



INTRODUCTION TO ERADA

EMPOWERING HEALTHY LIFE

Erada is a pioneering app that **revolutionizes personal wellness**, empowering users to take control of their health and cultivate sustainable lifestyle changes. With cutting-edge features and personalized guidance, Erada seamlessly integrates into **your daily routine**, transforming the way you approach holistic well-being.



PROBLEM

Increase Obesity, Overweight Population and its related Health Crisis:

Demand Outstrips Supply

Millions of Saudis Struggle with Weight Management. According to a 2023 report [Saudi MOH], Estimated that **%24.7** of the adult population in Saudi Arabia (**15 years and above**) suffers from **obesity and Overweight**.

However, the number of **specialized clinics** dedicated to obesity treatment remains **limited**, creating a **significant gap** in available resources.

Obesity & Chronic Diseases

A Growing Threat. The rise of obesity is a **major driver of chronic diseases** like Diabetes and Hypertension & Heart Disease.

Without effective and accessible weight management solutions, this trend is expected to worsen, placing a significant burden on the **Saudi healthcare system**.

Working Women have a limited time to visit the Nutritionists.

Geographic Roadblock: Lack of Access in Rural Areas.



SOLUTION

**ERADA: YOUR INNOVATIVE
SOLUTION TO WEIGHT
MANAGEMENT CHALLENGES.**

1 BREAKS LOCATION BARRIERS

Erada offers online consultations with certified nutritionists, making expert guidance accessible nationwide.

