COLYA

Ghadi Ghadi Di Meak Hadi

The Problem - Package Sender

Omar has three options to send his package to Sanaa:

Omar

Casablanca

Rabat

Sanaa

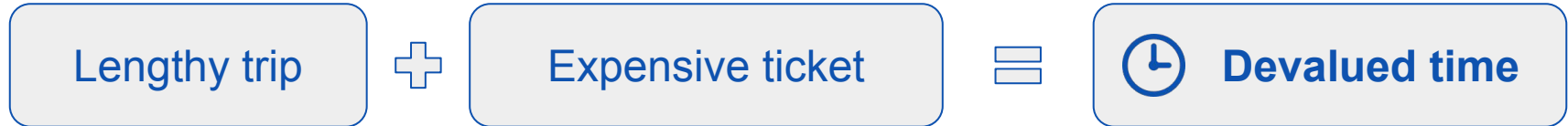**Courier Companies** 🚚

⏳ Delay

🚕 **Taxi or Bus** 🚌

✕ No reliability

Third Party 👤

🔄 No consistency

The Problem - Traveler

Anas lives in Casablanca and works in Rabat. He commutes by train every day.

Anas

7 AM   8 AM

Casablanca   Rabat

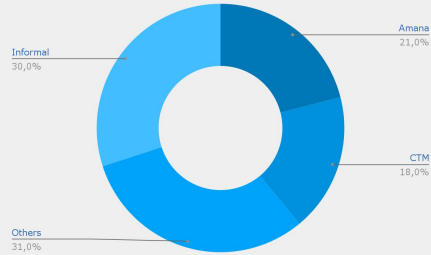| Lengthy trip | ✚ | Expensive ticket | ═ | 🕐 Devalued time |

The Solution

COLYA is a mobile app that connects travelers with individuals needing to send packages. It allows travelers to act as couriers, providing a fast and cost-effective delivery service.

Omar

Anas

Sanaa

7 AM

8 AM
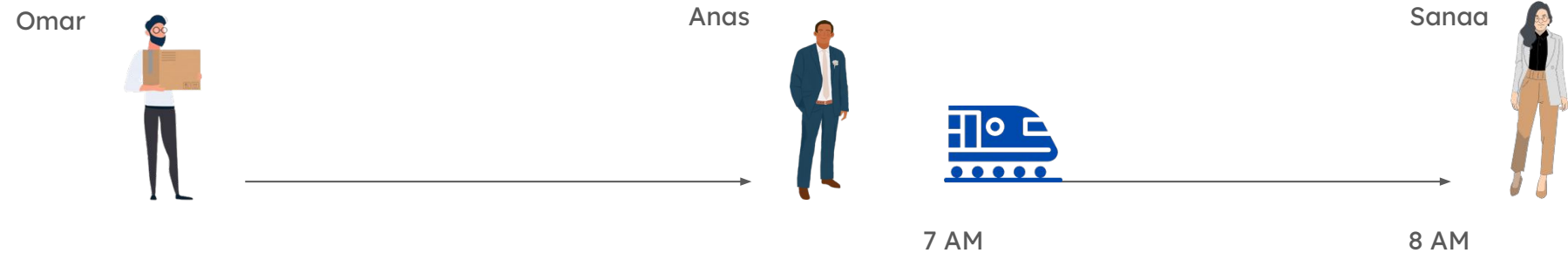
The Market

Peer to peer delivery market size, in Morocco:

Amana
21,0%

Informal
30,0%

CTM
18,0%

Others
31,0%

8 million peer-to-peer parcels per year.
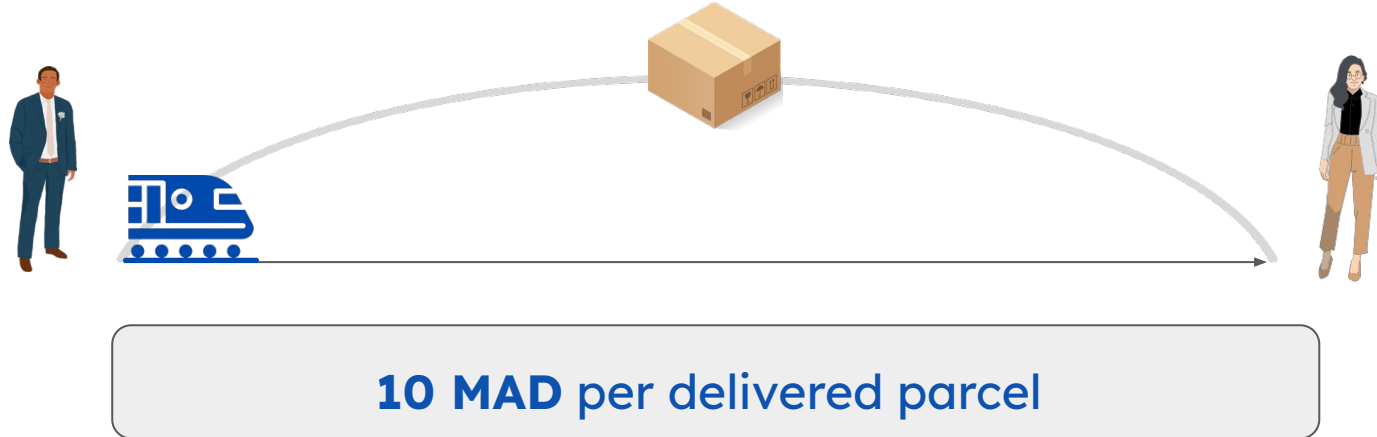
ONCF
52.2 million train travelers per year.

400,000 vehicles on highways per day.

Approximately 200 million trips by train and highway per year.

For every 100 travelers, **4 parcels are transported.**

The Business Model

Colya's business model revolves around charging a commission to travelers for each parcel they ship.

10 MAD per delivered parcel

The Go-To-Market Strategy

Partnership with ONCF

Partnering with ONCF is pivotal due to the significant volume of train travelers and the simplicity of collaborating with a single formal entity.

Targeting Students

We intend to focus on students who frequently commute, recognizing this demographic as a substantial market opportunity.

Package Senders Acquisition

To attract package senders to the app, we'll use targeted classical and digital advertising strategies.

The Competition

	Taxi / Bus (Informal)	Amana	CTM	Express relais	Tawssil	Cocolis	Colya
National / International	National	National	National	National	National	International	National
Delivery time: Fast (-24hrs)	Yes	No	No	No	No	Yes	Yes
Reliable	No	Yes	Yes	Yes	Yes	Yes	Yes
Consistent	Yes	Yes	Yes	Yes	Yes	Yes	Yes

The Team

Ayman Hatif
Co-Founder

Financials Management

Anas Moujahid
Co-Founder

Business Development & Strategy

The Milestones

June
2023

MVP

September
2024

**Establishing Colya
company**

Legal entity

Colya Community

May
2024

Prototype

October
2024

Facebook group that aims to
connects travelers with package
senders.

A beta version to test.