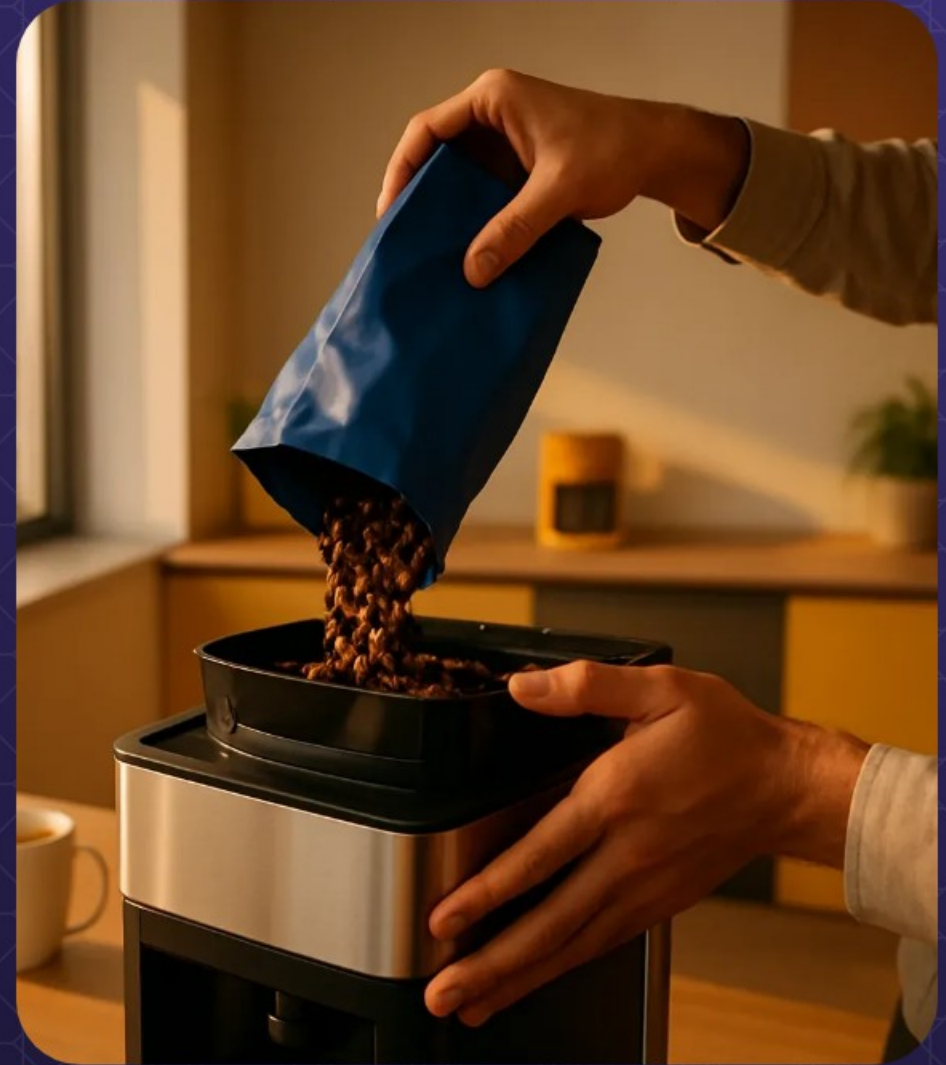


PRE-SEED PITCH

Qahwa Lab

- A dedicated specialty coffee subscription service tailored for modern offices in Riyadh.
- Connecting top Saudi roasters directly to workplaces with weekly deliveries.
- Simplifying corporate procurement through a single consolidated monthly invoice.



THE PROBLEM

Workplace Coffee Procurement is Fragmented and Subpar



Office managers waste time sourcing quality coffee and managing multiple vendor receipts.



Standard commercial workplace coffee fails to meet modern employee quality expectations.



Local specialty roasters lack streamlined corporate delivery programs for B2B buyers.

THE SOLUTION

Curated Local Specialty Coffee with One Monthly Invoice

- Fresh weekly deliveries of specialty beans roasted by premium Saudi roasters.
- One simplified monthly invoice eliminating administrative and expense friction.
- Consistently elevated office perks that boost employee satisfaction and office culture.

TARGET CUSTOMER

Mid-Sized Workplaces in Riyadh



Primary buyer persona: Office Managers, Workplace Experience Leads, and HR Managers.



Target company size: 50 to 300 employees based in key business hubs across Riyadh.



Ideal initial segment: Tech companies, creative agencies, professional services, and regional headquarters.

MARKET OPPORTUNITY

Riyadh's Expanding Specialty Coffee Culture Meets B2B Demand

- Rapid growth of Saudi specialty coffee culture presents a strong opportunity in corporate environments.
- Increased focus on workplace experience and talent retention in Riyadh.
- Total Addressable Market (TAM) & Serviceable Market metrics: To validate during initial pre-seed pilot.

PRODUCT & OPERATIONS

Seamless B2B Supply Chain & Catalog Management



Rotating roster of verified local Saudi roasters to offer workplace bean variety.



Scheduled weekly deliveries adjusted according to team consumption speed.



Simplified procurement dashboard for volume adjustments and automated billing (To validate platform development requirements).

BUSINESS MODEL

Recurring B2B Subscription Revenue

- Tiered monthly pricing based on headcount and estimated weekly bean consumption.
- Gross margin driven by negotiated B2B wholesale pricing with regional roasters.
- Predictable recurring revenue model with single-point corporate invoicing.

Direct B2B Outreach and High-Touch Tastings



Direct outbound sales targeting Riyadh office managers via LinkedIn and local business networks.



Free 'Tasting Kit' office activations to demonstrate quality and secure early commitments.



Co-marketing partnerships with established Saudi roasters looking for corporate reach.

Local Roaster Aggregation vs. Single Vendors

- Legacy commercial suppliers offer low-quality products without modern Saudi roaster appeal.
- Direct roaster purchases require handling multiple vendors, invoicing, and logistics.
- Qahwa Lab provides variety and quality backed by unified administrative simplicity.

Pre-Launch Testing & De-risking Phase



Current stage:
Concept
validation and
market entry
preparation.



Pilot Goal: Secure
first 10 paying
office accounts in
Riyadh to test
logistics and
retention.



Key metrics to
validate: Monthly
churn rate,
average revenue
per office (ARPU),
and roaster
margins.

FUNDING ASK & NEXT STEPS

Raising SAR 750,000 Pre-Seed

- Use of funds: Supplier onboarding, initial B2B sales/marketing execution, logistics setup, and pilot operations.
- 12-Month Target Milestone: Prove product-market fit with a stable base of recurring subscriber offices in Riyadh.
- Investor Next Step: Partner with us to launch the initial corporate pilot cohort.