



Welcome

# Investor Deck

# TABTILA

Bringing people closer with personalized gifts,  
delivered right when they matter most

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Contact

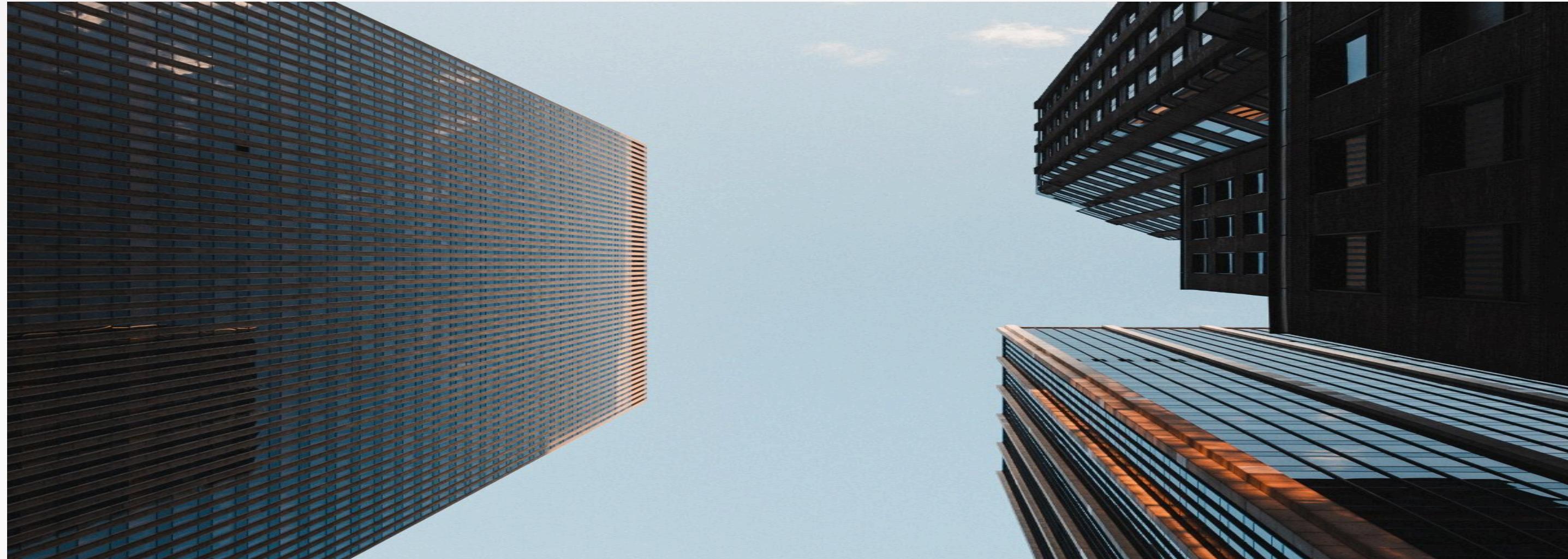
[info@tabtila.com](mailto:info@tabtila.com)

[www.tabtila.com](http://www.tabtila.com)



Surprises that connect us

Meet Sarah, born in United Arab Emirates, now living miles away in Riyadh. Despite her best efforts, she struggles to keep up with birthdays, anniversaries, and holidays. The distance makes it hard for her to show her loved ones how much she cares.



# Individual's Story

Sarah forgets important events and needs a service that sends reminders and delivers gifts exactly on special days, helping her express the love and care she holds in her heart.

# The Problem



**Distance:** Makes it difficult to participate in special occasions with loved ones.

**Forgetfulness:** Busy lives lead to missed celebrations and unexpressed sentiments.

**Impersonal Services:** Current delivery options lack personalization and precise timing, diminishing the impact of gifts.

