

Announcing the death of a close family member is physically difficult, emotionally painful and socially awkward. The process is inconvenient for both the family and their network of friends.

PROBLEM

Family

It's culturally very important for families to honour their loved ones and instantly get the news out. Families either have to post in newspapers or they rely on informal tools. Newspaper announcements are extremely expensive, inconvenient, and no longer have the expected wide reach. While social media and other informal tools lack value and don't necessarily reach the right people.

Friends

Friends have to get informed on time and attend the funeral. They do not have the right tools to send condolences and support the family during their hardship. They can post in the newspapers, send telegrams or use informal tools. Newspaper condolences are extremely expensive and do not reach everyone. Telegrams are inconvenient and informal tools are irrelevant.

- We decided to start with the Middle East as an entry point and then scale globally. It's a very under utilised region with untapped opportunities.
- Arabs publish obituaries and condolences in hard copy newspapers because it's the only available platform.
- Our market is composed of those who post obituaries (creators) and people who want to know who passed away to send condolences (subscribers)
- Taking Egypt as an example, 0.5m people die every year. Because newspapers are costly and don't have a wide reach (less than 4% penetration), only 4.7k obituaries are posted annually (1% of deaths). The average price of the post is as high as \$1.5k. Our model allows us to acquire a bigger share of the already big market due to affordability and convenience by targeting a wider social classes.
- As for subscribers we are targeting the wider Arabic speaking population who want to stay up to date and send condolences. This market is as big as 300m out of which more than 45% are internet users and could be potential customers.
- The market is similar not only in other Arab countries but in African and Central Asian, so the model could be replicated and tailored for such markets.

The services we offer are divided into three main pillars

Announcing the death and honoring the person:

- Online obituaries
- Email obituaries
- App announcements
- SMS shots

By integrating our service with social networks we easily map out people's social connections to automatically notify them when a match is made.



Sending Condolences:

People can pay their respects through innovative:

- Online condolences
- Personalised letters, flowers, and packages
- Online initiatives to raise money for a charitable cause in the name of the deceased.



Process Facilitation:

We offer a directory of offline service providers and a guide to the steps that need to be taken when someone passes away.

- Mosques
- Churches
- Publications and florists
- Funeral services providers



Nesma El Far

Marketing and Business Development Officer, Co-Founder

Yousef ElSammaa

CEO, Co-Founder

Omar Hamdalla

Finance and Creative Director, Co-Founder

Cornelius O'Donnell

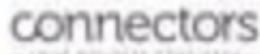
Co-Founder, Strategy Advisor

Ashraf Maklad

Co-Founder, Digital Marketing Advisor

Karim Hussein

Technical Advisor

WebMDSarmadyconnectors
— LOCAL BUSINESS CONNECTIONS —THE AMERICAN UNIVERSITY IN CAIROvodafoneJWTBARCLAYSFilGoalcontactcars



Get in touch

founders@taqalid.com

elwafeyat.com

“

We aim to become the number one go-to place for all all post-death interactions in structured and build architected networks to keep everyone always connected during our hardest times.

We want to allow people to have everlasting memories of their loved ones to honour the people we care about, and maintain our important customs and traditions in the modern age we live in.

”



elwafeyat.com

“

elwafeyat.com is the first online platform for obituaries, memorials and condolences

”

Announcing the death of a close family member is physically difficult, emotionally painful and socially awkward. The process is inconvenient for both the family and their network of friends.

PROBLEM

Family

It's culturally very important for families to honour their loved ones and instantly get the news out, families either have to post in newspapers or they rely on informal tools. Newspaper announcements are extremely expensive, inconvenient, and no longer have the expected wide reach. While social media and other informal tools lack value and don't necessarily reach the right people.

Friends

Friends have to get informed on time and attend the funeral. They do not have the right tools to send condolences and support the family during their hardship. They can post in the newspapers, send telegrams or use informal tools. Newspaper condolences are extremely expensive and do not reach everyone. Telegrams are inconvenient and informal tools are irrelevant.

- We decided to start with the Middle East as an entry point and then scale globally. It's a very under utilised region with untapped opportunities.
- Arabs publish obituaries and condolences in hard copy newspapers because it's the only available platform.
- Our market is composed of those who post obituaries (creators) and people who want to know who passed away to send condolences (subscribers)
- Taking Egypt as an example, 0.5m people die every year. Because newspapers are costly and don't have a wide reach (less than 4% penetration), only 4.7k obituaries are posted annually (1% of deaths). The average price of the post is as high as \$1.5k. Our model allows us to acquire a bigger share of the already big market due to affordability and convenience by targeting a wider social classes.
- As for subscribers we are targeting the wider Arabic speaking population who want to stay up to date and send condolences. This market is as big as 300m out of which more than 45% are internet users and could be potential customers.
- The market is similar not only in other Arab countries but in African and Central Asian, so the model could be replicated and tailored for such markets

The services we offer are divided into three main pillars

Announcing the death and honoring the person:

- Online obituaries
- Email obituaries
- App announcements
- SMS shots

By integrating our service with social networks we easily map out people's social connections to automatically notify them when a match is made.



Sending Condolences:

People can pay their respects through innovative:

- Online condolences
- Personalised letters, flowers, and packages
- Online initiatives to raise money for a charitable cause in the name of the deceased.



Process Facilitation:

We offer a directory of offline service providers and a guide to the steps that need to be taken when someone passes away.

- Mosques
- Churches
- Publications and florists
- Funeral services providers



Partnerships
with online news
websites

Aggregating obituaries
from daily
newspapers

Corporate
deals

Digital
marketing and
SEO enhancement



Customer Acquisition

Nesma El Far

Marketing and Business Development Officer, Co-Founder

Yousef ElSammaa

CEO, Co-Founder

Omar Hamdalla

Finance and Creative Director, Co-Founder

Cornelius O'Donnell

Co-Founder, Strategy Advisor

Ashraf Maklad

Co-Founder, Digital Marketing Advisor

Karim Hussein

Technical Advisor

WebMDSarmadyconnectors
—YOUR BUSINESS CONCERGE—THE AMERICAN
UNIVERSITY IN CAIROvodafoneJWTBARCLAYSFilGoal
.comcontactcars
.com



Get in touch

founders@taqalid.com

elwafeyat.com

“

We aim to become the number one go-to place for all all post-death interactions in structured and build architected networks to keep everyone always connected during our hardest times.

We want to allow people to have everlasting memories of their loved ones to honour the people we care about, and maintain our important customs and traditions in the modern age we live in.

”