

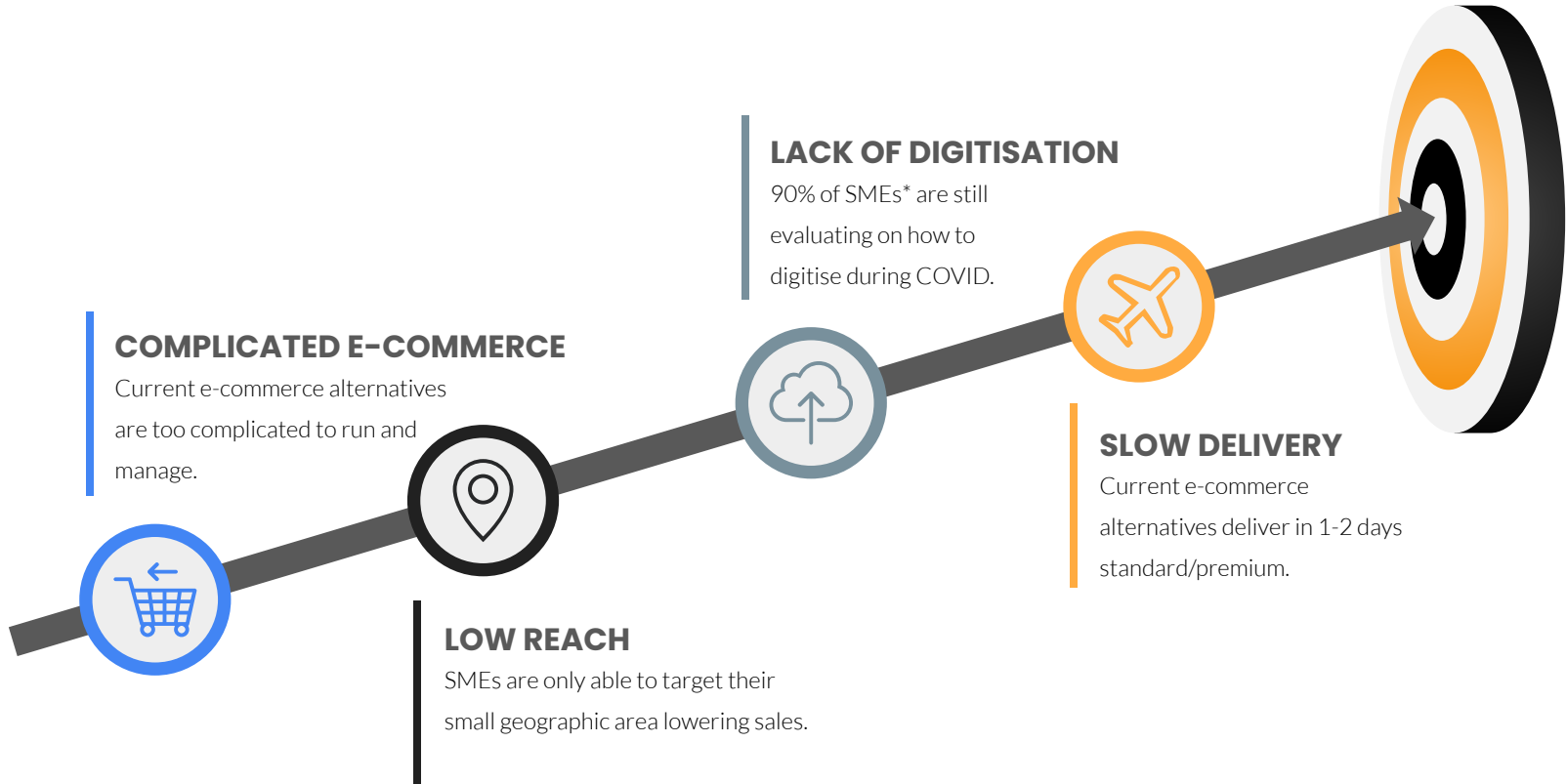


Accelerating E-commerce into the Future.

Catalyst is digitizing SMEs and providing customers with increased choice and rapid delivery times.



