bloom
LOCAL

Fully enabling local sellers online through data assurance

48%

of MENA consumers use online channels for product purchases.

BAIN & COMPANY, GOOGLE

~8%

of local retailers have an online presence.

Everyone wants to shop online, but the products are not there!
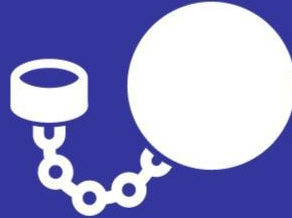
The Problem

to seller enablement

Data Accessibility

Existing platforms value *design* vs *data*...**why not both?**

Discovery

Discovery channels have **confusing integration requirements**

Pricing
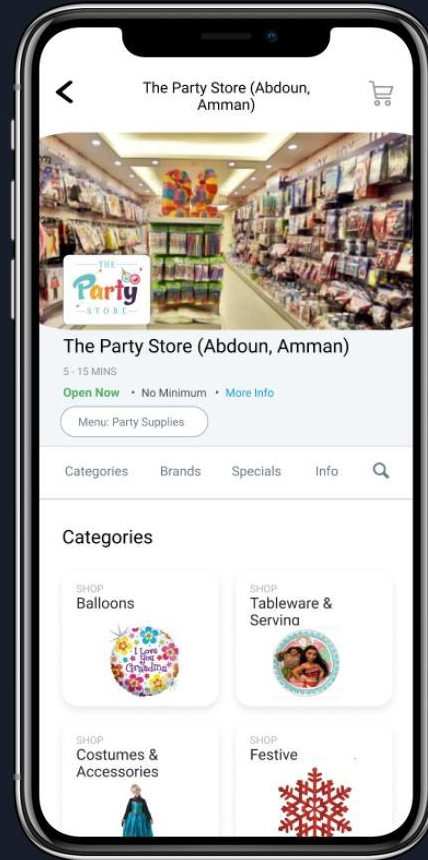
Product data enrichment and management services and **solutions are too expensive and confusing**

Introducing

Kiosq

1st solution for sellers

1 **Standardized** Dynamic, simple, online ordering
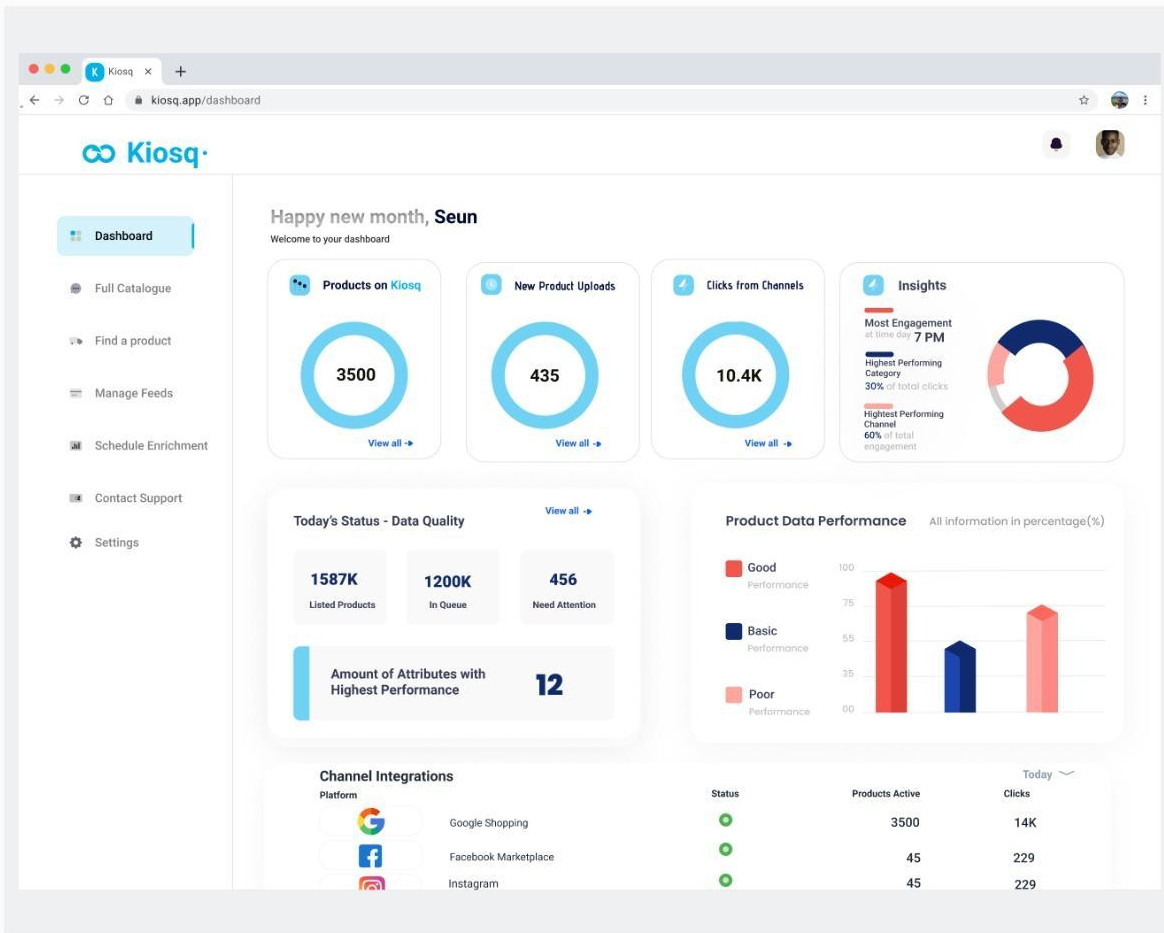
2 **Automated** product data enrichment - Optimum data

