



## ELEVATOR PITCH

Khello empowers brands and users to engage and interact in the fast emerging gametech startup space. Providing unparalleled ad spend visibility to brands and the opportunity to win cash prizes and vouchers to users, Khello is revolutionising the digital advertising and game tech space.

# OPPORTUNITY

## \$332.1 M

Total Addressable Market



**Gamer**

36.8 Million



**Media Advertising  
Spend**

\$332.1 Million



**Game  
Revenue**

\$67.5 Million



**Total  
Population**

227.2 Million



**Smart Phone  
User**

175.62 Million



**Broadband  
User**

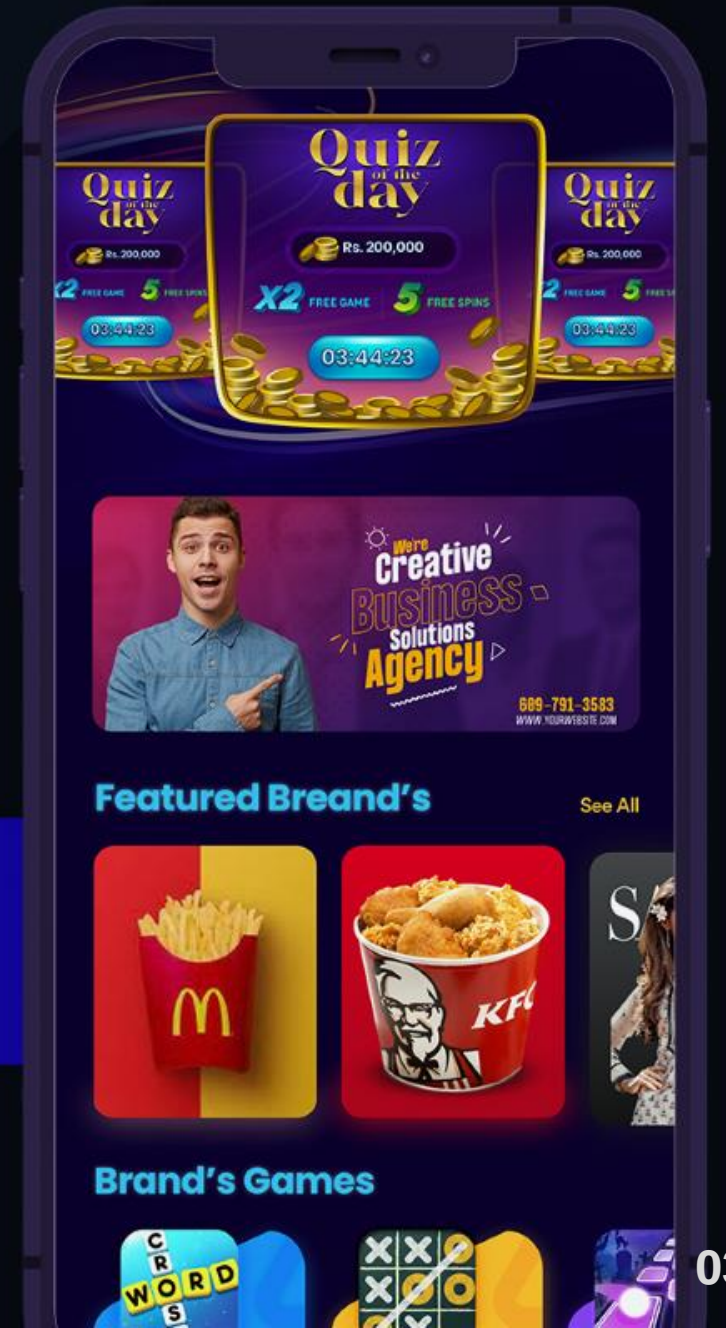
82.9 Million





## OUR ASPIRATION

Gaming is on the rise Even e-commerce and food portal user are increasing playing on this apps and Khello is poised to revolutionize the digital advertising and game tech space by empowering brands and users to engage and interact in the fast emerging game tech startup space. As the destination of choice for Pakistani users, Khello aspires to be the go-to platform for those who want to have fun, challenge themselves, and be rewarded for their efforts and accomplishments.





## OUR PROBLEM

### Waste of time



Highlighting the issue of people wasting excessive amounts of time on their mobile devices with unproductive activities

### What They Gain



User realize that's apps and platforms make money from the time users spent on the app but what they gain out of it

### Boredom Busters



Describing the lack of engaging and rewarding mobile activities for Pakistani users.

### Lack Of Transparency



Brands are in the dark when it comes to understanding their ad spend on mobile platforms.

### Measuring Effectiveness



Brands struggle to quantify the impact of their mobile advertising campaigns.

### Disconnected Audience



Brands find it hard to connect and engage with their target audience in a meaningful way on mobile platforms

## OUR SOLUTION



### Fun & Purpose



Emphasizing the need for a platform that offers a balance of entertainment and purpose.

### Time Well Spent



Cash prizes and brand gifts users win by participating in Khello games and competitions.

