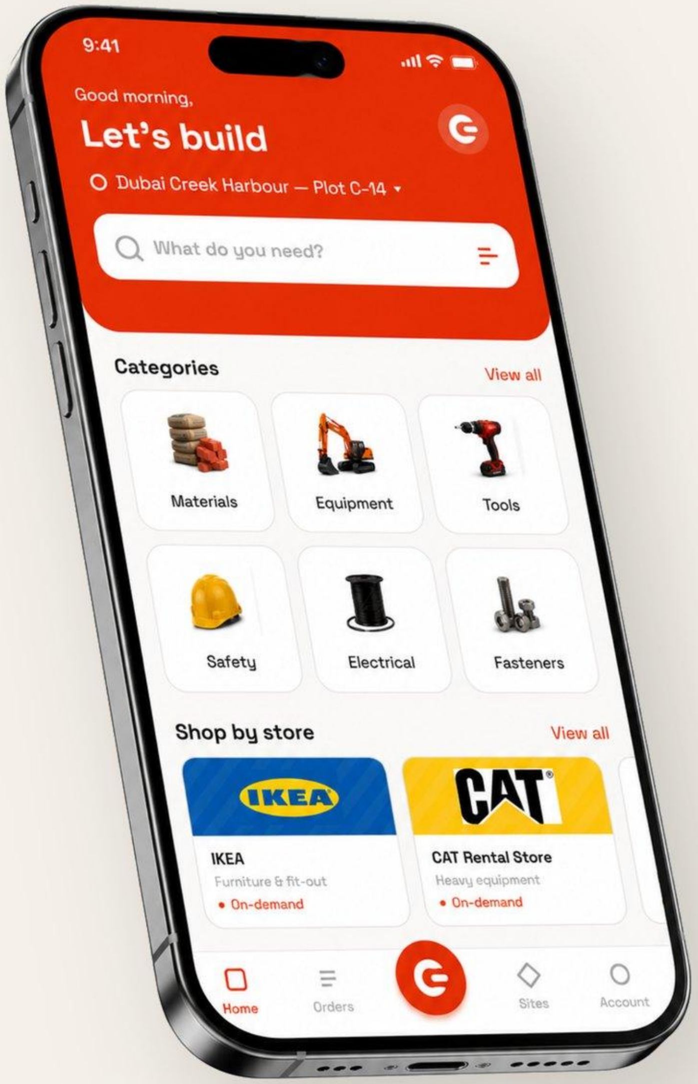
CRANOVO

Construction supplies, delivered on demand.

Materials, tools and heavy equipment in one app — less time chasing supplies, more time building.

مواد البناء، عند الطلب



Application — Sanabil Accelerator by 500 Global · Batch 12 · August 2026

THE PROBLEM

Construction still buys by phone call and supplier run.

Calling around, WhatsApp threads, a truck and two men sent to the trade counter. Every hour spent chasing supplies is paid crew time standing still.

23%

of a construction crew's working time is spent waiting

45–83 min

average wait per tradesman, per day, for materials, tools and information

1 day/wk

of work lost to inefficiency per construction business

Sources: lean-construction work-sampling studies · Univ. of Michigan CCEM time study · Levelset industry survey

One app for everything a site needs, delivered to the plot.

The mission: make buying effortless for builders — and give them their time back.

ORDER

Materials & tools

8,000+ SKUs at live trade prices — cement to safety gear.

RENT

Heavy equipment

Cranes, mixers and excavators by the day — booked like a ride.

