

Ph.D. Hanin Alsubaie

# Why Start Now

1



## **1 Trillion Dollars Investment**

The government aims to invest 1 Trillion Dollars in Tourism sector.

2



## **Fastest Growing Industry**

One of the fastest-growing hospitality industries in the world with a growth rate of 11% annually

3



## **150 Millions Tourists**

Saudi Arabia targets 100 millions tourists annually by

# The Problem



**Fast Expansion Of  
Tourism Sector in KSA  
Created high Demand**



**Shortage Of  
Accommodations for  
Tourists**



**Lack Of Operation  
Management System  
for Host's**



**Difficult Payment  
Methods  
For both Host's &  
Guest's**

# Market Needs (Daily Accommodation)

Example : Al-'Ula city

Anyone tried recently to visit Al-Ula ?



# The Solution

## Darent Platform

Connecting property owners with guests on one seamless platform.

### One Platform For Accommodations

One platform that connects Hosts & Guests in seamless experience

### SaaS System

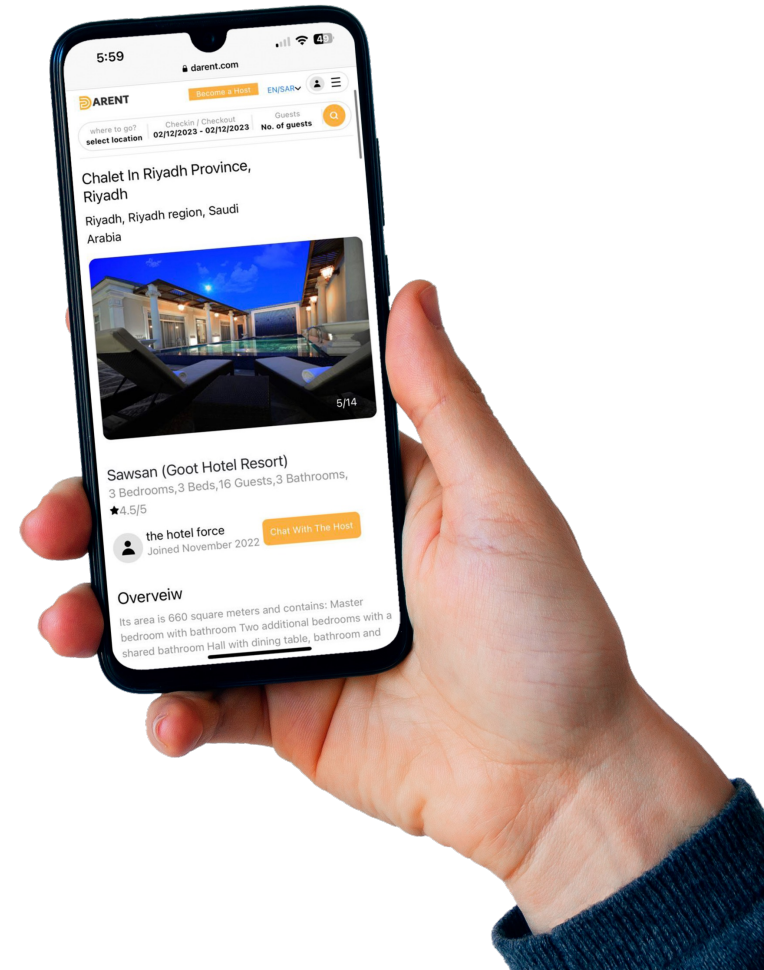
Providing SaaS system for operation management to Help Host Grow Faster

### Variety Of Properties

Offering a variety types of properties in MENA region

### Multi Payments Methods

Safe & convenient payment methods



# Product

We are Live !