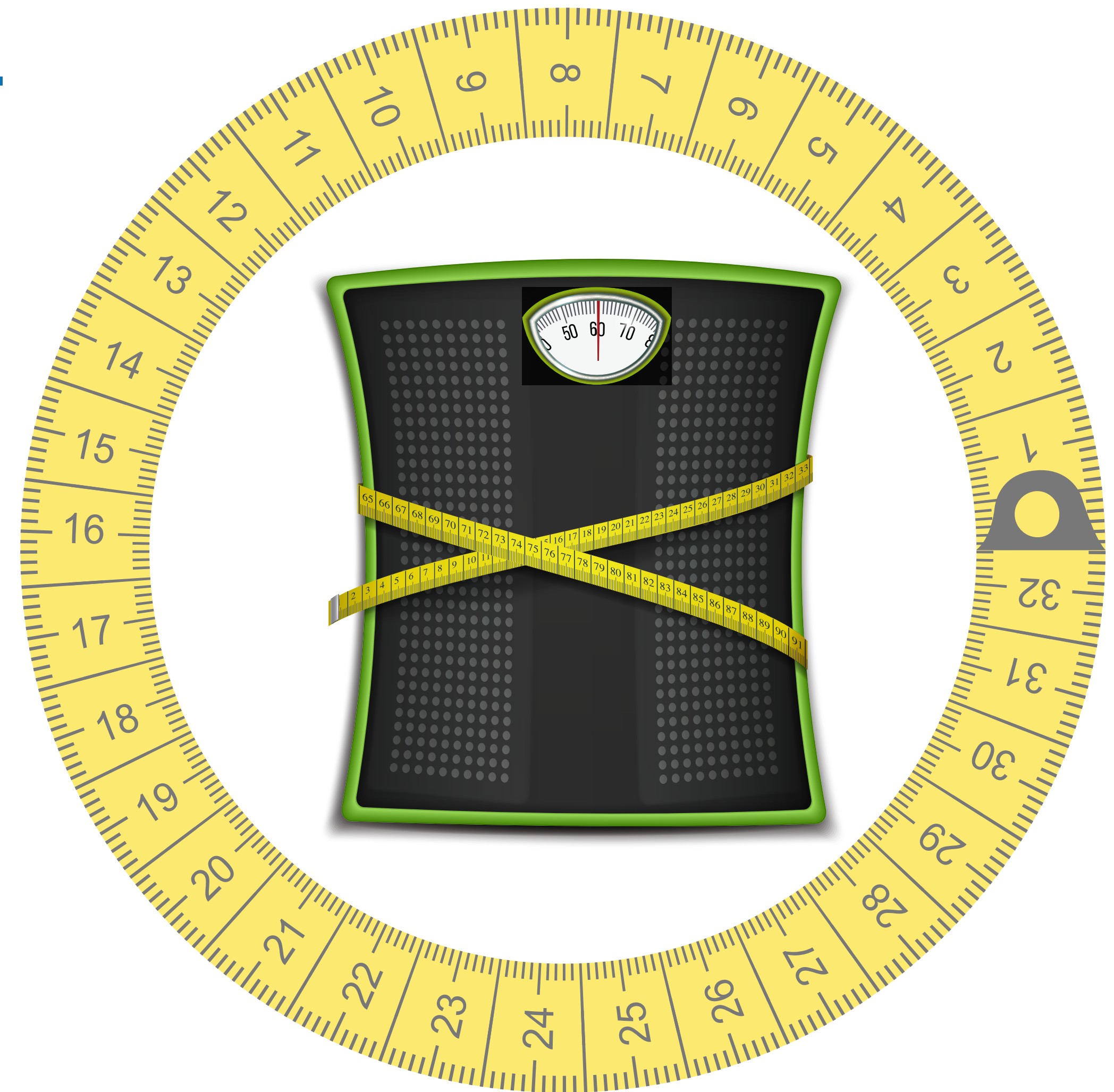
2 PERSONALIZED APPROACH

Get customized diet and weight-loss plans tailored to your needs and cultural preferences.

3 HOLISTIC SUPPORT SYSTEM

Explore healthy recipes, discover suitable restaurants, and enjoy **7/24**

**ALL WITHIN
ONE
FRIENDLY
USERS APP.**



UNIQUE VALUE PROPOSITION

Personalized Wellness
Guidance with Tailored
Application



1 **Fill The Gap**

Between the limited Nutritional Clinics and the Growing of Obese and Overweight People and Limited space of time to visit the Nutritionists.

2 **Expert Consultations**

Schedule video consultations with certified nutritionists and dietitians for personalized diet and weight-loss plans tailored to your goals and preferences.

3 **Healthy Eating Hub**

Access a curated selection of healthy recipes and meal options from local restaurants, catering to diverse tastes and dietary needs, all within one innovative app.

4 **Tech-Savvy**

Users comfortable with smartphones and mobile applications to access consultations, resources & support.

5 **24/7 Customer Support**

Enjoy around-the-clock assistance from our dedicated customer service team, ensuring a seamless user experience and prompt resolution of any queries or concerns.

6 **Fitness Center Access**

Easily located nearby fitness centers and sports equipment stores, with potential exclusive discounts for app users, facilitating your fitness journey.

7 **Convenient Health Resources**

Explore a wealth of health and wellness resources, including articles, tips, and tools to support your journey to a healthier lifestyle, all conveniently accessible within the app.

COMPETITIVE LANDSCAPE AND ERADA'S COMPETITIVE EDGE





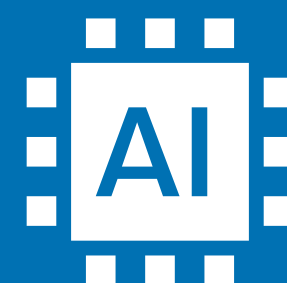
Crowded Market

The wellness and health tech industry are highly competitive, with numerous apps and platforms offering fitness tracking, nutrition guidance & personalized coaching. Erada will be the distinctive Enlighted innovative solution among this crowded Market (Blue Ocean Strategy).



Unique Approach

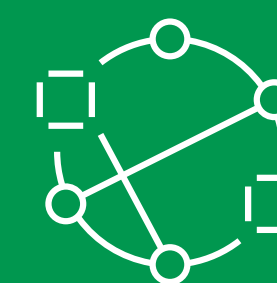
Erada's competitive edge lies in its holistic, personalized approach to wellness. Unlike other apps that focus narrowly on exercise or diet, Erada provides a comprehensive solution that addresses mental, physical, and emotional well-being.



AI-Powered Insights

Erada leverages advanced AI and machine learning to deliver highly personalized insights and recommendations based on the user's unique health data and goals. This level of customization sets Erada apart from generic wellness apps.

