



# BEBAN SEASON 3



## **Zameeli Investment Brief**

A freelancing marketplace that connects SMEs with local Omani freelancers for social media services

# 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:

Sole Proprietorship

## Jurisdiction

Oman

## Establishment Year:

2019

## Business Registration Number:

1338813

## About the Business

**Industry:** Technology, Freelancer Marketplace

**Business Description:** Zameeli is a freelancing marketplace that matches SMEs with local Omani-based creative freelancers for social media services.

Zameeli currently offers 6 services to SMEs through freelancers:

1. Videography
2. Modelling
3. Digital Marketing
4. Photography
5. Social Media Management
6. Graphic Designing

The application has been running since May 2023, taking a commission of 20% per service. As of December 2023, Zameeli has an average conversion rate of 11% with an average price of \$275 GMV per service.

### Traction/Milestones:

1. Clients serviced: 251 SMEs
2. Revenue recorded: \$60,027/290 services

Zameeli has automated its process through the application by 60%. Through its seed round, it seeks to further automate its process and expand its presence in Oman.

## Founders Background



### Tariq Al Habsi

Founder and CEO

**Current:** Full-time

- **Education:** Masters of Marketing from Griffith University, Bachelors in Marketing from the Majan University College and Higher Diploma in IT from the Higher Colleges of Technology
- **Professional Experience:** 9 years of experience in the marketing field, working in Arabian Industries Projects LLC and Bullseye Advertising LLC

# Founders' Background



## Ahad Al Nabadi

Co-Founder and COO

**Current:** Full-time

- **Education:** Bachelors degree of Computer Science and MBA from Sultan Qaboos University, Oman
- **Professional Experience:** 3 years as a full-stack developer in TelyPayand PDO and 2 years as an operations manager.



## Aysha Al Qamshoui

Co-Founder and CTO

**Current:** Full-time

- **Education:** BSC in Science and Software Technology from the Middle East College, Oman
- **Professional Experience:** 3 years as a full-stack developer.

# Investment Opportunity

**Investment Ask**

**USD 175,000**

**Equity Interest**

**5.25%**

**Valuation**

**USD 3,333,333**

## Use of Funds

### Sales and Marketing (USD 64,750)

Launch marketing campaigns including influencer marketing, social media ads, host conferences, and billboards.

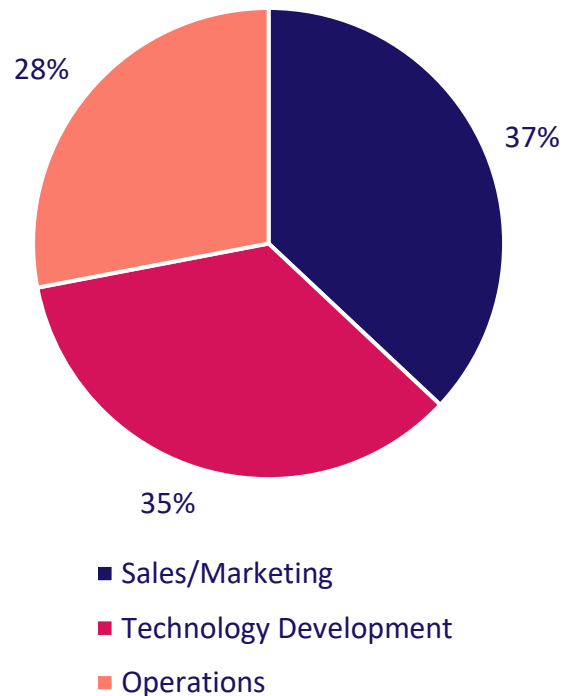
### Technology Development (USD 61,250)

Increase application features including:

1. Rating/reviews for freelancers and clients
2. Utilize AI to shortlist bidders
3. Integrate APIs to qualify freelancers

### Operations (USD 49,000)

1. Payroll, taxes and TIN
2. Office rent/supplies and utility bills
3. Mentors, training and courses
4. Hire 2 developers, 2 customer support and 1 marketer



## Valuation Assumption

- 6 full-time team (3 co-founders)
- Market validation
- Sales acceleration
- Future projections
- Government connections (members of Numo and Jadara program).
- Market size (\$2.8B)
- 849 Existing clients and 2,570 freelancers
- Social media community 16K+
- Low competition
- In-house development (2 Apps/ dashboard/ website)
- Signed a 1 year contract with Omran Group.

## Cap Table

Investor	Investor Type	Pre-investment	Post-investment
Tariq Al Habsi	Founder	100.00%	39.90%
Ahad Al Nadabi	Co-founder	-	28.25%
Aysha Al Qamshoui	Co-founder	-	18.83%
OTF	Investor	-	7%
Mamun Crowdfunding LLC	Investor	-	0.77%
Incoming Investor	Investor	-	5.25%

# Income Statement

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

## Summarized Income Statement\*

1<sup>st</sup> Aug 2022 – 31 July  
2023

<b>Revenue</b>	<b>21,468</b>
Cost of Goods Sold	(12,454)
<b>Gross Profit</b>	<b>9,014</b>
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<b>Operating Expense</b>	
General & Administrative expenses	(51,914)
Depreciation charges	(476)
<b>Profit / (Loss) for the period</b>	<b>(43,376)</b>

\* Numbers are extracted from Company's management accounts.

## Forecasted Income Statement

	Forecast 2023 Aug – Dec	Forecast 2024 Jan - Dec	Forecast 2025 Jan - Dec	Forecast 2026 Jan - Dec	Forecast 2027 Jan – Dec
<b>Revenue</b>	<b>36,675</b>	<b>294,266</b>	<b>10,671,190</b>	<b>30,446,151</b>	<b>92,020,034</b>
Cost of Goods Sold	(29,340)	(235,413)	(8,225,072)	(24,021,306)	(70,141,370)
<b>Gross Profit</b>	<b>7,335</b>	<b>58,853</b>	<b>2,446,118</b>	<b>6,424,845</b>	<b>21,878,664</b>
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Operating Expenses	(14,454)	(246,051)	(3,938,818)	(6,161,993)	(13,184,551)
<b>Profit / (Loss) for the period</b>	<b>(7,119)</b>	<b>(187,198)</b>	<b>(1,492,700)</b>	<b>262,852</b>	<b>8,694,113</b>

# Statement of Financial Position

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

## Summarized Statement of Financial Position\*

	31 July 2023
<b>Current Assets</b>	
Cash & Cash equivalents	7,956
<b>Total Current assets</b>	<b>7,956</b>
<b>Non-Current Assets</b>	
Property & equipment	4,256
<b>Total Non-Current assets</b>	<b>4,256</b>
<b>Total Assets</b>	<b>12,212</b>
<b>Liabilities &amp; equity</b>	
<b>Current Liabilities</b>	
Account payables	-
<b>Total Current liabilities</b>	-
<b>Equity</b>	
Share Capital	52,000
Owner's current account	3,588
Net profit for the year	(43,376)
<b>Total Equity</b>	<b>12,212</b>
<b>Total liabilities and equity</b>	<b>12,212</b>

\* Numbers are extracted from Company's management accounts.

# Growth Plans

## Expand locally in Oman

Increase the marketing budget to approach all Omani region to reach 1,380 services monthly with an annual value of \$1.2M

## Automate 80% of the process through the application

Integrate the following features to automate the current processes at Zameeli:

1. Build AIs to shortlist and select freelancers based on location, budget, and industry.
2. Integrate with APIs to qualify freelancers within the platforms.
3. Build a portal that uses the clients app APIs for the operations.





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