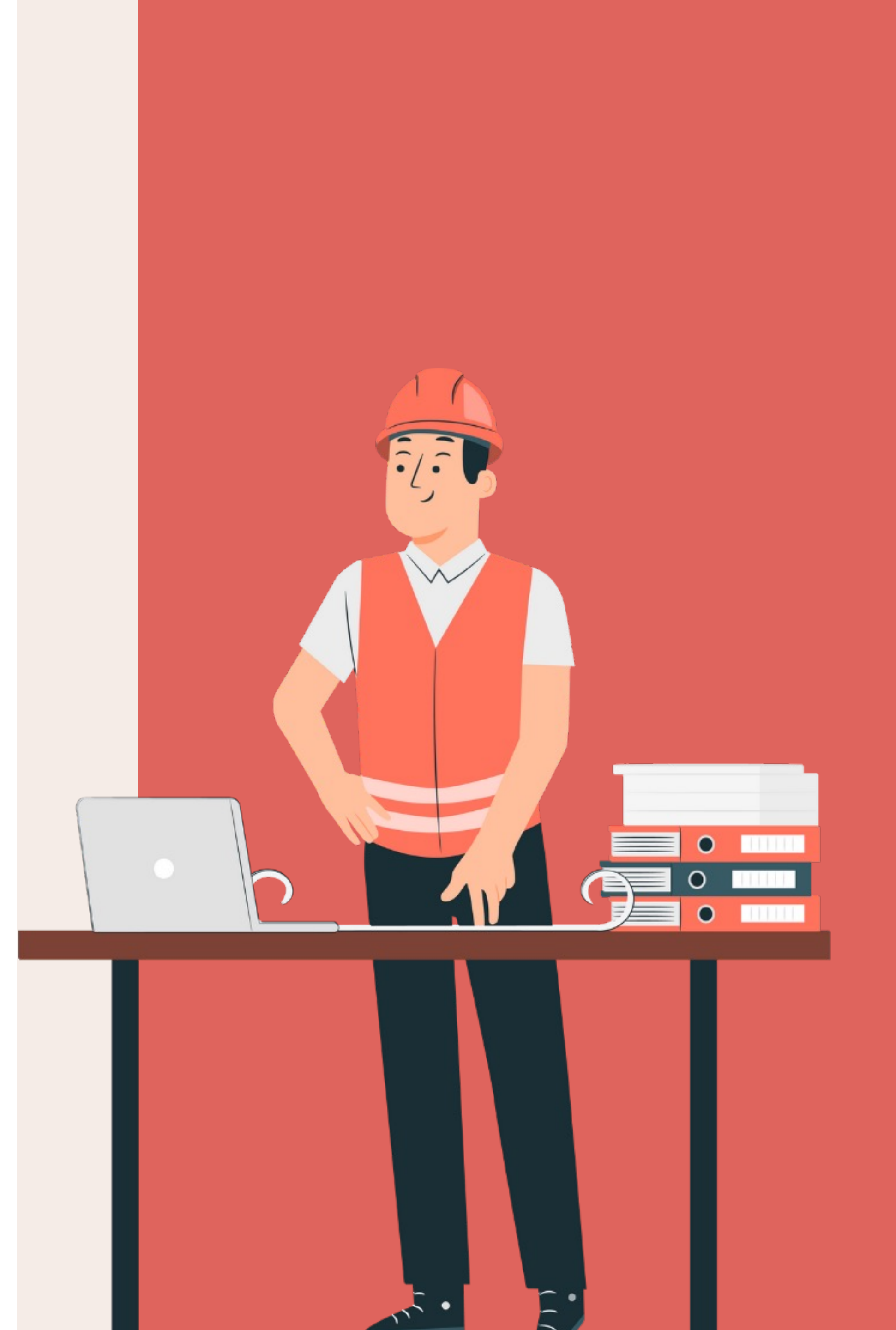


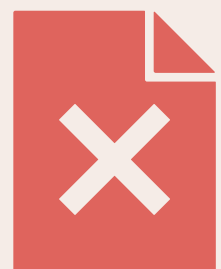
Lawredaat

Digitizing the procurement
process for SMEs starting with
construction industry





Risk of Fraud



Informal
Procurement



Overpriced items

Market Size



Egypt