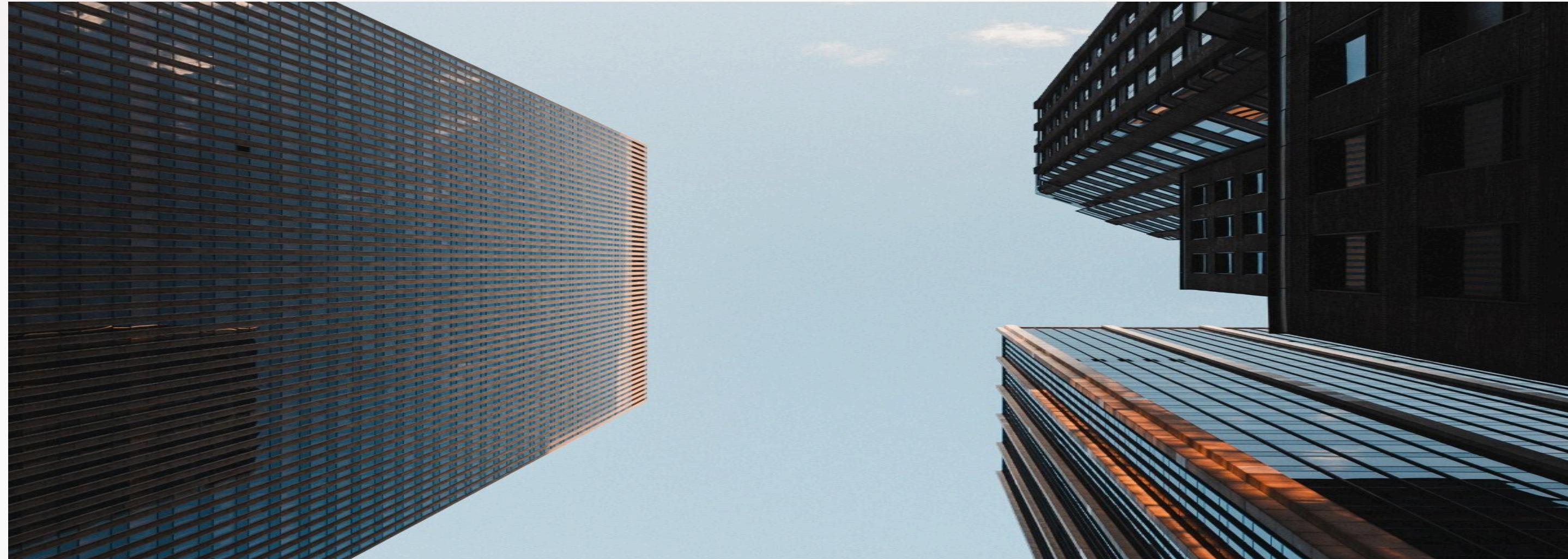
**High Effort:** Managing multiple special occasions and ordering gifts for each is cumbersome and time-consuming.



Surprises that connect us

# Company's Story

Meet John, an HR manager at a fast-growing tech firm in Riyadh. With a growing team, key clients, and a fast-paced work environment, John knows that employee appreciation and client relationships are critical to business success.



However, managing birthdays, work anniversaries, festivals, and corporate milestones at scale is overwhelming. Manually tracking important dates, selecting meaningful gifts, and ensuring timely delivery is a logistical nightmare. Missed occasions mean missed opportunities to strengthen relationships.

# The Problem



**Inefficient & Time-Consuming:** Tracking employee milestones and client occasions manually is tedious and error-prone.

**Lack of Personalization:** Generic, one-size-fits-all gifts fail to create meaningful connections.

**Last-Minute Hassles:** Businesses struggle with rushed decisions, logistical delays, and inconsistent gifting experiences.

**Missed Engagement Opportunities:** Uncelebrated employee achievements and overlooked client relationships lead to lower retention and weaker brand loyalty.

