



Musnid United

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**Innovation, Safety, Excellence**



Musand United

# Who we are

## A Rapidly Growing Company Specializing in IT Services, Artificial Intelligence, and Technological Solutions

Masand United Company was established in 2022 with a capital of 60,000,000 Saudi riyals. It is a fast-growing company in the IT services, artificial intelligence and technology solutions market in the Kingdom of Saudi Arabia. We provide a comprehensive range of IT services. Our unique integrated business model enables us to provide a comprehensive approach to transforming our clients' businesses into digital transformation. We collaborate with clients throughout their digital journey. From initial development to back-end infrastructure management by prioritizing exceptional customer service and customizing solutions to meet specific business needs and developing modern technology business incubators with the best universities specialized in technology and government programs to reach the development of artificial intelligence programs specializing in robotics, defense and aviation systems and the semiconductor industry to bring our services to the first companies in the Middle East through advanced technology services.

The company develops several applications and technologies of the company's Jad brand for activities. Passenger delivery, delivery of restaurant and brand orders to developed cloud kitchens. Forensic technology, financial technology, and supply chain management technology for government and private entities linked to the Ministry of Finance.

*We know we can.*



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# Our vision and mission :

- ◆ **Vision** : To be the preferred partner in digital transformation , artificial intelligence, and cybersecurity.
- ◆ **Mission** : To maintain our leadership in delivering technical solutions, attracting top talents, fostering innovation, and executing strategic projects.

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# Our strategy :

- ◆ Leading artificial intelligence and cybersecurity through cooperation with universities.
- ◆ Building technology incubators that serve various sectors.
- ◆ Supporting the Kingdom's vision by providing innovative and integrated solutions.

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# Our Services :

- ❖ Development of defense and aviation systems
- ❖ Robotics and semiconductor manufacturing
- ❖ Establishment and management of technology incubators
- ❖ Development and application of advanced digital technologies
- ❖ Providing cybersecurity solutions
- ❖ Cloud computing and big data solutions

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# Our strategic goals :

Strengthening our leadership in the fields of artificial intelligence and information security.

Embracing innovative prototypes that serve the government and private sectors.

Supporting research and development to achieve digital excellence.



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## Sectors we serve :

- ❖ **Military sector** : Ministry of Defense, Ministry of Interior, Ministry of National Guard.
- ❖ **Government sectors** : Ministry of Justice, Ministry of Health, Ministry of Education.
- ❖ **Private sector** : Oil and Gas, Banking sector, Media and Communications, Commercial Aviation.

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# **The technology we use :**

**Advanced AI systems for robotics development.**

**Innovative technologies in semiconductors and drone systems.**

**Highly efficient cybersecurity solutions.**



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# **Social Responsibility :**

Support local technical initiatives.

Enhance national employment by attracting and graduating technical talents.

Implement advanced training programs in universities.



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# Social Responsibility :

"We bring together exceptional people, like you, to build a better working world."

We believe in the power of exceptional individuals to create real change.

