



MVP presentation

Mokawil AI: Moroccan Ventures Assisted by GenAI

Made with ❤ by:
Geek team

Who are we?



Mahmoud Bidry

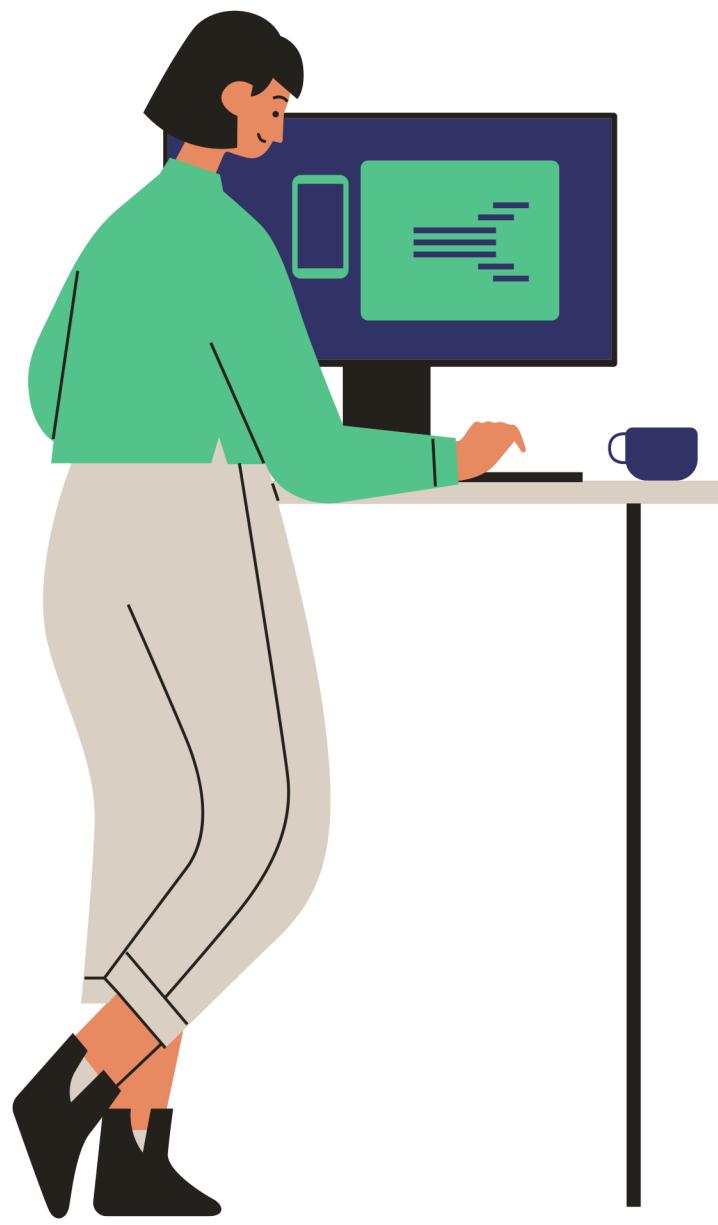
Ph.D student in Blockchain/AI



