



مركز خليفة للابتكار
khalifa INNOVATION CENTER



KHALIFA INNOVATION CENTER
STARTUP PORTFOLIO

VALIDITY

Q2-Q3 - 2021

FOUNDING TEAM

DR.ABDULLA AL SHIMMARI, CEO

THE PROBLEM

Small, Medium, and Microenterprises in the UAE constitute 53% as of 2019 and are set to increase to 60% as of 2021. These enterprises mostly constitute small retailers, F&B, and home businesses that lack digital tools.

According to the UAE Ministry of Economy as of June 2021 more than 80% of Small, Medium, and Micro enterprises within the UAE and MENA region don't have a website of their own or depend heavily on costly 3rd parties when it comes to their digital presence and operations.

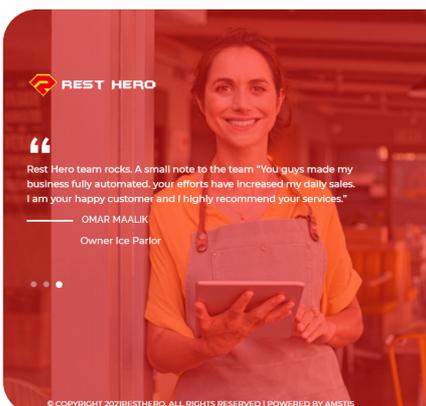
Also, there are several ERP solutions that are focused on Small, Medium, and Micro enterprises but they lack a holistic view into the operations.

CURRENT SOLUTIONS IN THE MARKET

There are several global digital service providers such as Wix, Shopify, Sapaad but they are not providing a comprehensive platform for all the Small, Medium, and Microenterprise needs and have not localized their offering to the MENA region.

MARKET OPPORTUNITY

The e-commerce market in the MENA region has double from USD 26.9 Billion in 2018 to an expected USD 48.6 Billion in 2022. The e-commerce market is growing at a percentage of 20% Year on Year. RestHero is looking at adding more local e-commerce players to the growing market.



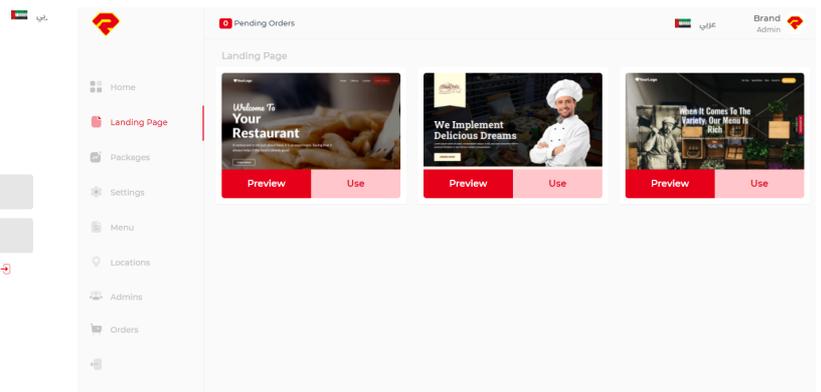
REST HERO

Sign In to Dashboard

Admin Email
user@theresthero.com

Password
password

Reset Password Login to dashboard



THE SOLUTION

RestHero provides Small, Medium, and Micro Enterprises with a plug-and-play solution with affordable packages to have their web and eCommerce presence thereby helping them operate and scale their business online.

Rest Hero Top 6 Product Features include

- Providing functionalities with multiple themes based on business needs to create a fully operating e-commerce platform.
- Hassle-free access to online payment gateway.
- Cloud-based point of sales (POS)
- Inventory & Purchase Management
- Customer & Business Analytics
- Integrated Customer relationship Management.



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BENEFITS

- A comprehensive tool with ease of configuration based on business needs.
- Multilanguage enabled.
- Micro SME & Home business focused.
- Pay as you model with the option to unsubscribe anytime.

BUSINESS MODEL

Software as a service.

Pricing Model USD 49 Per month along with 14 days free trial.

TRACTION

- Number of Customers: 97 retailers & home business owners.
- Repeat User: 80-85%
- Recurring monthly revenues: USD 3,600/-

CONTACTS

- RestHero team: info@amstis.com



REST HERO