



JAICOME

Empowering Local F&B
SaaS | FinTech | FoodTech

ntdp البرنامج الوطني
لتنمية تقنية المعلومات
National Technology Development Program
MVPLAB

المركز السعودي للأعمال
Saudi Business Center



**SAUDI
TECH**

Powered by jaicome.com

Problems



Lack of Direct Customer Relationships: F&B don't have access to customer data, which limits their ability to build direct relationships and loyalty.



Dependence on Third-Party Apps for Online Orders: F&B often can't offer their own direct online ordering, making them reliant on apps that charge high commissions and limit their control.



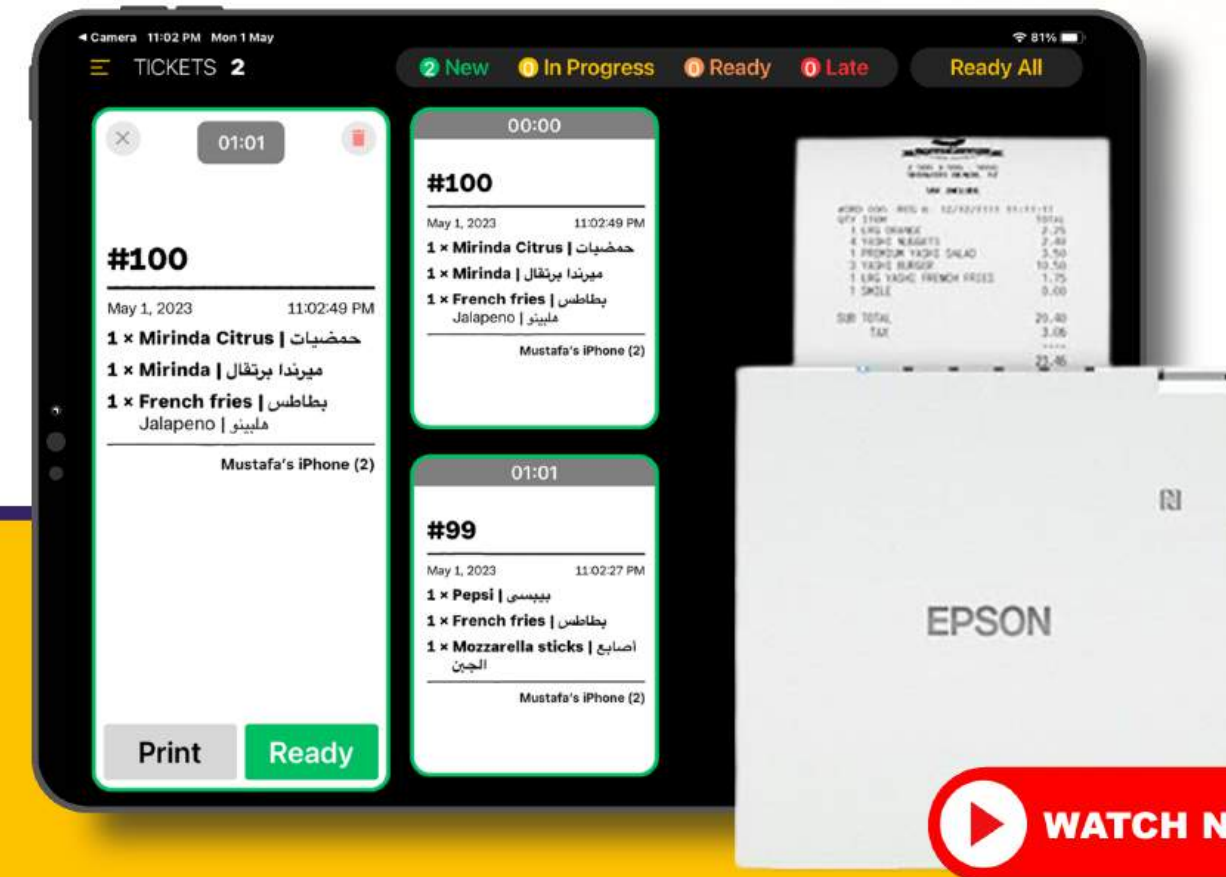
Lack of Real-Time Order Tracking in the Kitchen: Traditional paper-based systems don't offer real-time updates, leading to inefficiencies and order mix-ups.