Oussama Qouti

Graduate student in Big Data and BI
GenAI enthusiast

Outline



Entrepreneurship in Morocco

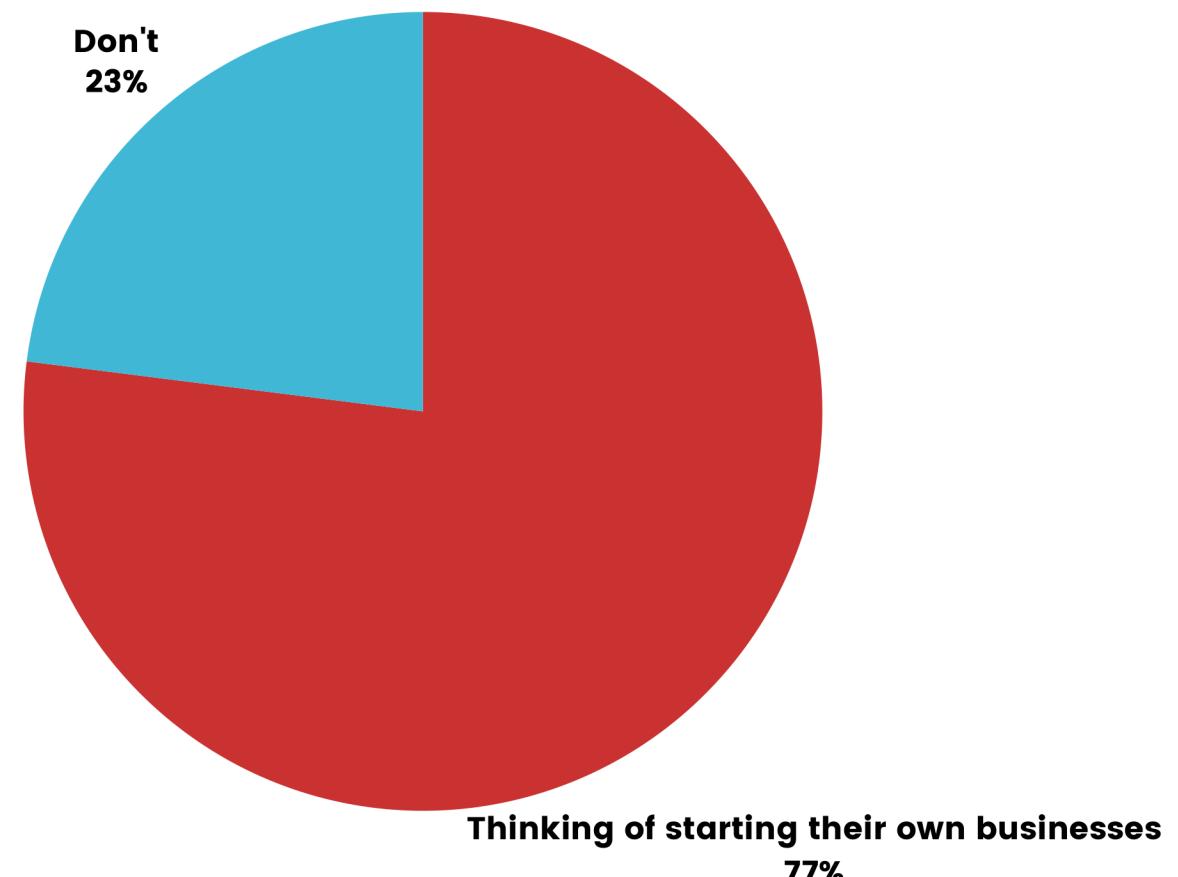
Challenges

proposed solution

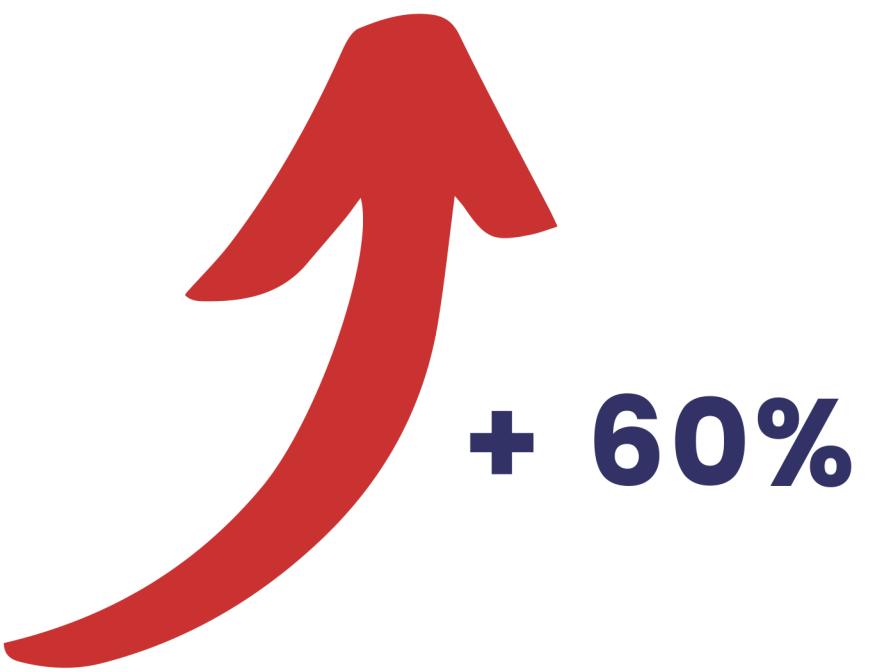