# SOLUTION

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**Tabtila.com**

Surprises that connect us

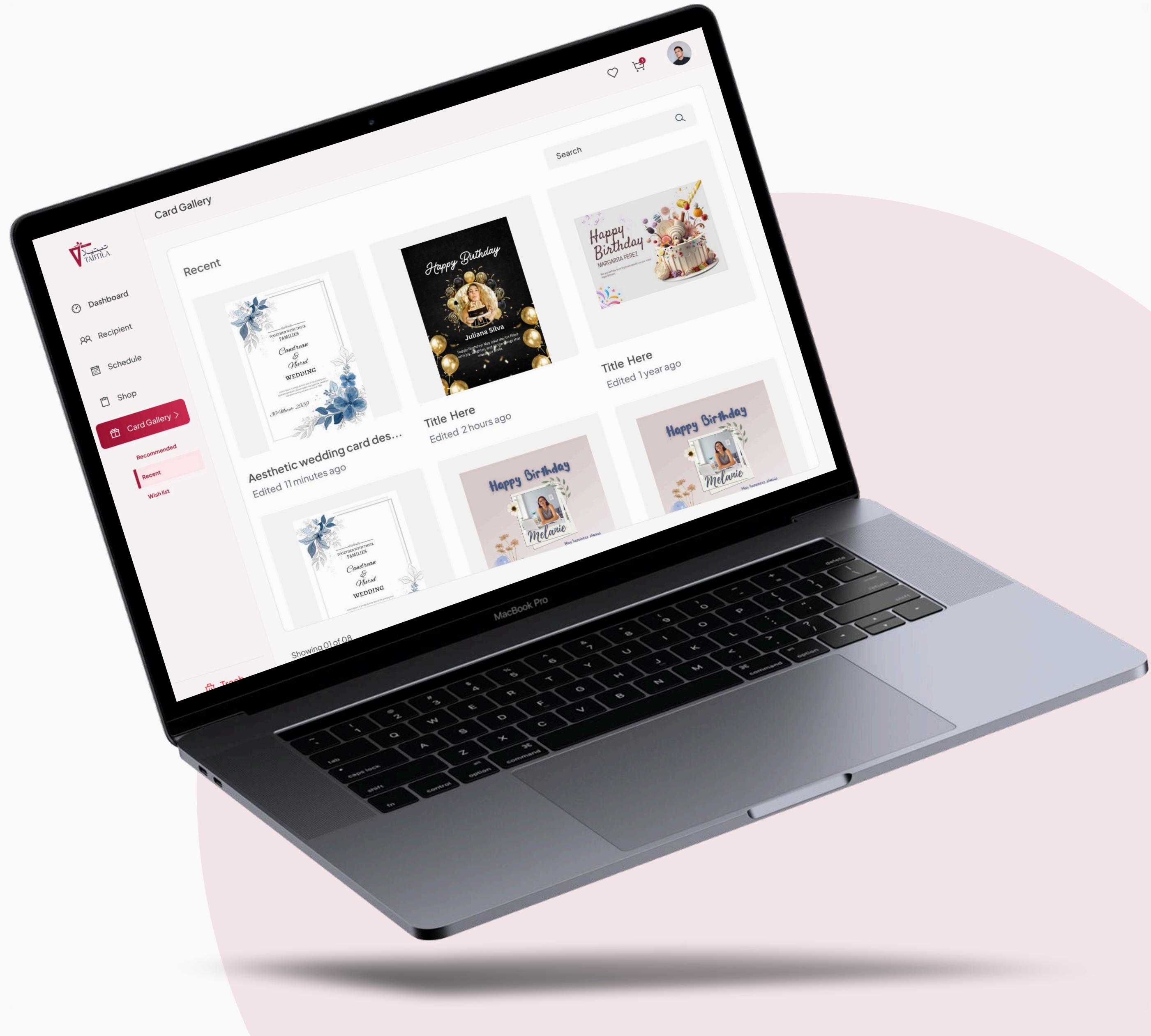
# Gifting Made Effortless

 **Personalized Calendar & Automated Reminders:** Track all special dates and receive timely reminders, ensuring you never miss an important occasion.

 **Customizable AI-Generated Greeting Cards:** Personalize greeting cards with AI-generated messages and unique designs, tailored to each recipient's personality and occasion.

 **Perfect Gift Selection:** Choose from top brand gifts and gift vouchers, ensuring each present is meaningful and appropriate for the occasion.