Inefficiencies in Phone Orders and Language Barriers: Traditional phone orders can lead to miscommunication and errors, especially when language barriers are involved.

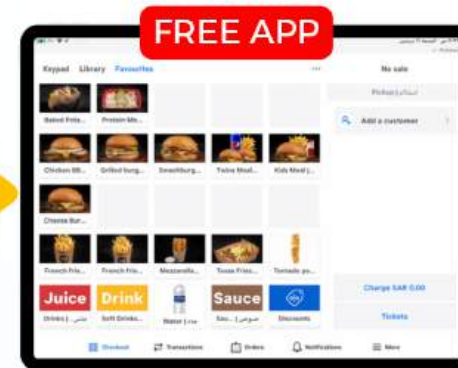
Solutions / Apps

SaaS to build website for F&B
Menu Marketplace - App
M30 KDS - Kitchen Display System



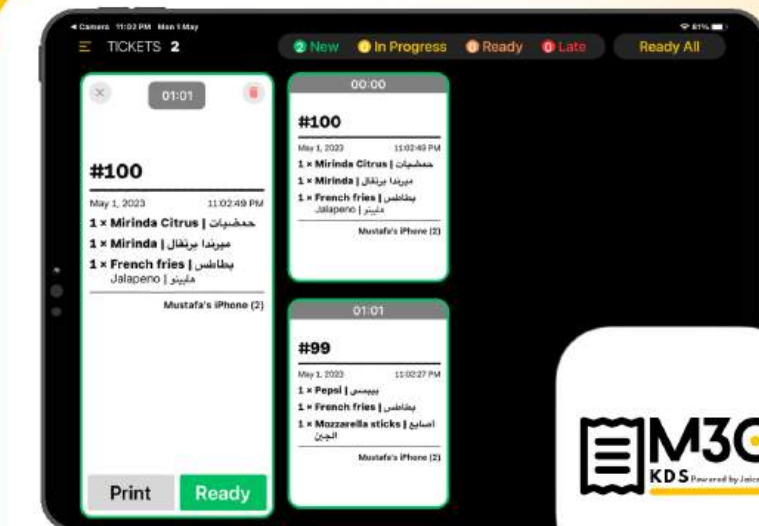
How It Works (Customer Journey)

Jaicome App / Digital Menu



POSs/online
ordering
receiver app

M30 (KDS) - Kitchen Display System



Auto send order to
kitchen via Wi-Fi
no internet required

if need to print
the paper ticket

1 2 3

Kitchen Ticket Printer

Order Status Update



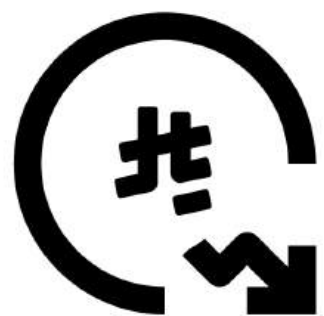
Whatsapp / App notification

Auto print order
when received



POS Printer

Competitor Advantage



Lower cost for building and maintaining a website for restaurants.



Direct Customer Data Access: Providing businesses with direct access to customer data for better customer insights.



AI-Driven Phone to Online Orders: Utilizing AI to convert phone orders into online orders seamlessly, with support for Arabic.



Offline-Capable KDS: The Kitchen Display System works offline and integrates with multiple POS systems, both local and international.

