



Blend

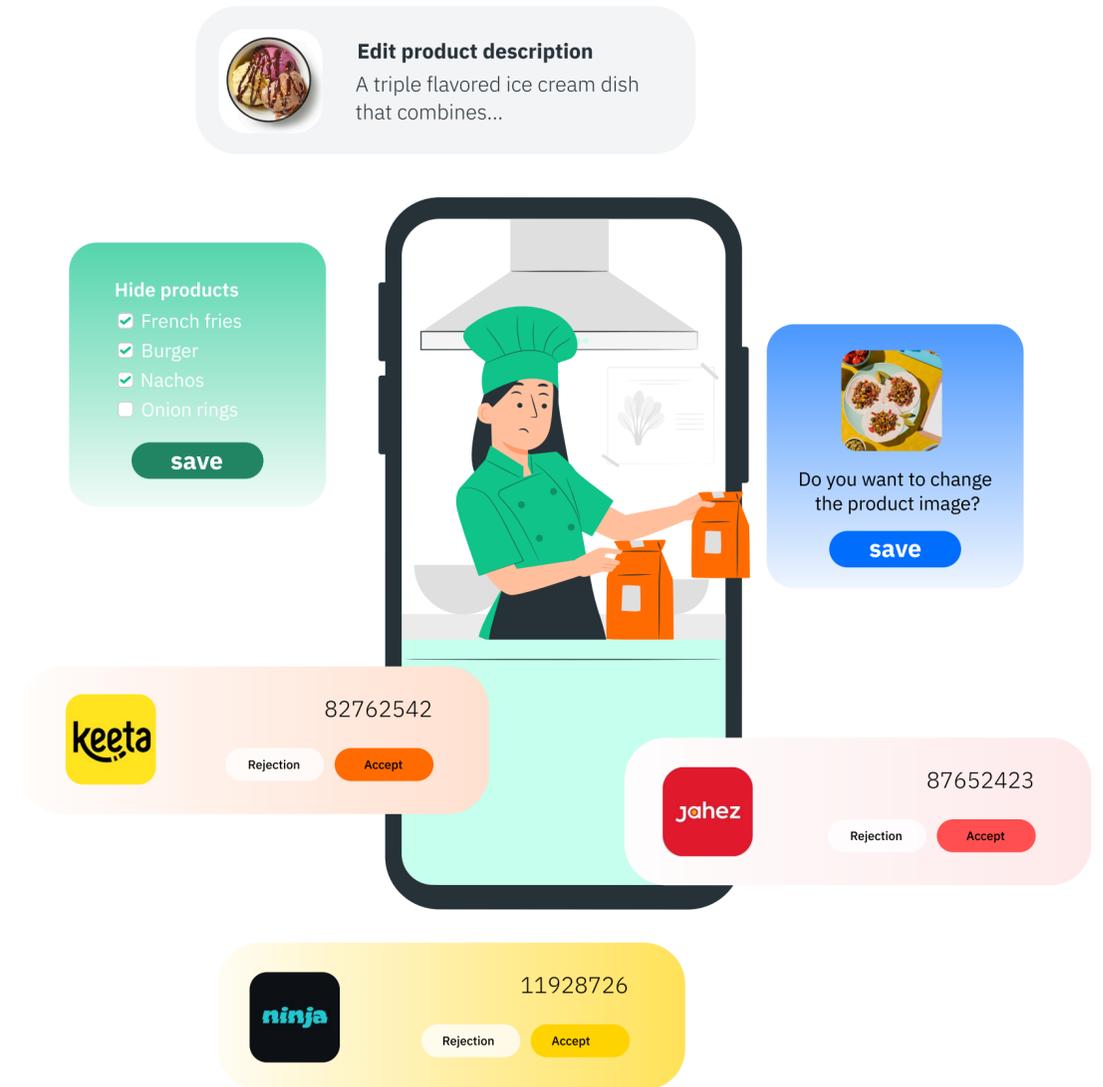
Blend is a system that integrate delivery apps into one platform



