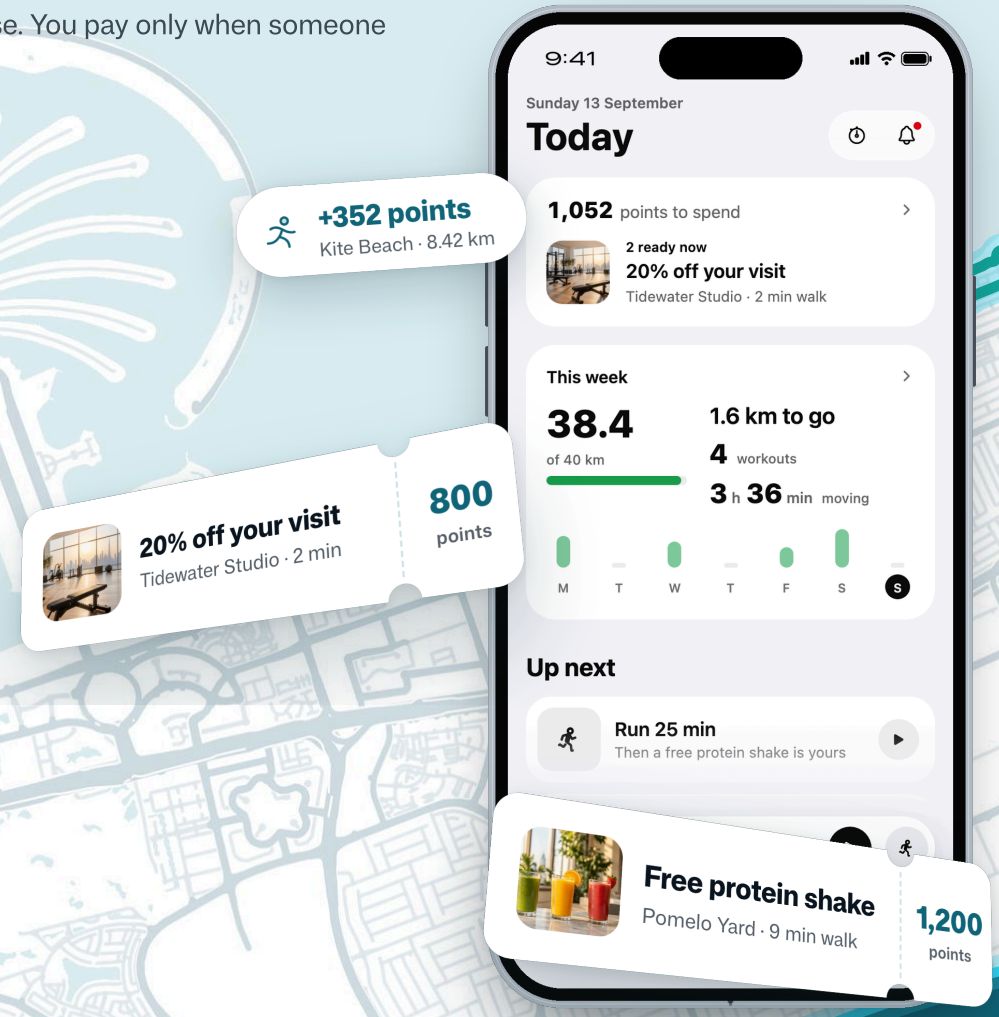
PARTNER GUIDE · DUBAI

MoveURAS

Be the **reward** for people who move.

MoveURAS is a free app that turns every run, walk, ride and workout into points. People spend them at venues like yours, on the offer you choose. You pay only when someone redeems at your counter.