Empower F&B with the latest tech to



**Improve
customer
experience**



**Increase
productivity and
efficiency**



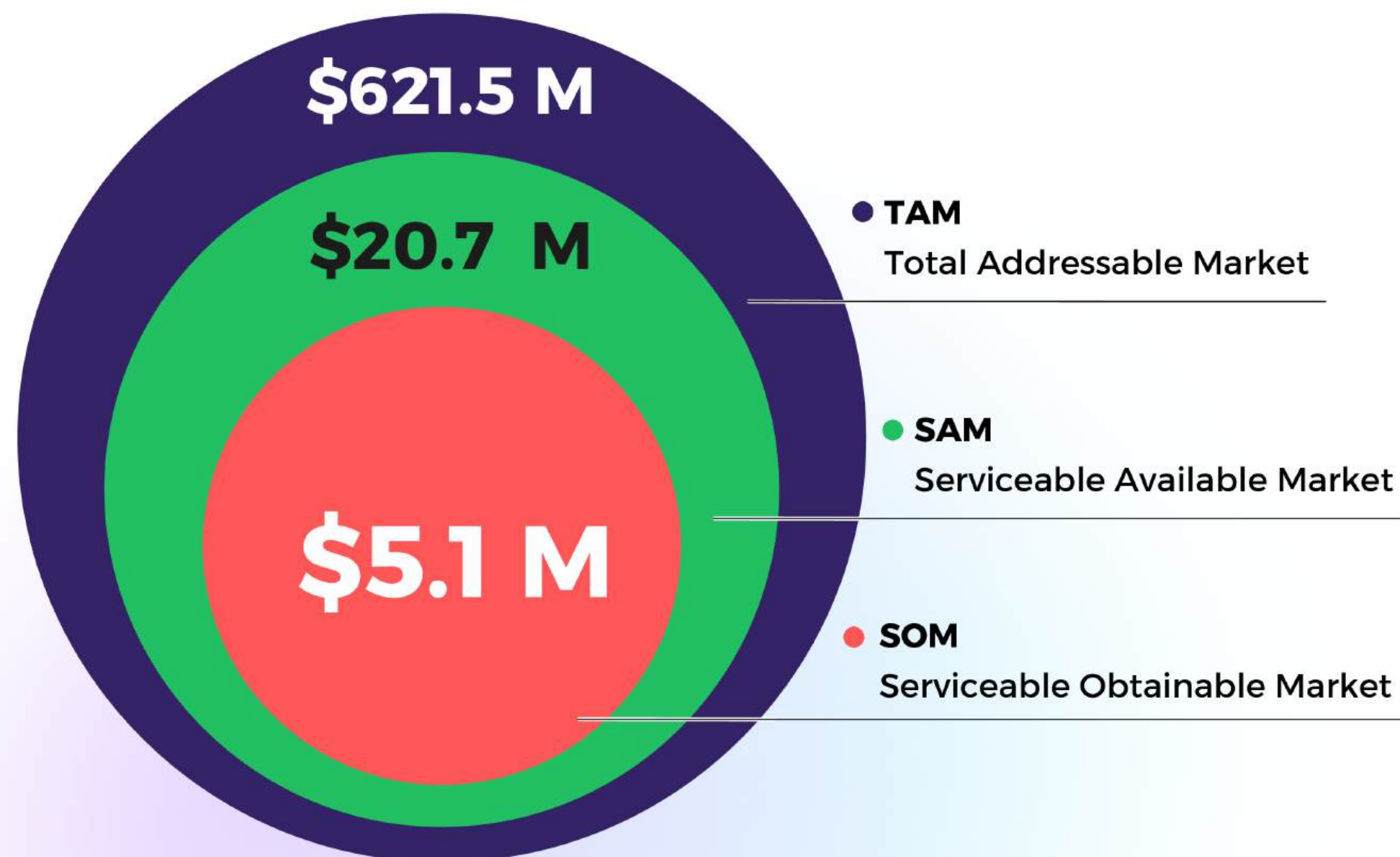
**Data collection
and analysis**



**Sustainability
and eco-friendly**

Market Size & Growth

Online food orders and delivery | Digital Menu



Online food delivery market

By a year 2025

\$1.24
Billion

19.5%
Growth

Digital Menu

By a year 2027

\$18.2
Millions

18.6%
Growth

Business Model

Revenue Streams:

- **Subscriptions:** Fixed annual/monthly SaaS
- **Transaction fee:** (2.5% + 0.25 SAR) on orders (vs. 15–30% from competitors)