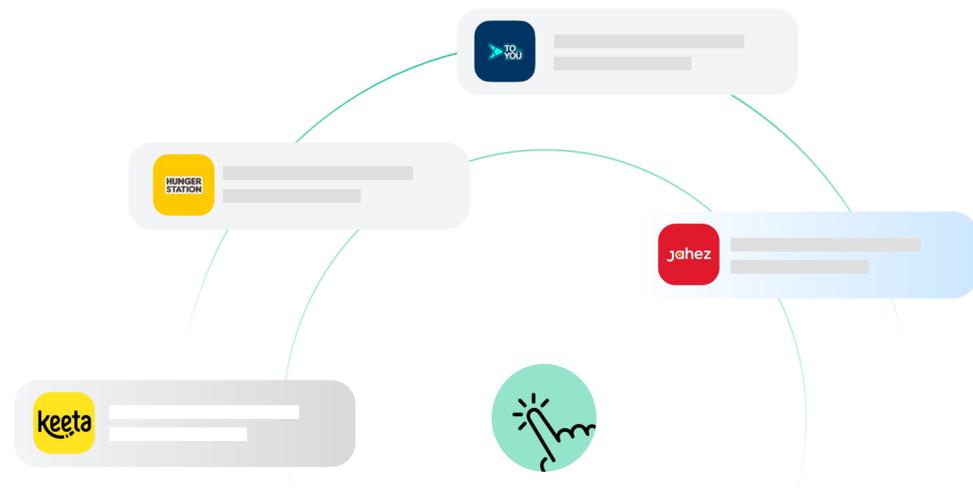
Blend operates as an **online sales management system**, integrating all kind of channels: **delivery apps, direct sales, websites**, or even **social media platforms**.

Challenges Faced by Delivery App Users

-  Too many devices within branches.
-  Difficulty managing items across multiple apps.
-  Complications in tracking report from different apps.



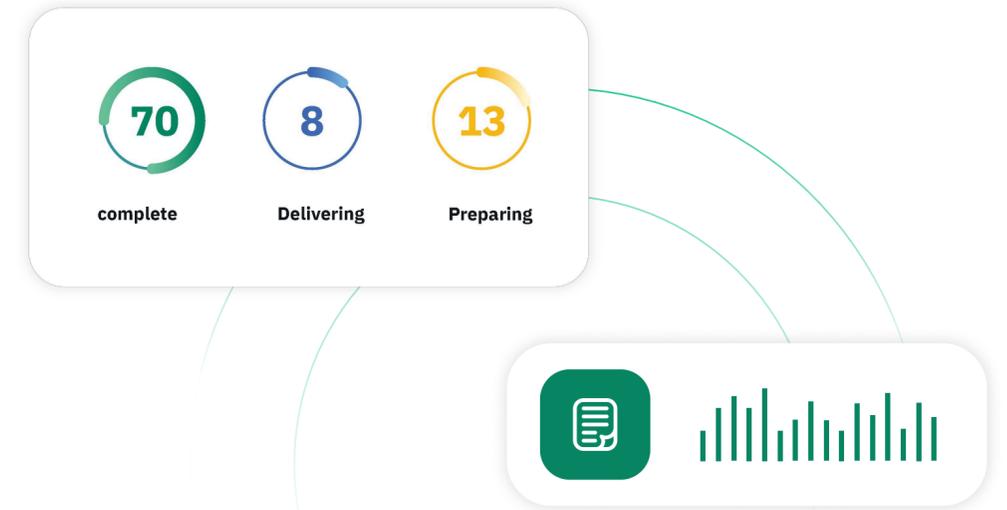
Solutions Provided by Blend



Integrate apps and accept orders manually or automatically from one central system.



Add, edit, or hide items seamlessly from one dashboard.



Track sales reports, identify top-selling items, and monitor performance—all from one screen.

Business Manager

This screenshot shows the 'Jorann Menu' interface in the Blend Business Manager. The 'Photos' tab is selected, displaying a grid of menu items with their respective images and file names. The items include 'Crunchy Nutella.jpg', 'MIRINDA CITRUS.jpg', 'Al Muallem Mini Saj Box.jpg', and 'Tea With Milk.jpg'. The interface includes a search bar, filters, and a sidebar with navigation options like Insights, Menues, Orders, Solutions, Locations, and Integrations.

This screenshot shows the 'Jorann Menu' interface in the Blend Business Manager, specifically the 'Categories' tab. It displays a table of menu categories with columns for Category Name, Items, In Menues, Locations, and Status. The categories listed are Breakfast sandwiches, sandwiches Sweet, Juices, Hot Drinks, and Soft Drinks.

Category Name	Items	In Menues	Locations	Status
Breakfast sandwiches	150 Items	2 Menues	2 Locations	Active
sandwiches Sweet	5 Items	3 Menues	1 Location	In Active
Juices	5 Items	3 Menues	1 Location	Active
Hot Drinks	15 Items	4 Menues	2 Locations	Active
Soft Drinks	90 Items	2 Menues	2 Locations	Active

Order Manager

This screenshot shows the 'Integrations' section in the Blend Business Manager. It displays three categories of delivery apps: Delivery Apps (8), Online Delivery Apps (5), and Offline Delivery Apps (2). Below these, there is a section for 'Delivery Apps' with a toggle switch for 'Mr Mandoob' (Active) and 'Shgardi' (Active). The interface includes a sidebar with navigation options like Orders, Menues, Integrations, Activity Log, Analytics, and History.