Problem



Solution



Customer Segment

Businesses



Geographical

- UAE
- Concentrated Markets
- Loose Shops



Demographical

- Small Medium Size
- Local Business
- Retail or other consumer products



Psychographical

- Wanting to grow and survive
- Interested in technological reform
- Customer Centric



Behavioural

- N/A

Customer Segment

Consumers



Geographic

- Anywhere in UAE



Demographic

- 15-60 year olds
- High - mid - low income levels
- Education enough to operate an app



Psychographic

- Purchases from local shops
- Have specific products not available online
- Lazy to drive
- Urgency

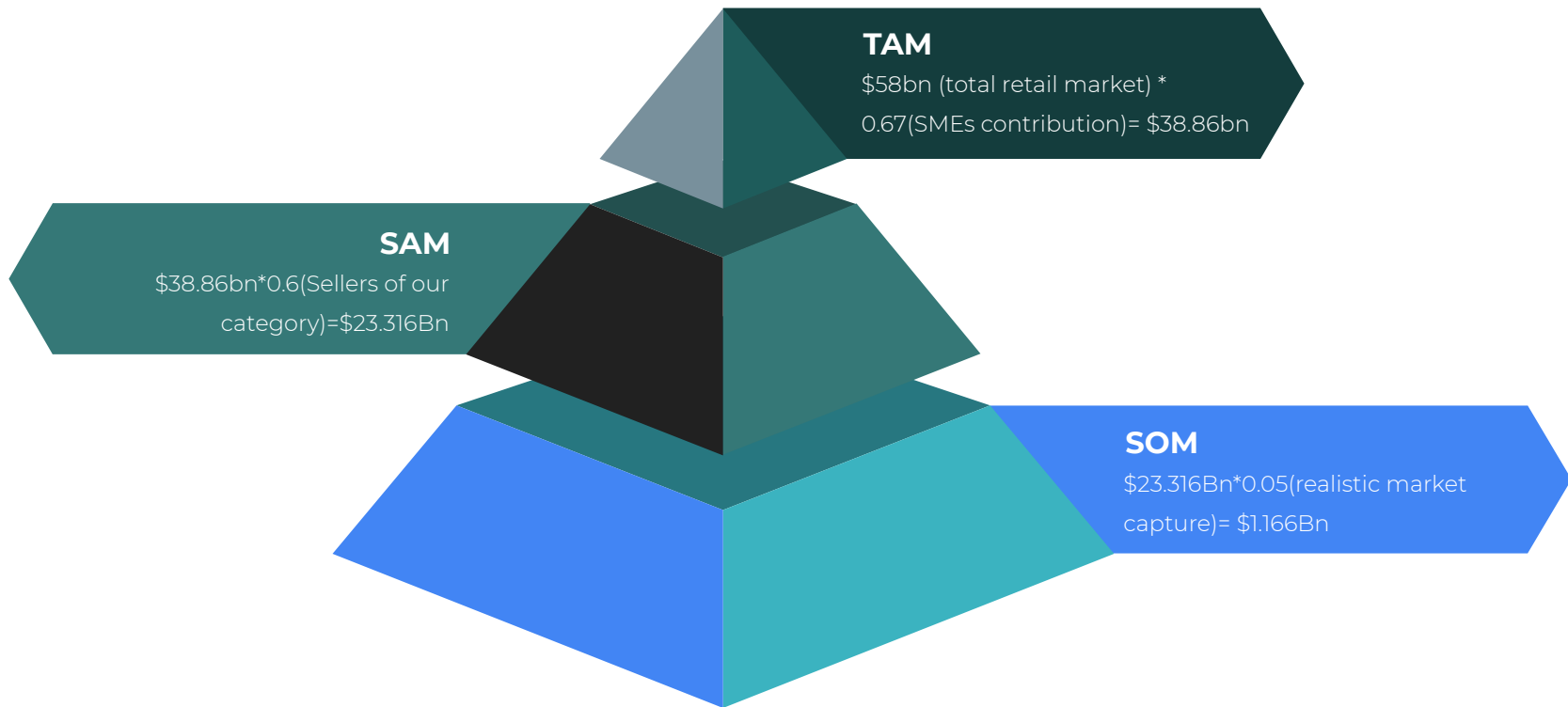


Behavioural

- High purchasing probability
- Running late on purchases
- Looking for online solutions

Market Size

TAM, SAM, SOM (UAE ONLY)



Product

Business-Side MVP



Simple

A business can set up their shop on our app in a matter of minutes. Gone are the days of Amazon and Noon.



Geo-Fenced

Businesses will enter their geographical location so that our drivers and the customers will know where they are ordering from. This is also to ensure the fastest delivery.