TRACK

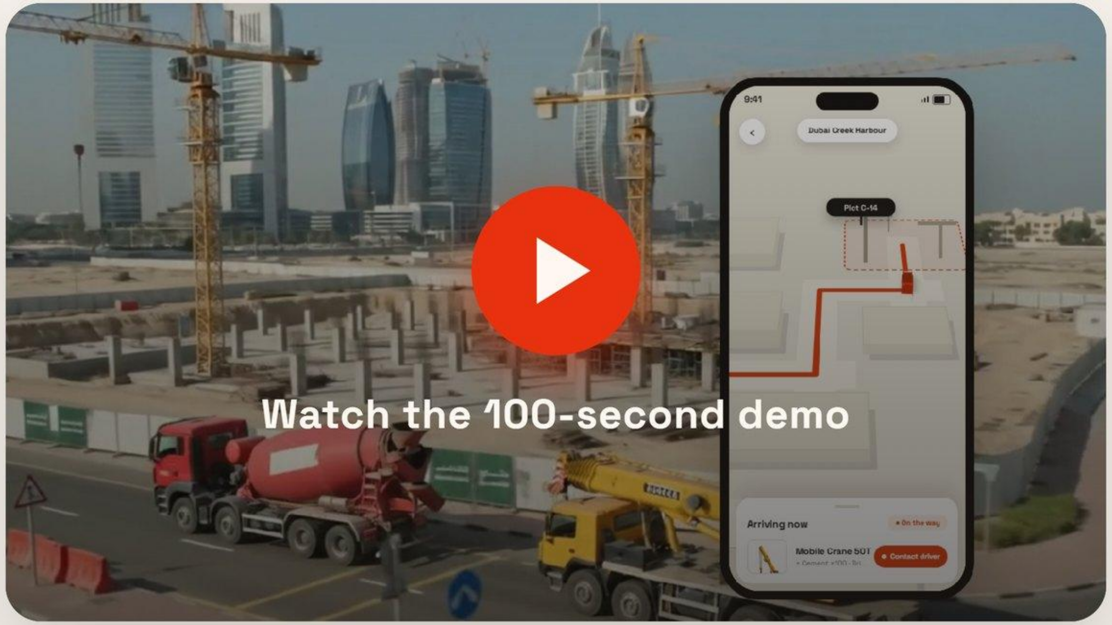
Live, to the plot

Tracked on a live map to the exact site plot.

PRODUCT

Designed, priced and working as a demo.

- Every core flow designed — home to live tracking
- Priced on real UAE trade rates
- Live-map delivery simulation to a real Dubai plot — Creek Harbour C-14



- Full interactive prototype available on request

▶ Click to play — also enclosed with this application

HOW IT WORKS

From order to plot in four steps.

01 · ORDER

Build the cart

Cement OPC 50kg — AED 15/bag. Rebar 12mm — AED 32/pc.

02 · RENT

Add equipment

Mobile crane 50T — AED 2,400/day. Mixer truck — AED 1,100/day.

03 · DISPATCH

Nearest partner

Routed from the closest partner store, yard or fleet with stock on hand.

04 · TRACK

Live to the plot

Driver tracked on a live map to the site pin. Crew keeps working until it lands.

Indicative UAE trade prices, Q2 2026 — from the prototype catalog

The Gulf is building at a scale nowhere else matches.

$142B

Saudi construction output in 2026 alone — the world's most concentrated construction market

$2.1T

KSA project pipeline over the next eight years — NEOM, Qiddiya, Red Sea, two million homes

$196B

contract awards in 2025, up 20% year over year — and every award buys materials

Launch in the UAE — the region's densest, most digitized construction hub — then follow the pipeline into Saudi Arabia.

Sources: Mordor Intelligence 2026 · Research&Markets KSA pipeline · 2025 contract-award reporting

WHY NOW

The boom outran the supply chain.

Materials are the bottleneck

Giga-project demand is straining cement, steel and aggregates across the Gulf.

On-demand is the default

Groceries arrive in 30 minutes in Dubai and Riyadh. Sites still order by phone.

The seat is empty

Procurement platforms are digitising the tender. No one owns the everyday site run. First in sets the habit.

Every hour spent chasing supplies is an hour the crew isn't building.

23%

BUSINESS MODEL

Four revenue lines on one order flow.

01 Materials take rate

Commission on every materials and tools order placed through the app.

02 Delivery fees

On-demand logistics margin on every drop — priced by load, distance and urgency.

03 Equipment rental

Take rate on daily hires of cranes, mixers, excavators and loaders from partner yards.

04 Contractor SaaS LATER

Sites, budgets and team seats for contractors once order volume proves out.

Planned model — to be validated during the program

GO TO MARKET

Growth comes from the crews themselves.

Construction runs on a tight network — foremen, subcontractors and suppliers who all know each other. We buy that word of mouth directly, the way the on-demand platforms did.

CREW TO CREW

Dual-sided credit

Both sides get delivery credit on the referred site's first order. Uber's dual-sided referral is reported to have returned roughly 12x on referral spend.

