



Mangwao. Mangaya. Mil gaya.

Pakistan's first instant fashion delivery marketplace

The Problem

Fashion is impulse-driven, but delivery takes 2-5 days.

Missed moments

See a perfect outfit for tonight's event?
Too bad — it arrives next week.

Lost conversions

Purchase intent peaks at discovery.
Every hour of delay kills conversion rates.

Forced trade-offs

Consumers choose between slow delivery, uncertain fit, or wasting time in stores.

In fashion, speed isn't a feature, it's the conversion multiplier.

The Solution

Buy it now. **Wear it tonight.**

What Mangwao Does

We turn nearby fashion inventory into instant delivery. Our hyperlocal marketplace routes orders to the closest partner boutique, no warehouses, no delays.



Sub-90 minute delivery

From discovery to doorstep



Hyperlocal supply network

No inventory risk, no capital lock-up



Curated brand experience

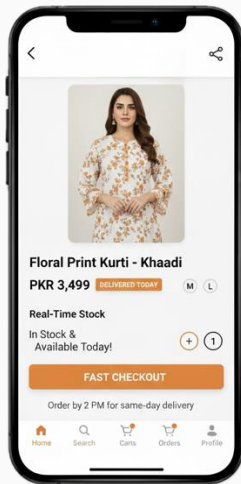
Pakistan's favorite fashion brands

How It Works



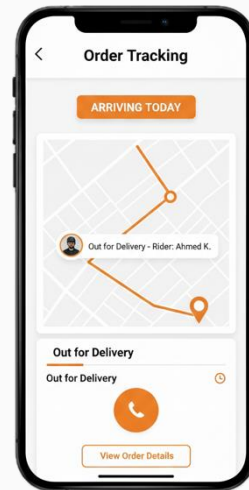
1. Browse

Instantly access a handpicked catalog of Pakistan's favorite brands with real-time availability



2. Order

Fast, frictionless checkout. We route your order to the nearest partner boutique automatically



3. Delivered

Receive your fashion in under 90 minutes, handled to brand standards

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Why Now?



Smartphone Penetration

60%+ of Pakistan now has smartphones. Mobile commerce adoption is accelerating faster than infrastructure.



Fashion E-com Gap

Fashion is Pakistan's #1 online retail category by engagement, but grossly underserved on speed and experience.



Delivery Infrastructure

Rider networks are mature from food delivery. We leverage existing logistics without building from scratch.

The Pakistan Opportunity

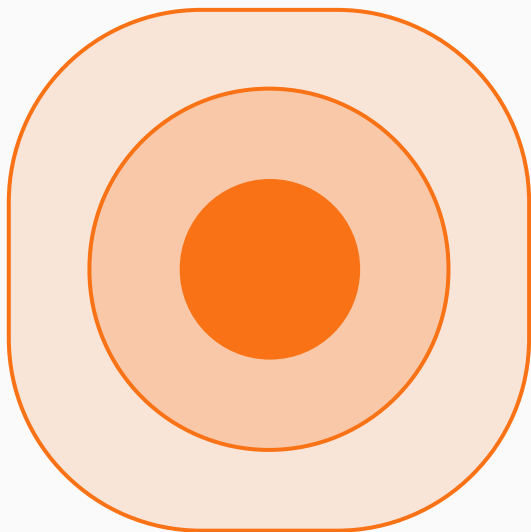
240M population. 65% under 30. A generation that expects instant gratification, trained by TikTok, food delivery, and global trends. They want fashion NOW, not in 3 days.

65%

under age 30

First-mover advantage: No one owns instant fashion in Pakistan yet.

Market Opportunity



TAM

Pakistan Retail Fashion Market

\$8B

SAM

Urban Online Fashion (Top 5 Cities)

\$1.2B

SOM (Year 3)

Instant Fashion - Islamabad Expansion

\$15M

Sources: Pakistan Bureau of Statistics, Euromonitor, industry estimates. SAM based on branded fashion in metro areas with e-commerce penetration.