 **Guaranteed Timely Delivery:** Our trusted and AI-optimized delivery service ensures your gifts arrive on the exact day, every time, making every celebration special.



Tabtila is an online platform for sending personalized gifts and greeting cards, ensuring timely delivery for special occasions, and making sure you never miss an important date.

**Tabtila.com**

# PRODUCT DEMO

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**Tabtila.com**

Surprises that connect us

# Upcoming Events

## Upcoming Events

Calendar

< October 2024 >

+ Add Event

MON	TUE	WED	THE	FRI	SAT	SUN
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Mother Day (3rd)

Fathers day (14th)

Teachers Day (26th)

# Recipients Management

Recipients Management

Recipients

Name	Gender	Email	Relation	Action
Abdullah	Male	abdullah@gmail.com	Father	
Amna	Female	amna@gmail.com	Mother	
Khadija	Female	khadija@gmail.com	Wife	
Ibrahim	Male		Son	
Fatima	Female	fatima@gmail.com	Daughter	
Abu Bakar	Male	abubakar@gmail.com	Friend	
Hamza	Male	hamza@gmail.com	Uncle	
Hassan	Male	hassan@gmail.com	GrandChild	
Ali	Male	ali@gmail.com	Brother	

Recipient

Dashboard

Schedule

Shop

Card Gallery

# Card Gallery

Tabtila.com

Card Gallery

Recent

Search

Card Gallery

Recent

Card Gallery >

Recommended

Recent

Wish list

Aesthetic wedding card des...

Edited 11 minutes ago

Happy Birthday

Juliana Silva

Happy Birthday! May your day be filled with joy, laughter, and all the things that make you smile.

Happy Birthday

MARGARITA PEREZ

May your birthday be as bright and beautiful as your smile!

Happy Birthday

Melanie

May happiness always

Dashboard

Recipient

Schedule

Shop

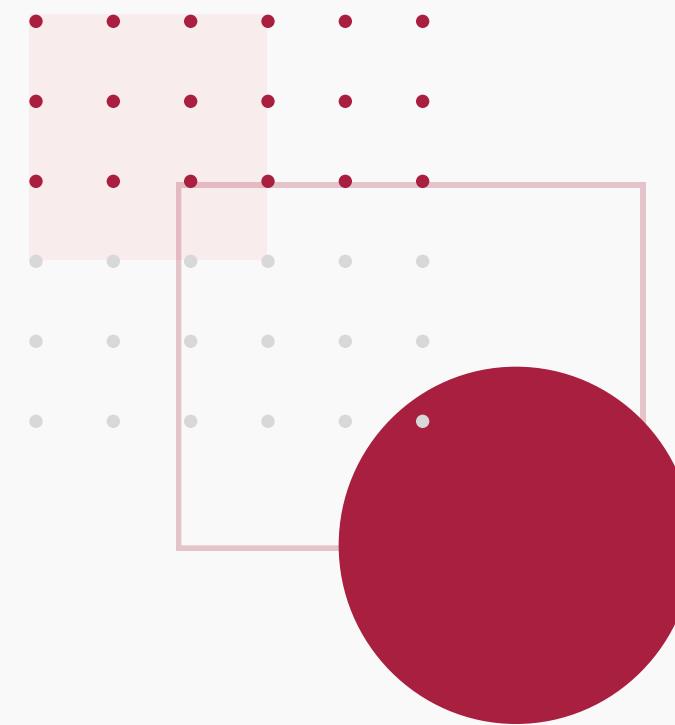
# Card Design

The screenshot shows a card design application interface. At the top, there's a navigation bar with a back arrow, the text "Card Gallery", and icons for a heart, a shopping cart with a "5" notification, and a save button. The main area is a white card with a red header. On the left, there are two tabs: "Text" (selected) and "Photos". Below the tabs is a search bar with the placeholder "Search text". Underneath the search bar are two buttons: "Fonts" and "Ai Messages". The "Ai Messages" button is highlighted in red. The card content area contains three messages, each in a box with a rounded rectangle border:

