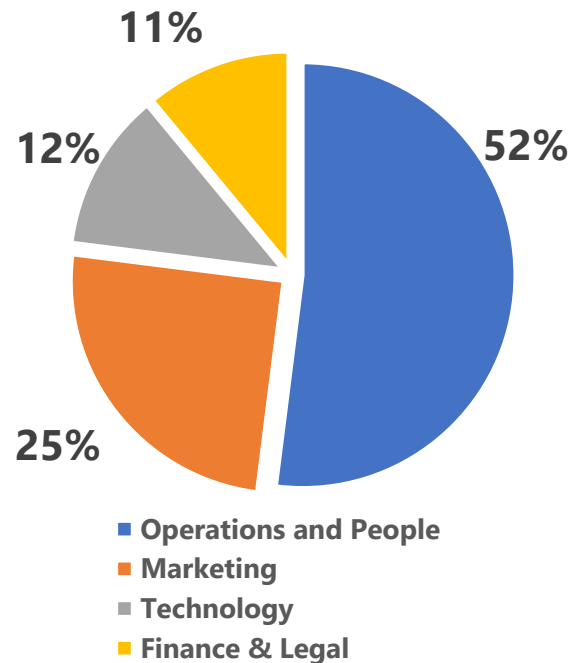
Marketing (USD 200,000)

Leveraging artists and event creators with a large following to promote the platform in order to drive artists registrations and paying clients.

Technology (USD 94,000)

API development and AI tools integrations

Finance & Legal (USD 86,000)



Cap Table

Investor	Investor Type	Pre-investment	Post-investment
Suhail Khouri	Founder	25.55%	22.12%
Zaid Khouri	Founder	25.55%	22.12%
Angel Investor 1	Investor	21.90%	18.98%
ESOPS	Employees	8.10%	7.03%
Falak Accelerator	Accelerator	6.70%	5.80%
Falak Angels	Investor	2.20%	1.95%
Angel Investor 2	Investor	5.00%	4.34%
Angel Investor 3	Investor	5.00%	4.34%
Incoming Investor	-	-	13.33%

Income Statement

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

Summarized Income Statement*

	2020	2021	2022	2023
	Jan - Dec	Jan - Dec	Jan - Dec	Jan - Nov
Revenue	216,667	508,754	920,771	730,765
Cost of Goods Sold	(178,421)	(435,608)	(816,304)	(643,597)
Gross Profit	38,246	73,146	104,467	87,168
Operating Expenses	(29,544)	(220,153)	(216,943)	(209,271)
Net Profit/Loss	8,702	(147,007)	(112,476)	(122,103)

* Numbers are extracted from Company's management accounts.

Forecasted Income Statement

	2024	2025	2026	2027	2028
Revenue	3,449,599	5,527,329	9,216,974	17,059,175	23,272,830
Cost of Goods Sold	(2,838,176)	(4,526,925)	(7,603,297)	(14,199,631)	(19,327,008)
Gross Profit	611,423	1,000,404	1,613,677	2,859,544	3,945,822
Operating Expenses	(459,929)	(657,535)	(867,324)	(1,181,848)	(1,529,804)
Net Profit/Loss	151,494	342,869	746,353	1,677,696	2,416,018

Statement of Financial Position

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

Summarized Statement of Financial Position*

	2020	2021	2022	2023
	Dec 31	Dec 31	Dec 31	Nov 30
Assets				
Cash	23,831	103,097	12,106	13,715
Trade & other receivables	39,935	159,349	90,093	81,751
Inventory	2,212	8,668	10,838	-
Assets & Technology	52,323	88,590	97,198	92,744
Total Assets	118,301	359,704	210,235	188,210
Liabilities				
Unearned Revenue Obligations	-	72,227	14,830	-
Trade Payables and other payables	8,132	77,994	78,898	139,498
Total Liabilities	8,132	150,221	93,728	139,498
Shareholders Equity				
Share Capital	144,259	390,580	390,580	390,580
Partners current account	-	-	19,500	73,807
Retained Earnings	(34,090)	(181,097)	(293,573)	(415,675)
Total Shareholders Equity	110,169	209,483	116,507	48,712
Total Liabilities and Shareholders Equity	118,301	359,704	210,235	188,210

* Numbers are extracted from Company's management accounts.

Growth Plans

Growth Plans

We are currently generating revenue from UAE and KSA - the use of proceeds will be used to expand our footing in KSA and expand operations to Egypt

Regional Expansion

Investing in digital marketing to control the online space and become the top search result when event creators are looking to book any type of entertainer, live show, or musician.

Team Growth

Assigning regional managers to Bahrain, Egypt, and KSA to manage customer support and grow the B2B side of the business.

AI Integration

Empowering the user experience by connecting AI tools across the platform to accelerate operations and scale autonomously.

Unlocking Education and Teaching Booking Tools

Utilizing the vast artist roster to create a new avenue of revenue through private classes booked in music and the performing arts.

Influencer Marketing

Leveraging artists and event creators with a large following to promote the platform in order to drive artists registrations and paying clients.

API Development

Creating a public API that allows anyone to plug into Soul Artists booking tech from their own websites, organizations, or platforms of choice.



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