

## COMPANY OVERVIEW

### Elevator Pitch

Greenit brings nature indoors! We're your one-stop shop for plants, flowers, and all things gardening. Our app and website help you create a thriving indoor oasis, no matter your experience level.

### The Problem

Finding the right plants that will suit your space's aesthetics and environment is hard and requires experience.

### The Solution

Greenit provides the right platform to learn, explore and purchase the right plants and flowers and all their related needs in a friendly and easy way while teaching you how to take care of them in the proper way

### USP

Utilize technology compared to competitors

### Customer Segments

B2B: Plant nurseries  
B2C: Plant lovers

### Revenue Model

1. B2C Delivery Service
2. B2B Landscaping/Decoration
3. Maintenance Contracts

### Traction/Growth

Revenue Till Date : QAR  
408,650 [350K Retails and 50K  
B2B]  
Total Users: 11,248 [4K Website  
and 8K Mobile Users]

### Near-Term Strategy

1. Expand Product offerings
2. Revitalize Social Media
3. Initiate B2B Revenue Stream

### Facts

**Industry:** E-Commerce  
**Sector:**  
Plants & Flowers  
**Inc. Date:** 27/01/2021  
**Inc. Place:** Doha, Qatar

### Links

**Website:**  
[www.greenit.qa](http://www.greenit.qa)  
**Instagram:**  
[@greenit.qa](https://www.instagram.com/greenit.qa)

### Metrics

As of: May 9, 2024

Revenue (QAR)	408,650
Total Users	11,248
Paying Users	695
Employees	2

## INVESTMENT OPPORTUNITY

Funding To-Date : QAR 600,000  
Current Runway : 3 Months  
Current Shareholders : Tamim Al-Asfar, Mohamed Hamdi, Julian Sam  
Funding Sought : QAR 350,000  
Funding Status : Active  
Target Closing Date : July 2024  
Deal Terms : Seed Round, Pre-money Valuation QAR 6 Million

## TEAM



**Team Member 1**  
**Mohamed Hamdi**  
**CEO**

A true entrepreneur at heart, Mohamed Hamdi graduated from Carnegie Mellon University in B.S. Business Administration with the second highest GPA of 3.89 in 2019. Mohamed Hamdi has been sponsored by Siemens and he is currently the youngest Commercial Project Manager in the region. Since college days, Mohamed Hamdi has built a reputation for being a great problem solver has competed and won in many competitions in Qatar



**Team Member 2**  
**Tamim Al-Asfar**  
**CFO**

Tamim Al-Asfar has graduated from Carnegie Mellon University in B.S. Business Administration and is currently working in the Ministry of Commerce & Industry. Tamim has previously worked as Pricing Analyst at Ooredoo QSC. Tamim is currently a CFA Candidate and his Finance experience will play a big role in scaling Greenit



**Team Member 3**  
**Julian Sam**  
**CTO**

Julian Sam has graduated from one the hardest Computer Science program in the World. Julian's passion towards cutting-edge technology, coupled with his impressive experience, make him the perfect lead for Greenit's Tech landscape. Julian's experience ranges from working at Amazon, one of the world's leading tech companies, as well as successful local startups: Rimads and Meddy

## PRODUCT IMAGE/SCREENSHOTS