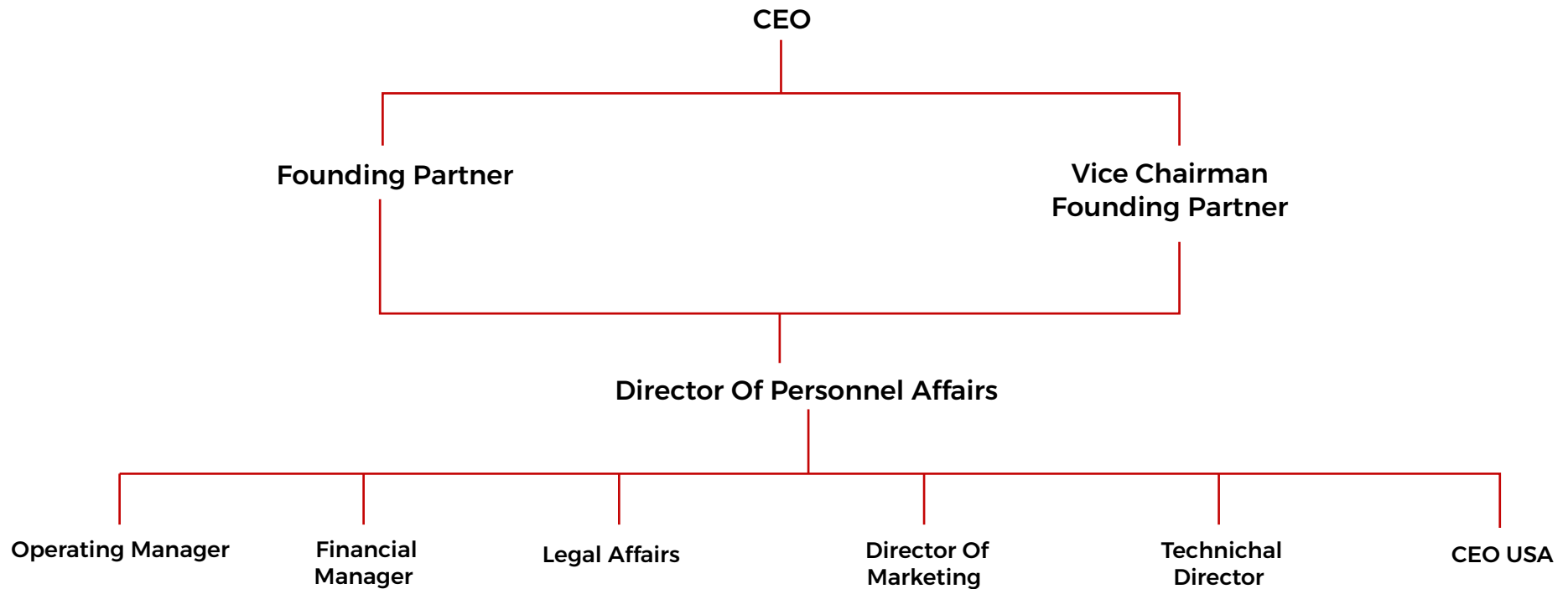
We strive to bring together creative minds, like yours, in an inspiring and innovative environment to develop technological solutions that shape the future of business. Together, we build a better working world where ideas become reality and ambitions turn into achievements.

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# Organizational structure:



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## Leadership Team :



**Ibrahim Yousef Kaki - Legal and Administrative Director**

26 years of legal and administrative experience in the private sector and holds a license from the Ministry of Justice No. 46363 to represent the private legal entity of companies



**Bassem Abdulaziz Idris - Head of Financial Business Development and Compliance**

20 years of experience in strategic management of market opportunities and exceptional communication. He holds a CME certificate from the Capital Market Authority. He holds a BIC Investment Managers license for money funds and banking experience as a senior business advisor.



**Sulafah Ibrahim Kaki - Software Engineer and cybersecurity specialist**

She has possesses exceptional skills in program development and research in the field of cybersecurity. She holds a certificate in cybersecurity and has achieved top rankings in development and innovation competitions.



**Ibrahim Zaid Ali- CEO**

16 years of experience in project management for the private and government sectors. He worked in the Royal Saudi Air Force Project Management - Ministry of Defense - King Abdullah Air Base. He has extensive experience in implementing, delivering and managing government projects and has exceptional relationships for the executive management of the team.



**Abdullah Khaled Albilasi - CCO**

12+ years experience in KSA Startups, experience in Business, Strategy, Marketing, & business Development. Ex- Careem, Noon, Carriage, TAM, Cenomi



**Abdul Qader Zaker Iskandar - Aviation and Logistics Business Development Officer**

32 years of experience in the civil aviation sector. He worked in Saudi Airlines as a pilot to a fleet commander and a trainer in aviation and cargo operations And managing air logistics operations.

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## Leadership Team :



**Hala Abdul Aziz Ghazzawi - Senior Officer for Government Communication**

He has 6 years of experience in effective government communication at Mobily. He holds a certificate in Business Administration from Effat University with several courses in developing communication and managing business networks for the public and private sectors.



