



Last-Mile Delivery Reinvented for Kuwait

A joint venture between Najaa Technologies and Hamail Delivery

Already Operational

About Wasal

Wasal has been operating since its first month of launch, backed by the operational expertise of **Hamail Delivery** and the technology platform built by **Najaa Technologies**. We are looking for partners to help us scale.

The Problem

Kuwait's e-commerce and retail sector is booming, yet last-mile delivery remains fragmented, opaque, and cash-heavy.

Merchants face:

- No real-time visibility into driver location or order status
- No automated order settlement or financial reconciliation
- No multi-branch order management in a single tool
- Dependency on WhatsApp and phone calls to coordinate pickups

Delivery Partners face:

- Unsettled delivery payments with no automated reconciliation
- No tools to manage agent commissions or payouts
- Manual, error-prone end-of-month financial settlements
- No structured evidence management, audit trail, driver tracking

Why This Market, Why Now

2.1B+

Kuwait e-commerce
GMV (2025 est.)

38%

YoY growth in online
retail orders

60%+

Delivery payments still
settled manually end-
of-month

The market is large, growing fast, and still running on manual processes: exactly where technology and automation creates the most value.

Our Solution

Wasal is a **full-stack last-mile delivery platform**: combining a merchant SaaS dashboard, a mobile agent app, and an **automated fintech settlement layer**.

For Merchants

- Web dashboard: create, track, export orders in seconds
- Bulk import + Shopify & WooCommerce integrations
- Multi-branch management: each branch isolated, owner sees all
- Flexible payment collection per order

For Delivery Partners

- Assign agents, track performance, manage commissions
- Real-time GPS tracking across all active drivers
- **Automated settlement engine**: delivery fees reconciled
→ paid out automatically

Fintech Layer (unique in Kuwait)

- MyFatoorah / upayment / paypal integrated wallet top-ups & automated payouts
- Per-order commission calculations, adjustable per agent
- Full audit trail per transaction: zero manual reconciliation

What We Have Already

Agent Mobile App

OTP delivery verification, QR scanning, live GPS, SLA-aware dispatch. Full Arabic & English support. Live on iOS and Android.

Merchant Dashboard

Order lifecycle management, customer address book, multi-branch P&L visibility, bulk import, Shopify & WooCommerce integrations.

Delivery Partner Dashboard

Fleet management, payment tracking, real-time agent monitoring, settlement reports, per-agent commission controls.

Automated Fintech Settlements

Delivery fees → wallet → payout with full reconciliation. Wasal commission auto-calculated. Replaces manual spreadsheets entirely.

All of the above is built, deployed, and in active use today.

Our Clients

Trusted by leading retail and e-commerce brands in Kuwait.

SHEIN



SHIPA
DELIVERY



stc



50+

Active Drivers

98%

On-Time Rate

6

Governorates

Technical Features

Live GPS Tracking

Real-time driver location visible to merchant, DP and customer. PACI + Google Maps precision across all 6 Kuwait governorates.

OTP + QR Verification

Customer receives a one-time code. Driver scans QR at pickup. Photo evidence captured. Zero fake deliveries.

WhatsApp Notifications

Customers notified at every stage — assigned, on the way, delivered. No app required for the customer.

Payment Collection

Flexible per-order payment collection. Funds flow directly to merchant wallet. Fully reconciled against delivery records.

Automated Fintech Settlement

Delivery totals reconciled per delivery partner. Wasal commission calculated. Net amounts auto-settled. No spreadsheets.

Multi-Branch SaaS

One login for the owner, isolated views per branch. Bulk CSV import. Shopify & WooCommerce native integration.

Flutter Agent App

Cross-platform iOS + Android. Arabic/English bilingual. On-hold

SLA Management

Per-governorate SLA windows enforced at the platform level. Late deliveries flagged automatically.

