

Series A - Dubai, United Arab Emirates

Dunecast

Demand forecasting and fresh-food ordering for Gulf grocery chains, built around Ramadan and Eid peaks

The problem

What's broken today

Gulf grocery chains see demand swing hard around Ramadan, Eid, school holidays and payday, and the Islamic holidays move about 11 days earlier each year on the Gregorian calendar. Forecasting tools built for Western calendars miss these shifts, so stores run out of dates, laban and lamb before Iftar and then write off fresh produce afterwards. Fresh waste of 6–9% of sales is common, and much of it was flown in.

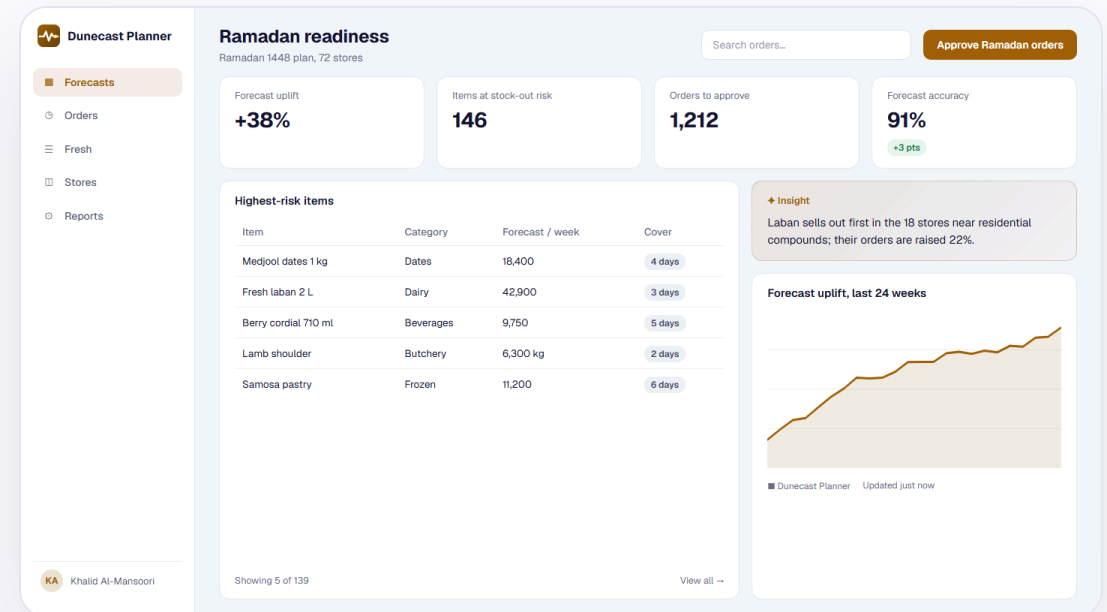


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Our solution

Dunecast Planner

Dunecast forecasts demand per item, store and day using the Hijri calendar, prayer times, weather, promotions and local events, then turns forecasts into suggested orders that respect supplier lead times and shelf life. Buyers approve orders on one screen, and store managers get markdown suggestions for items close to expiry. It connects to the retailer's point-of-sale and ERP systems through nightly files or APIs.



Fresh order review

Dunecast Planner

Forecasts

Orders

Fresh

Stores

Reports

Fresh order review

Tomorrow's delivery, Store 214 Al Barsha

Search orders...

Send order to supplier

Order lines

186

Suggested value

AED 58,400

Changed by buyer

12

Expected waste

2.1%

Order lines

Item	On hand	Suggested	Shelf life
Strawberries 250 g	40	120	3 days
Coriander bunch	65	90	2 days
Avocado (air freight)	22	48	4 days
Cucumber 1 kg	110	160	6 days
Kunafa tray	8	30	1 day

Showing 5 of 82

View all →

Insight

A 41°C forecast for Friday cuts strawberry shelf life by a day, so the order drops from 150 to 120.

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KA

Khalid Al-Mansoori

Why now

The timing

Gulf grocers are expanding fast and importing more fresh food by air, so every point of waste costs more, and they are replacing legacy planning tools.

Market

Grocery chains, hypermarkets and convenience operators across the GCC, a grocery market of roughly US\$100B a year where a few dozen chains account for most sales.



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How we make money

Annual subscription per store (US\$4K–US\$9K depending on format and SKU count), with a waste-reduction bonus in the first year for chains above 50 stores.

Traction

Where we are

US\$4.6M

Annual recurring revenue

640

Stores live

9

Retail chains

31%

Fresh waste reduction

- US\$4.6M ARR, up 2.1x year on year
- 640 stores live across 9 chains in 4 GCC countries
- 31% average fresh waste reduction in the first year



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Team

Who's building it

KA

Khalid Al-Mansoori

CEO and co-founder

LS

Lina Saleh

CTO and co-founder

KI

Karthik Iyer

VP Data Science

MF

Mariam Farouk

VP Customer Success



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The ask

What we're raising

Raising US\$18M Series B to reach 2,000 stores by 2028

- Intraday forecasting for quick-commerce and dark stores
- Expansion into Saudi Arabia with a Riyadh team
- Supplier portal for shared forecasts and orders