



## **Nona App Investment Brief**

A mobile marketplace that offers babysitting and housekeeping services

# Opportunity Notice

This memorandum contains forward-looking statements that involve risks and uncertainties. We use words such as “anticipates,” “believes,” “plans,” “expects,” “future,” “intends,” “seeks,” and similar expressions to identify such forward-looking statements.

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## **Prospective investors should be aware that:**

- The value of equity shares will fluctuate, and Investors may not receive back the full amount originally invested
- Changes in legislation may restrict or adversely affect the ability of the Opportunity to meet its objectives as set out in this Investment Memorandum
- There can be no assurance the Opportunity can meet its objectives as set out in this Investment Memorandum

**Investment in private equity is subject to certain risks, and you should not invest in private equity if you cannot afford to lose the principal amount or if you need liquidity. There is no guarantee of a return on or of your investment.**

# Overview of the Opportunity

**Legal Structure:** Limited Liability Company

**Jurisdiction:** Bahrain

**Establishment Year:** 2023

**Business Registration Number:** 168015-1

## About the Business

**Industry:** Technology

**Business Description:** Nona is a mobile marketplace that offers babysitting and housekeeping services.

Nona offers the convenience to choose your own babysitter & housekeeper where and when you need it the most. Our slogan is "***The simplicity of an app, the love of a Nona***".

Nona is a user-friendly mobile platform that allows individuals to easily hire experienced babysitters and housekeepers in just a few clicks.

Users can either choose from a list of candidates or post a job offer quickly and easily, with a cashless and secure payment method. Nona stands out as the best marketplace for people seeking a housekeeper or babysitter due to its simplicity, ease of use, low fees and the ability to directly initiate a chat with providers.

The platform is free to use with no registration fees or agency involvement. All Nona candidates undergo ID and profile checks for security, and payment is conducted completely cashless.

### Product/Service Features:

- **Cloud & security** A completely secure solution, as the platform will be in line with international best practices in protection systems, security, privacy, and control by adopting latest technologies and security measures to enhance the security of our dear customers' data.
- **Data Analytic** Service providers will have special profiles where they can easily access their accounts stats with all-in-one spots within the platform. They may check each region for extra information within the tool, or they can share their analytics straight from the website to their email
- **Zero Fees for users** Nona will always be free for its regular users. They can access all the directories for zero fee account creation.
- **Content Authenticity** Our team will regularly check the authenticity and relevance of the app content aiming to have zero tolerance for fake accounts or reviews.

# Founders Background

## Founders Background



### **Wana N. Cherfaoui**

Founder and Director

**Current:** Full-time

With a Master's degree in Media & Communication from the university of Westminster, in London and a Master's degree in Humanities from Sorbonne Paris III, Wana held various sales and general management roles within renowned art institutions in New York and London before moving to Ibiza, Spain. The idea of Nona emerged from her vision to bring an innovative approach to hiring babysitters and housekeepers on the island and other touristic exclusive destinations. As the director of nona, Wana oversees the general aspect of the business, from marketing to daily management. She lives and works between Bahrain and Spain.



### **Sara Marenic**

Co-Founder & Product owner

**Current:** Full-time

Sara graduated from the university of Zagreb and has been working as an architect in Croatia and Ibiza, Spain, covering different private and public projects. Both her commissioned and personal work embodies not only a strong creative and design edge but also the idea of innovation. Before finding a job in her field in Ibiza, she worked as a babysitter and built a solid network of trusted customers. With her co-founder, she identified the niche market within the industry and through one mobile marketplace she implemented the idea of the app into action. The skills needed as an architect proved to be the ideal asset to the creation and development of the app. As a product owner, Sara works closely with our senior developers and oversees the development, design and constant improvement of the app.

# Investment Opportunity

## Investment Ask

USD 70,000\*

## Equity Interest

15%

## Valuation

USD 466,667

## Use of Funds

### App Development (USD 30,000)

App development to complete and enhance app beta version

### Marketing and Branding (USD 18,000)

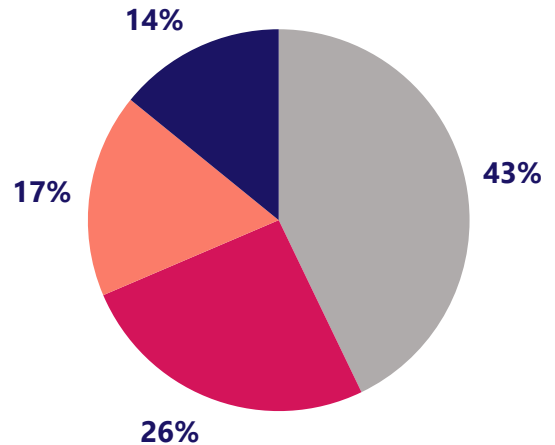
Requested fund to be used for full implementation of solid marketing strategy for the soft and first official launch. Also, for the branding.