**Faisal Khaled El-kharif- Chinese International Partnerships Officer**

24 years in international partnerships with Master of International Trade and PMP Certificate in Innovation Innovations and Chinese Language with Distinction



**Ashjan Abdul Karim Al Ali - CCO**

8 years of experience in applying regulatory and compliance standards for companies, applying governance and compliance, and enhancing capabilities to respond to regulatory and financial requirements



**Turki Nayef Nayef - Quality and Institutional Development Manager**

Has +14 years of experience in quality management, setting strong key standards, reviewing quality controllers' reports, making appropriate improvement decisions according to the company's corrective and preventive procedures, and participating in formulating the company's strategy. Following up on the implementation of quality control management plans and providing the necessary guidance to the quality department staff to respect the applicable standards.



**Raghad Faisal Al-Harthi - Senior Officer for Big Data Management**

He has 4 years of experience in managing big data. He holds a certificate in Cyber Security from King Abdulaziz University with first class honors



**Jumana Hassan Felemban - Senior Officer for External Partnerships**

He has 4 years of experience in managing companies, reviewing agreements and contracts, and managing initial meetings. He holds an international business administration certificate from Effat University

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# Services and Solutions :



Digital  
Transformation



Cybersecurity



Cloud  
Solutions



Internet  
of Things



RPA



Big Data



Artificial  
Intelligence



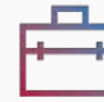
Software



Hardware



Microsoft  
Solutions



Business Solutions:  
CRM, SAP, BI,  
Document Workflow



Technical  
Support and  
Outsourcing



Corporate  
Mobility



Learning and  
Certification



Asset  
Management,  
DITO



Datacenters,  
HVAC



CAD  
and GIS



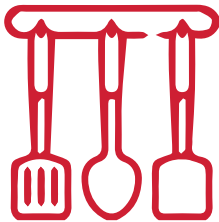
Leasing  
and Financing

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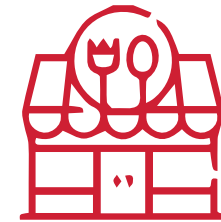
## Trademarks Owned by the Company :



Jad for Cloud Kitchens



Jad for Financial Technology



Jad for Restaurant and  
Market Orders



Jad for Supply Chain Management  
for Government Entities and Directly  
with Factories



Jad for Delivery



Jad for Legal Technology

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# Reasons to choose us :



**Exceptional expertise :** An experienced team in IT and AI.



**Innovative solutions :** Providing customized services that precisely meet customer needs.



**Strategic partnerships:** Collaboration with leading universities and innovation programs.



**Comprehensive support :** covering vital sectors to ensure the success of your business.



**Advanced Technology :** Using the latest technologies in cybersecurity and artificial intelligence.

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## Our Key Clients in the Government Sector :



أرامكو السعودية  
saudi aramco



## Our Key Clients in the Private Sector :

SABB ساب

Saffola



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**We cooperate with the largest manufacturers and suppliers of technology, the most important of which are:**

Global companies



Big companies



Small and medium enterprises



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# **Our Partnerships**

**We cooperate with the following government technical programs:**

**TC Program of the Communications and Space Technology Commission**

**Badir Program King Abdulaziz City for Science and Technology**

**Establishment Authority for the Management of Business Incubators and**

**Accelerators Partnerships with Saudi and international universities to develop technology incubators Strategic digital projects with the public and private sectors**

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# Partnerships and Collaborations



## Foodics

An end-to-end Restaurant Management & Payment solution to operate and grow your business efficiently.



## Deliverect

Deliverect is a global SaaS company that seamlessly integrates online orders from food delivery channels



## Mawarid Food Company Ltd.

Al-Mawarid Food Company Limited owns and operates fast food restaurants (Pizza Hut, Taco Bell).



## Nana Market

Nana is the largest digital grocery shopping platform in Saudi Arabia.



MOYASAR

## Payment Gateways (Tabby, STC Pay, & Moyasar)

We understand the importance of flexibility. That's why we offer a range of secure payment options, including credit/debit cards, mobile wallets, and good old cash on delivery.



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**We cooperate with the largest global technology manufacturers and suppliers, the most important of which are:**



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## Leading partners of our technology projects:



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## IT Ecosystems



## Our clients



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## Objectives of the National Transport and Logistics Strategy in the logistics sector :



Enhance integration between different modes of transport to improve goods and freight services.