Live

Businesses are able to communicate with consumers directly. Making it the first peer-to-peer e-commerce structure.



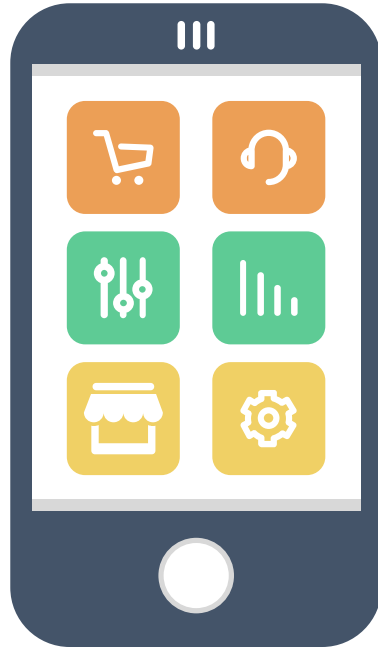
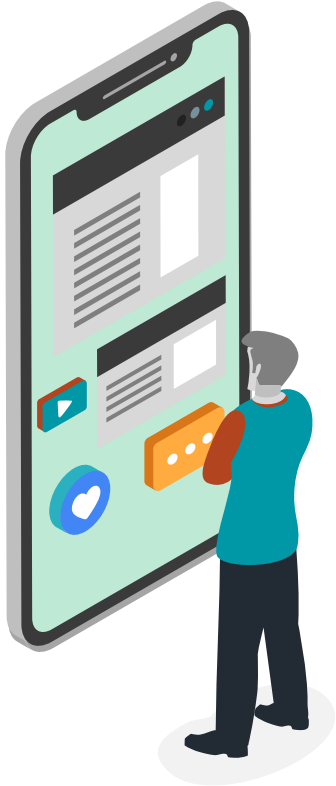
Decentralised Structure

The process is similar to a food delivery structure. Order placed > sent to shop > driver selected > product picked up > delivered straight to customer.



Product

Customer-Side MVP



Live Delivery

Green marketing is a practice whereby companies seek to go above and beyond traditional.



Local Stores

Customers are able to view and shop from local stores in their serviceable area.



Seller Contact

Due to our live chat feature, we are allowing consumers to directly communicate with the seller to avoid any confusions.

Startup Costs



Software

A cost of roughly **\$2,000** to startup. This includes servers, hosting and other technology.



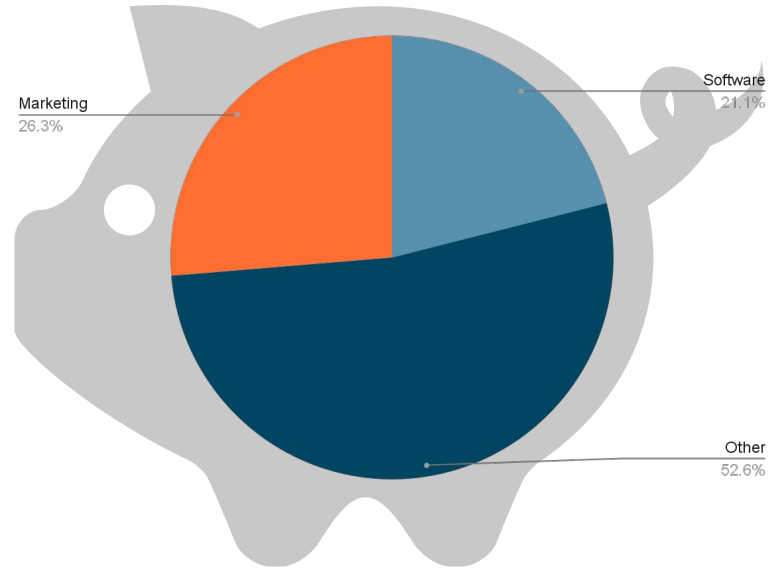
Marketing

A cost of **\$2,500** will be incurred for marketing. This includes design, social media, and other promotion.



Other Costs

A cost of **\$5,000** will be incurred for others. This may include drivers and delivery, set up costs, administrative and others.



