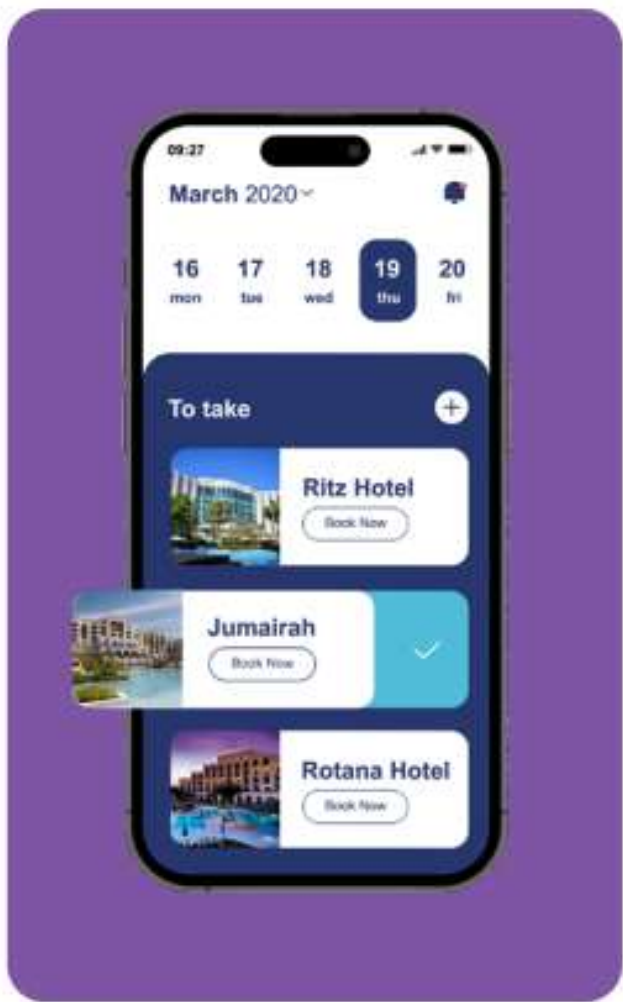




**MARKETPLACE, TOURISM, ADVERTISEMENTS**

**Your gateway to discover new experiences every day**



# BUSINESS OVERVIEW

**Industry:** Market place, Tourism, Advertisements .

Bawabtek is a **mobile app** that offers b2b and b2c services for Event ticketing, activities, and hotel reservations. With a strong presence on social media, boasting 500,000 followers, we also advertise vendors to promote their services.

Our app aims to facilitate connections between tourism companies and clients, ensuring a seamless and unforgattable booking experience.



# Problem



## Problem 1

No single app unites upcoming or existing events, new projects, and hidden gems under one roof.



## Problem 2

Limited apps and websites offering seamless booking and payment for tours and attractions.



