



ShopYard - PITCH SLIDE DECK

The MENA region eCommerce Platform

<https://www.shopyard.me>



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What are we trying to resolve?

An Overview Of The Problem

01

Difficulty:

It is relatively difficult/complicated to start an online store in the region (which system is better, developers, web agency, tech consultant, etc).

02

Cost:

The starting cost is usually high and depends on the quality (agencies charge a lot).

03

Payment and Shipping:

To be able to accept payment and ship orders automatically through your store you need to get integrated and mostly this should be done manually by developers.

The solution

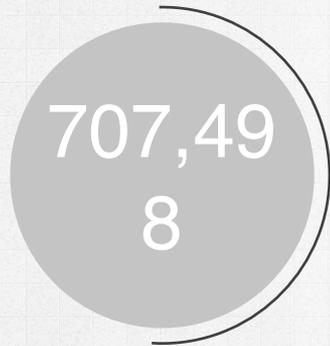


ShopYard is a robust, cloud-based, flexible, and localized eCommerce platform designed for small and medium-sized businesses in the MENA region

The mission: To become the NO. 1 eCommerce enabler in the region from a business perspective.

Market Validation - Worldwide

WooCommerce



Potential Clients

Not suitable for long term growth plans, lots of missing functionalities (since at the end it's a plugin for a CMS).

Magento



Potential Clients

Stores developed by site owners, freelancers and web agencies.

Shopify



Potential Clients

The system is limited, and not fully localized to serve the region (payment, shipping and language).

Rest of Technologies Combined



Potential Clients

Other technologies
PrestaShop, OpenCart, etc.

**Worldwide statistics*

Market Validation - UAE

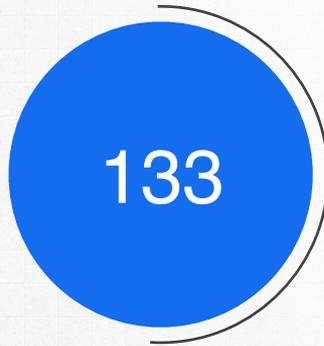
WooCommerce



Potential Clients

Not suitable for long term growth plans, lots of missing functionalities (since at the end it's a plugin for a CMS).

MonsterCommerce



Potential Clients

Stores developed by site owners, freelancers and web agencies.

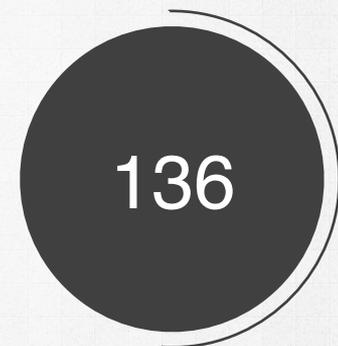
Shopify



Potential Clients

The system is limited, and not fully localized to serve the region (payment, shipping and language).

Magento



Potential Clients

Other technologies PrestaShop, OpenCart, etc.

**UAE statistics*

Market Size (ME)

STRENGTHS

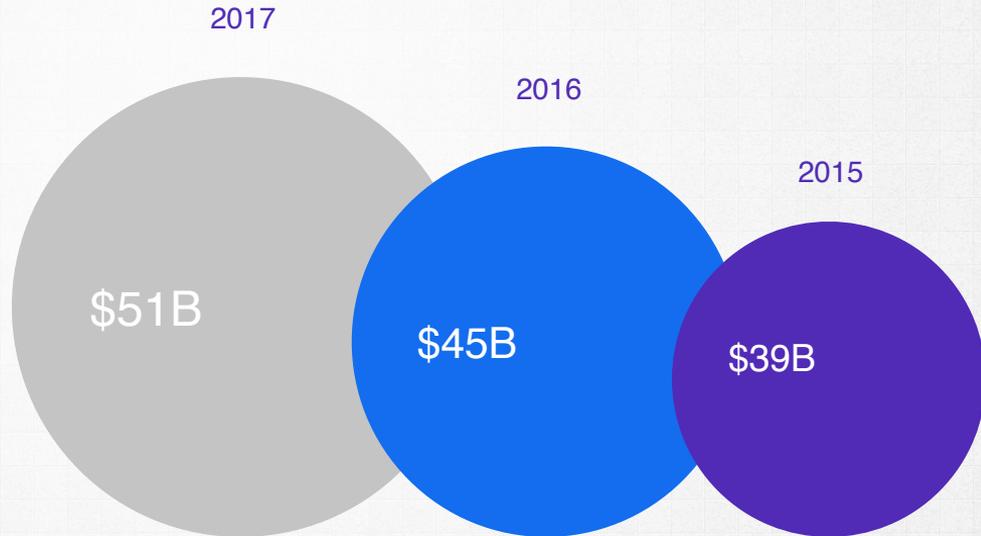
Online shopping in the Middle East is rapidly evolving and has grown by 1500% over the last decade. 4.1% on the total retail.

WEAKNESSES

Limited and expensive eCommerce technologies, No eCommerce platforms, instability, cost and efforts, etc.

