

Company Overview

Steel Masters



Steel Masters

A manufacturer of outdoor BBQ equipment



Mahdi Taheri

Co-founder & CEO



Husain Yousif

Co-founder & COO

About the Founders

Mahdi Taheri (Co-Founder) CEO:

- **Professional Experience:** 17+ years in culinary arts - Worked as an F&B manager in IKEA and executive chef at Grove Hotel Amwaj
- Appeared in **Top Chef** Reality TV Show - Season 5
- Experienced in mechanical engineering and graphic designing
- Founder of two restaurants: **Fatty Patty and Say Cheese**

Hussain Yousif (Co-Founder), COO:

- **Education:** Diploma of Commerce and Bachelors in HR Management - Queensland University
- **Professional Experience:** 8+ years working in construction as a Project Manager, responsible for purchasing, HR, and finance functions
- Established and owned several businesses such as coffee shops, restaurants, and salons

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About the business

Whilst Mahdi was employed as a Chef, he quickly realized the lack of available commercial heavy-duty Smokers and BBQ equipment. Given his passion in this field, in 2018, he began manufacturing customized barbeque equipment out of his house which quickly gained traction from BBQ fanatics and restaurants.

Due to the rapid growth in sales during the testing phase, Mahdi decided to commercialize the concept and brought Husain as a co-founder to support the expansion of the business whereby they relocated the manufacturing facility from Mahdi's house (150sqm) to a workshop that comprises of over 650sqm today.

The team have since expanded their product line to incorporate other steel manufacturing items that cater to the construction industry.

Product Description:

- Customization, manufacturing and distribution of heavy-duty BBQ products and smokers for commercial and personal use.
- Custom-made commercial steel products.

Target Audience:

- **Corporates:** Restaurants and Hotels
- **Individuals:** BBQ fanatics - price for money fanatics

Revenue streams:

Primary Revenue Streams:

BBQ Product lines that range between BD 200 and BD 4,000. This includes:

1. Offset smokers (8 subproducts)
2. Santa Maria BBQ smokers (9 subproducts)
3. Manqal (3 subproducts)
4. Sangak (2 subproducts)
5. Ovens (3 subproducts)

Secondary / Other Revenue Streams:

- Fit-out and customizations of BBQ products to fit commercial premises.
- Fit-out and customization of Food trucks, Containers and Buses.

Use of Funds

- **USD 21,000 (10%)** - Hiring of sales, marketing and finance departments
- **USD 42,000 (20%)** - GCC expansion (Meeting regulatory requirements): Legal, products certifications, and negotiating contracts with distributors (prepayment)
- **USD 42,000 (20%)** - Purchase of raw materials
- **USD 84,000 (40%)** - Purchase additional machinery
- **USD 21,000 (10%)** - Marketing

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About the business (Continued)

Growth Plan

- Pursue **ISO certifications** for quality management systems and building credibility
- Manufacture and distribute BBQ products **globally**
- **Automate** the product line to **increase efficiency** and **reduce costs per unit**
- Distribute BBQ equipment through **regional distributors**

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CR Number	148983-1	Sector/Subsector	Manufacturing
Establishment Year	2021	Legal Structure	WLL

Fundraising details

Investment ask	Equity interest	Company value	Funding source
USD 150,000	20%	USD750,000	Beban TV show
USD 60,000	8%		Beban Crowdfunding Platform

Official Cap Table

	Pre-investment	Post-investment
Hussain Yousif	50%	36%
Mahdi Taheri	50%	36%
Beban TV show investor(s)	-	20%
Crowdfunding Investor(s)	-	8%

Financial Highlights

Key financial information in USD	Audited Financials	Forecast			
	Oct 2021-Sept 2022	Jan-Dec 2022	Jan -Dec 2023	Jan-Dec 2024	Jan-Dec 2025
Revenue	353,130	488,349	549,072	631,432	726,149
Net Profit / (Loss)	58,111	45,560	125,703	159,199	200,178
Total Assets	USD 227,806				
Net Book Value	USD 118,371				
Total Liabilities	USD 180,782				

