

Discovery Workshop

Aryaf Platform Strategy Session

Aligning Vision, Technology, and Market Opportunity

Purpose:

Understand Aryaf vision, business goals, and expectations before platform development.

Understanding Aryaf
Vision

The Strategic
Problem

Market Opportunity

Platform Strategy

Technology
Direction

Success Metrics

Project Roadmap

Next Steps



Why This Session Matters

Great platforms fail for one reason:
They are built before the strategy is understood.
Successful platforms are built on four pillars:

arket opportunity

Customer needs

Business model

Scalable architecture

← SCROLL

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	------------	---------------	-----------------

Today we want to understand

Aryaf's long-term strategic vision →

The real business problem to solve →

The market opportunity ahead →

•What success looks like in 3–5 years →

How technology enables that vision →

Understanding the Aryaf Vision

Discussion points:

- What inspired the creation of Aryaf?
- What gap in the market does Aryaf see?
- What is the ambition for Aryaf?

Example directions:

- Leading regional commerce platform
- Merchant operating system
- Marketplace ecosystem

Why Now?

Lorem ipsum dolor sit amet, consectetur adipiscing .

Why build a platform instead of using existing platforms?

- What limitations exist today?
- What strategic control is required?
- What capabilities must Aryaf own?

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	------------	---------------	-----------------

Target Market

Which merchants will drive Aryaf's growth?

Individual merchants

Small sellers starting their first online business.

SMEs

Small sellers starting their first online business.

Brands

Growing brands building direct-to-consumer channels.

Wholesalers

B2B commerce and bulk sellers.

Where?

Regional Commerce Opportunity

Saudi Arabia

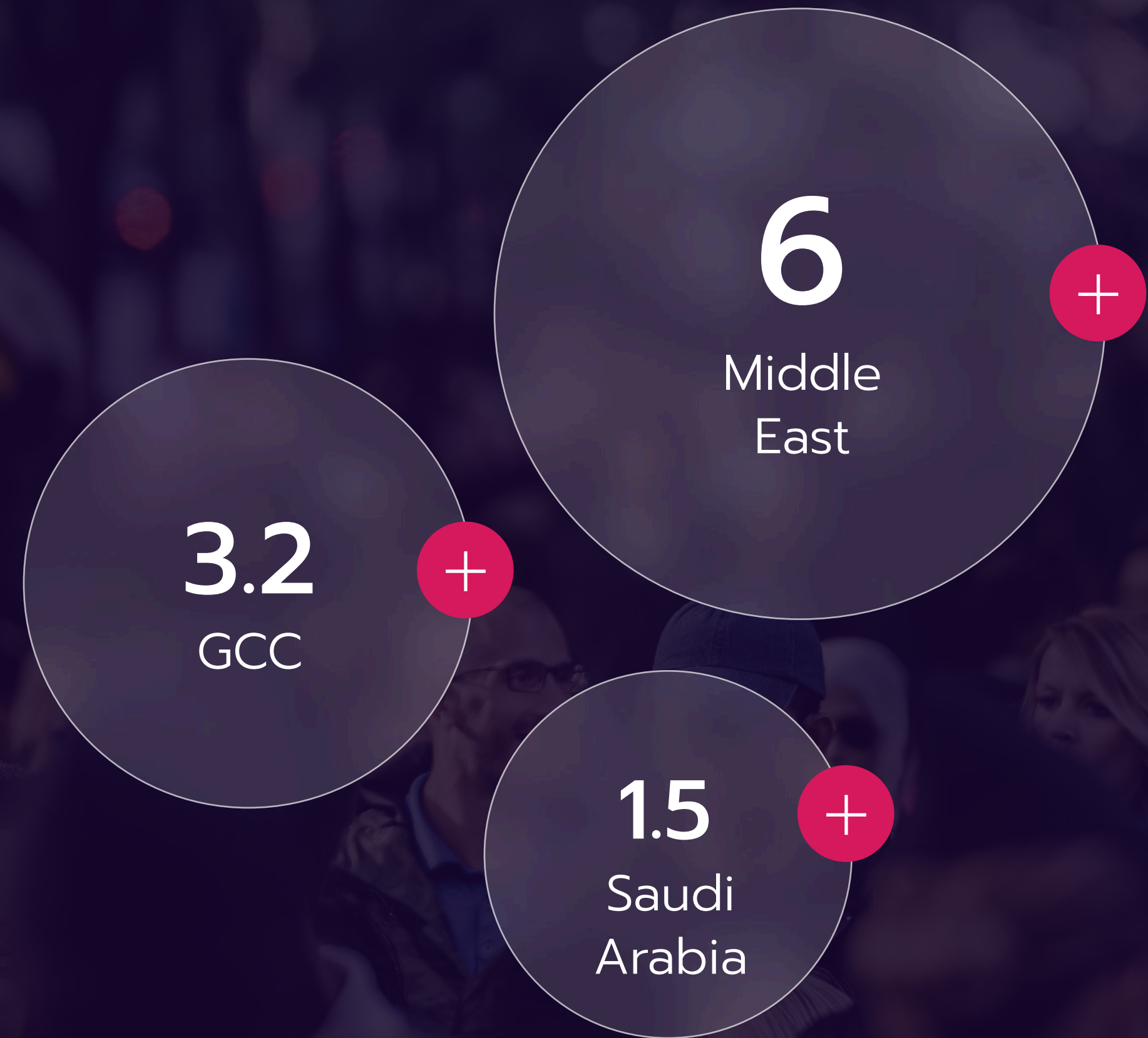
→ fastest growing e-commerce market in the region

GCC

→ high digital adoption

Middle East

→ fragmented merchant tools



Selling Point

- What gap in the market does Aryaf aim to fill?