GCC

TAM

\$1.3T

SAM

\$205B

SOM

\$16B

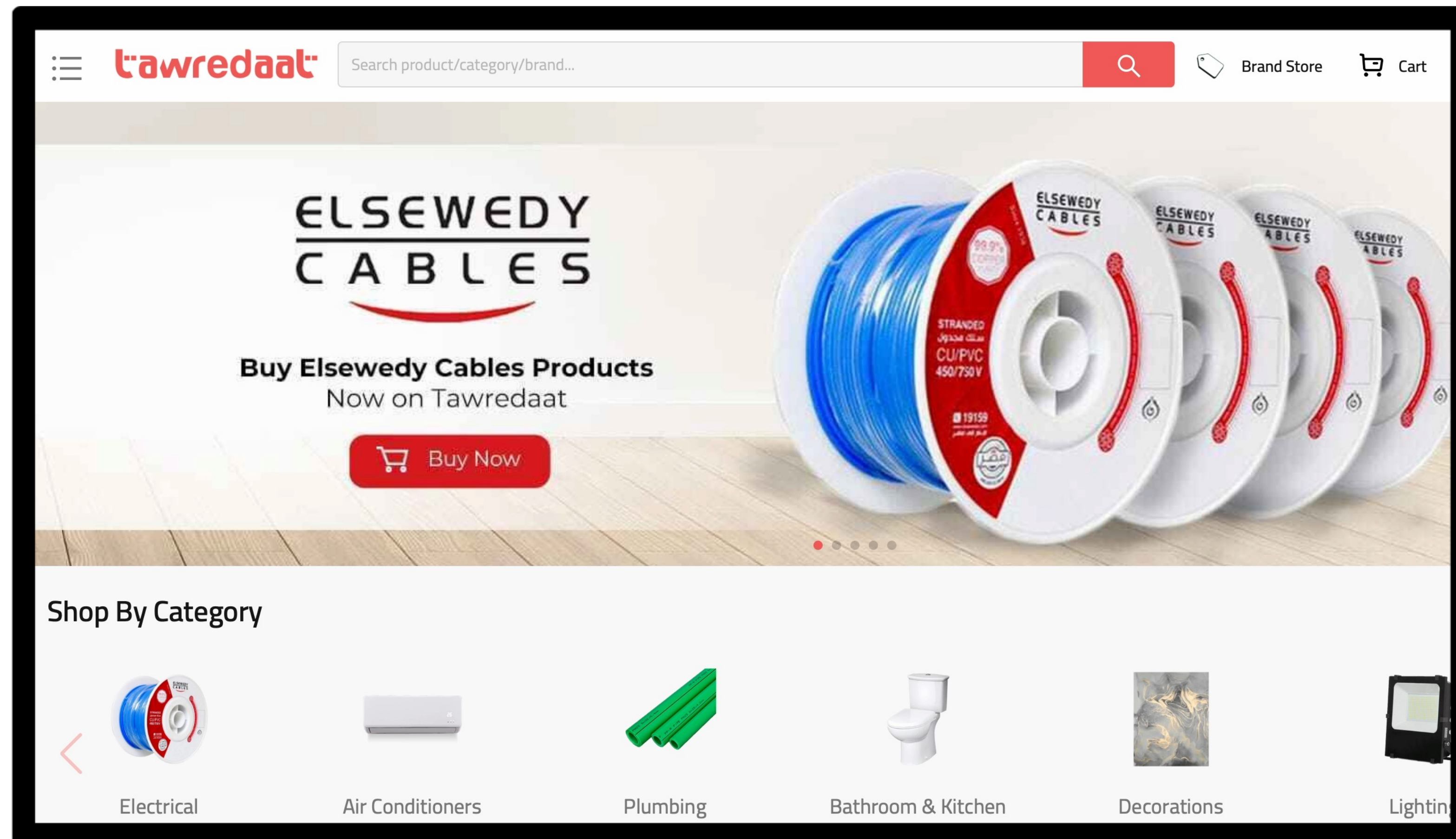
Solution

MEA's Largest B2B E-commerce & Marketplace for SMEs



Product

Website Preview



- Extensive product catalogue
- Fast and reliable delivery
- Simplified procurement