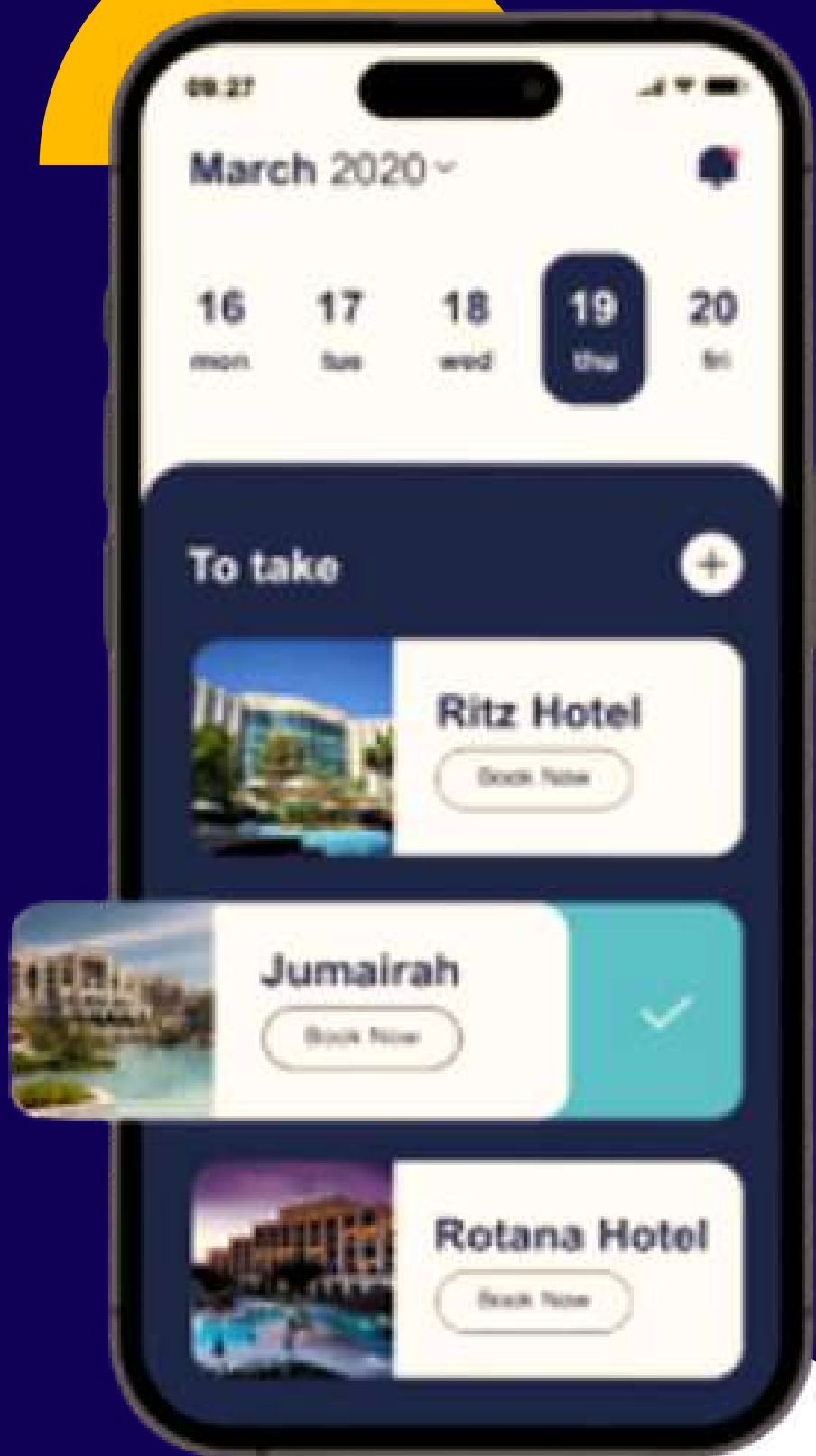
## Problem 3

Breathtaking historical and tourist sites remain unseen by many Bahrainis, waiting to be rediscovered.



## Problem 4

Lack of engaging activities leaves weekends feeling empty.



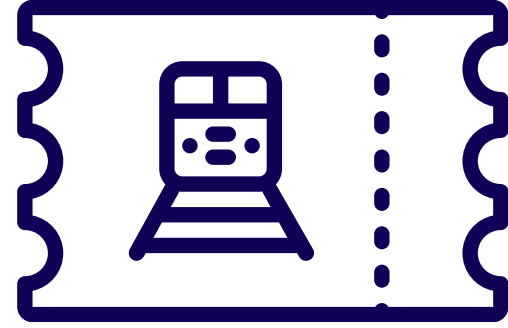
## SOLUTION

We will provide you with an integrated App that allows you to discover the latest events and projects in Bahrain, hidden-gems, book events and hotels. Through the application, you will be able to browse visitor reviews, view events by date and day, and access details about activities, events, and projects, including operating hours. Additionally, there is an intelligent and interactive search engine to help you plan your trip comfortably and safely

