



# Zameeli

Local, creative freelancers





Zameeli Apps connect SMEs with local, skilled freelancers for social media creatives

- Social media management
  - Motion graphics
  - Videographers
  - Influencers
  - Graphic designers
  - Marketers
  - Models
- ... and many more

# Market Gaps

SMEs in the GCC spend over \$14B annually in social media creatives

**But they have two challenging options**

## Marketing Agencies

- Expensive
- Limited options
- Not flexible

## Freelancing platforms

- No local freelancers
- Not in-person
- Communication and selection are time consuming

# Solution



Affordable freelancers  
relevant to your Industry



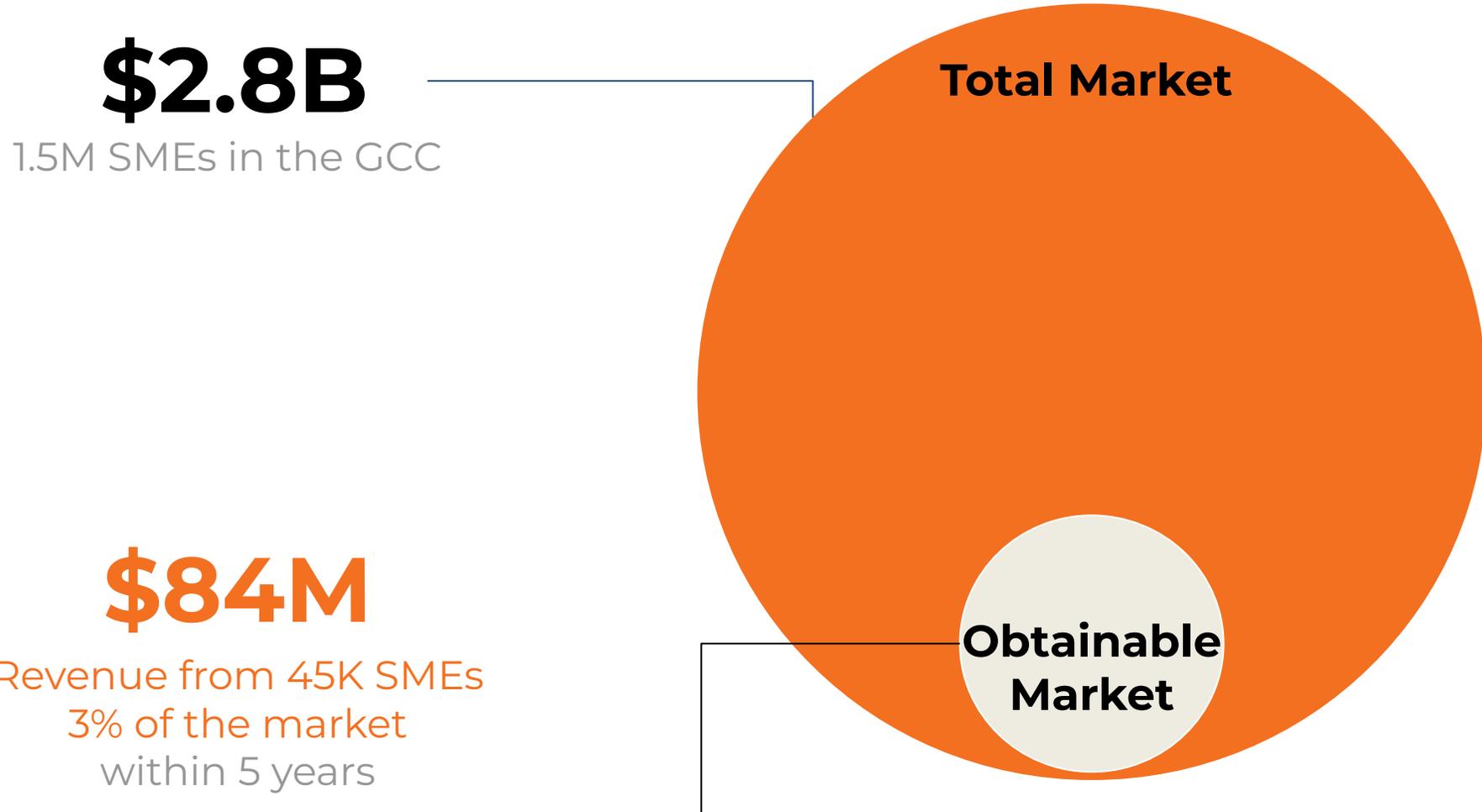
Easier selection  
with better communication