Go-To Market Strategy

Acquiring Customers
Online & On-Ground Sales

Marketing channels
Digital Marketing & Referrals

Current Partnerships



Business Model

2023



Blended E-Commerce Gross Margin

7.5%

Credit Payments

3.5%

2028

Blended E-Commerce Gross Margin

9%

Marketplace Gross Margin

7%

3rd Party Financing Share

1%

Financial Projection

Total Yearly Revenues (m\$)



Traction

Revenue Since Inception



Increased margins **2x**

Customer growth **6x**

Average Cart Size **\$3.5K**

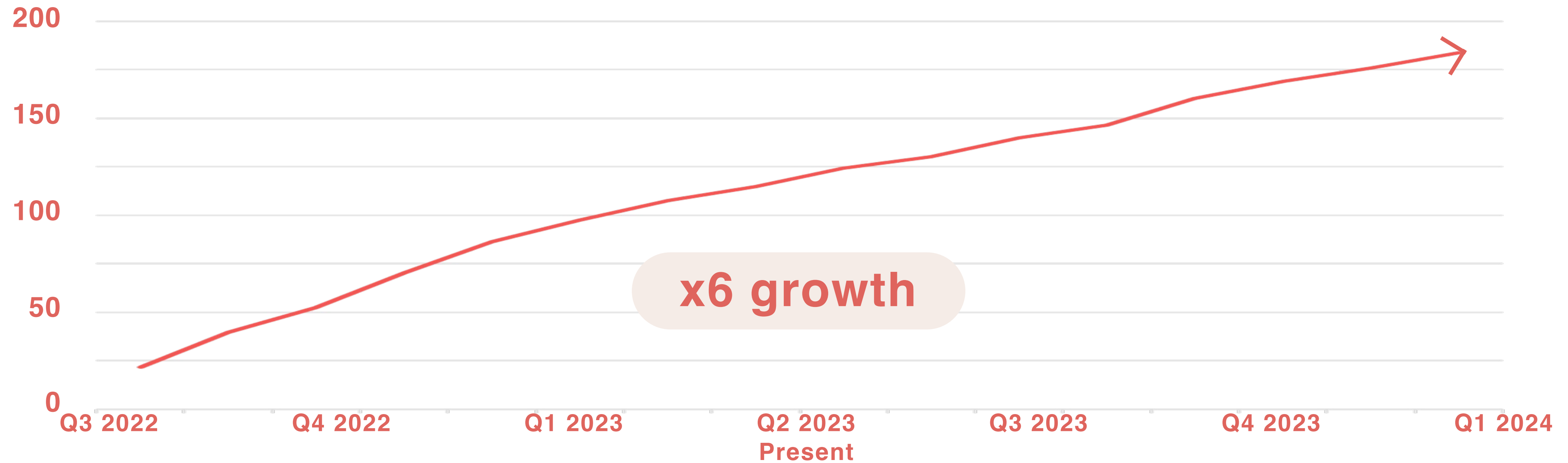
Lifetime Value **23K**

Retention **70%**

LTV : CAC **4:1**

User

Active Users Since Inception



Registered Users

2122

Active Users

188

Online Growth Metrics

2023

Website Traffic **5000/Month**

Website Registered Users **788**

Social Media Followers

Facebook **89K**

Instagram **2104**

Linkedin **3110**

Team



Shehab El-Fahl

Co-founder

Business Management (CA, 2013)



Mohamed Ragab

Co-founder

Computer Engineer (AUC, 2014)



+22 Full-time industry experts

The Ask

**Pre-seed
Round Secured**

\$500k

**ELSEWEDY
CABLES**

**Seed
Round**

\$600k

to reach **\$6Mn revenue** in 2024

F6 FLAT6LABS

Expand to GCC

Introduce more product
verticals

Expand our
retail network

Lawredaat

Join us in creating a seamless, one-stop shop, e-commerce platform for SMEs.