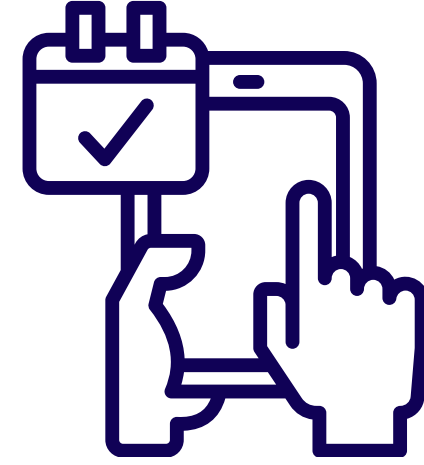
# OUR SERVICES



تجارب  
Experiences



تذاكر فعاليات  
Events tickets



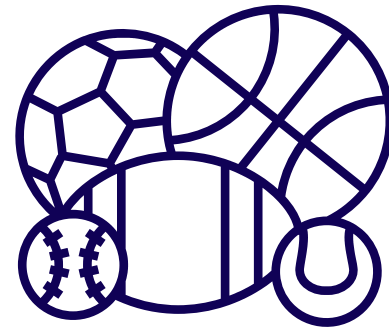
حجوزات  
Booking



محفظة إلكترونية  
App wallet



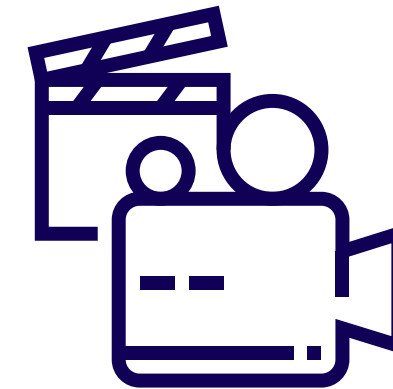
هوايات و أنشطة  
Hobbies & Activities



الرياضة  
Sports



برنامج ولاء  
Loyalty program



إعلام  
Media





**Target Audience**

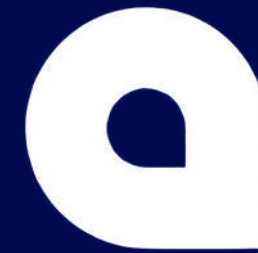


**Local and international  
Tourists**

**Vendors**



# Market Size



**\$42.7 billion**

visitor spending in the GCC region in 2021

**\$62 billion**

Revenue distribution in 2021

**\$15.1 billion**

funding sources totalled 15 billion in 2021

Serviceable  
Available  
Market (SAM)

**11 M**

**Visitors to Bahrain**

Serviceable  
Obtainable  
Market (SOM)

**235 Million**

tourists travelled  
internationally in 1st  
quarter of 2023

Total Available  
Market (TAM)





