



CONNECTING **YOU** WITH
LOCAL BUSINESSES

Mahrugh Qadeer
Founder & CEO

Market Opportunity



Population: 191.7 Million
Population under 30: 70%
Mobile Subscribers: 132 Million (8th largest)
Internet Subscribers: 33 million





- One-stop
- Convenient & Reliable
- Intelligent Recommendation System
- Your peer recommended
- Rating & Reviews
- Local businesses/ professionals.

We are Yelp for Pakistan

Market Opportunity

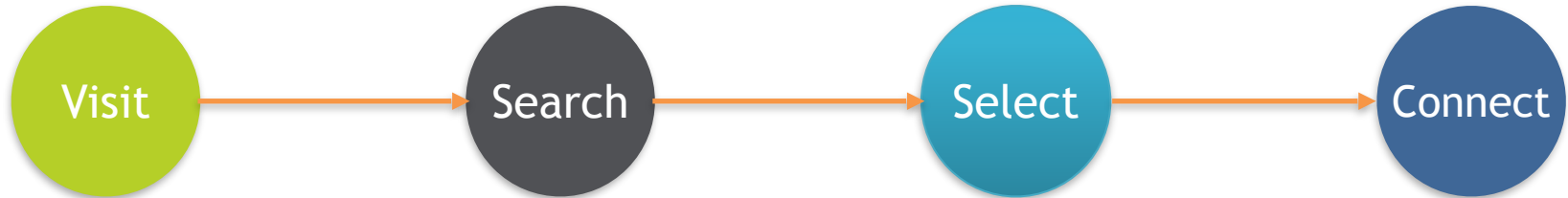
Food Industry Market size: \$250M.

Out of which online food industry is \$21.6M.

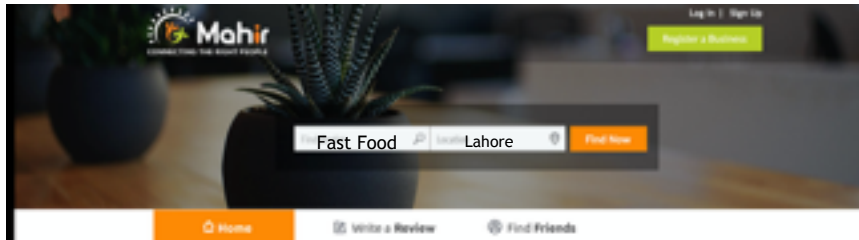
Other service based local businesses: \$40M.

Online Advertisement: \$5.74M.

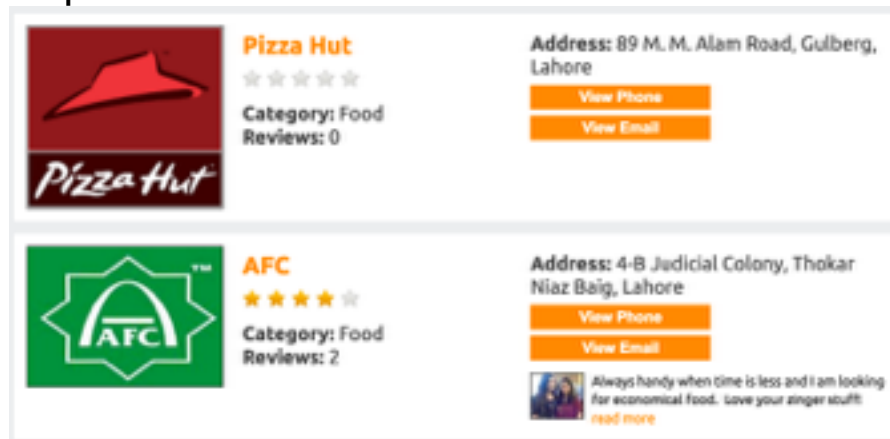
Solution



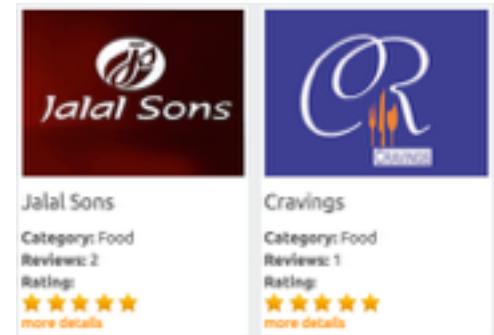
Step 1:



Step 2:



Best Mahirs Around



Step 3:

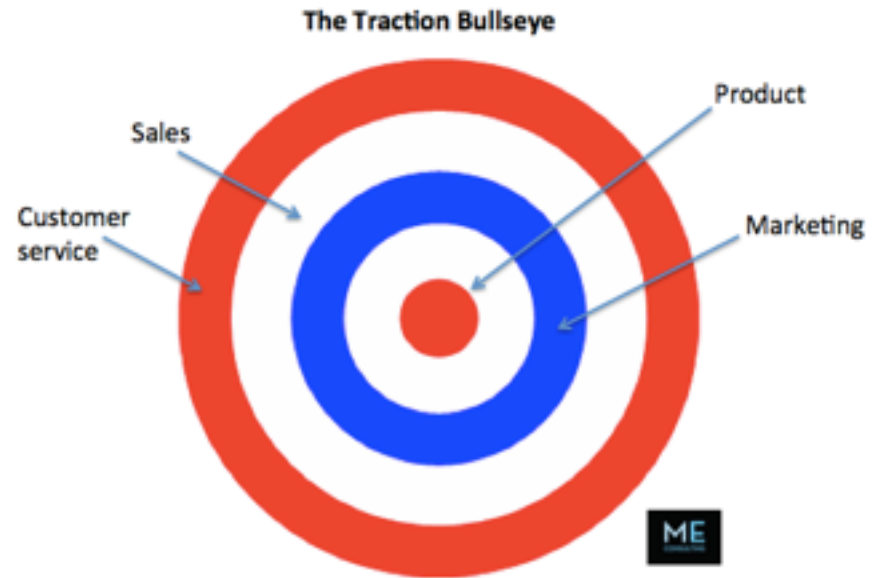
Select and contact a winner from the list

Traction

PORTAL:

MVP Pre-Marketing:

- 4000+ businesses registrations in 4 weeks
- 400+ active users without marketing

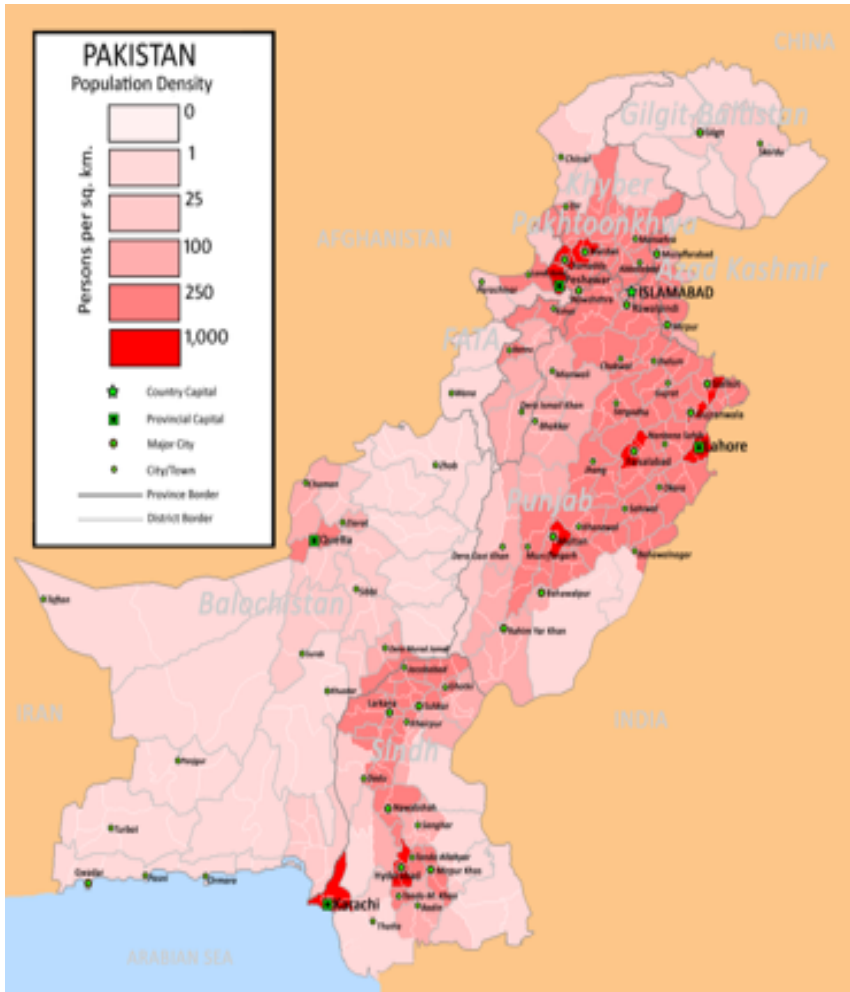






From Tea seller to Model

Market Opportunity



Pakistan - 191.7M

Isb & RWP
4.5M

Lahore
11M

Karachi
24M

39.5M consumers
4M households
3.2M service providers

Source:

Economic Survey of Pakistan - http://www.pbs.gov.pk/sites/default/files/pslm/publications/hies2013_14/HIES_2013-14_18_03_2015

Global Internet Maps - <http://www.internet-society.org/map/global-internet-report/?gclid=CLut9-GAks4CFcFuGwodrtUKKA>

https://en.wikipedia.org/wiki/Demographics_of_Karachi

China-Pakistan corridor



FDI Flow to Pakistan

FOREIGN DIRECT INVESTMENT, NET INFLOWS (BILLIONS \$US)



***Pakistan is a land of opportunity
for those who are willing
to take on challenges***



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