In our Strategic Business Development, we will integrate with international and multinational Platforms very specialized in Generative Artificial Intelligence.



Integrated Ecosystem

Erada's platform integrates with a wide range of connected devices and wearables, allowing users to seamlessly track and manage their health from a single, intuitive interface.

BUSINESS MODEL AND REVENUE STREAMS

SUBSCRIPTION BASED MODEL

Erada's core revenue comes from **Subscription Plan (SaaS)**



PARTNERSHIPS & INTEGRATIONS

Erada generates revenue through **PARTNERSHIPS** with Dietitian Food Centers & Stores as well as healthcare providers Lab Chains, and Fitness Centers, offering integrated services and data-driven insights.

TARGET MARKET AND USER DEMOGRAPHICS

AGE

Primarily adults **25-45 Years** with a significant focus on those struggling with **overweight & obesity**, (**24.7%** of the population according to a 2023 report).

HEALTH-CONSCIOUS

Individuals motivated to improve their health through **PERSONALIZED NUTRITION GUIDANCE** and a focus on **HEALTHY EATING HABITS**.



GROWTH STRATEGY AND EXPANSION PLANS

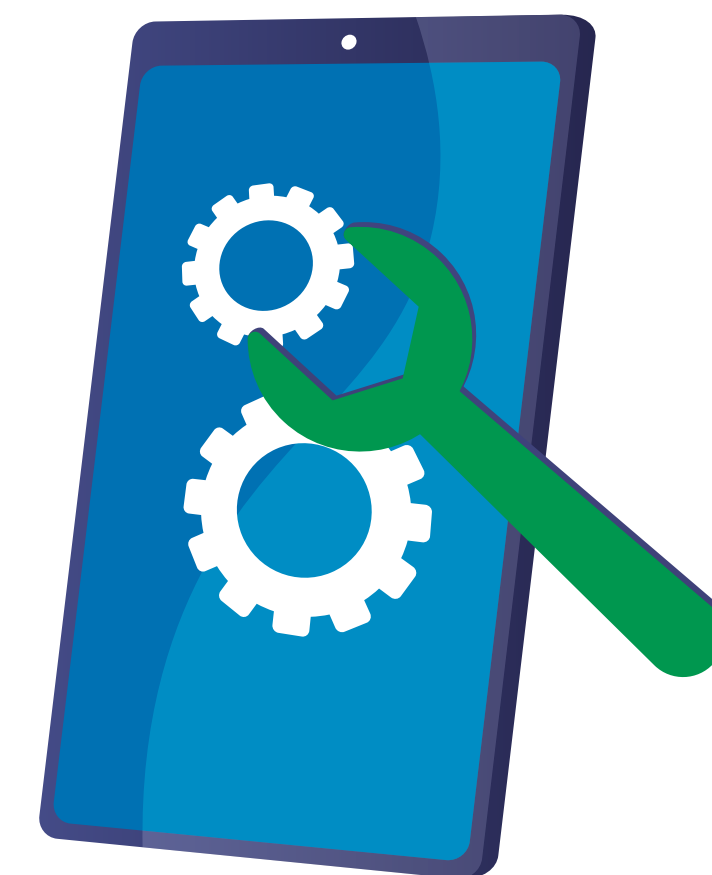
GEOGRAPHICAL EXPANSION

Our Growth Plan Mainly Depends on the **Saudi Market** at the beginning of the **first two years** then **EXPANDING** our Business to **Gulf and MENA** Regions.



PLATFORM ENHANCEMENTS

Continuously **IMPROVE, UPDATE** and **ADD NEW FEATURES** to the Erada app. Which will have an impact on our revenues.