**113 B \$**

**International  
GCC  
Visitor  
Spending in  
2021**

**91 B \$**

**Local  
GCC Visitor  
spending in  
2021**

**62 B \$**

**Total  
spending on  
entertainment  
in the  
GCC countries**

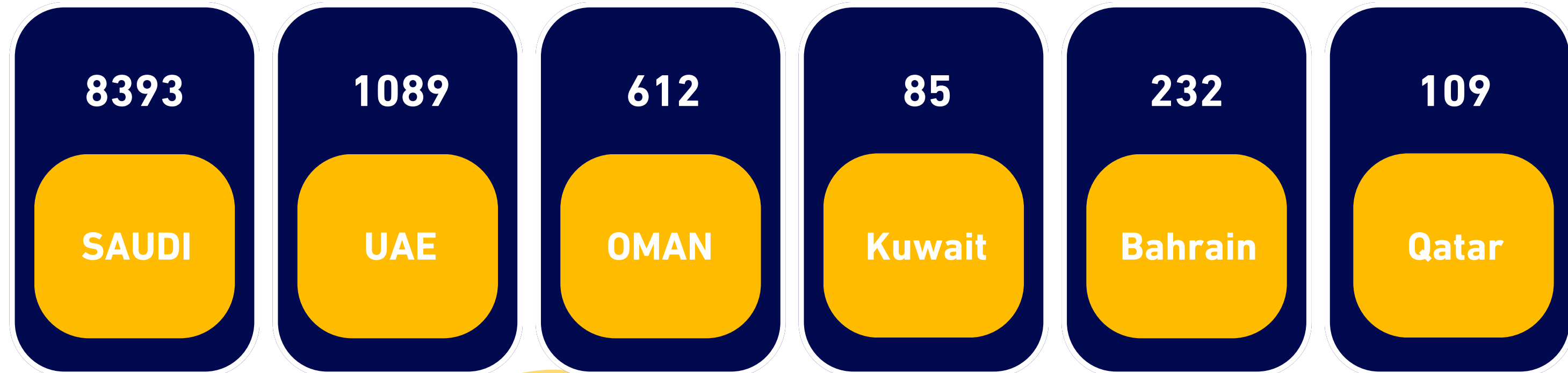
**15 B \$**

**Total  
spending on  
Business in  
the GCC  
countries**

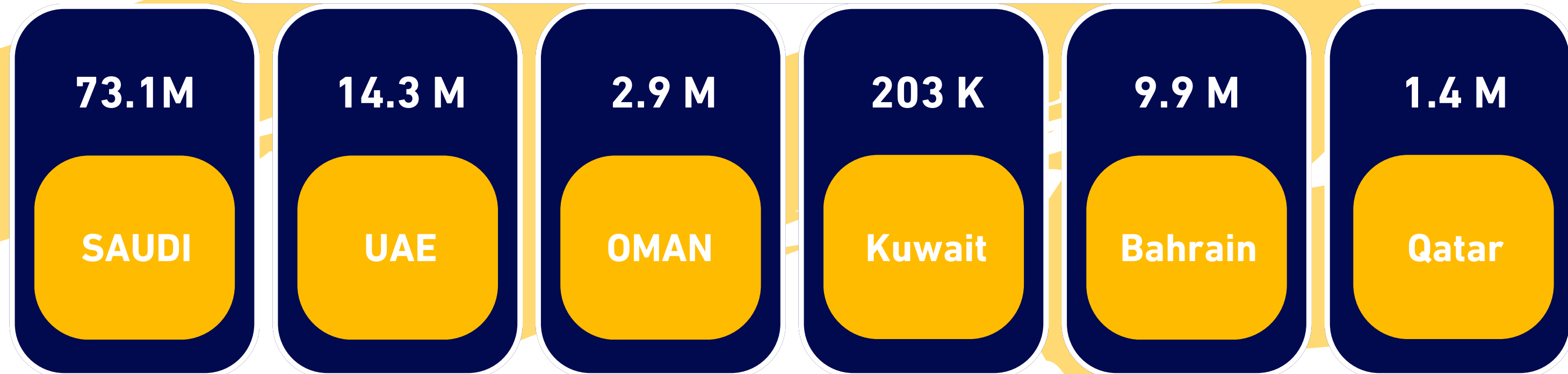
**3.9 B \$**

**The total  
expenditure  
on tourism in  
Bahrain  
during the  
year 2022**

## GCC HOTEL ESTABLISHMENTS IN 2021



## GCC VISITORS IN 2022



# COMPETITIVE LANDSCAPE

| Feature             | Bawabtek<br><br>بوابتك<br>Bawabtek | Maximiz<br><br>MAXIMIZE | Visit<br>Bahrain<br> | Events.b<br>h<br> | Kashta<br> |
|---------------------|---|--|---|--|---|
| Installment Payment | ✓   | ✗  | ✗   | ✗  | ✗   |
| Check-In            | ✓   | ✗  | ✗   | ✗  | ✗   |
| Hotels Booking      | ✓   | ✗  | ✗   | ✗  | ✗   |
| Paid Membership     | ✓   | ✗  | ✗   | ✗  | ✓   |
| Activities Booking  | ✓   | ✗  | ✗   | ✗  | ✓   |
| Loyalty points      | ✓   | ✗  | ✗   | ✗  | ✗   |
| Events Booking      | ✓   | ✗  | ✗   | ✓  | ✗   |