Open API & Integrations

REST API for third-party integrations. Webhook-ready. Shopify App Store

Market Opportunity

Kuwait's logistics-tech market is underserved relative to the GCC. Existing players like **Aramex**, **Fetchr** operate generic platforms with no Kuwait-specific features and no PACI addressing, no Arabic-first UX, no automated settlement layer.

TAM: KD 420M+

Total last-mile delivery spend across Kuwait (B2C, B2B, C2C combined, 2025 estimate)

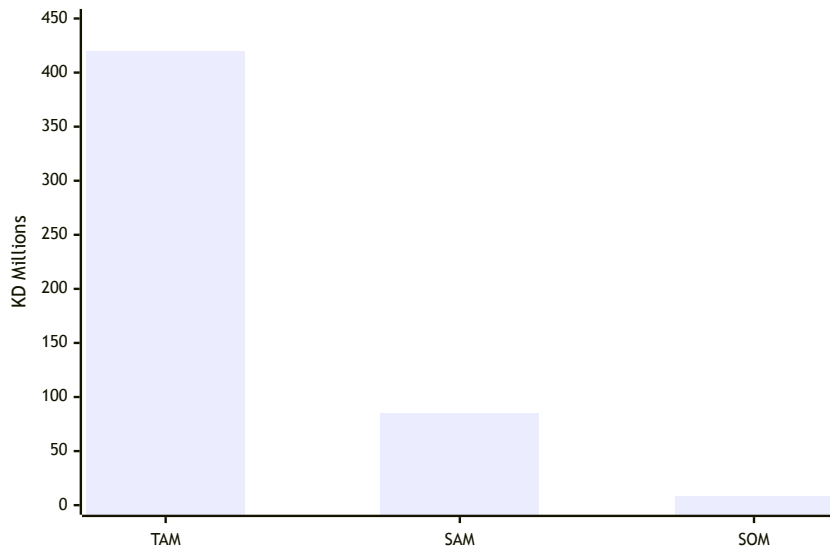
SAM: KD 85M

SME e-commerce merchants + delivery network operators seeking tech-enabled logistics

SOM: KD 8.5M

Realistically capturable within 3 years given current traction and pipeline

Kuwait Delivery Market (KD Millions)



Clients include SHEIN · Temu · Boutiqaat · STC · Bloom

Competitive Landscape & Models

Company	Model	Notes / Wasal Edge
Aramex / Shipa	Per-shipment + enterprise tech	Pure logistics / B2B lock-in. No SaaS for SME merchants.
Fetchr	Per-delivery + API access fee	Tech-forward but generic; no Arabic-first UX or automated settlement.
Lalamove	Per-order marketplace cut	Gig-economy driver model. Lacks B2B reliability.
Quiqup	Subscription + per-order	Failed in market — subscription required too early before proving volume.
Bosta (Egypt)	Per-delivery + monthly SaaS	Target comparable. Validates Wasal's approach in the MENA region.
Wasal (Us)	Per-delivery markup (Asset-light)	Zero fleet risk. Scalable SaaS + Fintech settlement moat.

Pricing is designed for zero friction: we only make money when merchants and DPs make money.

Revenue Streams

Stream	Model
Per-delivery fee	KD 1.5 / order
Wasal commission	30% → KD 0.45
Driver payout	KD 0.60
DP ops & fleet	KD 0.45

Monthly Revenue Scenario

Delivery partners	3
Orders per DP / month	2,000
Total orders / month	6,000

Wasal monthly revenue **KD 2,700**

KD 0.45 × 6,000 orders

Wasal earns on every order with zero fleet or driver overhead: asset-light model.