3 **Fully integrated** with multiple-channels upon onboard

Sellers Dashboard

Elegant, Simple, and Impactful UI/UX

Designed for utility

Product Data Quality without Kiosq

On an existing online store with common providers

Name: Boys Spiderman Costume

Category: Boys Costumes

Brand: Disguise

Price: 40 JOD
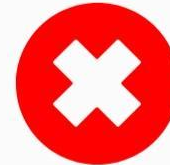
Automated Product Data Quality with kiosq

Name: Disguise Spiderman Classic Toddler Costume

Category: Halloween, Halloween Costumes, Avengers Costumes, Spiderman Costume

Brand: Disguise

Price: 40 JOD

Includes Jumpsuit and fabric hood. Gloves not included

Children: toddler

Age group: Toddler

Gender: Male

Theme: Spiderman

Clothing Size: 2T

Part #: DG-5111-3

Dimensions: 34 x 20 x 2 IN
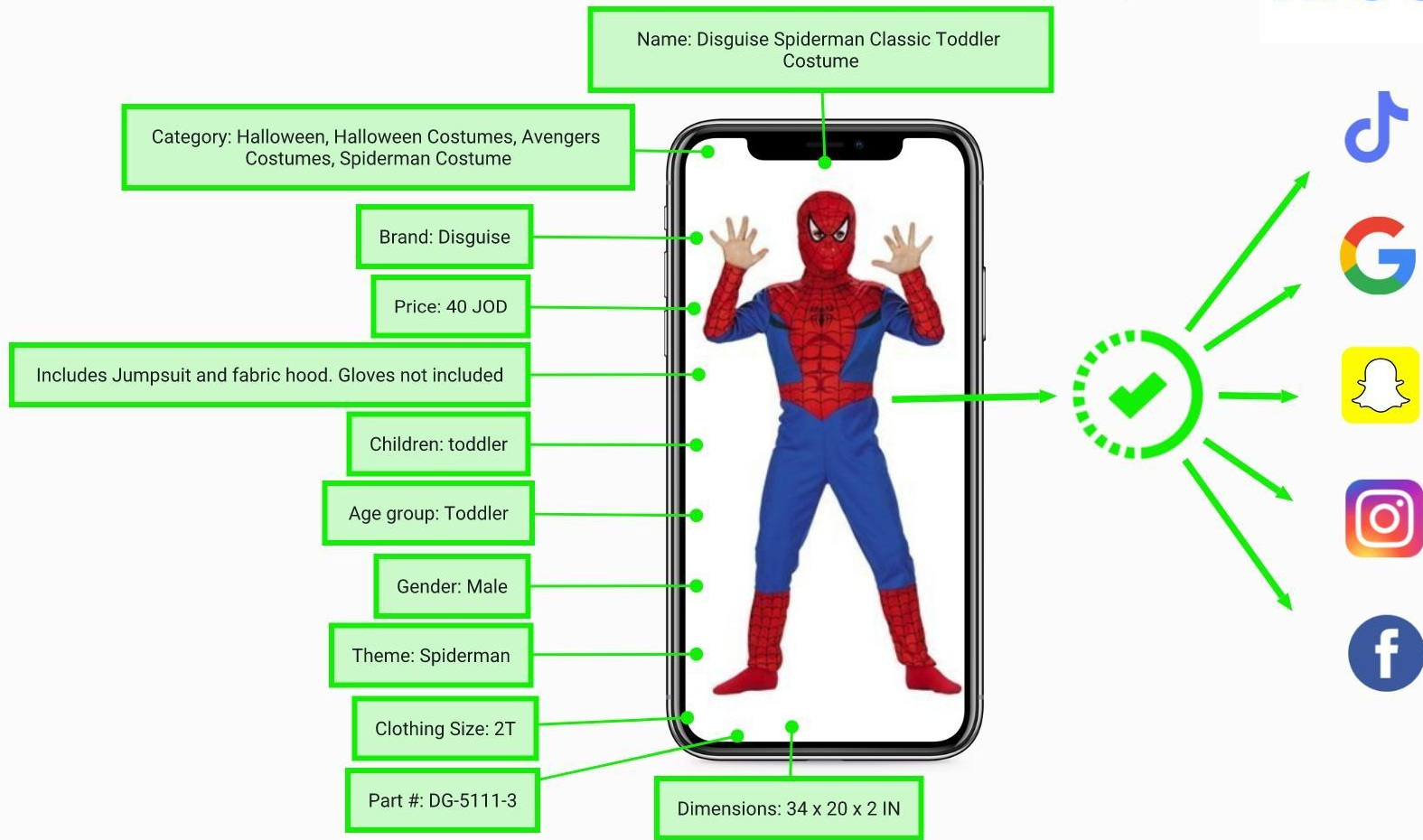
AI Engine: Automatic Product Data Optimization