# Business Model



**Social Media post -current**

185.76 USD



**Social Media coverage - current**

397.88 - 663.13 USD



**In app booking commission - Expected**

10% per booking



**Vendor monthly membership - Expected**

20 BD ( to be rolled out one year after application release date)



**Investment ask**

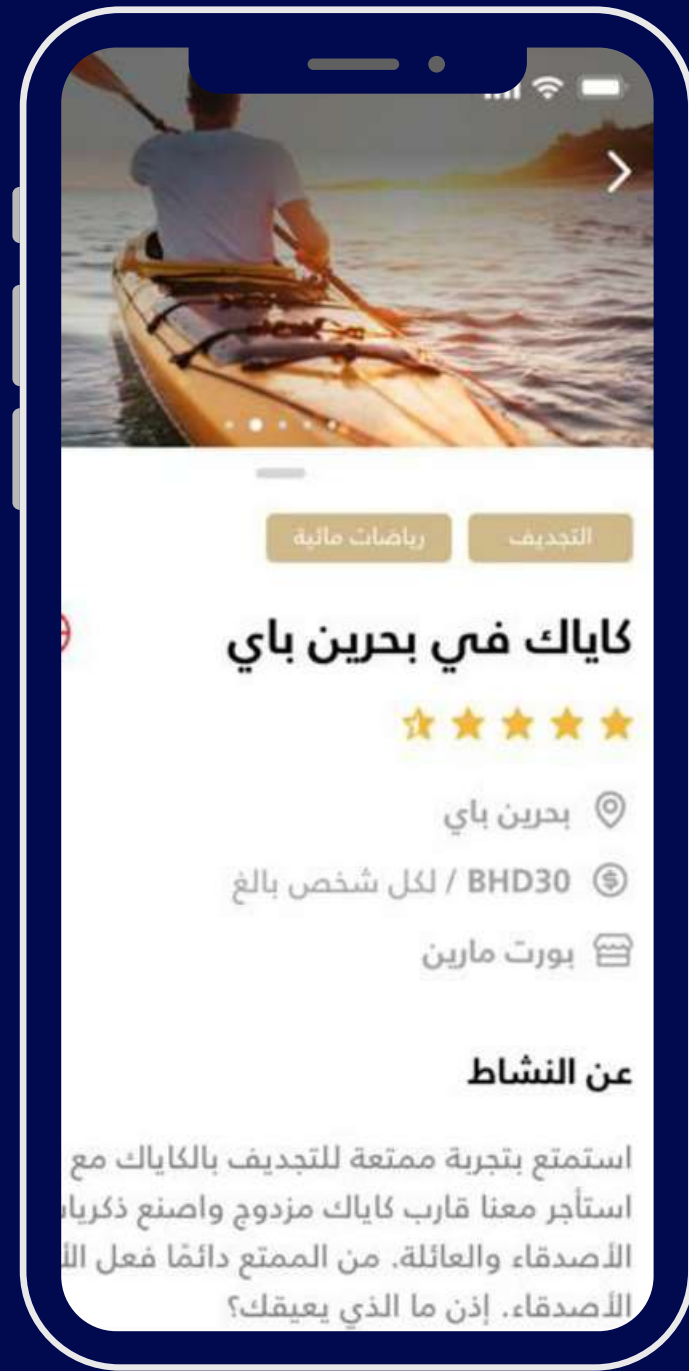
**135,000 USD**

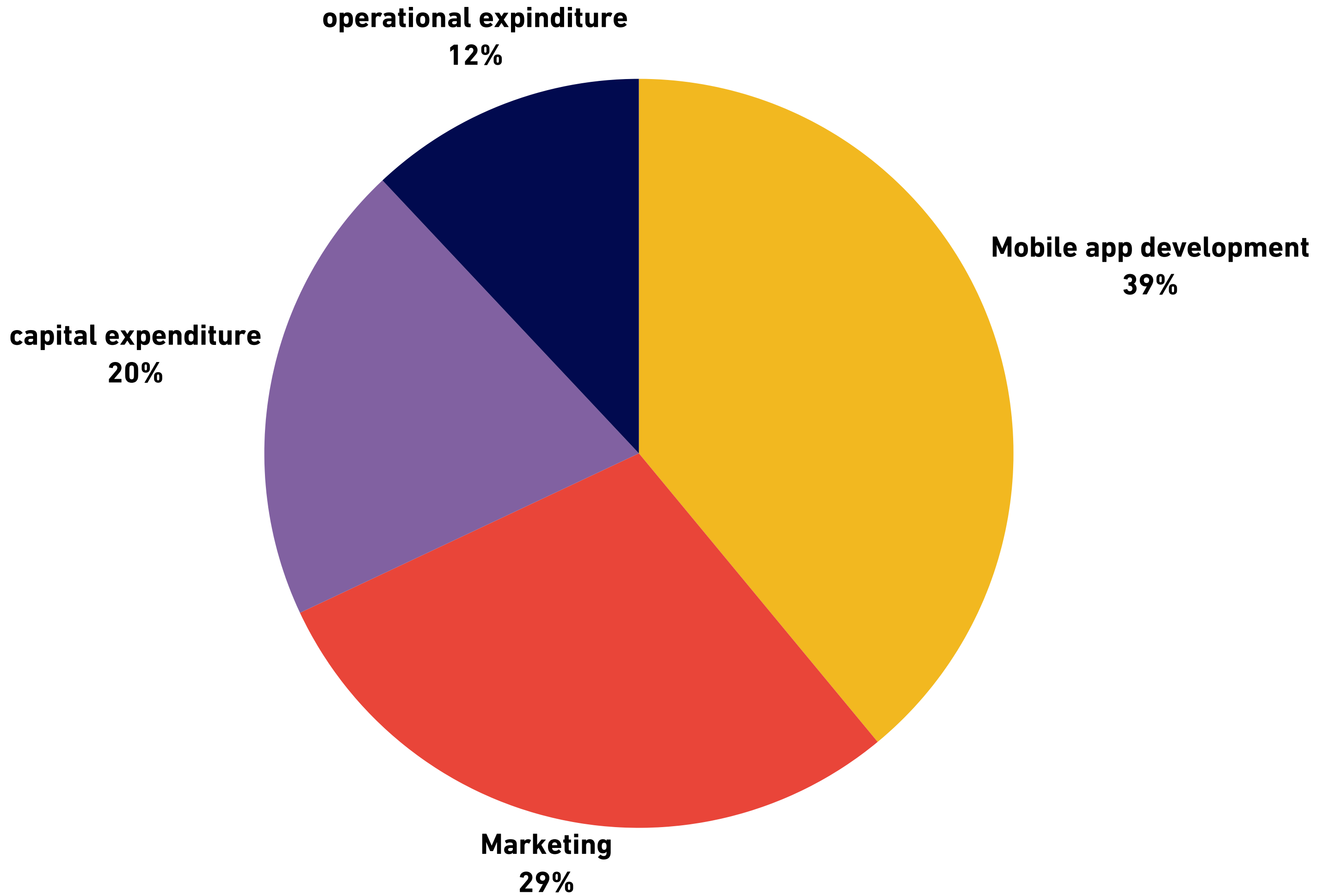
**Equity interest**

**30%**

**Valuation**

**450,000 USD**





# OUR CLIENTS

## Real-Estate Companies and projects



## Shopping Malls



## Hotels



## Financial institutions



## Government Agencies



## Restaurants & Cafes



## Supermarkets



## Hospitals



## Motor Companies



## Manufacturers



## Learning Institutions



## Other Commercial Institutions



## Entertainment



## Telecom Companies







# FOUNDERS



ANAS MOHAMED  
CO-FOUNDER | CEO

**Current:** Part Time

**Post Investment:** Part Time

- **Education:** BSc in Media and Public Relations from the University of Bahrain and MSc in Public Relations from the Ahlia University.
- Currently working in the National Communication Center as the Chief of Media Analysis



KHALED MOHAMED  
CO-FOUNDER | CFO

**Current:** Part Time

**Post Investment:** Full Time

- **Education:** BSc in Mass Communications from the University of Bahrain
- 7+ of experience working as a Content Creator Specialist across different organizations including the Ministry of Information and the Ministry of Finance and Economy
- Created and managed social media campaigns for various clients including Radio Bahrain and Bahrain TV
- Currently working in the Ministry of Finance as the Chief of Public Relations Group

# HOW TO INVEST IN BWABTEK ?



THROUGH BEBAN CROWDFUNDING APP

**To Contact the founders:**

w@b4bh.com

**Marketing Team:**

marketing@b4bh.com

+973 16168793