WAJHA

DOHA · PRE-LAUNCH

Turn discovery into visits. Turn visits into regulars.

A free restaurant discovery, demand-generation and loyalty platform — starting in Doha.

THE GAP

Finding somewhere to eat is easy. Finding somewhere worth going right now isn't.

PEOPLE

Inspiration is everywhere. Intent is fragmented.

TikTok · Instagram · Google · offers · loyalty

×

RESTAURANTS

Demand doesn't arrive when you need it.

Empty seats · unsold inventory · paid acquisition

The journey is disconnected.

THE WAJHA LOOP

One loop connects them.

DISCOVER → **GO NOW** → **VERIFY** → **RETURN**

Find somewhere worth going.

Access · Last Bite

Real-world venue interaction.

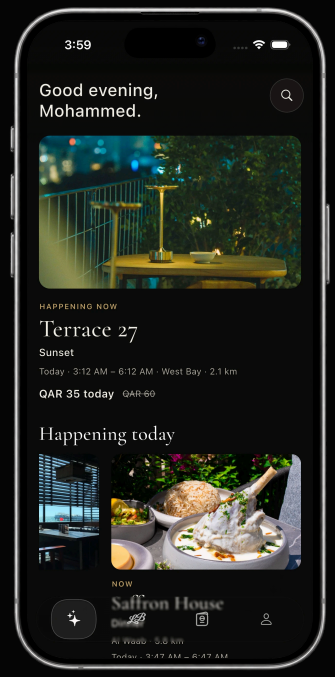
Passport · Loyalty

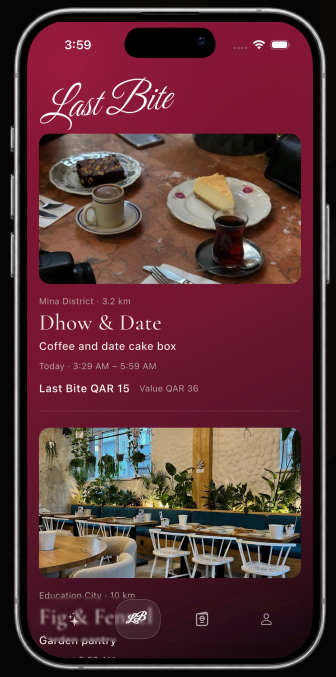
Wajha turns discovery into a measurable customer relationship.

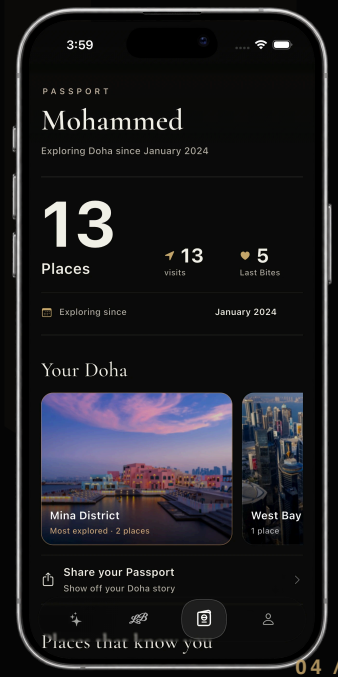
PRODUCT

Already built. Ready for the market.

Discover · Last Bite · Passport







Built internally by the founding team.

WHY RESTAURANTS PARTICIPATE

Create demand only when you need it.

ACCESS

Fill the hours that need filling.

Restaurants choose when the incentive exists.

LAST BITE

Turn the end of the day into revenue.

Remaining inventory becomes an opportunity instead of waste.

LOYALTY

Give the first visit somewhere to go.

Verified visits build progress toward restaurant-controlled rewards.

Acquire. Recover. Retain.

We don’t measure attention. We verify visits.



A real customer.
At a real restaurant.
At a real moment.

01

Customer generates a short-lived code.

02

Restaurant verifies the interaction.

03

The visit becomes verified activity.

EVIDENCE

The market is already beginning to respond.

40–50

RESTAURANT CONVERSATIONS

Most conversations have been positive, with many progressing to next-stage discussions.

15–20

TARGET LAUNCH VENUES

Pre-launch · Doha · Product built

WHY NOW + GO-TO-MARKET

Restaurant discovery has moved to the feed. The action after discovery hasn't.

“That place looks good.” → WAJHA → “Let’s go.”

CONTENT

Restaurant-first discovery.

COMMUNITY

Ambassadors and organic distribution.

VENUES

Every venue becomes an acquisition surface.

VISITS

Offline activity creates proof and repetition.

Organic first.

BUSINESS MODEL

Free first.
Paid when value is proven.

LAUNCH

QAR 0

Build density.
Prove value.

→

MONTHLY SUBSCRIPTION

QAR 100–200

Working initial pricing hypothesis after measurable value.

→

PERFORMANCE

~4–5%

Long-term target once transaction value can be measured reliably.

Core consumer experience remains free.

MARKET + EXPANSION

Win density before geography.

DOHA

Doha first.
Selected regional cities such as
Riyadh next.

DEFENSIBILITY

The product can be copied. The network has to be built.

RESTAURANT RELATIONSHIPS VERIFIED VISIT HISTORY LOYALTY
CONSUMER HABIT CONTENT DISTRIBUTION COMMUNITY
VENUE DENSITY

THE TEAM

Built by the people who intend to run it.

01

Founder

Product & Technology

02

Commercial

Restaurant Partnerships

03

Operations

Strategy · Management · Execution

04

Growth

Community & Ambassadors

Built internally by the founding team.

Negligible direct development expenditure.

Flutter · Supabase · Cloudflare

THE NEXT MILESTONE

The product is built.

The market is responding.

The next milestone is launch.

IMMEDIATE LAUNCH REQUIREMENT

QAR 10–15K

or equivalent in-kind support

Incorporation · licensing · legal · agreements · IP · compliance

Open to larger strategic equity investment where capital materially accelerates restaurant density, distribution, market access and growth. **No debt.**

We’re not raising to build Wajha.

We’re looking for the right partner to help launch and scale it.