Implement smart technologies and automation in ports and logistics infrastructure.



Improve the Kingdom's ranking on the Logistics Services Performance Index regionally.



Support the goal of having three Saudi cities among the top 100 cities in the world.



Establish the Kingdom as a major trade hub connecting East and West.



Demonstrate fast decision-making and implementation of reforms in the logistics sector.



Increase attractiveness of the Saudi market by connecting with neighboring countries.



Provide cost advantages for transporting and storing Saudi goods, attracting local and international investors.



Streamline logistics services licensing procedures and legislation.



Develop global maritime and aviation hubs, as well as multiple logistics zones and platforms.

Captain Abdulqadir Iskandar , the founding partner , has 32 years of experience in aviation and air cargo with Saudi Airlines

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## **Contracts and framework agreements:**

**February 2022** Signing of the Framework Agreement with Tahkum Tech Company(TCC)to connect the Biometric Gateway for National Access Verification ensuring the highest security standards

**February 2022** A licensing agreement, number **24561**, with Monsha'at to establish and manage an advanced technology business incubator.

**January 2023** Signing of an agreement with Maysar Financial Company to develop payment gateways for the company's applications under its commercial brand.

**September 2023** Signing of a partnership agreement with Foodics to use and develop the system, integrating it with application and cashier services for over **34,000** restaurants and stores.

**December 2023** Signing of an agreement with Deliveract Global to develop the joint system for fast order and payment operations, integrating it with cashier systems for over **6** global brands.

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## Contracts and framework agreements:



**January 2024** Development and launch of the commercial brand applications on the Apple Store and Google Play Store. Commencement of operations and development for the company's activities, including:  
Passenger delivery services - Restaurant and market order delivery for cloud kitchens  
Legal technology -Financial technology  
Supply chain management technology for government and private entities linked to the Ministry of Finance and the Saudi Central Bank.

**September 2024** Signing of an agreement with Elm Company to integrate the applications with the delivery gateway "Wasl" and establish technical connectivity with the Ministry of Transport.

**January 2025** Signing of a government contract with the Ministry of Defense, King Fahd Armed Forces Hospital in Al-Hada.

**January 2025** Signing of a government contract with the Border Guard Sector for the Western Region.

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## Our Certificates and Awards:

Certificate of Excellence in Developing Artificial Intelligence Solutions.

Awards from government agencies and international companies in recognition of our achievements.

## Future projects

Expanding our services to include the Gulf and Middle East markets.

Developing new technologies in the aviation and defense sector.

Establishing innovative technology business incubators.

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## Our Achievements:

- ❖ **370** And more teams have been developed to implement major projects.
- ❖ **4,440** They are recruited from leading universities until the end of 2027.

Implementing strategic technology projects in the Middle East region.

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## News !

تكریم شركة مساند المتحدة في  
مؤتمر **G20** في الرياض

Musaned United Company  
was honored at the **G20**  
conference in Riyadh.



Captain Abdulqadir Iskandar, the founding partner

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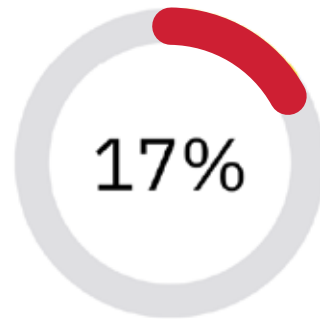


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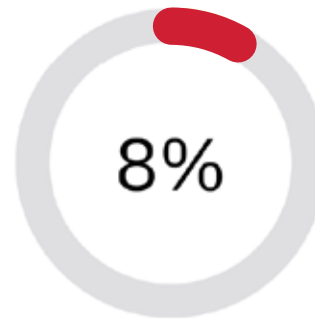
## Revenue Model



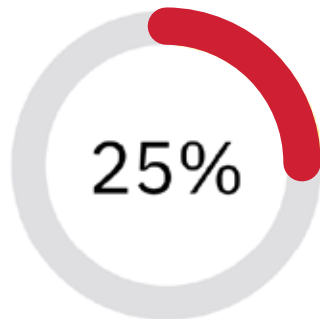
Supply and accommodation  
of cloud kitchens labor