In-person freelancing  
locals with cultural values

# Market Size

An SME spends \$9,362 yearly in social media content



# Business Model

Zameeli takes **20%** of all transactions

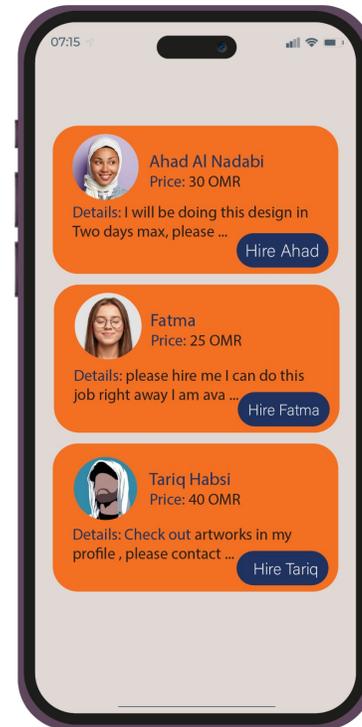
**Clients request services**



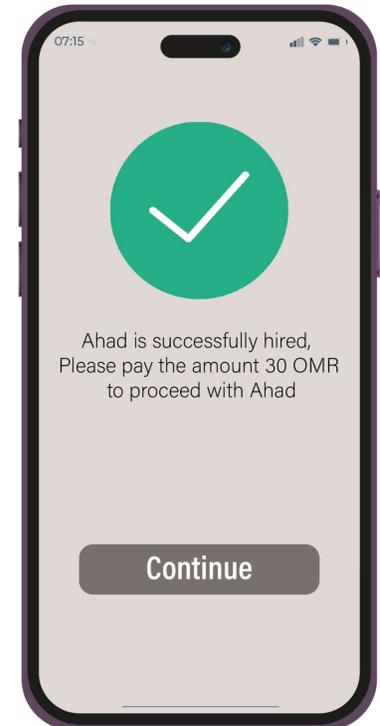
**Freelancers apply at different prices**



**Clients select and pay Zameeli upfront**



**Once they are satisfied, we pay freelancers**



# Competition



# Full-time Team



**Tariq Al Habsi**  
(Co-Founder)  
**CEO**

Master of Marketing  
with 9 years experience



**Ahad Al Nadabi**  
(Co-Founder)  
**COO**

Certified Scrum master with  
MBA and 5 years experience



**Aysha Al Qamshoui**  
(Co-Founder)  
**CTO**

Full stack developer  
with 3 years experience



**Fatema Al Numani**  
**Freelancers coordinator**

Bachelor in Human  
Resources



**Abdullah Al Kindi**  
**Sales specialist**

Diploma of sales and  
Marketing



**Al Azhar Al Sariri**  
**Sales specialist**

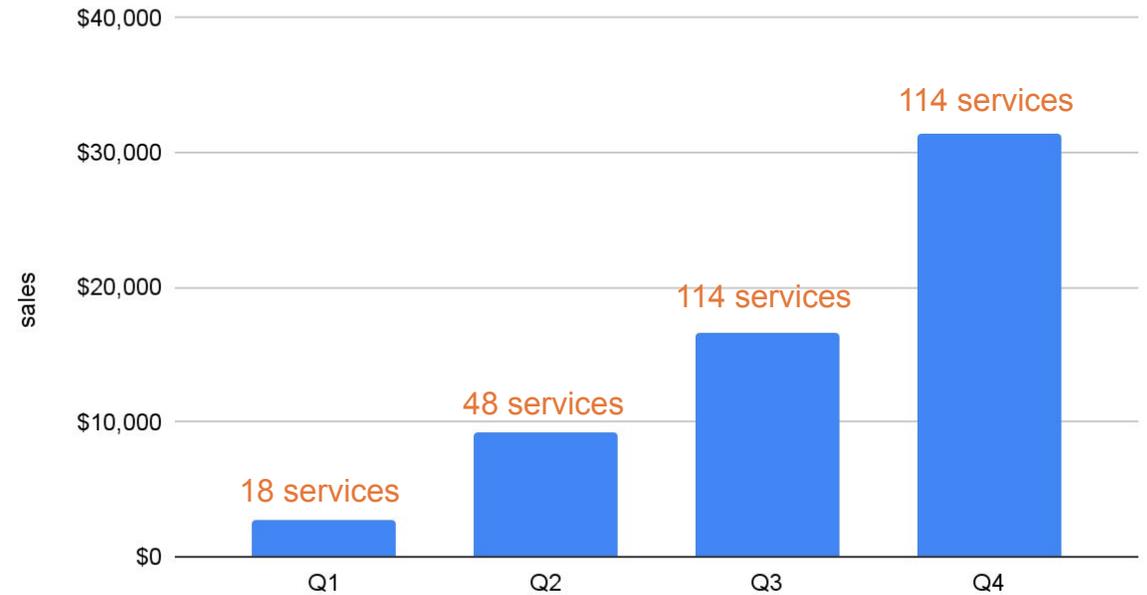
Bachelor of IBA with 3 years  
experience in sales



# Zameeli is ready to scale

- Total Sales is \$60,027 / 290 services
- 849 registered clients
- 2,570 registered Omani freelancers
- 16k+ social media community
- In-house technology

sales in 2023



# Opportunity

**\$50K**  
pre-seed investment  
by OTF

**\$175K**

Within 12 months  
Acquire **800** clients  
Generate **\$400K**

- 37% sales and marketing **\$65K**
- 28% operation and management **\$49k**
- 35% Technology **\$61k**



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Thank you