- Wishing you a birthday filled with excitement and new adventures, dear Brother. Your ambition and drive are truly inspiring. May this year bring you closer to achieving your dreams.**
- To my Brother, bold and true,  
With dreams that reach the sky,  
Your path is paved with courage,  
As you strive and never shy.  
May your journey be fulfilling,  
As you climb to greater heights,  
On your birthday, I wish you,  
Endless days of joy and light.**
- Wishing you a joyous birthday, dear Brother! Your adventurous spirit and relentless drive continue to inspire all who know you. May this special day be filled with moments that reflect your bold and ambitious approach to life.  
As you embrace another year, may you conquer new challenges and realize even greater achievements. Your determination and ambition are a testament to the incredible person you are. Happy Birthday!**

At the bottom right of the card, there are navigation arrows for "Previous" and "Next".

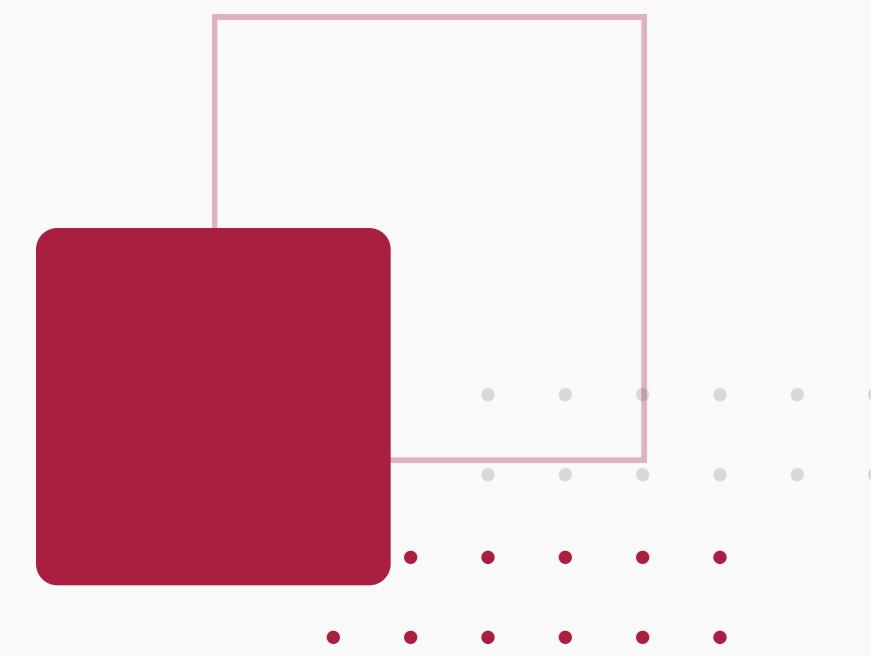
# Business Model



## Gift Commissions & Service Fees

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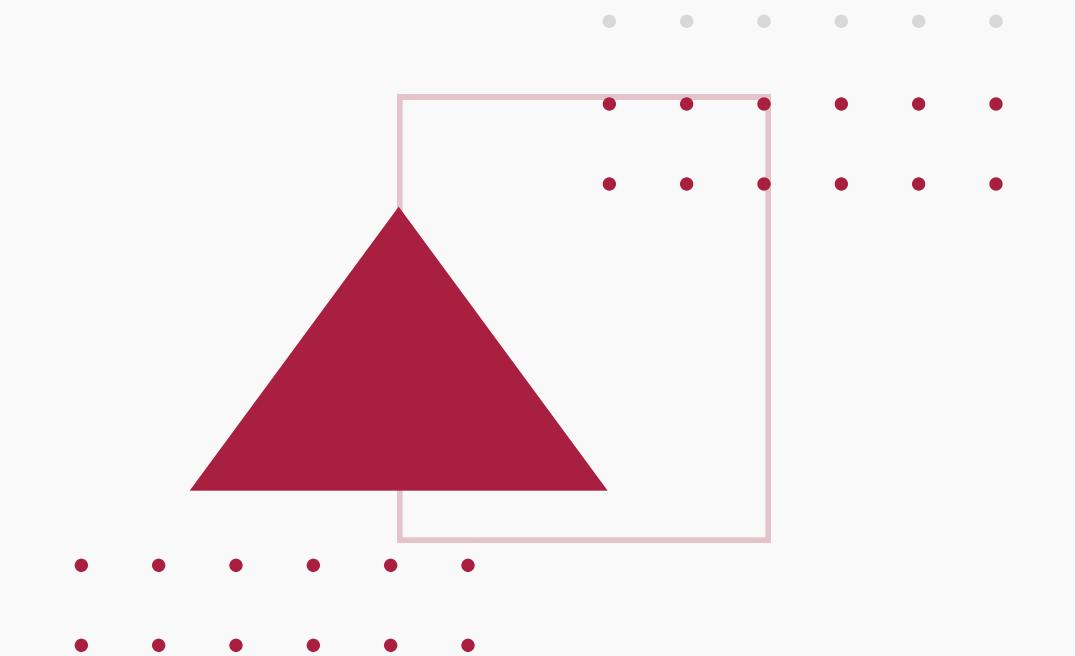
- Earn commissions on partner brand gift vouchers.
- Charge service fees for personalized AI greeting card creation and timely, optimized delivery.



## Subscription Model

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- **Corporates:** Subscription fees for advanced features and bulk gifting solutions.
- **Individuals:** Freemium model with premium features for adoption



## Product Placement Revenue

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- Generate income from brands through direct integration.
- Offer indirect integration where we display products sourced from various suppliers on demand.

# Market Overview

## Total Addressable Market (TAM)

- **Global Gifting Market:** USD 678B by 2034.

