THE CAREEM STORY
MARCH 26, 2018
ALGIERS, ALGERIA
MENA’s leading ride-hailing platform

15 countries
90+ cities
3000+ colleagues
$1B+ valuation
One of the largest ‘employers’ in Saudi Arabia, Egypt, Jordan and Pakistan

650K JOBS AND COUNTING...
MOBILITY FOR 20M+

- Convenient
- Cheaper to deploy
- Crowd-funded
EMPOWERING WOMEN
as customers and captains
FOUR KEY LEARNINGS

1. Solve local problems
2. Iterate and grow
3. Hire awesome people
4. Find local allies
Careem Platform Services (CPS) will enable the region’s move to the internet on top of Careem’s infrastructure.

First targeted use case: Last-mile delivery & payments

Open platform to third parties via APIs to enable rapid launch, adoption and O2O capability.
BUILD AN INSTITUTION

• Impact every person in the region

• Awesome products and services

• Socially responsible

• Region’s leadership factory

• Outlast us and people after us
Shukran! Thank you! Shukriya! Merci!
TOUGHER THAN EXPECTED

• Scale fragmentation
• Technical talent
• Financial resources
• Vested interests