Example

Input

UPC: 30937302731

`1 70848 36025 0`

JSON Response

```
1.    {5 items
2.    "success":true
3.    "status":200
4.    "identifier":"30937302731"
5.    "identifier_type":"upc"
6.    "items":{17 items
7.    "ean":"0030937302731"
8.    "title":"1/4Male D.U.Plug"
9.    "description":"California Proposition 65:
      This product contains a chemical known to
      the State of California to cause cancer.
      California Proposition 65: This product
      contains a chemical known to the State of
      California to cause birth defects or other
      reproductive harm.1/4" MNPT D style plug
      has a 1/4" basic flow size and is steel
      plated to resist rust. Has a maximum inlet
      pressure of 300 PSI and air flow of 34
      SCFM. D style couplers and plugs are ideal
      for automotive application."
10.   "upc":"030937302731"
11.   "brand":"MILTON"
12.   "mpn":"0003093730273"
13.   "color":"Gold"
14.   "size":"1/4" NPT male"
15.   "dimension":"2 X 1 X 1 inches"
16.   "weight":"3.1 Pounds"
17.   "currency":""
18.   "lowest_pricing":1.29
19.   "highest_price":23.4
20.   "images":[...]9 items
21.   "pricing":[...]9 items
22.   "asin":"B000BHKWG4"
23.   "ebay_id":"253244685081"
24.   }
25.   }
```
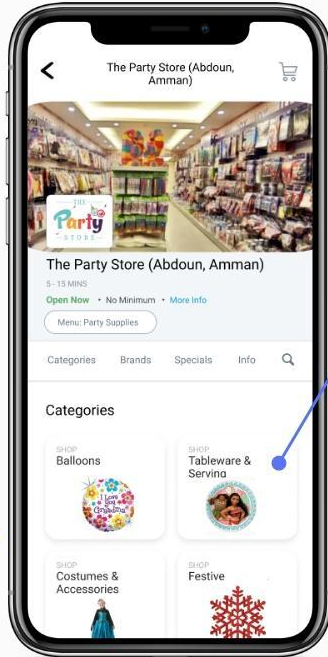
kiosq ©

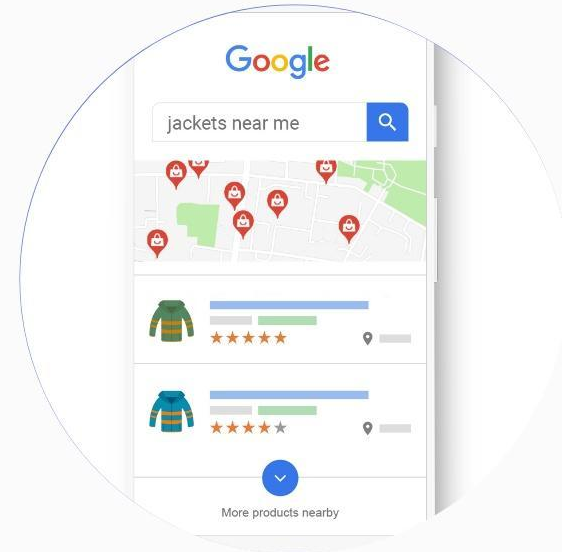# Boosted Discovery

Youtube Ads

Instagram Ads

Facebook Ads

Google Search Integration

E-commerce in MENA

Opportunity beyond the hype - Annual Growth of ~23%. The value of e-commerce in the Middle East is expected to exceed 27 billion U.S. dollars by 2025.