Delivery Private Fees



Ads Revenue



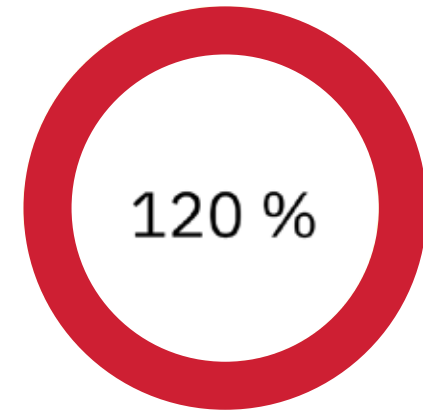
Store Sales



Delivery Fees percentage



Percentage profit from  
cloud kitchens

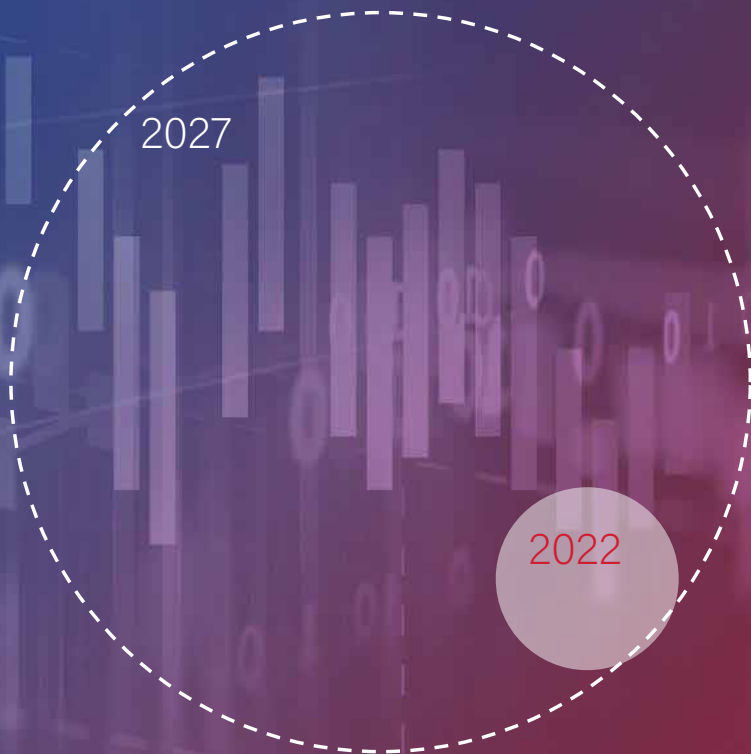


Renting equipment space within  
the cloud kitchen

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**The expected market value of the company  
is 3.7 billion riyals within 5 years until the  
end of 2027.**

**5000+**

Employees in companies

**2400+**

Account Managers

**1000+**

Solutions Account Managers  
Technical Pre-Sales &

**3,7** billion riyals

**The expected market value of the company  
is 3.7 billion riyals within 5 years until the  
end of 2027.**

**1000+**

Engineers and developers

**50+**

Countries

**90+**

Cities

**4+**

Years in IT Market

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## Global presence as part of our strategy :

