

Samples Yard



COMPANY OVERVIEW

Elevator Pitch

Samples Yard remodels the process of material selection for interior designers and project owners across the GCC, while also empowering material suppliers to digitize their offerings. From sampling to procurement, we streamline the entire process.

The Problem

Interior designers waste approximately 10 hours, costing \$930 per project, due to fragmented material selection and vendor coordination. Meanwhile, material vendors invest significantly in traditional marketing methods, such as trade shows, to reach their audience.

The Solution

A centralized platform for interior finishes and products, cutting selection time from hours to minutes for interior designers and project owners, while boosting digital visibility and reducing marketing costs for material suppliers, improving sales.

USP

Sole platform in the region offering end-to-end guidance and support from sampling to procurement. Our streamlined experience accelerates material selection, ensuring efficiency and speed.

Customer Segments

Buyers: Architecture and Interior design firms, Design and build companies, and contractors. Homeowners/project owners
Sellers: Material Vendors

Near-Term Strategy

Expanding into GCC markets, growing our supplier network to 100, and increasing our design professionals and project owners user base to 1000.

Traction/Growth

- GMV exceeding \$23,000 since November 2023
- Active quotations valued at \$1.12 million
- Subscriber base of over 700 and 110+ active designers
- Partnerships with 22 material vendors
- Facilitated 33 sample orders, demonstrating platform efficiency
- Strategic alliances with local institutions

Revenue Model

Commission based ranging between 10% to 40% and pay as you go for services.

Facts

Industry:

Architecture & Design

Sector: Marketplace

Inc. Date: 2023

Inc. Place: Qatar

Accelerated By: QBIC

Links

Website:

www.samplesyard.com

Facebook:

@samplesyard

Instagram:

@Samplesyard

LinkedIn:

@SamplesYard

Metrics

GMV (USD)	\$23,000+
Active Quotations (USD)	\$1.2M
Total Subscribers	700+
Active Designers	100+
Material Vendors	22

INVESTMENT OPPORTUNITY

Funding To-Date	:	\$40,000 Founders Fund, \$52,000 from QBIC
Current Runway	:	6 months
Current Shareholders	:	2
Funding Sought	:	\$500,000
Funding Status	:	Ongoing
Target Closing Date	:	December 2024
Deal Terms	:	Safe

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TEAM

Team Member 1

Abdulla Mohamad Al Bin Ali
Co-Founder & CEO

An accomplished businessman and visionary human capital investor, possessing over 17 years of diverse industry expertise and a proven track record of success.

Team Member 2

Alaa Al Khatib
Co-Founder & Deputy CEO

An innovative architect and entrepreneur, boasting over six years of extensive experience within the architecture and design sector across the GCC region.

Team Member 3

Marwa Al Outa
Full-time

A highly experienced architect with more than 10 years of experience in handling supplier relations and procurement within the construction industry.

Team Member 4

Abdul Basit
Full-time

A seasoned B2B marketing and sales professional with over four years of experience in Qatar and the UAE. He's responsible for forging partnerships and identifying new business opportunities

Team Member 5

Quratulaen
Tech Lead/Part-time

More than 12 years of experience in developing digital platforms from scratch and scaling them. Responsible for developing and maintaining the platform.

PRODUCT IMAGE/SCREENSHOTS