Breakdown of total liabilities:

Due to related party	USD 94,618 is an interest free loan (funding of operation) from a related party company and is repaid on a monthly basis until full amount is paid (November 2025).
Lease liability	USD 50,729 (Short & long term)
Trade and other payables	USD 34,387
Employee benefits	USD 1,048

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Additional information

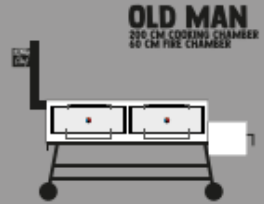
Team Overview	<ul style="list-style-type: none">• Full Time: Team of 8 (including the founders) comprising of:<ul style="list-style-type: none">• 2 co-founders• 1 accountant• 2 fabricators• 1 machine operator• 1 welder• 1 helper
Key Milestones	<ul style="list-style-type: none">• Generated USD 353,130 in revenue within 11 months of establishment• GCC Expansion:<ul style="list-style-type: none">• Advanced negotiations with a distributor in Oman (sold one smoker in Oman)• Export-ready: Achieved Saber certification therefore all products can be distributed to KSA• Secured notable clients: Bushido, S Hotel, Long Horn Steakhouse, L'toro Smokehouse, Radical BBQ, Mujo Smokes, The Grove Hotel amongst others.
Competitors	<p>Direct Competitors: International smoker brands such as Santa Maria and All things BBQ USA</p>

Machines in the Steel Masters workshop:

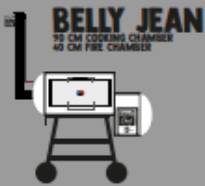
1. Fiber laser cnc machine
2. Profile rolling machine
3. Sheet rolling machine
4. Break press bending machine
5. Bench vertical drill machine
6. 500 L air compressor
7. 2 tig welding machines
8. 2 stick welding machine