Our expected presence  
for our partners for  
the year 2027

In a 50 country  
more than 95 city

India

Russia

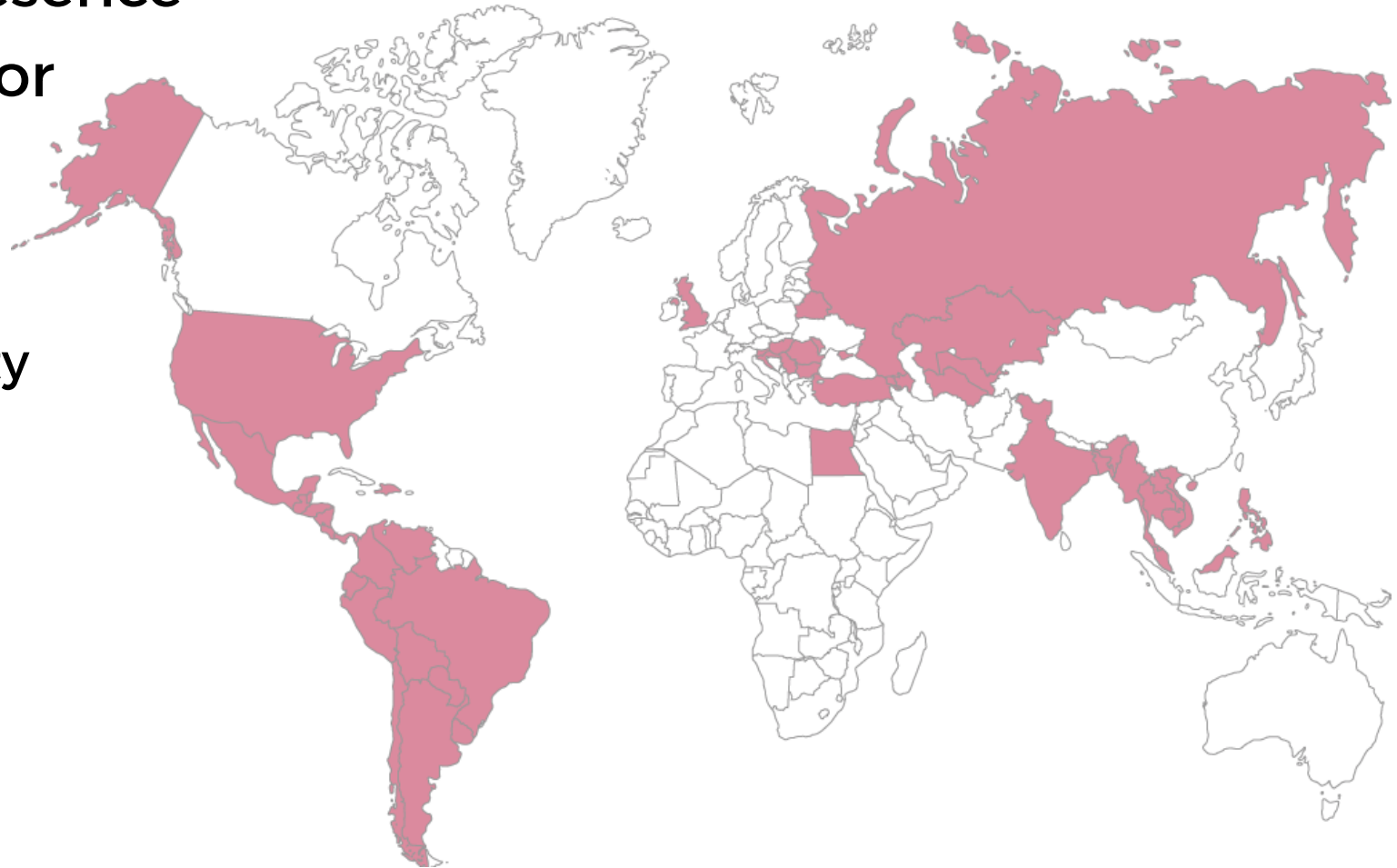
The Middle East

Latin America

Eastern Europe

Central Asia

Southeast Asia



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شركة مساند المتحدة  
تم عرضها مؤخرًا

حسيني

مركز الملك  
عبد الله المالي

كافيه  
تصيفا

an Ibn Malik

Alborj  
حديقة البرج

Zamakhshari

King Abdul Aziz Rd

King Abdul Aziz

طريق الملك عبد العزيز

Al Mourouj

Prince Saud Al Faisal

RIYADH - KING ABDULLAH  
FINANCIAL DISTRICT - 13519



SAUDI ARABIA - JEDDAH - KING ROAD TOWER

ص.ب 23412 . 7524

# Join our team today!

We are looking for exceptional people like you to be our success partner.

✉ | [tech@musanid.sa](mailto:tech@musanid.sa)

🌐 | [musanid.sa](https://musanid.sa)

☎ | + 966 9200 15538

