The Rise of Delivery Apps:
Successes & Lessons Learnt
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OSH
Webinar Series

Key Takeaways & Questions

Hosted by:

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Webinar Overview:
The COVID-19 pandemic has allowed for delivery apps and on-demand-transportation services to quickly become part of our everyday lives. Raed Dawood moderates a discussion on the lessons learnt by experts in this field.

Who is Oman Angel Investments:
Responding to a gap in the Omani Ecosystem, a group of 3 individuals came together to support early stage tech startups as business angels to help bring knowledge, support and value. Their portfolio incudes:

Akeed App
Oman first delivery app, was kick-started in 2018 as a dream to make food ordering simpler and easier for the people of Oman.

Azooz
An online platform that enables producers and local farmers to sell directly to end customers.

ASYAD
A subsidiary of OIA and the logistics hub of the Sultanate, ASYAD offers 2 on-demand-transportation services with Oman Post and ASYAD Express.
ASYAD also offers an overview of the sector and insight into the size of the ecosystem:

Lessons Learnt on their Journey:

Support small
- ✓ Delivery apps are startups that support a number of small businesses
- ✓ Many restaurants and suppliers supported by Akeed & Azooz would not have survived the Pandemic without the reach of the apps
- ✓ "Old Fashioned" retail is being disrupted and all businesses should look at online models

Service as a product
- ✓ The product is timely service. This means that the end customer is even more critical of your company. This applies to government services as well
- ✓ Feedback should be central to all decision making

FAQs:

1. **Can the market absorb multiple delivery apps?**
   - This evolution of delivery apps will remain because e-commerce is growing in the country. The government is giving more focus on e-commerce and supporting it. Within the rise of delivery apps, the competitors will be focusing on how to Serve their customers with the best quality.
2. **Will we see some kind of consolidation with all the available apps?**
   - A marketplace to explore all apps and the best offering could be in Oman's future.
3. **What are the biggest challenges?**
   - The Omani ecosystem just started to grow and mature in terms of the tech companies making fundraising difficult.
   - Finding Omani tech talent and resources – developers, tech graduates etc.
4. **How is the experience working with producers & SMEs?**
   - Understanding the customer experience end-to-end is key, both from the delivery side and also from the producer. Aligning goals is important

The Time is NOW
- The Ecosystem is growing ,tech startups are thriving. Don't discount your idea – pursue it!
- Successful entrepreneurs want to help you, reach out to them and seek guidance
- Government guidance also exists, and the Oman Logistics centre helps to enable startups

More questions? Reach out to our speakers!
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