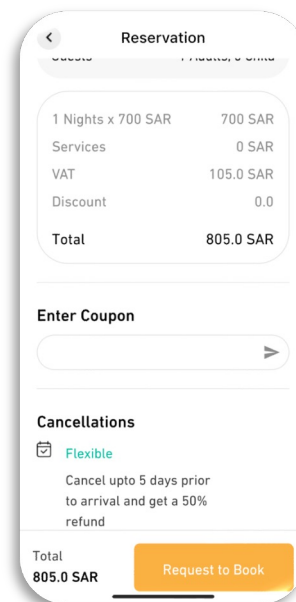
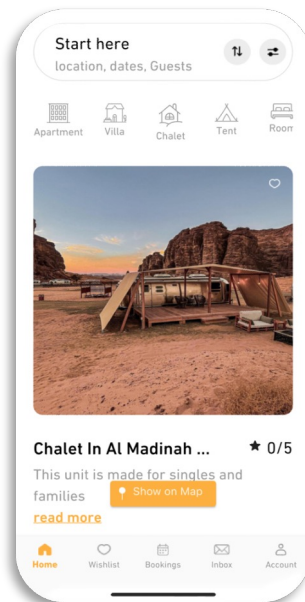
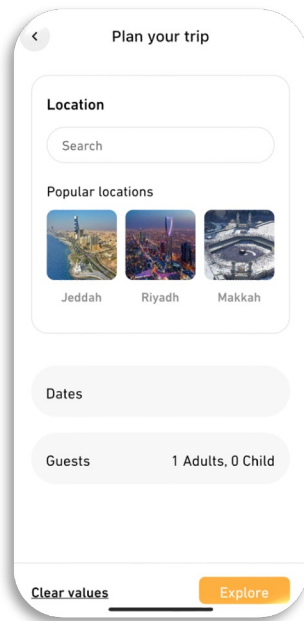
PLAN YOUR TRIP



REVIEW LISTINGS



BOOK & ENJOY!