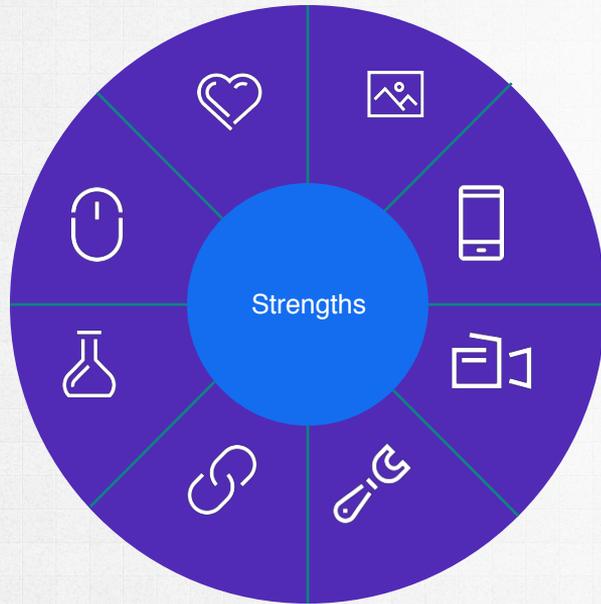
OPPORTUNITIES

Just 18 percent of small and midsize enterprises (SMEs) in the United Arab Emirates, 15 percent in Saudi Arabia, and a mere 7 percent in Egypt have an online presence.



ShopYard Features

Product Benefits



Localized Payment Gateways

ShopYard is fully integrated with Payfort, Cashu, Checkout.com and 2Checkout.

Localized Shipping Couriers

ShopYard is fully integrated with Aramex, Skynet and Fetchr (Wing and others soon).

Multiple Languages

Every online store comes with a set of languages including Arabic, and all of them can be modified to meet the client preferable translation.

Mobile commerce ready

Every online store includes a built-in mobile theme. Client's customers can browse and buy from the store using any mobile phone or tablet.

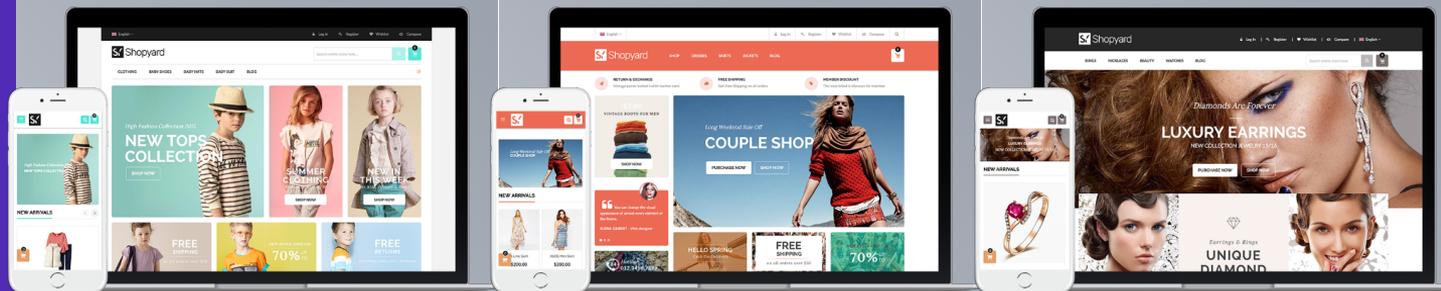
A Look At Our Business Model

<p>Professional</p> <p> Shopyard</p> <p>All the basics you need to start selling online</p>	<p>Business</p> <p></p> <p>Suitable for large catalogs and good traffic</p>	<p>Premier</p> <p> Shopyard</p> <p>Advanced enough to handle your store load</p>	<p>Marketplace</p> <p> Shopyard</p> <p>A complete multi vendor solution</p>
<p>\$499 per year</p>	<p>\$599 per year</p>	<p>\$799 per year</p>	<p>\$1599 per year</p>

How does the storefront look like?

Our Awesome Templates

Our themes were designed and developed to guarantee maximum user experience and customer satisfaction



Market Adoption

Partnerships with
Shipping and
Payment
Companies +
eCommerce and
Logistics
organizations



What makes us different?

ShopYard vs. Competitors

ShopYard provides a unique and a wide-range set of features that makes it very suitable for the region, that includes plug and play localized payment and shipping integrations, full Arabic support, Mobile commerce ready and many more...

Description	ShopYard	WooCommerce	Shopify	Weebly
Scalability	✓			
Security	✓	✓	✓	✓
Payments and Shipping	✓		✓	
No Transaction Fees	✓	✓		
HTTPS/SSL Included	✓			✓

Our clients

Portfolio

We have launched recently and were able to acquire around 6 clients (early adopters)



ON LINE



The Team

Meet Our Team



Ali Halabyah
Co-Founder



Mostafa Tellawi
Co-Founder



THANK YOU.

ShopYard Team.

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