ERADA

VS

COMPETITORS

COMPETITORS					
ASPECT	ERADA	CALO	STEP TO HEALTH	WELLFIT	DIET CLINIC
FOCUS	Inclusive (Weight Management, Healthy Food, Fitness & Equipment Stores)	Calorie Tracking	Fitness & Nutrition	Fitness & Wellness	Clinical Guidance
CONSULTATIONS	Online with Nutritionists	N/A	N/A	N/A	Clinic Visits
PERSONALIZATION	Tailored plans	Limited	Limited	Limited	Clinic Visits
CULTURAL FOCUS	Caters to Saudi needs	Limited	Limited	Limited	N/A
ACCESSIBILITY	Nationwide, online	Nationwide, online	Nationwide, online	Nationwide, online	Varies by clinic
OVERALL BENEFITS	Personalized plans, cultural relevance, Omni-channel support	User-friendly interface, large food database	Integrates fitness, Omni-channel approach	Wide variety of workouts, community features	Clinical expertise (potential)
WEAKNESSES	New entrant (potential)	Limited personalization	Focus not solely on weight management	Focus not solely on weight management	Limited accessibility (potential)

ERADA EXPECTED REVENUES WITHIN **5** YEARS IN SR (KSA-GCC)



3.45B. SR



506 M. SR



130M. SR

ERADA GO-TO-MARKET STRATEGY

Bloom into a better health

1

TARGET MARKETS

- Obese & Overweight community (Male , Female)
- expanding to GCC & MENA Regions



2

INITIAL MARKET PENETRATION STRATEGY

- Brand Positioning TO Obese & Overweight local Community.
- Brand Awareness through, Extensive Promotional Campaign through all means of Digital Marketing.
- 60 days Erada Competition.
- Tamara & Tabby Facilities.



3

CHANNELS /PARTNERS

- Social media
- Email Marketing
- SEO
- Video Channel
- Mobile Marketing
- PR



4

LAUNCH TEAM

- Marketing
- Sales
- Business Development



SWOT analysis

Strengths	Weaknesses
✓ AI-powered holistic wellness with personalized cultural tailoring.	⚠ New entrant with limited brand recognition and trust.
✓ Nationwide access to certified nutritionist consultations & 24/7 customer support.	⚠ Reliance on technology adoption limits reach to less tech-savvy users.
✓ Comprehensive platform integrating diet plans, healthy recipes, and fitness resources.	⚠ Limited physical healthcare for complex cases; challenges in user retention.
Opportunities	Threats
💡 Rising obesity epidemic and digital health adoption in Saudi Arabia and GCC.	⚠ Strong competition from local and international health and wellness platforms.
💡 Expanding market potential via Gulf and MENA regions and partnerships.	⚠ Regulatory, data privacy, telemedicine compliance challenges and cybersecurity risks.
💡 Leveraging government initiatives and growing consumer acceptance for digital solutions.	⚠ Economic fluctuations and potential slow adoption or churn impacting revenue.

financial highlights

Financial Metric	Value / Summary
Total Pre-seed Round	SAR 1,800,000
Projected Revenue (5 Years Total)	SAR 125,210,779
Annual Revenue Growth	From SAR 7.5M (Year 1) to SAR 49.2M (Year 5)
Gross Margin	Ranges between 40% and 55% over 5 years
IRR (Internal Rate of Return)	Approximately 138%
Net Present Value (NPV)	SAR 14,844,691
Profitability Index	12.96 (Highly profitable)
Payback Period	2 years
Major Cost Components	Staff, Marketing, Operations expenses
Key Revenue Streams	Subscription plans, expert sessions, healthy meal plans
Market Focus	Saudi Arabia initially, expanding to GCC & MENA regions

FUNDRAISING

Pre-seed round

The required funding is :

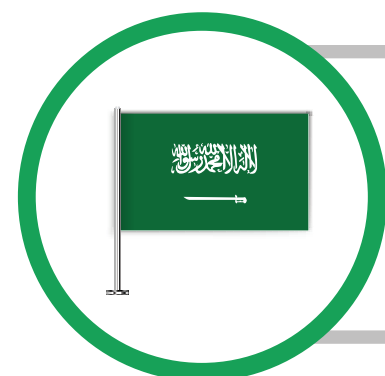
- Total round **1.8M** SAR
- Ticket amount **450K** SAR(4 tickets)
- Exit **18** Months
- Type of agreement
Safe Note (Evaluation after one year of operation)