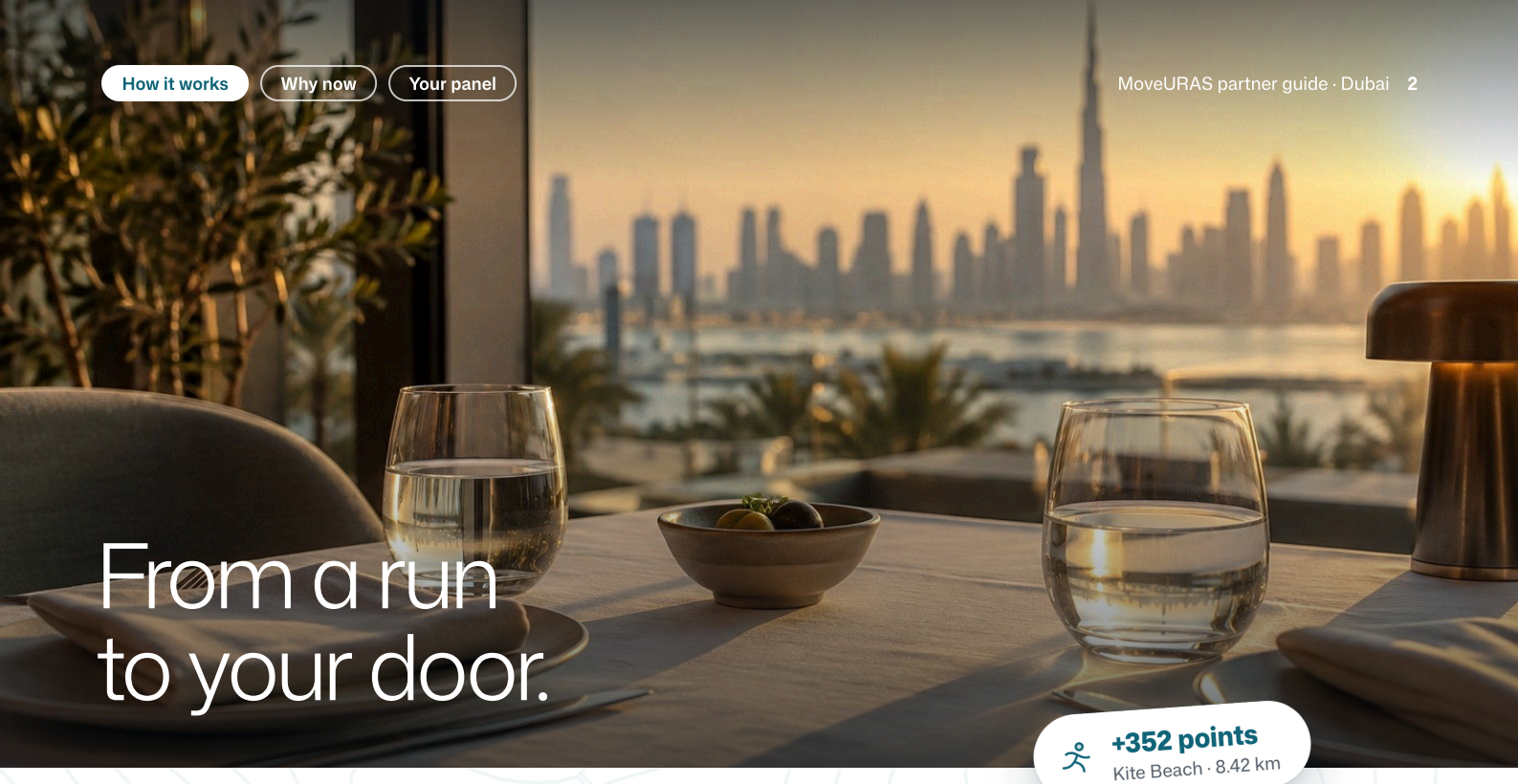


1 They move

2 They earn points

3 They slide it at your counter

Map data © OpenStreetMap contributors · OpenFreeMap

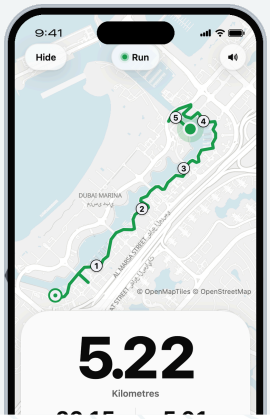


From a run to your door.

+352 points
Kite Beach · 8.42 km

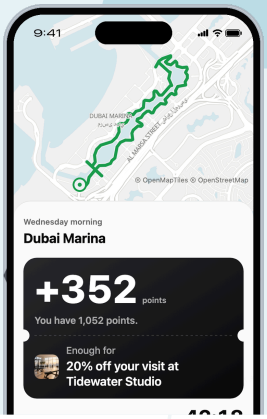
They move

Any sport. The app maps the route and measures the effort.