Business Model



Partner Commissions

10-15% commission on every order from boutique partners

10-15%

per transaction



Delivery Fees

Speed-based delivery fees paid by customers for instant fulfillment

PKR 150-300

per delivery



Sponsored Visibility

Premium placement for boutiques and featured collections

Future

revenue stream

Projected Unit Economics (at scale)

PKR 4,500

Avg Order Value

PKR 675

Revenue/Order

PKR 250

Delivery Cost

PKR 425

Gross Margin/Order

Go-to-Market Strategy

Demand-first market entry: Dense local supply → Speed-led marketing → Rapid expansion

Month 1-2

SUPPLY

Onboard 15-20 boutiques in F-6, F-7, F-8 Islamabad. Sign LOIs with Khaadi, Sapphire, Gul Ahmed local outlets.

Month 3-4

LAUNCH

Beta launch in high-density neighborhoods. "Buy Now, Wear Tonight" campaign on Instagram/TikTok.

Month 5-6

SCALE

Expand coverage across Islamabad. Optimize operations. Prepare Lahore playbook.

Month 7-12

EXPAND

Launch Lahore. Replicate city playbook. Build toward Series A metrics.

Replicable city playbook: Each new city follows the same supply-first → demand-capture → optimize cycle. Capital efficient expansion.

Competitive Landscape

PLATFORM	MODEL	SPEED	EXPERIENCE
Daraz	Centralized marketplace	2-5 days	Mass-market, not curated
Offline Stores	Physical retail	Instant*	High quality, low convenience
Instagram Sellers	Social commerce	1-3 days	Fragmented, inconsistent
Mangwao	Hyperlocal marketplace	< 90 min	Curated + Instant

Our moat: We're not competing with Daraz on price or selection. We're creating a new category, **instant fashion**, where speed IS the product. First-mover in this space owns the consumer habit.

*Offline stores require travel time, limited hours, and in-person shopping effort

Early Validation



Market Research

Interviewed 50+ potential customers in Islamabad. 78% expressed strong interest in same-day fashion delivery.



Supply Interest

Preliminary conversations with boutique owners in F-6/F-7 markets. Strong appetite for new sales channel without inventory risk.



Product Development

MVP app designed and core platform architecture planned. Ready to build with funding.

Global Proof Points

Zepto / Blinkit (India): Proved hyperlocal instant delivery works in South Asian markets. \$5B+ valuations.

Getir / Gorillas: Quick commerce model validated globally. Fashion is the next frontier.

Post-Funding Milestones (6 months)

- 20+ partner boutiques
- 500+ monthly orders
- <90 min avg delivery
- 30%+ repeat rate

The Team



Jawad Dogar

Growth & Partnerships

Leads boutique onboarding, brand partnerships, and market execution. Local network in Islamabad fashion retail.



Isa Shahid

Technical Lead

Builds the core delivery platform and backend systems. Full-stack development with focus on real-time logistics.



Yahya Siddiq

Operations

Manages on-ground execution, rider coordination, and logistics workflow optimization.

Why We'll Win

We ARE the customer: Young, urban, trend-driven. We live the problem every day.

Local insight + global ambition: Deep Islamabad market knowledge with Silicon Valley execution mindset.

Full commitment: All-in on Mangwao. Ready to outwork anyone.

The Ask

PRE-SEED ROUND

PKR 10 Million

~\$35,000 USD • Terms to be discussed

Marketing & Growth

40%

Customer acquisition, influencer campaigns, "Buy Now, Wear Tonight" launch

Technology

35%

App development, backend infrastructure, real-time inventory system

Operations

25%

Rider onboarding, delivery logistics, partner support

12-Month Milestones

30+

Partner boutiques

2,000+

Monthly orders

PKR 9M+

Monthly GMV

Seed Ready

For Lahore expansion



Mangwao. Mangaya. Mil gaya.

Let's talk

hello@mangwao.pk

Islamabad, Pakistan