ERADA TEAM



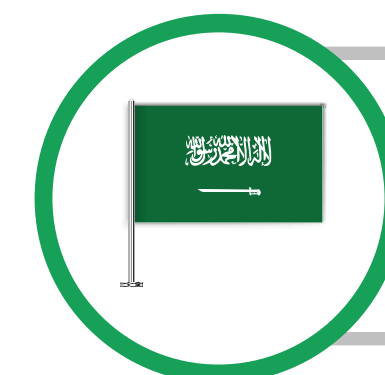
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Medical Advisor



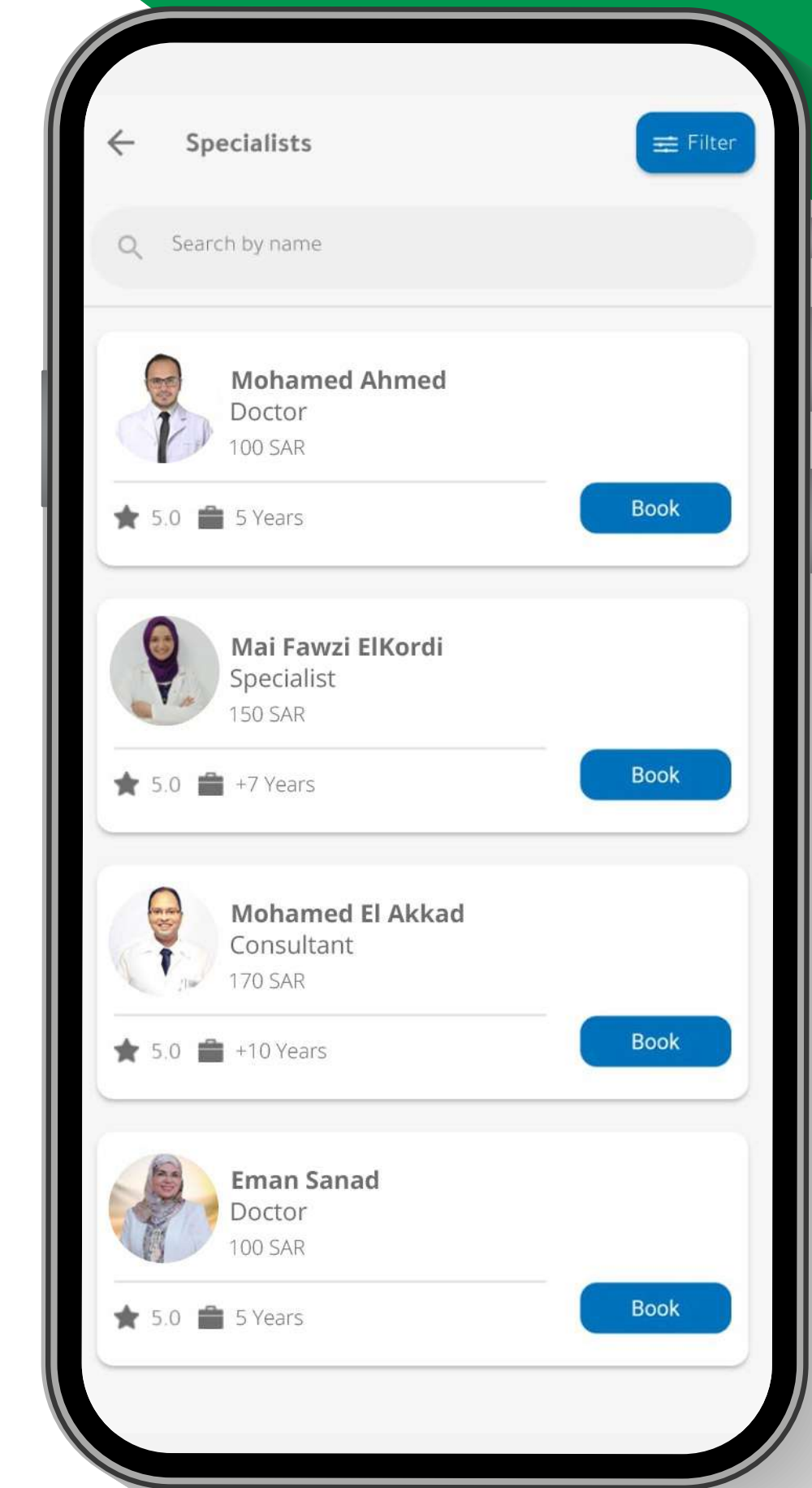
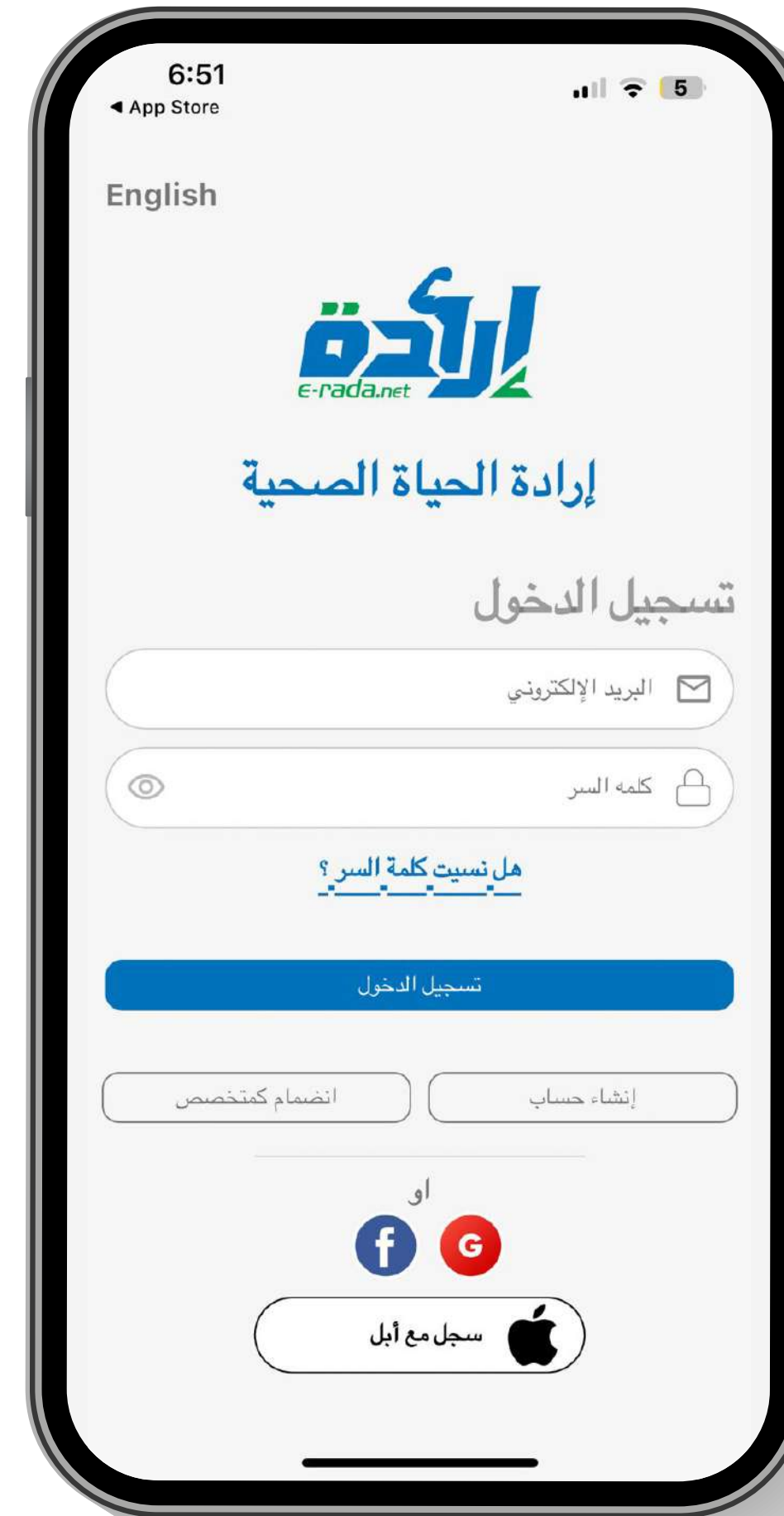
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Available Now

