

ERADA

Next-Generation Digital Health Platform

Erada's digital platform delivers a next-generation solution that integrates **genetic analytics**, **healthy nutrition**, and **advanced AI prediction models** to reduce the burden of obesity-related diseases and elevate overall community well-being.



Genetic Analytics



Healthy Nutrition



AI Prediction



High Obesity Prevalence

60%+ of Saudi adults are overweight or obese, affecting more than **20 million people** nationwide.



Limited Treatment Capacity

Specialized obesity centers are far below national demand, creating **long wait times** and **limited access** to care.



Fragmented Digital Solutions

Existing apps focus on **single-point solutions** (diet, fitness, consultations) and fail to address the full obesity management journey.



Rising Healthcare Costs

Obesity-related chronic diseases cost over **\$116 billion** annually in healthcare expenses, productivity losses, and complications.



Personalized Care Pathway

Guides individuals to appropriate medical and therapeutic pathways through qualified specialists.



Expert-Led Consultations

Online sessions with licensed clinical nutrition consultants ensuring professional evidence-based guidance.



Integrated Health Ecosystem

Seamless access to accredited healthy food providers, fitness centers, and DNA analysis services.



End-to-End Experience

Combines assessment, consultation, nutrition, fitness, and monitoring into one comprehensive solution.



Exclusive Member Benefits

Subscribers benefit from preferential discounts and offers, improving adherence and long-term lifestyle change.



Omar Kandil
Founder & CEO

30 years in business management, tourism, and technology



Khaled Baqazi
Co-Founder & Director of PR & Events

27 years in business management and development



Dr. Mahmoud Yassin
Co-Founder & Commercial Director

26+ years in business development and growth



Eng. Meer Husamuddin
CTO

8+ years in technology and artificial intelligence



Dr. Abd Rabbu Al-Najjar
Director of R&D

30 years in healthcare research and development



Dr. Najlaa Mohammed
Medical Consultant

19+ years in therapeutic nutrition and healthcare

Unique Selling Points



Root-Cause Obesity Diagnosis

Not symptom management — addresses underlying causes



Integrated Precision-Health Model

Holistic approach combining multiple health dimensions



Advanced AI Prediction

Early-risk detection and predictive analytics



Fully Digital User Journey

Seamless end-to-end digital experience



Vision 2030 Alignment

Aligned with National Health Strategy objectives



Scalable B2G/B2B/B2C Model

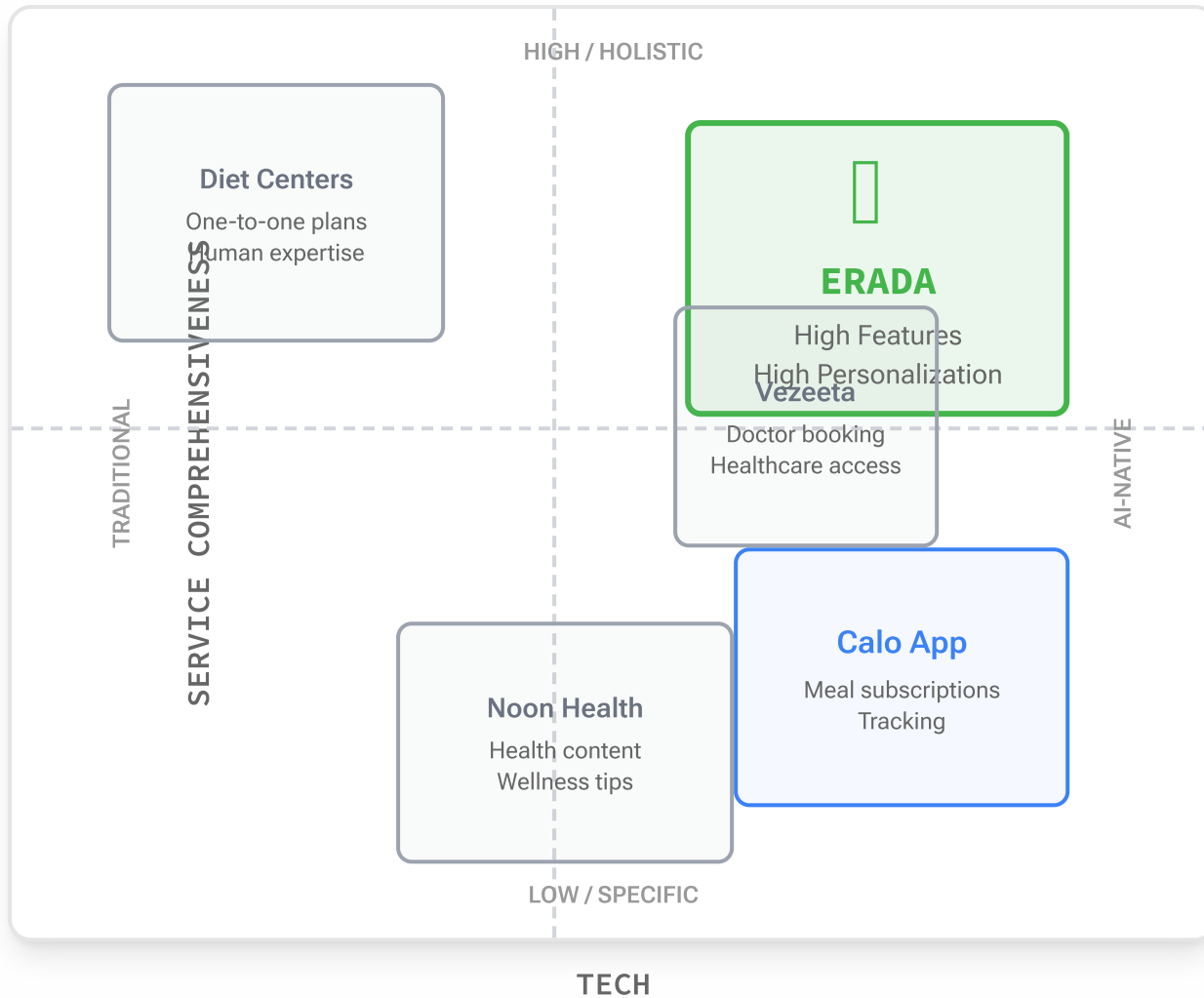
Flexible business model for diverse market segments