Revenue Real Example

Revenue Streams for Digital Menu

Total Order	327	Complete Orders	298	
COMPLETED	298	Pickup	180	Issue Date: 22/07/2025
CANCELED	28	Delivery	118	Service Date: 01/05/2025 - 31/05/2025
		Table	0	
Total Completed Orders (Revenue)			SAR17,286.69	
Total Canceled Orders (Missing Sales)			SAR2,057.50	
Amount Due (2.5%)			SAR432.17	
Amount Due (SAR 0.25) per/order			SAR81.75	
Due Amount:			SAR513.92	

جايكم

INVOICE

ID:

Total Order	327	Complete Orders	298	<div>Issue Date: 22/07/2025</div> <div>Service Date: 01/05/2025 - 31/05/2025</div>
COMPLETED	298	Pickup	180	
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Total Canceled Orders (Missing Sales)			SAR2,057.50	

Amount Due (2.5%)	SAR432.17
Amount Due (SAR 0.25) per/order	SAR81.75
Due Amount:	SAR513.92

Order ID	Date/Time	Order Type	Status	Amount
XmGNyanfS2dlxArZ8RkE1CVs3JZY	01/05/2025 05:02:50 PM	Pickup	COMPLETED	74.00
zcqkWvfhxO2HeR8Z7kTufKTIRdUZY	01/05/2025 05:33:35 PM	Delivery	COMPLETED	249.86
Tlue5iQJksIfyO5JasCwYYPufxeZY	01/05/2025 05:40:27 PM	Pickup	COMPLETED	51.00
IXN9rbH45IAC3ztBkRQ32dEMCsCZY	01/05/2025 05:56:36 PM	Pickup	COMPLETED	68.00
IBQZm5ogOcz2PTR3DFqB4F3WYs6YY	01/05/2025 06:25:56 PM	Delivery	COMPLETED	50.00
rWrEdAHBoqSXmwFJUnXo1hmHcSQZY	01/05/2025 08:22:43 PM	Pickup	COMPLETED	21.00
X6m0WpviWVEE019GAHifiE8PUuNZY	01/05/2025 08:42:51 PM	Pickup	COMPLETED	92.00
XXXXXXXXXXXXXXXXXXXXXXXXXXXX	01/05/2025 08:42:51 PM	Pickup	COMPLETED	120.00

Achievements & Growth

Launched in 2023

Yearly order growth: 58.88%

Active Users: 866/4549

Partnered with delivery companies and POS vendors

M30 KDS compatible with most local and international POS vendors and support offline

+30
Clients

+4,549
Users

+12,500
Total Orders

+2400
Delivery

+30%
Repeat Customer
Rate

+600K
Total clients revenue
(SAR)

+1750
Download App
iOS & Android



Team



Mortada Alkhoraidah

Co-Founder & CEO

Graduated from King Faisal University. Experienced in management. Has strong knowledge in retail management and food and beverage management.



Mustafa Alsaihati

Co-Founder & POS and KDS expert

Graduated from Imam Abdulrahman Bin Faisal University. Software engineer with over 5 years of experience in developing point-of-sale systems and order preparation systems.



Jaffer Khoraidah

Director of Finance and Accounting

Expert in accounting and finance with over 12 years of experience. Holds a diploma in accounting from the Institute of Public Administration.



Ali Alshaikh

Internship Manager & Full-Stack Developer

Graduated with a Bachelor's degree in Software Engineering from KFUPM. Former trainer at Jaicome with over one year of experience as a Software Engineer



Mustafa Khoraidah

Founder & CTO

Graduated from Kent State University. Software engineer with experience in developing and supporting point-of-sale systems. I have experience in the retail and food and beverage industries.



Wesam Al Zahar

Co-founder and Expert in Electronic Invoicing

Graduated from Arizona State University. Software engineer with experience in developing point-of-sale (POS) systems. Among the first to integrate with ZATCA Phase Two. Has experience in a startup, where he worked as a founder of the Jouaan ordering and delivery app.