Results and comparison

Post Hackathon

Entrepreneurship in Morocco



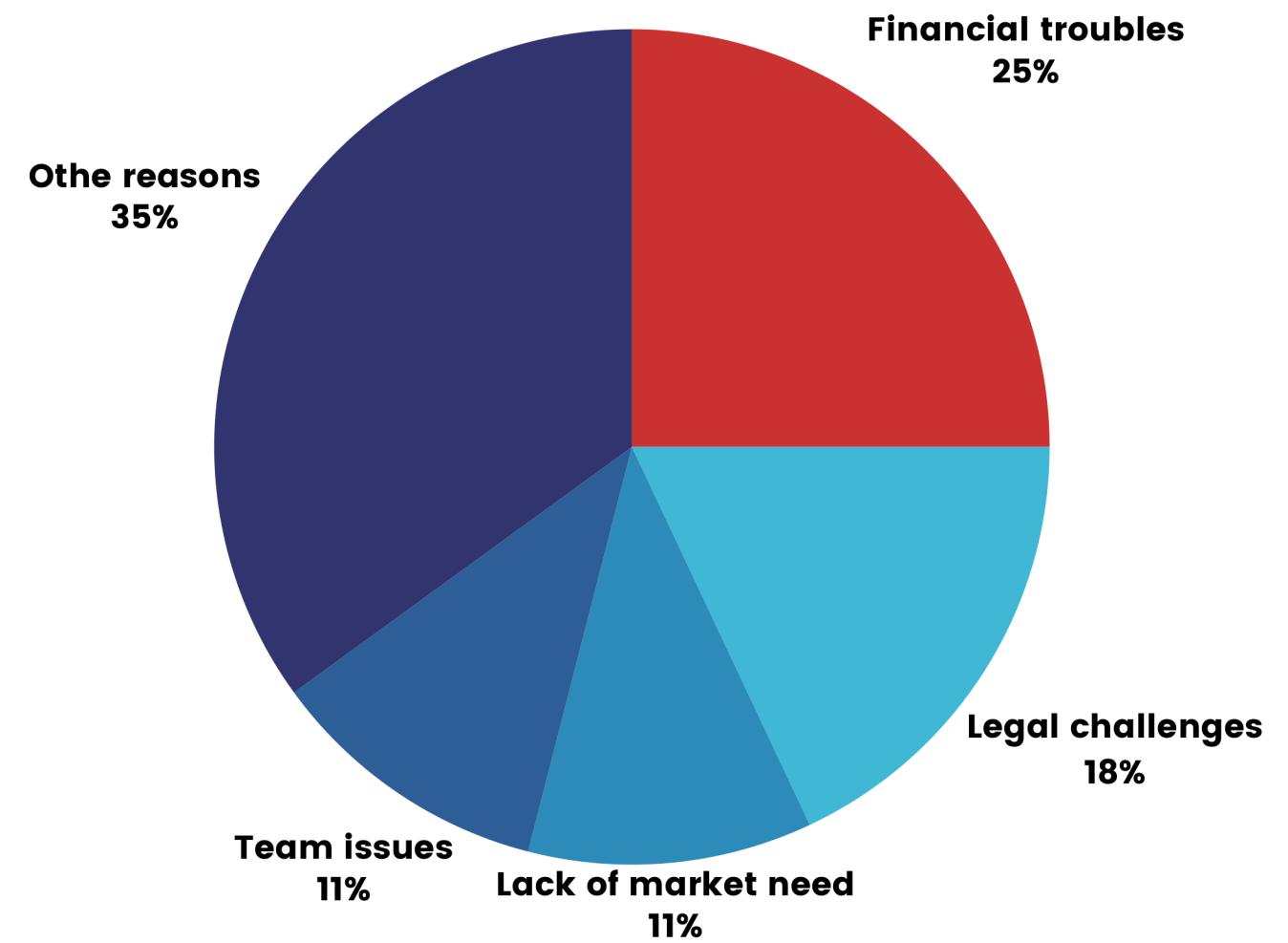
Bayt.com Survey :Entrepreneurial Intentions of Moroccan Respondents