Products Catalogue

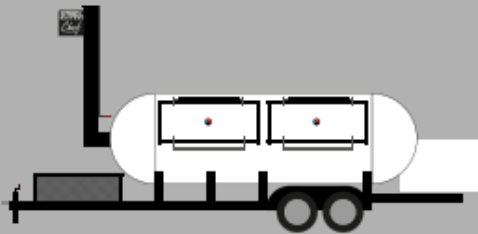
THE FAMOUS FAMILY



THE BELLY FAMILY



500 GALLONS
BIG FAT BELLY
300 CM COOKING CHAMBER
120 CM FIRE CHAMBER



1000 GALLONS
BIG LEGEND
600 CM COOKING CHAMBER
120 CM FIRE CHAMBER

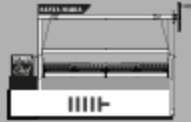
Products Catalogue

THE FAMILY

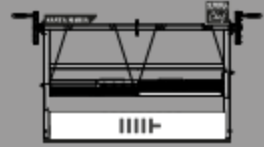
SANTA MESA
100 CM WIDTH



SANTA FUEGO
130 CM WIDTH



MESA MEDIO
150CM WIDTH



SANTA UNICA
100 CM WIDTH



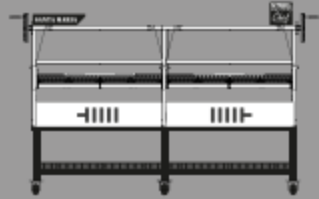
UNICA FUEGO
130 CM WIDTH



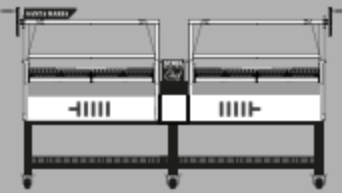
SANTA MEDIO
150 CM WIDTH



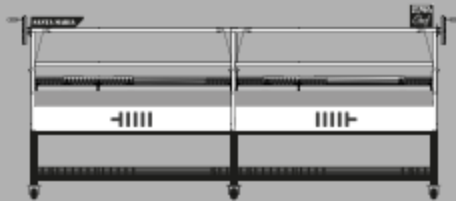
SANTA DOBLE
200 CM WIDTH



SANTA FUEGO DOBLE
220 CM WIDTH



SANTA MONSTRUO
300 CM WIDTH



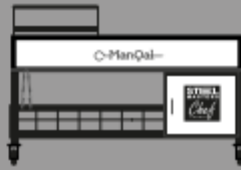
Products Catalogue

MANQAL

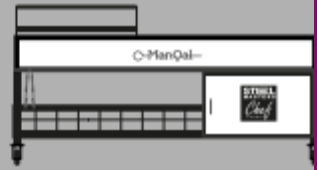
SMALL
100CM WIDTH



MEDIUM
150CM WIDTH



LARGE
200CM WIDTH



SANGAK

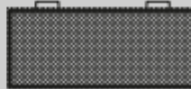
BASIC
WITH SINGLE SHELF INSIDE



ADVANCED
WITH TWO SHELF INSIDE AND SMOKE DAMPER



SANGAK HOME COMES WITH DIAMOND GRILL & GRAVEL ROCK



OVENS

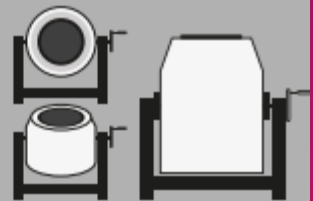
THE ITALIAN
PIZZA OVEN



THE GERMAN
BAKE, COOK AND GRILL



TILTING TANDOOR
CAN BE USED VERTICALLY AND HORIZONTALLY



Products Catalogue

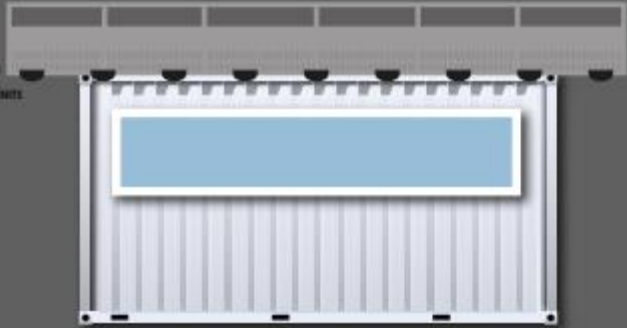
THE FOLLOWING ARE BUILT AND CUSTOMIZED TO BE USED AS
COMMERCIAL, RESIDENTIAL OR SERVICE UNITS

SHIPPING CONTAINER

CUSTOM MODIFICATION AND REMODELING OF LEFT AND RIGHT UNITS

EXAMPLE:

RESTAURANT CONTAINER
RETAIL STORE
TINY HOME
GENERAL FACILITY
AND MORE...



TOW TRAILERS

FULLY DESIGNED, FABRICATED AND BUILT

EXAMPLE:

FOOD TRAILERS
RETAIL STORE
TINY HOME
AND MORE...

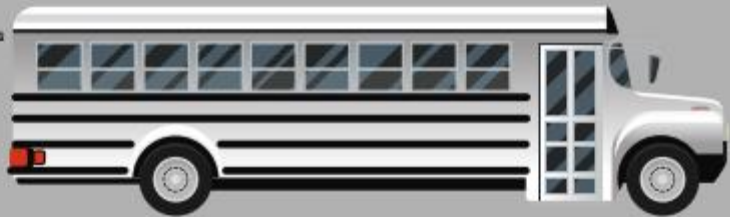


BUSES

CUSTOM MODIFICATION AND REMODELING

EXAMPLE:

TOUR
RESTAURANT
RETAIL STORE
TINY HOME
EDUCATIONAL AND CLASS
AND MORE...



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