Financial Plan

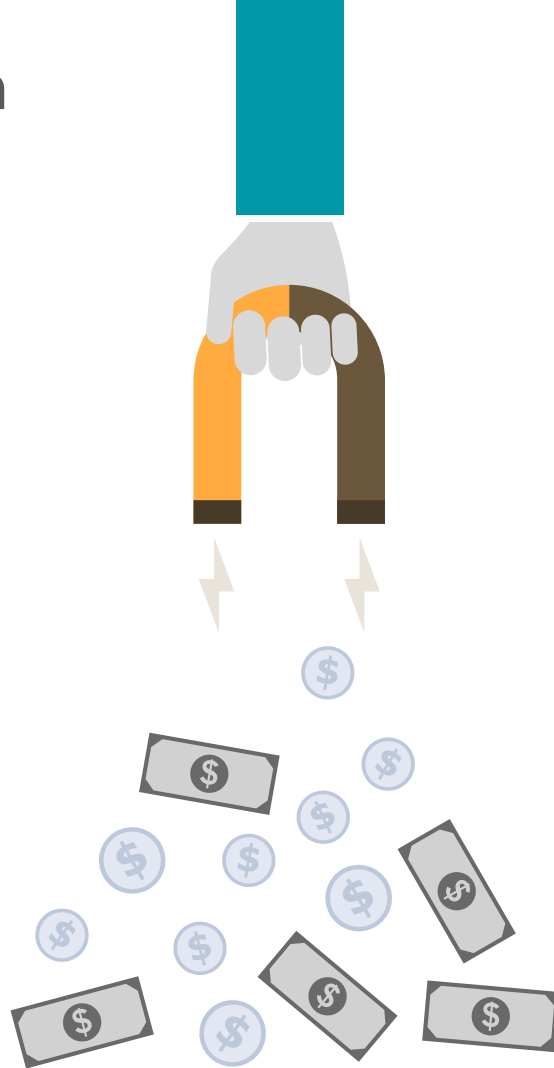
Profit & Loss.

	YEAR 1	YEAR 2	YEAR 3
REVENUE	932,800	4,664,000	13,992,560
COGS	158,576	792,880	3,498,010
GROSS PROFIT	774,224	3,871,120	10,494,550
OPERATING EXPENSES	402,684	4,014,987	8,355,456
OPERATING PROFIT	371,540	-143,867	2,139,094

*Data does not take into account revenue from advertising and Big Data

Financial Plan

Cash Flow



Startup Capital

We would start with an initial capital of \$10,000 based on previous estimates.



Burn Rate & Runway

Our Burn Rate in the second year would be an estimated \$11989/month, leaving us with a runway of 102 months, which is due to the \$1mill raise, and large revenues that cover most of the costs.



Break-Even

Catalyst will break-even in the first 4 months of its operations.

Competitive Advantage

Key Differences

PRODUCT FEATURES	Catalyst	Amazon	Noon
Easy and simple to set up for sellers, lower costs and expertise needed.	✓	✗	✓
Sellers receive cash instantly in case of cash on delivery.	✓	✗	✗
Easy to manage accounts and succeed in being a seller.	✓	✗	✓
Cheapest deliveries >2 hours due to geo-fenced & decentralized structure.	✓	✗	✗
Increased choice of products due to higher number of sellers.	✓	✓	✗
Lower prices due to more competition driving prices down.	✓	✗	✗

Business Model

Income Streams

Commissions

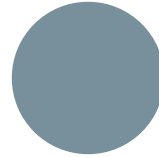
We will take an average of 8% commission on each sale of the product undercutting Amazon.



1

Big Data

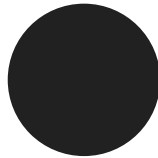
Due to our vast seller and customer base, we will be able to take advantage of the big data and monetise it to sellers.



3

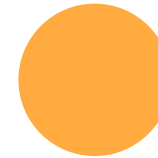
Advertising

Sellers will be able to pay to advertise their products first in search results, home page etc.



Dynamic Mark-ups

Our future plan to utilise dynamic mark-ups instead of commission, to offer cheaper prices, guarantee sales based on supply and demand.



4

Go-To-Market

Initial Customer/Business
Acquisition



Go-To-Market

Social Media Presence

YouTube

Promoting Catalyst to influencers by testing out the future of e-commerce and seeing rapid deliveries.



Tiktok

Taking advantage of 26% more engaged audience and using viral video marketing to promote super fast deliveries of items.



Facebook

Promoting to an older target audience by showing small businesses on our platform.



Instagram

Promoting to the younger generation by influencers (rapid deliveries) as well as supporting small and local businesses narrative.