Privacy-Focused, Ethical, Culturally Aligned

Commitment to data privacy, ethical practices, and cultural sensitivity in Saudi Arabia

Competitive Comparison



Erada's Advantages

- ✓ DNA-based personalization
- ✓ Clinical nutrition consultations
- ✓ Healthy food partners
- ✓ Fitness centers integration
- ✓ Unified wellness ecosystem

LEADERS

Erada

CHALLENGERS

Vezeeta

NICHE PLAYERS

Calo / Noon

TRADITIONALISTS

Diet Centers

Market Size



TAM

Total Addressable Market

34

B. SAR

Saudi Arabia overweight & obese adults



SAM

Serviceable Addressable Market

3

B. SAR

Digital health & wellness platform users



SOM

Serviceable Obtainable Market

285

M. SAR

Target market in next 3 years



Subscription Model

Core revenue from subscription plans

60 % Commission

 Monthly recurring revenue



Partnerships

Revenue from partner services

15 % Commission

 Lab chains, food stores, fitness centers

Pricing Structure



Average Monthly Package

300 SAR



Average Online Consultation

100 SAR



Location

Saudi Arabia

Nationwide coverage with initial focus on urban centers



Mindset

Health-conscious adults

Proactive approach to wellness and lifestyle management

Ideal Customer Profile



Demographics

Working women and young professionals

Aged 25–45 years



Needs

Personalized weight management solutions

Expert nutrition guidance and support



Preferences

Convenient access via digital platform

Integration of health services in one app



Healthy Food



Fitness Services



Expert Consultations



Digital Marketing

Targeted campaigns across social media and digital platforms

- ✓ Social media ads, search ads, email marketing



Influencer Partnerships

Collaborate with health and wellness influencers

- ✓ Brand ambassadors, content creators, testimonials



Strategic Alliances

Partner with nutritionists, food brands, fitness centers

- ✓ Cross-promotions, exclusive deals, joint events

User Acquisition & Retention Tactics



Free Consultations

Initial free health assessment to attract new users



Subscription Packages

Flexible pricing tiers to cater to different needs



Referral Programs

Incentivize users to refer friends and family

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Phase 1

Saudi Arabia Scale-Up



User Acquisition

Accelerate user base growth through targeted digital campaigns



Partnership Expansion

Strengthen alliances with labs, food providers, fitness centers



Product-Market Fit

Validate and optimize platform for Saudi market needs

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Phase 2

GCC Regional Expansion



Market Penetration

Expand to UAE, Qatar, Kuwait, Bahrain, Oman



Localized Partnerships

Build strategic alliances in each GCC market



Regional Customization

Tailor platform for local healthcare ecosystems and culture

Contact Us



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For partnerships, investments, or inquiries