Ali Alsaihati

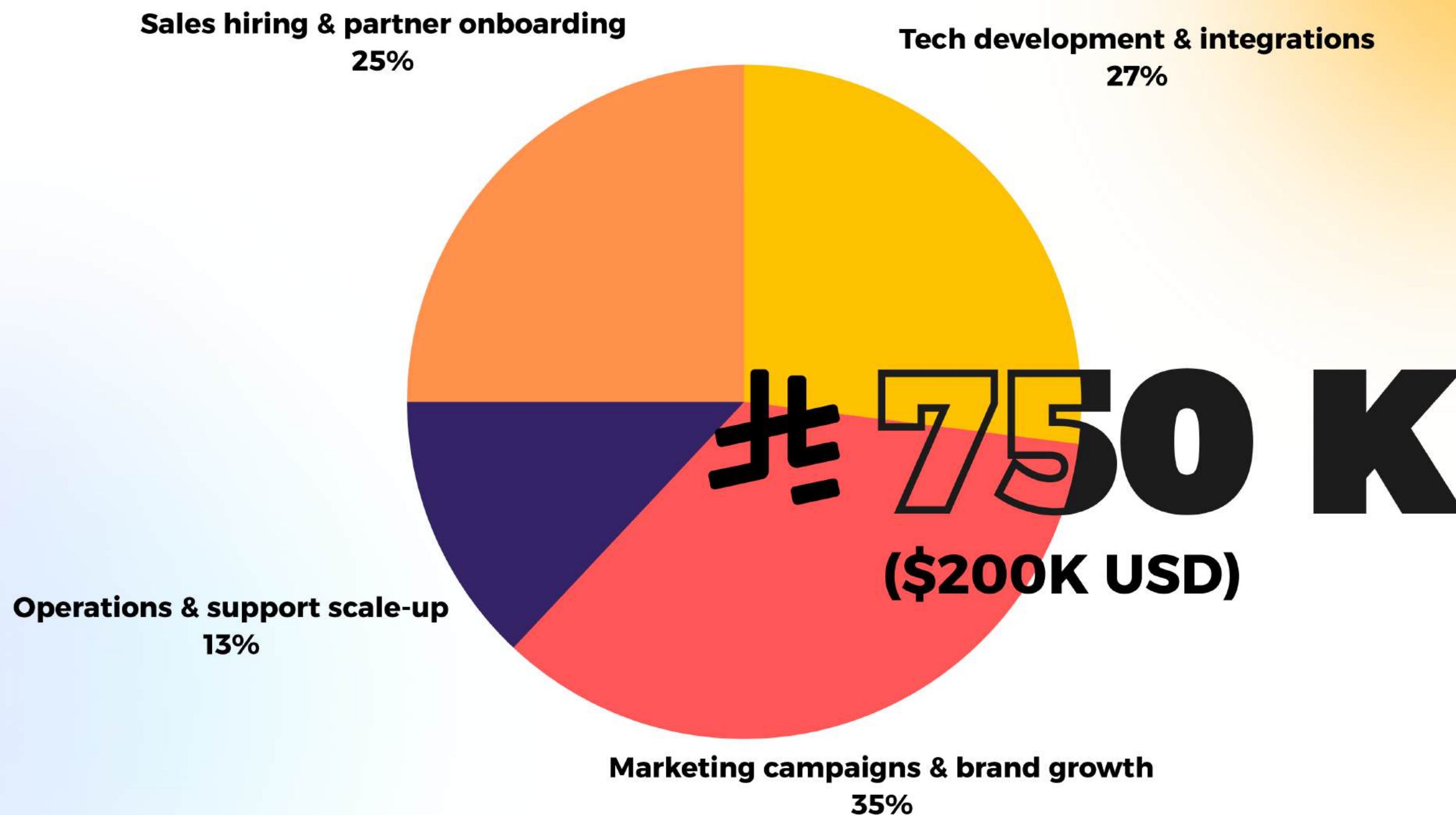
Business Development & Marketing

Holds a Bachelor's degree in International Commerce and Global Development from Niagara College in Canada, with five years of experience in food and beverage management and brand development.



OTHER PLAYERS

What We're Asking



Why Invest in Jaicome

- Solves a real, urgent pain in the local F&B market
- Lean, adaptable, and proven model
- Scalable SaaS structure with recurring revenue
- Led by passionate Saudi founders who understand the market



Contact & Thank You

 +966 54 212 0708  invest@jaicome.com  jaicome.com  @jaicome.sa

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Let's build the future of local F&B together



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invest@jaicome.com



jaicome.com



@jaicome.sa