# Business Model

## Revenue model



15% from reservations



Providing property management  
with extra fees 30 - 25 %



# Business Model



**Subscribe for Hosts**



**Data system**



**Local Experience**



# Traction

Our GBV grew **7** times in the past **4 months**



**+4000**

Hosts Properties Registered



**+5000**

Total Booked Nights



**15**

Cities we expanded to



**+1,000,000 \$**

Gross Booking Value



وزارة السياحة  
Ministry of Tourism



نُزُوك  
nusuk

Saudi  
Welcome  
to Arabia



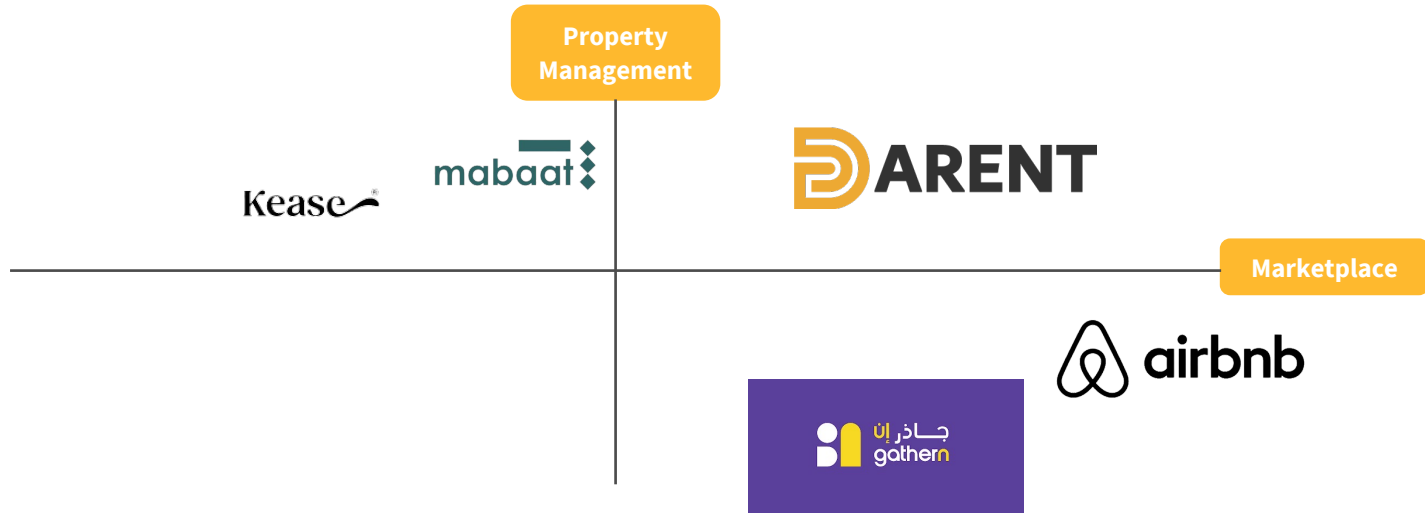
التعاونية  
tawuniya

# The Market







# Competition

Our product is unique and lacks direct competitors



# Competition

Our product is unique and these are the main features that separate us from the competitors

				
MARKETPLACE	✓	X	✓	✓
PROPERTY MANAGEMENT	✓	✓	X	X
HOST SAAS SYSTEM	✓	X	X	X
<u>FULL INSURANCE</u>	✓	X	X	X
MARKETPLACE RATE	22%	30%	30%	25%
<u>AI Tools &amp; Data sharing (soon)</u>	✓	X	X	X

# Roadmap

Our next 2024 Target plan

**2023**

Reach **15** Cities

**+4,000** Hosts

**+5,000** Booked nights

**2024 Q2** Launching the SAAS

Reach **23** Cities

**+5,500** Hosts

**+15,000** Booked nights

**2024 Q4**

Reach **30** Cities

**+7,000** Hosts

**+30,000** Booked nights

Reach  
**8,000,000 \$**  
**GBV**

**2024 Q1**

Reach **18** Cities

**+4,500** Hosts

**+7,500** Booked nights

**2024 Q3**

Reach **25** Cities

**+6,500** Hosts

**+22,500** Booked nights

# Rounds & Accelerators

We had a Pre-seed round to help us Expand

- Last year we closed a Pre-Seed round with more than **1,000,000\$**



Alknz  
Ventures

- Accelerators we joined



PLUGANDPLAY



# The Ask

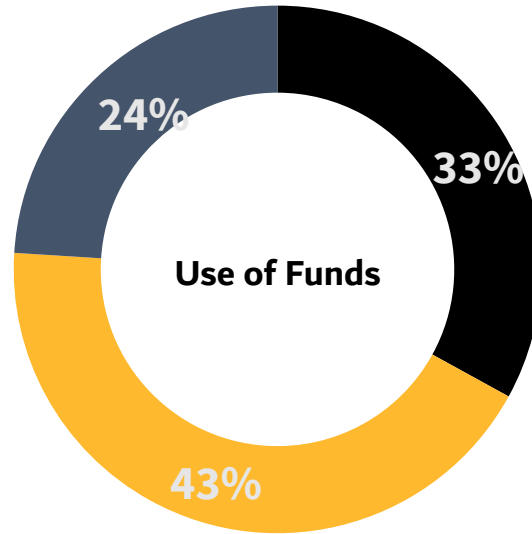
We are raising **\$3,000,000**

## Product Development

Release major features from product roadmap

## Marketing and Sales

SEO, Webinars, Paid Ads, Offline Events, Major Partnerships



## Hiring

Salaries and new hires

# Team

We are a **team of 25 talents** that have deep market experience in Vacation Rentals



**Dr. Hanin Alsubaie**

Business

- Founder & CEO



**Eng. Abdulmoaid Hassan**

Technology

- CTO



**Khalid Alnujaydi**

Marketing

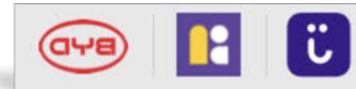
- Co-founder & CMO



**Abdulrahman Almarie**

Sales

- VP of Sales







Thank you

CONNECT  
WITH US



Be at “**DAR**” Anywhere  
HANIN@DARENT.COM