17b

27b

2020

2025

Revenue Model

Direct-to-business

Enterprise - access to SMEs

$20/month
SaaS

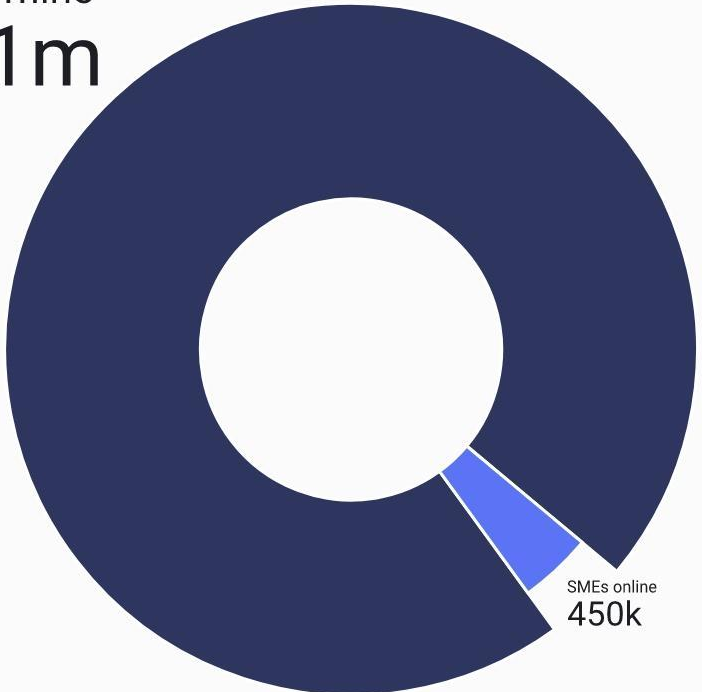### 10% per item sold
Fees

Integration Partners
- Marketplaces
- Payment Gateways
- Logistics

Subscriptions Only: **$2.2M MRR, $26M ARR by 2025**

The Market - Small Business
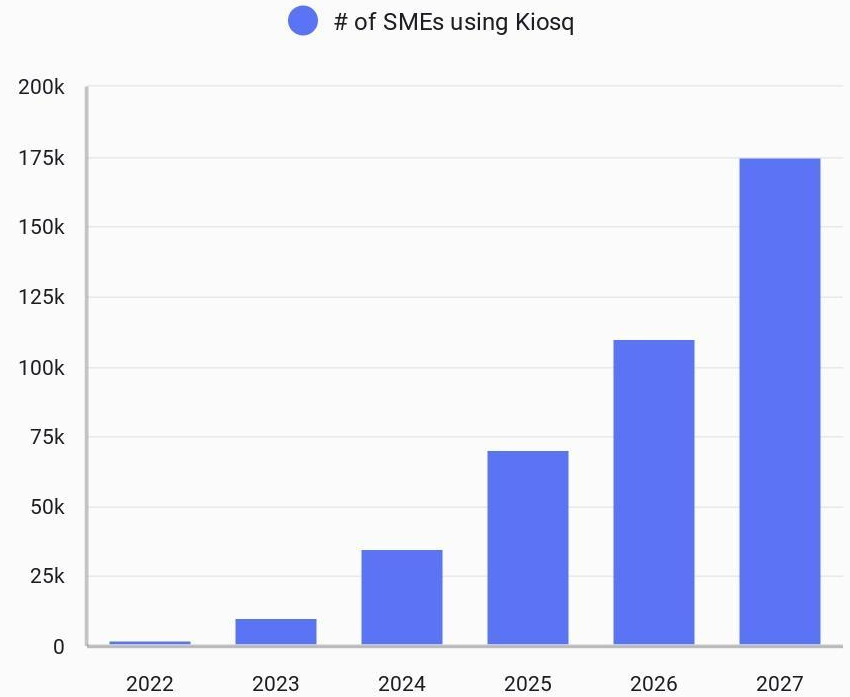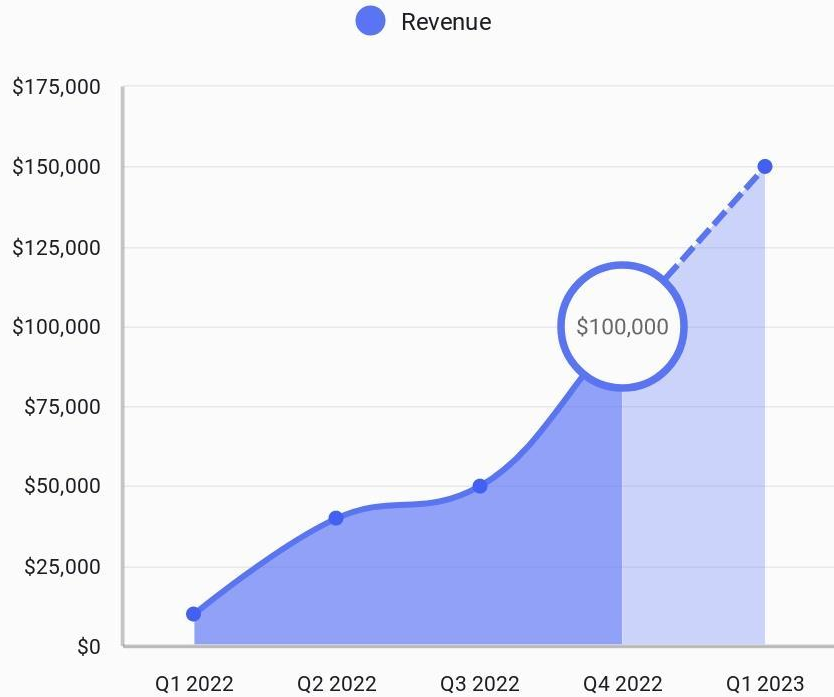
Registered
SMEs -
offline
11m

SMEs online
450k

11M

REIGISTERED SME'S

⬇

only 450K (~8%)

SMES 'ONLINE'

Traction

Revenue estimate by Q4 2022

● Revenue

$175,000
$150,000
$125,000
$100,000
$75,000
$50,000
$25,000
$0

$100,000

Q1 2022   Q2 2022   Q3 2022   Q4 2022   Q1 2023

● # of SMEs using Kiosq

200k
175k
150k
125k
100k
75k
50k
25k
0

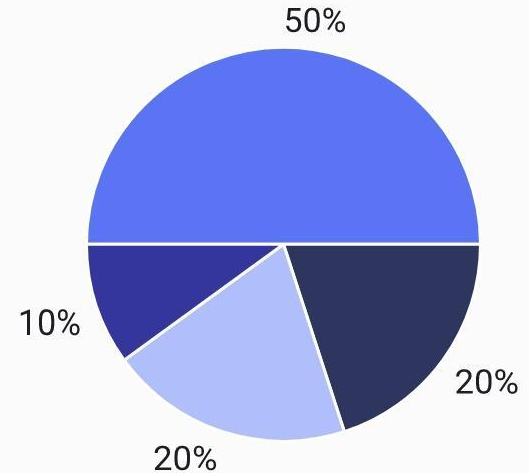2022   2023   2024   2025   2026   2027

Ask

$500K USD
+ Industry Advisors and Mentorship

- ● R&D
- ● Feature User-Testing
- ● Sales Pipeline Development - Digital & Field Force
- ● Scalability Modeling - New Market Entry

Utilization of capital

50%

10%

20%

20%

What sets us apart

We're not just another website builder

Product-driven E-commerce driven by AI-technology

Fully Automated - No learning curve, easy to use

Team

CSL Behring
Biotherapies for Life™

Ochah

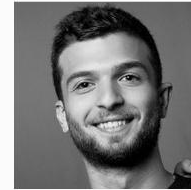**Jonathan Khoury**

Founder, CEO

Digital Product Manager ~ 7 years

StiboSystems
MASTER DATA MANAGEMENT

ARAB BANK

Issam Naim

CTO / Data

Developer, Solutions Architect ~ 30 years

yuma

LAUNCH HOUSE

Adam Barghouti

Engineering

Developer, B2B SaaS ~7 years

Zain Jazara

Operations, Communications, Partnerships

~7 years

accenture

RIPPLING

Mohamad Makkawi

Data Science, ML, AI

~ 8 years

anghami

Expedia

Thank You!

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