## Serviceable Available Market (SAM)

- **GCC Focus:** Estimated USD 10B, targeting tech-savvy users with digital payment access.

## Serviceable Obtainable Market (SOM)

- **Target 01:** 5% of the GCC market, aiming for USD 500M in revenue over the next 10 years.

### Market Insight



# Traction

- **MISK Launchpad 6.0:** Successfully completed pre-stage accelerator, refining strategy & growth.
- **Biban 2024:** Engaged 157+ industry experts & potential users, validating market interest.
- **Web Summit 2025 & 2026:** Showcased Tabtila on a global stage, expanding partnerships & investor reach.

## Corporate Interest

Engaging with enterprises for gifting solutions

## Pre-Sign-Ups

97 Users - Strong early demand

# Market Adoption



- Launch Events
- Occasion-Based Campaigns

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- Corporate Collaborations
- Brand onboarding

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- Social Media Campaigns
- Influencer Marketing
- Freemiums

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# Competitors

Feature	Tabtila	Floward	YouGotaGift
Customizable Greeting Cards	✓ Full customization with AI	✓ Basic customization	✗ Not available
E-Gift Vouchers	✓ Available	✗ Not available	✓ Available
AI-Generated Text	✓ Yes	✗ No	✗ No
B2B	✓ For corporate clients	✗ Not available	✓ Corporate packages
Gifting Categories	✓ Wide range	✓ Flowers and gifts	✓ Vouchers
Personalization	✓ High	✓ Moderate	✗ Low
Delivery Options	✓ Flexible, on-time delivery guaranteed	✓ Same-day delivery	✗ No dedicated delivery
Reminders & Notifications	✓ Yes	✗ No	✗ No

# Meet the Team



**Muhammad  
Noman Mansha**

**CEO**



8+ years of experience in Saudi Arabia & GCC, specializing in technical services and sales.



**Muhammad  
Usman Mansha**

**CPO**



12+ years of experience as Enterprise Architect leading multiple software development teams and delivering high-impact projects.