This screenshot shows the 'New Orders' section in the Blend Business Manager. It displays a summary of order counts: Active (8), Scheduled (8), Pick Up (8), and Completed (24). Below this, there is a table of orders with columns for Channel, Order ID, Brand, and Quantity. The orders listed are from Mr Mandoob, Careem, Hungerstation, and Noon.

Channel	Order ID	Brand	Quantity
Mr Mandoob	# 0185222	Blend Burger	20
Careem	# 0185227	Blend Drinks	31
Hungerstation	# 0185220	Blend Pizza	31
Noon	# 0185221	Blend Burger	3

Business Model

Blend Premium

330
Monthly

 Annual Sub

- ✓ Pricing Per Location.
- ✓ Unlimited Orders.
- ✓ No Hidden Fees.
- ✓ Unlimited Integration
- ✓ Payment Upfront

+Add-ons Per Location

-  PoS Integration **70 SAR**
-  Virtual Brand **70 SAR**

Management Team



Omar Alluhayyyan
CEO



Mohamed Magdy
Financial Manager



Osama Gharib
Product Manager



Mohsen Osama
Partnership Manager

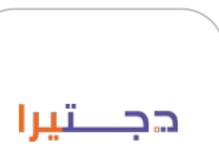


Abdulrahman Elwesemy
Head of Sales

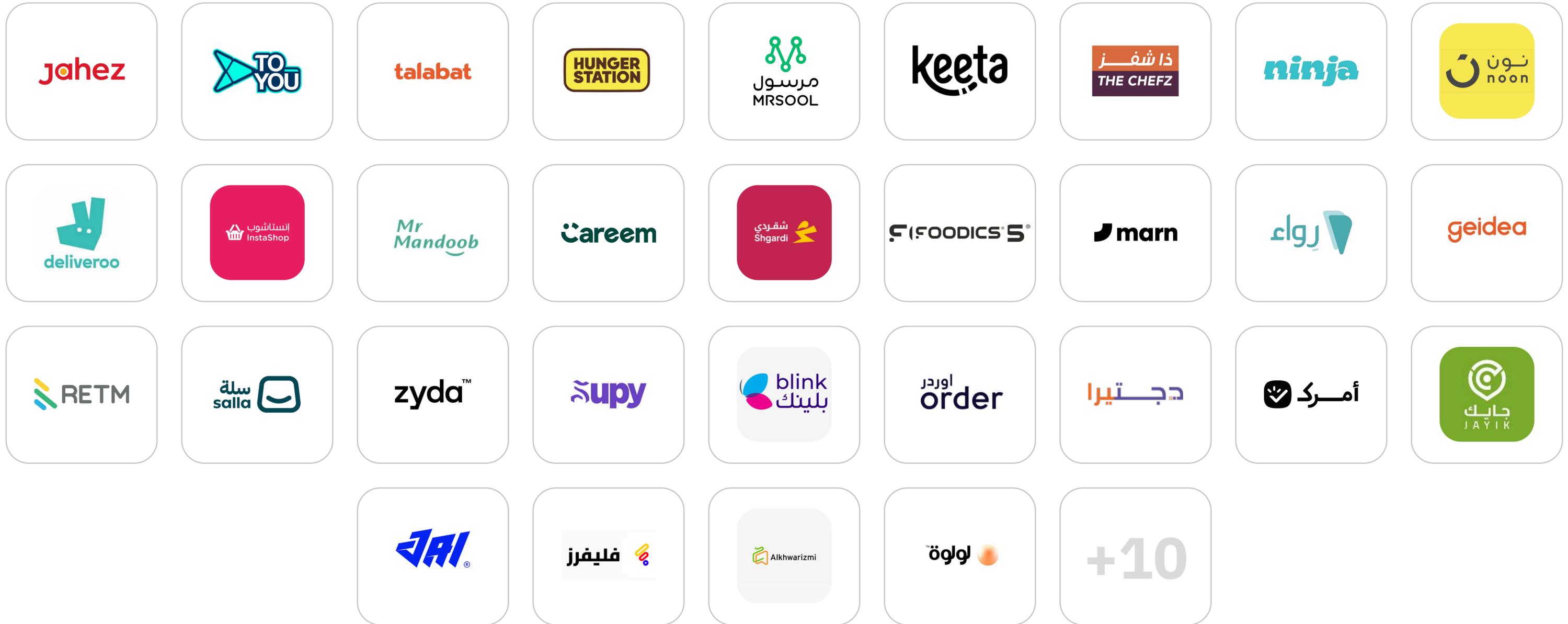


Abdullah Al-Sabani
Human Resource Manager

Team Expertise:



Integration Partners



We Graduated From

البرنامج الوطني
لتنمية تقنية المعلومات
National Technology
Development Program



منشآت
monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority



Misk مسك
مؤسسة محمد بن سلمان
Mohammed Bin Salman
Foundation

Thank you

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Founder and CEO

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