NavBuddy

NavBuddy

COMPANY OVERVIEW

Elevator Pitch

NavBuddy is revolutionising customer experience, engagement and loyalty in Retail Malls, using accurate Augmented Reality Navigation, Proximity Advertisements and Location Analytics. We currently serve the biggest names in the industry including Al Futtaim, Nakheel Group and the Government of Dubai

The Problem

Large Indoor Facilities have poor way-finding leading to increased stress in visitors, lowering customer experience.

The Solution

NavBuddy provides a suite of Real-time location solutions, that provide accurate navigation indoors with Accuracy of 1-2 Meters. In addition to this we allow Mall management to increase engagement using AR navigation and Gamification. With our solution the retailers benefit by being able to push targeted ads to certain location increasing return of investment on ads.

USP

1. We use 90% less hardware than our competitors

Customer Segments

B2B

Revenue Model

1. Annual License Fee
2. Deployment Fee (One-time)

Traction/Growth

Revenue Till Date:
QAR 660,000
ARR : QAR 530,000
5 Year contract worth QAR 1.5Million with Nakheel Group (beating No1 International Competitor)

Near-Term Strategy

1. To expand into KSA
2. To extend our solution to cater hospitals.

Facts

Industry: RTLS
Sector: Retail
Inc. Date: 08/06/2021
Inc. Place: Doha-Qatar
Accelerated By: Qatar Sports Accelerator

Links

Website:
www.navbuddy.qa
Instagram:
@navbuddy
LinkedIn:
https://www.linkedin.com/company/navbuddyqa

Metrics

As of: January 2023

Revenue (QAR)	660,000
Total Users	6 Locations
Paying Users	6 Businesses
Employees	2
ARR	QAR 530,000

INVESTMENT OPPORTUNITY

Funding To-Date	:	QAR 550,000
Current Runway	:	3 Months
Current Shareholders	:	Founders, 100%
Funding Sought	:	QAR 2.2 Million
Funding Status	:	Active
Target Closing Date	:	July 2024
Deal Terms	:	Seed Round, Pre-money Valuation QAR14.5 Million

NavBuddy

TEAM

Team Member 1
Ahmed Waseem Palliyali
CTO

A coding prodigy since the 5th grade, Ahammed Waseem exemplifies passion-driven work. Balancing a full-time role developing surgical robots and AR-based educational applications, Waseem takes charge of NavBuddy's development, deployment, and integration single-handedly. His unparalleled ability to identify and solve problems makes him the equivalent of four developers in one.

With NavBuddy, Waseem has crafted a solution tailored to various software infrastructures, employing ingenious strategies to implement indoor navigation and complementary features.

Team Member 2
Mohammad AL Saffar
CEO

A true entrepreneur at heart from his early school days, Mohammad Al Saffar embarked on his journey by selling goods to classmates and participating in spring fairs, earning him a reputation as a natural entrepreneur. Establishing his first company at the age of 19, he faced the challenges of closure during the pandemic, yet this setback did not deter him from pursuing success.

Possessing unparalleled people skills, Saffar excels in conveying ideas and visions to partners and clients. Beyond his role at NavBuddy, he has served as a mentor for the QDB hackathon, guiding aspiring entrepreneurs in their quest to take flight. A valuable blessing from his previous venture is his strong relationship with Ahammed Waseem, a bond we'll delve into shortly.

PRODUCT IMAGE/SCREENSHOTS