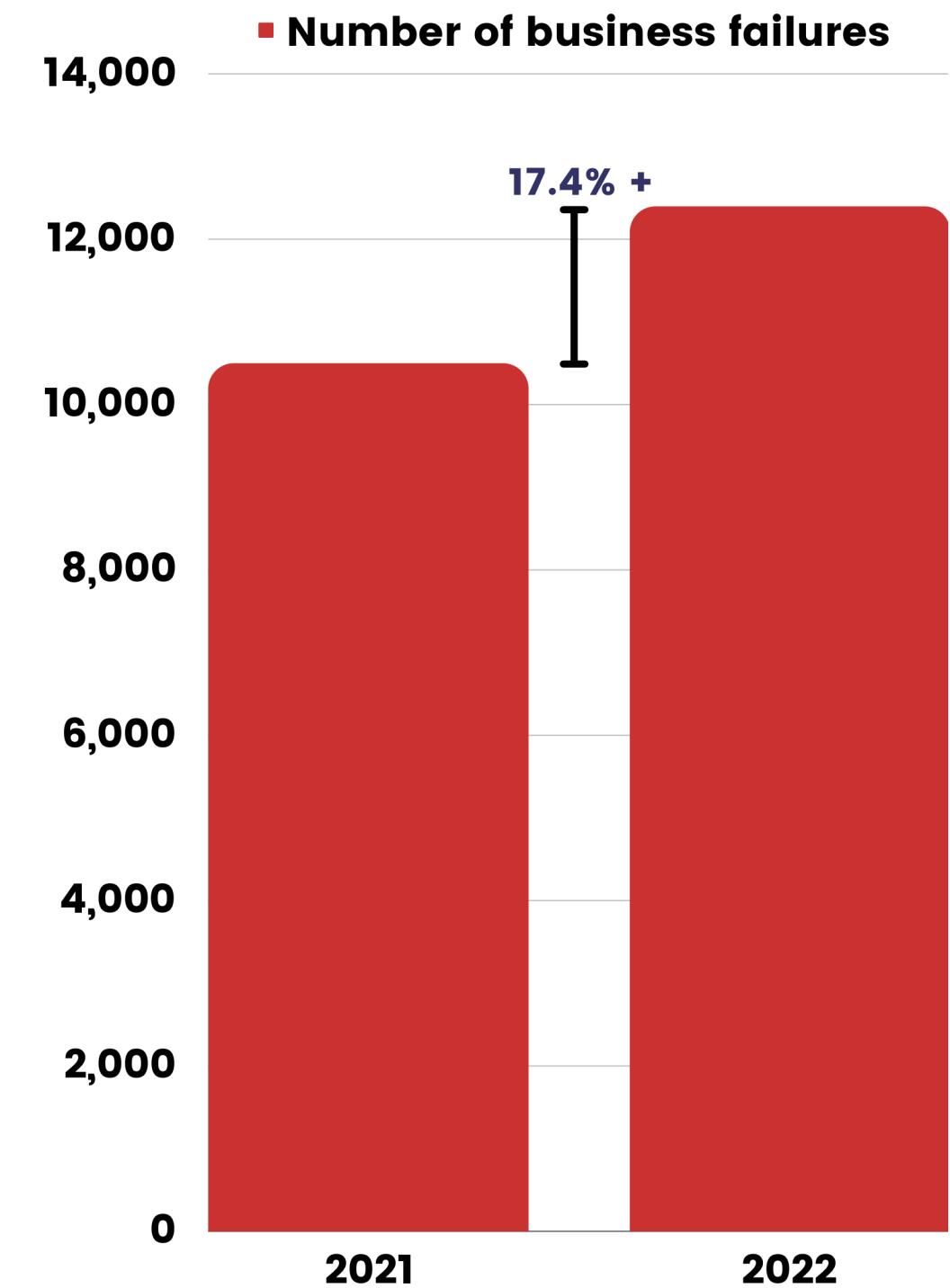
Number of startups each year

[Report: Moroccans Pursue Entrepreneurship Despite Financial, Regulatory Difficulties](#)
[Report: Despite Challenges, Morocco's Startup Ecosystem Is Thriving](#)