### Operational expenses (USD 12,100)

Office rent, license fee and other operational and administrative expense.

### Reserve (USD 9,900)

Contingency funds to cover all emergency and unexpected expenses.



- App Development
- Marketing and Branding
- Operational expenses
- Reserve

\* We are seeking \$70,000 in seed funding to fully launch the prototype and fund months of operations.

## Cap Table

| Investor             | Investor Type | Pre-investment | Post-investment |
|----------------------|---------------|----------------|-----------------|
| Wana N. Cherfaoui    | Founder       | 100%           | 85%             |
| Incoming investor(s) | Investor      | -              | 15%             |

# Income Statement

The figures presented below are in **USD**:

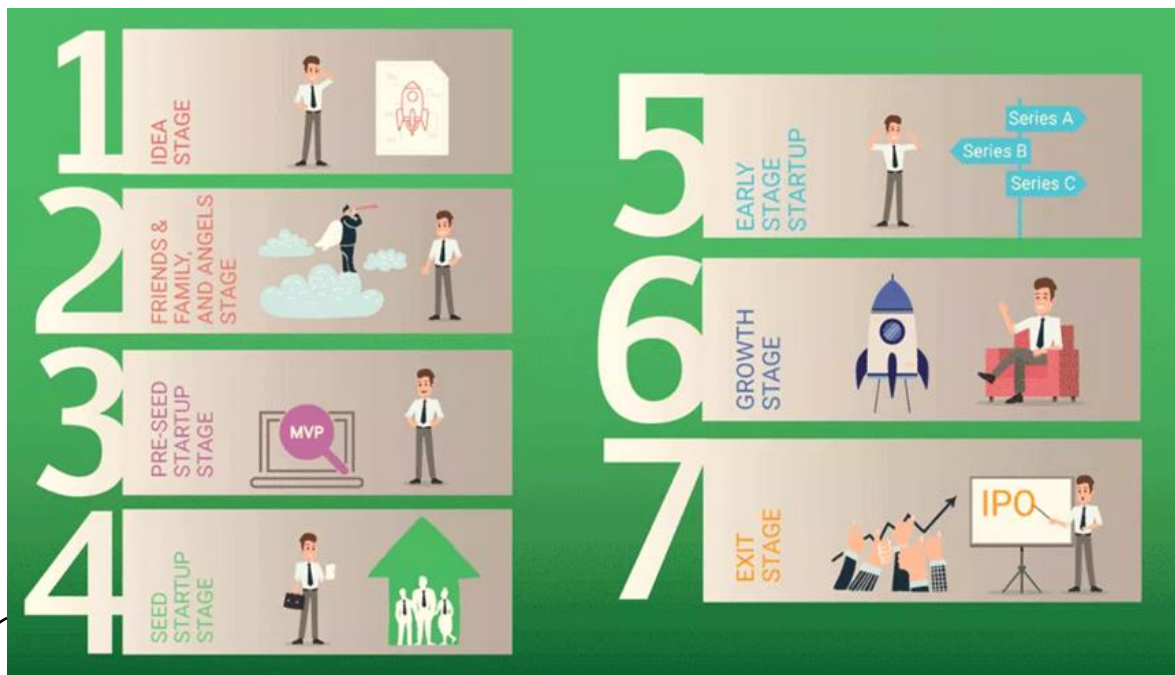
## Forecasted Income Statement

|                                  | 2024            | 2025             | 2026             | 2027             | 2028             |
|----------------------------------|-----------------|------------------|------------------|------------------|------------------|
| <b>Revenues</b>                  |                 |                  |                  |                  |                  |
| Revenues                         | 235,641         | 1,023,123        | 2,557,550        | 4,424,270        | 6,211,675        |
| Direct Cost                      | (55,965)        | (242,992)        | (513,311)        | (840,611)        | (1,180,218)      |
| <b>Gross Profit</b>              | <b>179,676</b>  | <b>780,131</b>   | <b>2,044,239</b> | <b>3,583,659</b> | <b>5,031,457</b> |
| <b>Expenses</b>                  |                 |                  |                  |                  |                  |
| Staff Cost                       | -               | (235,200)        | (470,400)        | (492,000)        | (513,600)        |
| Marketing Expenses               | (39,000)        | (60,000)         | (60,000)         | (66,000)         | (72,000)         |
| General & Admin Expenses         | (50,700)        | (99,600)         | (106,800)        | (148,800)        | (154,800)        |
| <b>Total Expenses</b>            | <b>(89,700)</b> | <b>(394,800)</b> | <b>(637,200)</b> | <b>(706,800)</b> | <b>(740,400)</b> |
| <b>EBITDA</b>                    | <b>89,976</b>   | <b>385,331</b>   | <b>1,407,039</b> | <b>2,876,859</b> | <b>4,291,057</b> |
| Depreciation                     | (6,800)         | (10,229)         | (14,229)         | (14,800)         | (15,514)         |
| <b>Net Profit for the period</b> | <b>83,176</b>   | <b>375,102</b>   | <b>1,392,810</b> | <b>2,862,059</b> | <b>4,275,543</b> |

# Growth Plans

## Launch Timeline and Start Up Stages

| Stages  | Timeline                           | Description  |
|---|------------------------------------|--|
| <b>Development period</b>                     | <b>Target :</b> Oct. Nov. Dec 2023 | Finalize the beta version  |
| <b>Soft launch</b>                            | <b>Target :</b> Jan. 2024          | Releasing of the app in Bahrain to a limited number of users before the app's official launch and official launch while the app performance in validated |
| <b>Official Launch in Bahrain &amp; Dubai</b> | <b>Target :</b> March 2024         | Official Launch in Bahrain & Dubai   |