**Matti Ur  
Rehman**

**CTO**



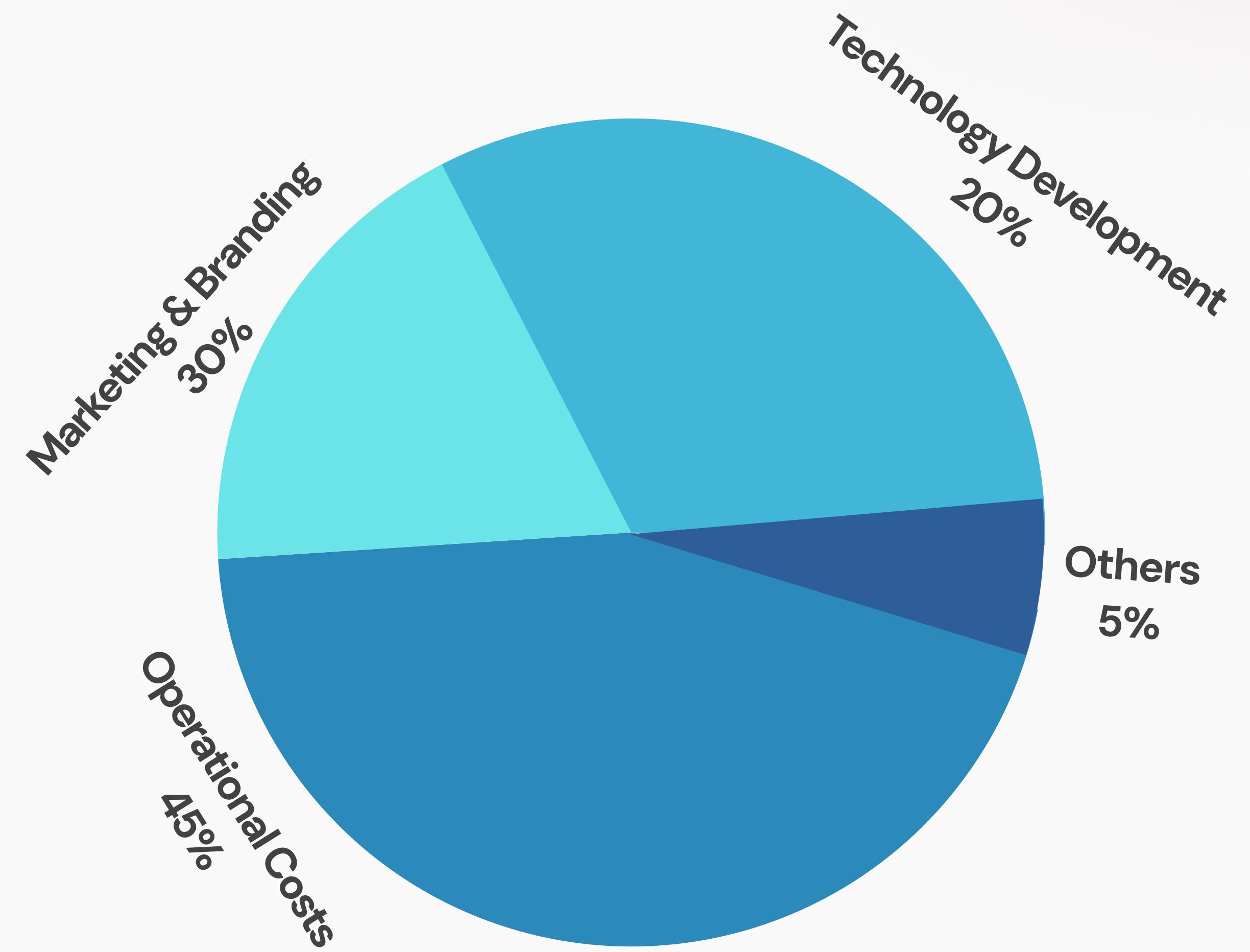
Tech leader with experience in steering startups to success by building sophisticated AI-based applications.

# Tabtila - The Ask

Join our Pre-Seed Round

**293,000\$**

2.93M\$ Valuation Safe Note



# Thanks

## Let's Discuss

Tabtila isn't just about sending gifts; it's about making every moment count, no matter the distance.

[info@tabtila.com](mailto:info@tabtila.com)

**+966 59 6059001**