### Prize Frenzy



Highlighting the cash prizes and brand gifts that users can win by participating in Khello games and competitions.

### Ad Spend Visibility



Ad Spend Visibility: Khello revolutionizes mobile advertising by offering brands unparalleled ad spend visibility, enabling them to track the effectiveness of their campaigns and optimize for maximum impact.

### Brand Pages



Khello unique brand pages empower brands to connect with their target audience in a more meaningful and interactive way, through branded in-game content, sponsored seasons, competitions, and tournaments.

### Cash Prize & Voucher



Khello innovative platform offers brands the opportunity to win cash prizes and vouchers for users, unlocking new potential for mobile advertising.





# HOW IT WORKS

- ❖ Khello offers 4 cash prize quizzes of 10000, 15000, 25000 and 50000.
- ❖ Multiple brands Khello offers a variety of games and competitions to challenge and reward you.
- ❖ Unique Feature: Customizable brand pages for each brand that allows for unparalleled ad spend visibility.
- ❖ engaging gaming experience, with cash prizes, vouchers, brand gifts and offer.
- ❖ Khello offers an in-app currency system for easy winnings management and purchases.
- ❖ leaderboards, providing a competitive and social aspect to the gaming experience.



## OUR TARGET



342,000+ Total #  
of App Downloads



Mobile wallet  
FINTECH



Brand Engagement  
Revenue USD 193,000



Direct relationship with  
1000+ brands



## Our Team



Abdul Samad Khan  
**Founder**

Over 11 years of extensive experience in Corporate/Consumer Sales, Online/Offline Sales across industries B2B portal, B2C portal. Expert channel developer and sales strategist. Ex-Team Member of Pakistan's first fintech, Finja (Pvt) Ltd. chief strategy officer of OK Click n Collect.



Waleed Ansari  
**Co-Founder**

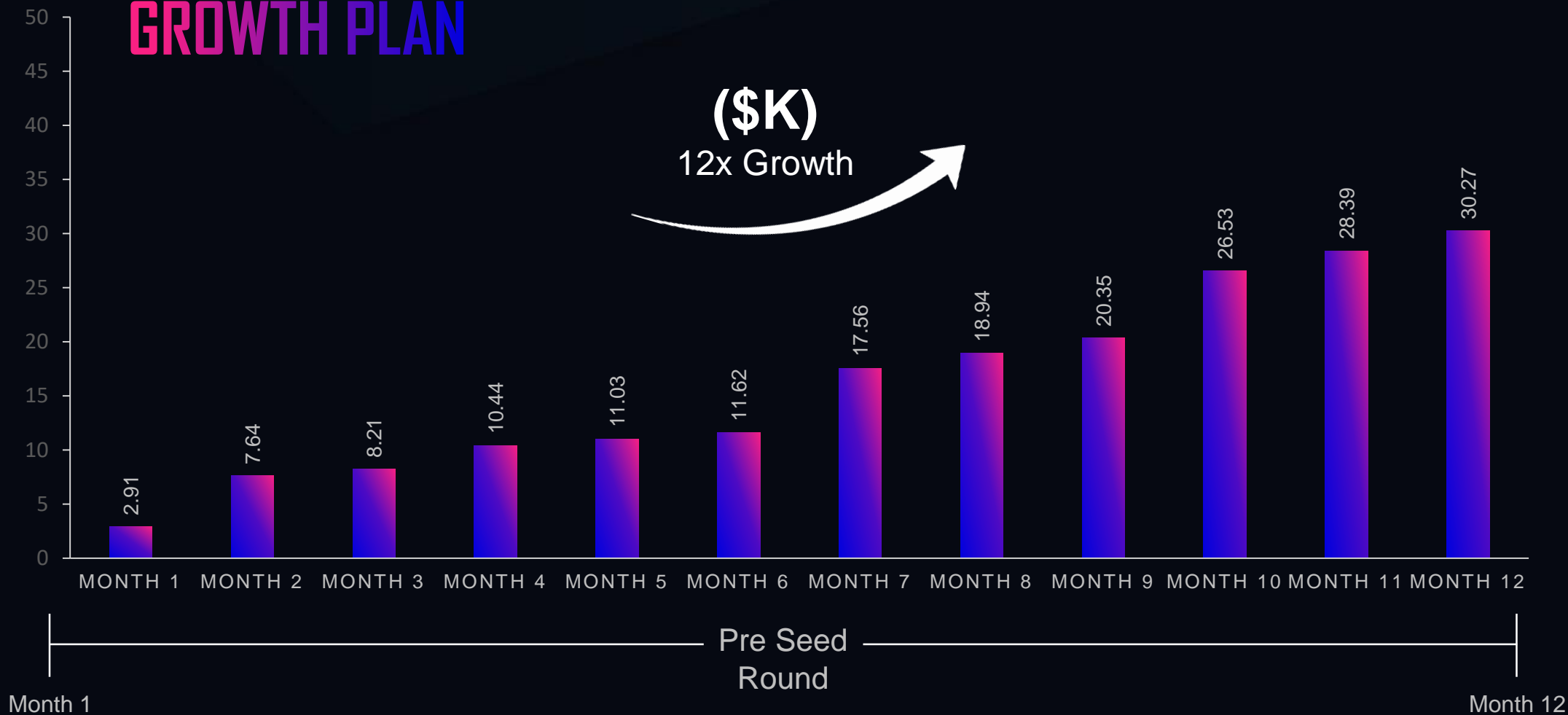
An experienced art director/head of design in the advertising industry, with over 20 years of experience, worked on numerous campaigns, launched and relaunched many local and international brands across various advertising mediums.