| <b>Official launch in the EU</b>              | <b>Target :</b> Sept. 2024 Onwards | Additional geographic expansion (see Pitch Deck p13)   |



Nona is currently at the seed start up stage 4

## Progressive timeline overview

### Phase I (Development phase and soft launch Stage 1 and 2)

#### I. Revenue-Based Business Goals

1. *Soft launch*: Determining Benefit Cost Ratio of inbound marketing
2. *Soft launch* : Determining numbers of sales to meet target
3. *Month 3+* : Identify Marketing qualified leads and build strategy
4. *Month 3+* : Monitor marketing leads – Financial objectives

#### II. Customer Acquisition Goals

1. *Soft launch* : Create and send in-app and external surveys to generate feedbacks
2. *Soft launch* : Generating client database with email subscriptions (website) and users' emails
3. *Month 3+*: Viral video creation – focus on Instagram for strong social media presence
4. Ensure customer service quality : interact with customers, answer queries, resolve service issues quick, enhance their experience

#### III. Traffic and Engagement goals

1. Implementation of a strong social media presence - focus on Instagram, Facebook and Pinterest
2. Insure great content creation

#### IV. Branding & Awareness goals

1. SEO and ASO optimization to generate traffic to website and app
2. Enhancement of the website and branding
3. Interact with our social media followers with prizes and raffles

#### V. Product Development goals

- a) *Development phase* : Finalize and optimize the current beta version of the app - Get the prototype ready for a soft launch in Bahrain
- b) *Soft launch* : Testing of the app by developers, founders and users and fixing of bugs to ensure app functionality at 100%
- c) Continuous Bug fixes and performance improvement



# Growth Plans

## Phase II (Official BH & Dubai Launch) Stage 3

### I. Revenue-Based Business Goals

1. Identify Marketing qualified leads and build strategy
2. Monitor marketing leads – Financial objectives
3. Grow brand awareness (Insensitive customer & network reviews - sharable content - solidify marketing strategy, track data)

### II. Customer Acquisition Goals

1. Develop content to engage potential customers.
2. Increase visibility of sign-up process on website
3. Create an email marketing campaign for new geographic target segment
4. Create a weekly newsletter to reach and maintain our existing customers
5. Improve customer service top quality with 24h assistance

### V. Product Development goals

1. Continuously improve the app functionality (regular version updates to make it faster and more reliable.
2. Bug fixes and performance improvement
3. Updates to integrate the new features from our road map (ex: integrating video chat option + GPS localization)

## Phase III (Gradual Global Expansion) Stage 4

### I. Customer Acquisition Goals

1. Increase number of customer signs up by 40%
2. Engage with the influencers from our network for Instagram promotion (BH + Ibiza influencers to be disclosed)
3. Introduce the app in Spain with viral video on social media – focus on Ibiza because of the small and popular geographic target

### II. Product Development goals

1. Updates to integrate the new features from our road map (ex: integrating video chat option + GPS localization)
2. Create new partnerships (ex. Real estate agencies for housekeeping services. Agencies and hotels for babysitting services)