Target Market →

Market Size →

Competitive Landscape →



Approach 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Varius quam



Approach 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Varius quam

Competitive Landscape

Merchant Platform Philosophy

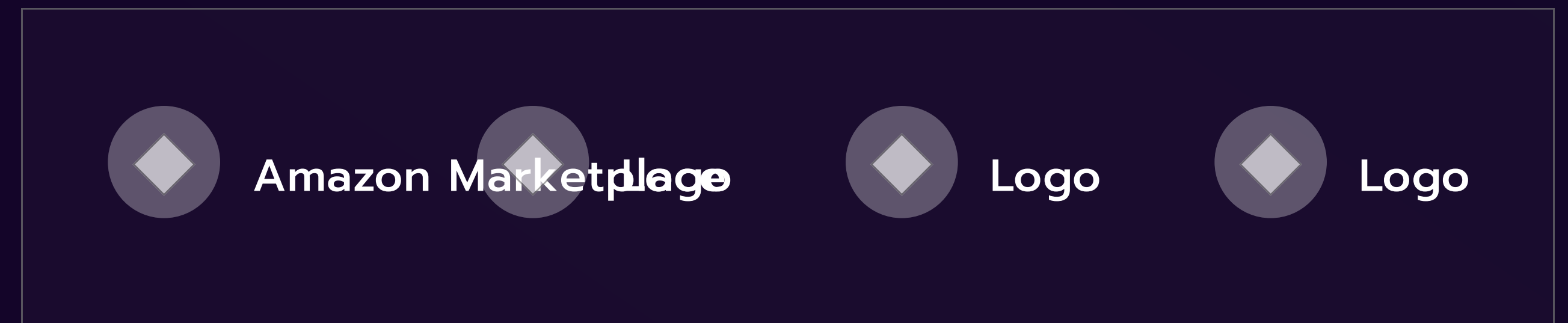
- Option A
Simple like Shopify
- Option B
Powerful like Magento
- Option C
Hybrid approach

Key question:
What type of merchant are we building for?

Direct Competitors



Indirect Competitors



Business Model

How will the platform generate revenue?

- Subscription plans
- Transaction commissions
- Marketing tools
- Premium services
- Logistics integrations

Is the model SaaS, Marketplace, or Hybrid?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Varius quam

[SEE TRACTION →](#)

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	-------------------	---------------	-----------------

Should the platform prioritize simplicity or power?

simplicity

VS

Power

Should it target beginners or enterprise merchants?

Enterprise

VS

Merchants

Daily Use

What tools will merchants rely on daily?

The Problem

The Solution

Product or Service

Company Timeline

The Market

Meet the Team

Future Roadmap

Get Started →

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	------------	---------------	-----------------

Customer Experience

Lorem ipsum dolor sit amet, consectetur adipiscing .



What should the ideal shopping experience look like?

Describe the best shopping experience you can imagine in the new Aryaf Platform

What payment options are essential?

How fast should checkout be?

Describe the best shopping experience you can imagine in the new Aryaf Platform

• What shipping experience should customers expect?

Describe the best shopping experience you can imagine in the new Aryaf Platform

Platform Scalability

These assumptions directly influence platform architecture.

How many merchants in 3 years?

Whats the current merchants numbers and whats the expected number in 3 years

Expected monthly order volume?

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Target user base?