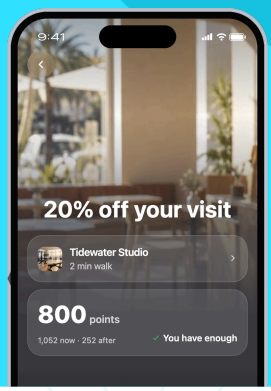
They earn points

Effort becomes points, the same for everyone.



They slide it at your counter

They pick your offer and slide it in front of your staff.



WHAT YOU GET

People nearby
Active people who live and train close to you.

Nothing to install
Your panel opens in any browser, on any device.

More than the reward
Whatever else they order is yours.

You are in control
Your offer, your hours, how many. Pause any time.

FAIR BY DESIGN

Only in your hours
Outside your times, nobody can redeem.

Once per person
As often as you allow: a day, a week or a month.

Report anything
A visit you report is not billed while we check.

Dubai is already moving.





EATING OUT

59%

of UAE residents eat out at least once a week.

YouGov UAE Dining Out Report, 2025

NEW FOOD PLACES

13 a day

opened in Dubai in the first half of 2025: 2,336.

Dubai Media Office, July 2025

DUBAI

4.58M

people live in Dubai, 7.5% more than a year before.

Digital Dubai, via The National, 2026

Rewards decide where people go.

What would get UAE residents eating out more · YouGov UAE Dining Out Report, 2025 · 976 people

Buy-one-get-one offers	50%
Discounts	46%
Loyalty points or rewards	34%
Birthday or anniversary rewards	29%

~80%

of daily-deal customers were new to the business; 19.9% came back at full price.

Rice University, 324 businesses, 2011

Quiet days

A discount on quiet weekdays lifted footfall on exactly those days.

Journal of Urban Economics, 2024

429

study results, pooled: reward programmes raise what members buy.

J. Academy of Marketing Science, 2022

+40%

In London, people who walk, cycle or take transit spend 40% more a month in local shops than drivers.

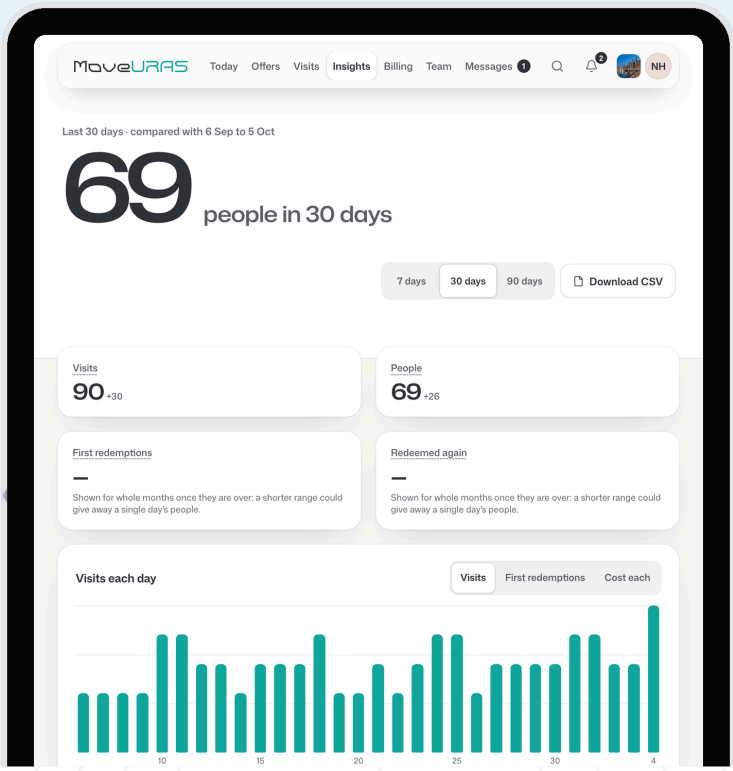
Transport for London, 2018

The four figures above come from independent research on other programmes and places. Not a promise of results.

See every visit. Grow what works.

YOUR PANEL

Insights for the last 30 days



Every visit, as it happens

Marked first redemption or repeat.

Who redeems again, and how soon

Counted, never named.

What to do next

Suggestions from your own visits, one tap each.

JOIN

Reserve your spot in Dubai.

Today Scan the code and leave your name, WhatsApp and venue.

This week We message you on WhatsApp and set up your first offer together.

Launch day Members see your offer in the app.

Scan to reserve

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