# GROWTH PLAN

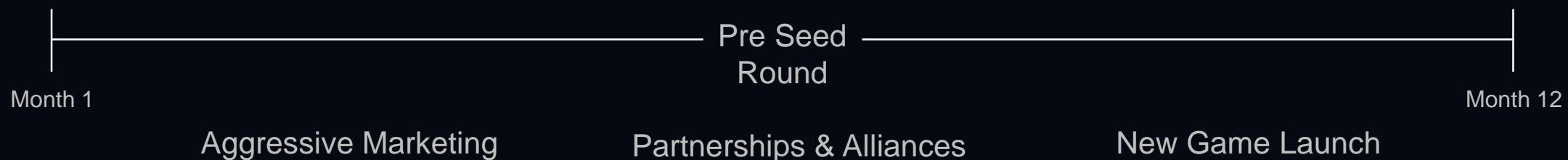
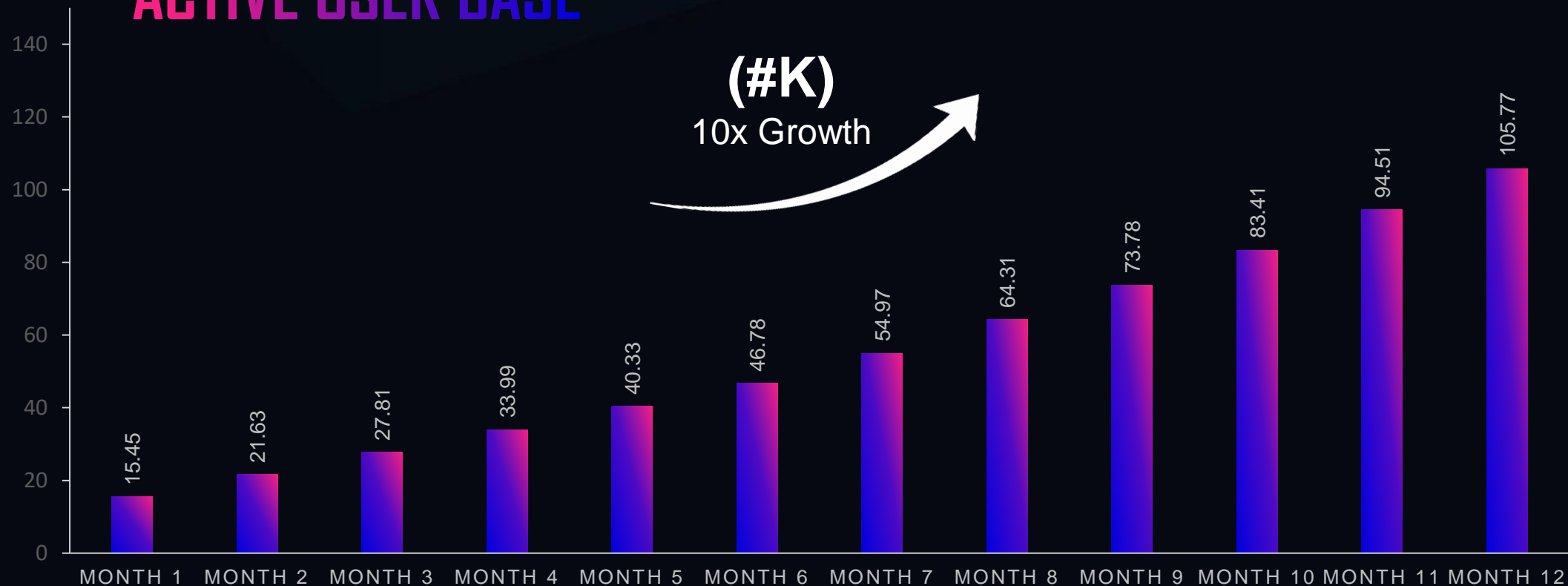


Pre Seed Round Funds

\$600,000



## ACTIVE USER BASE





## THE RAISE

**Raising \$ 600,000**  
Pre Seed for 12 months



Technology



Marketing



Setup Cost Office



Talent



The background features a dark blue gradient. Faintly visible in the upper center is a stylized game controller with a directional pad and four action buttons. At the bottom, there is a pixelated character composed of various colored blocks (purple, teal, yellow) in a retro, 8-bit style.

**THANK YOU**