SUPPLY SIDE

Paid on orders, not signups

DoorDash pays $1,000 for a merchant referral — but only once that merchant completes 15 orders in 60 days. Bonuses tied to real volume, not sign-ups.

DENSITY FIRST

One cluster at a time

DoorDash won by starting in underserved suburbs rather than contested metros. We saturate one development cluster before opening the next.

Sources: Viral Loops Uber referral case study · DoorDash Merchant Referral Program terms · DoorDash S-1

COMPETITION

The market is split, and the urgent order falls between.

	Trade counters Phone & WhatsApp	**Materials platforms** BRKZ · Shatib · Fitting	**Rental marketplaces** MUQAWIL · Moedatech	**Cranovo**
Same-day delivery to the site plot	—	—	—	✓
Materials, tools and equipment in one order	—	—	—	✓
Published prices — no RFQ, no call-around	—	—	✓	✓
Built for small crews, not tender procurement	✓	—	—	✓

WHERE WE WIN

Too small for them

Forty bags of cement at 10am is unprofitable at truckload economics — and it stops a crew.

Both sides at once

Materials platforms do not rent cranes. Rental marketplaces do not sell cement.

Density, then referrals

Saturate one cluster, let the crews recruit the next. Habit is the moat.

Sources: MENAbytes & GlobeNewswire (BRKZ, 2025) · Wamda (Shatib) · Arab News (Fitting) · Saudi Contractors Authority (MUQAWIL)

WHERE WE ARE PRE-BUILD · APPLYING AT VISION STAGE

Designed, priced and demoed — not yet built.

- ✓ Full design prototype — every core flow, home to live tracking
- ✓ 100-second product demo video, sent with this application
- ✓ Catalog and pricing model grounded in real UAE trade rates
- → Next: on-the-ground validation and MVP build — the 90-day plan

PROOF OF EXECUTION

This founder ships.

Second product — PowerSync AI, a commerce-operations layer for retailers — is already in live beta, built solo against real supplier data.

IF FUNDED Speed is the whole advantage — the build is small and the market is moving.

2 weeks

Product built and live

Month one

First contracts signed before the month closes

3 months

Ready for a full marketing push

THE NEXT 90 DAYS

Validate, partner, build — inside the batch.

WEEKS 1–4

Validate

50+ interviews with contractors, foremen and suppliers across UAE sites. Confirm or kill every assumption in this deck.

WEEKS 5–8

Partner

LOIs with supplier stores and rental yards. Lock the MVP SKU set. Recruit the regional co-founder.

WEEKS 9–12

Build

MVP ordering flow live. First real orders delivered to one pilot site by Demo Day.

Aligned to the Batch 12 calendar — September 27 to December 9, 2026

Hire operators who have done this, build toward a regional acquirer.

HIRING PLAN

Specialists, fast

Engineers and ops leads who have already shipped on-demand marketplace and last-mile logistics apps in the Gulf. Contract-to-hire from week one so the MVP is built by people who have built it before.

EXIT PATH

Regional platforms buy verticals

A construction vertical with live order volume is a natural acquisition for the region's super apps and logistics groups — Careem, Talabat and the delivery arms already operating this fleet infrastructure.

$3.1B

Uber's acquisition of Careem, 2019

Still the largest tech exit in the Middle East. Careem's mobility, delivery and payments arms became part of Uber; e& took majority control of the super app in 2023.

Sources: Uber newsroom (deal close, Jan 2020) · Endeavor · Tracxn company record

FOUNDER

Nart Maliqi

Founder

- B.S. Computer Science — Stony Brook University
- Global Logistics Management — Arizona State University
- Operator — runs a US retail business; builder of PowerSync AI, in live beta

linkedin.com/in/nartmaliqi

JOIN THE BUILD

Looking for a regional founder to help establish Cranovo in the MENA market.

CRANOVO

THE ASK

A seat in Batch 12 — and the network to build this where it belongs.

The program + $100K

Standard Sanabil Accelerator investment to fund validation and the MVP.

12 weeks on the ground

Riyadh-based program as the base for UAE and KSA customer discovery.

Intros that matter

Suppliers, contractors — and the regional co-founder to build this with.

Nart Maliqi

+1 (855) 626-8033 • linkedin.com/in/nartmaliqi • Demo video enclosed

نبني معاً