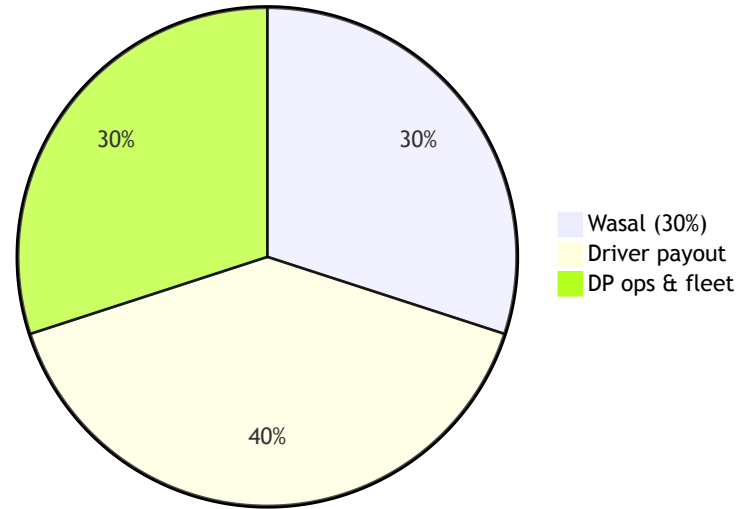
Business Model

Wasal operates a **multi-sided platform** monetising at every layer of the delivery chain.

Go-To-Market

- **B2B first:** Onboard merchants → generate volume → attract DPs
- **Platform flywheel:** more merchants → more orders → more DP revenue → better drivers → better service
- **GCC expansion:** Kuwait only for Year 1 → UAE & Saudi later

Revenue Split per Order (KD 1.5)



Unit Economics — Per Order

Merchant pays (delivery fee)	KD 1.500
Wasal revenue (30%)	KD 0.450
Driver payout	KD 0.600
Delivery partner (ops & fleet)	KD 0.450

Fund Request & Valuation

Offer Details (Friends & Family Round)

We are raising exactly **KD 20,000** in exchange for **5% equity** in the platform. This implies a post-money valuation of **KD 400,000**.

40% Local Market Penetration (KD 8K)

Sales team support, merchant onboarding campaigns in Kuwait. Target: 100 active merchants in 12 months.

30% Product & Core Tech (KD 6K)

Predictive ETAs, customer tracking app, platform maintenance & scaling.

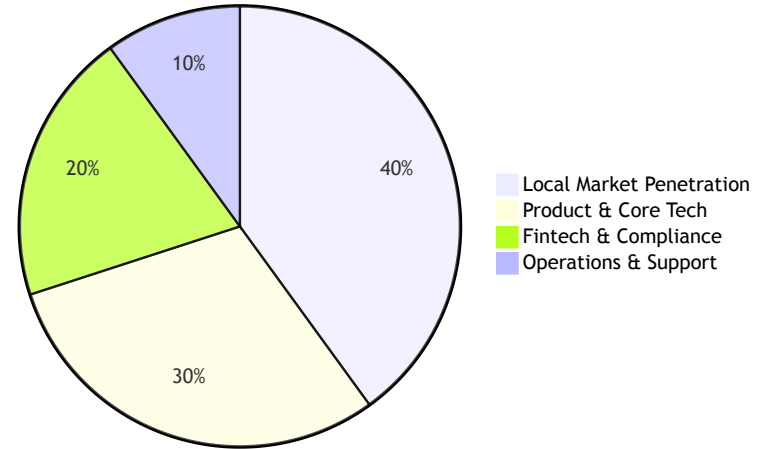
20% Fintech & Compliance (KD 4K)

Payment gateway integration fees, automated VAT reporting.

10% Operations & Support (KD 2K)

Merchant support staff tooling, dispatch hub essentials.

Fund Allocation (KD 20,000)



The People Behind Wasal

A seasoned cross-functional team with deep experience in logistics operations, fintech, marketing, and technology — already proven in the Kuwait market.



Tareq Al Haidar

COO & Owner



Mohammad Khaleel

Business Development



Ahmad Adel

Head of Finance



Ahmed Taha

Dispatch Manager



Rami Mohamed

Customs Operations



Sara Elsayed Ali

Marketing Manager



Anas Najaa

Technical Lead

Operations · Finance · Technology · Marketing · Logistics all under one roof

Let's Talk



info@wasal.org

+965 64444156

wasal.org

Hawally, Block 3, Street 108 · Kuwait City, Kuwait