Describe the best shopping experiance you can imagine in the new Aryaf Platform

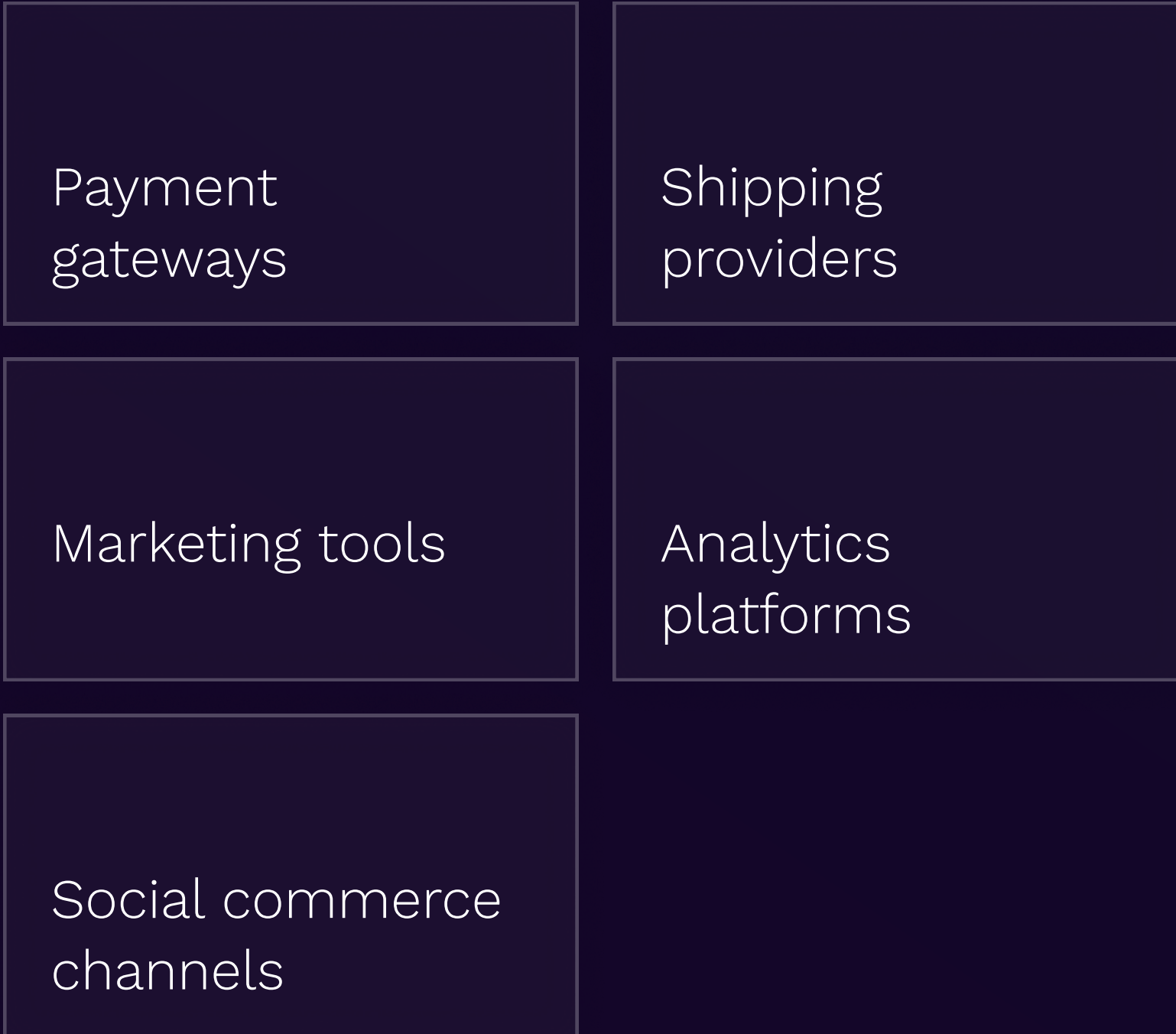
The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	-------------------	---------------	-----------------

Integrations

Which integrations are critical?

Are there strategic partners to support from day one?

Integration strategy defines platform ecosystem value.



Success Metrics

Which metric matters most in the first 24 months?

Number of merchants

Platform revenue

Gross merchandise value

Customer acquisition

Market share

Strategic Opportunity

That is a much bigger vision than just e-commerce software.

Merchant ecosystem

Marketplace

Logistics integration hub

Marketing intelligence platform

Regional commerce infrastructure

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	-------------------	---------------	-----------------

Expected Project Journey

These assumptions directly influence platform architecture.

Phase 1 – Discovery

Whats the current merchants numbers and whats the expected number in 3 years

Phase 2 – Architecture

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Phase 3 – Core platform

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Phase 4 – Feature expansion

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Phase 5 – Feature expansion

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Phase 6 – Beta launch

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Phase 6 – Full production

Describe the best shopping experiance you can imagine in the new Aryaf Platform

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	-------------------	---------------	-----------------

Next Steps

These assumptions directly influence platform architecture.

Step 1 – Finalize and sign agreement

Whats the current merchants numbers and whats the expected number in 3 years

Step 2 – Document key insights

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Step 3 – Refine product requirements

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Step 4 – Define platform architecture

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Step 5 – Build development roadmap

Describe the best shopping experiance you can imagine in the new Aryaf Platform

Step 6 – Prepare implementation plan

Describe the best shopping experiance you can imagine in the new Aryaf Platform

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	------------	---------------	-----------------

Building Aryaf Together

Our role is not just development. Our role is to help Aryaf build a scalable digital commerce platform.

Refineder believes great platforms are built through collaboration.

Our goal is not only to develop software .. but to help build a scalable digital commerce ecosystem for Aryaf.

The Problem	The Solution	Product or Service	Company Timeline	The Market	Meet the Team	Future Roadtrip
-------------	--------------	--------------------	------------------	------------	---------------	-----------------

THANK YOU