Challenges



A survey : Startup Failure Reasons



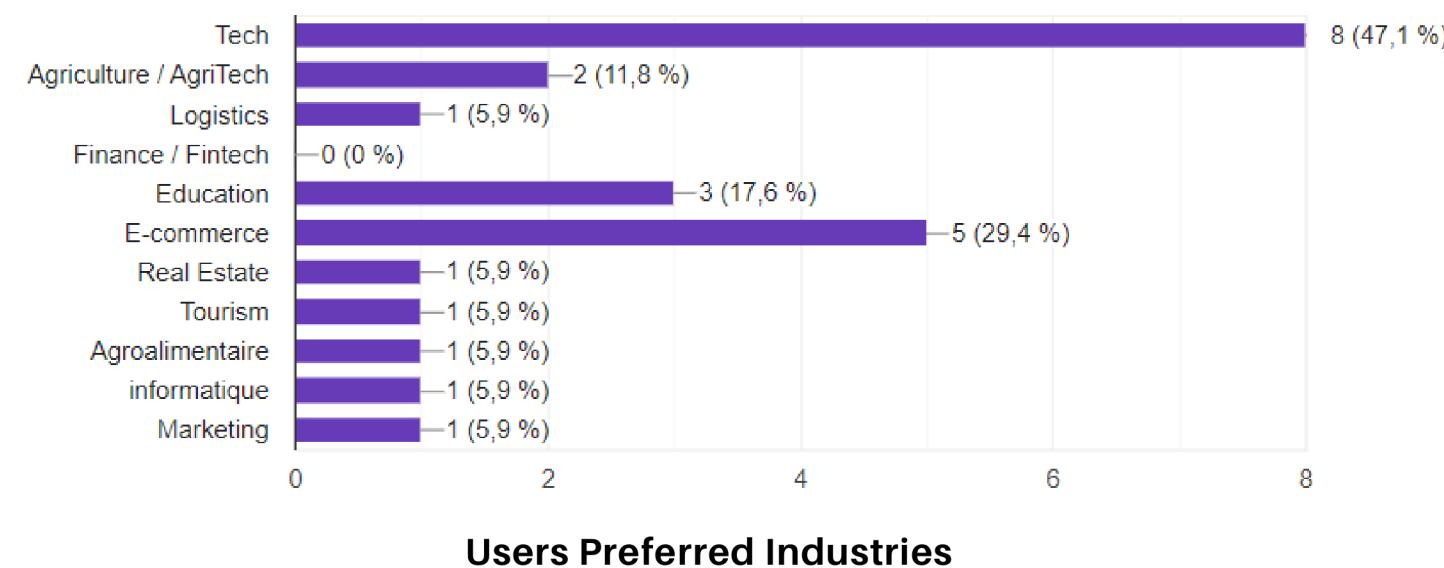
Business Failures Surge: 2021 vs. 2022

Sources :

[More Than 12,000 Moroccan Businesses Failed in 2022](#)

[Maghreb Arab Press](#)

We conducted a survey to understand potential needs.



I might look for support in sharpening my vision, overcoming hurdles, and fine-tuning strategies to propel the company forward.

Ways of having a stable and healthy start?

How can I optimize my financial structure and reduce costs?
How can I enhance my brand image and market presence?

How to start, how to plan, what are the challenges, budget ??? ...

I would definitely need some legal assistance during the creation and initial set up process

What are the important points and things to know before i start
And how much does it take to be efficient

Users Consultation Needs for Business

Our MVP

- A GenAI powered Advisor Designed for Moroccan public
- provides support for entrepreneurs and aspiring entrepreneurs
- knows everything related to making or running a company in morocco including:

Legal aspect

Strategies for success

Budget planning

and more...



Mokawil.AI

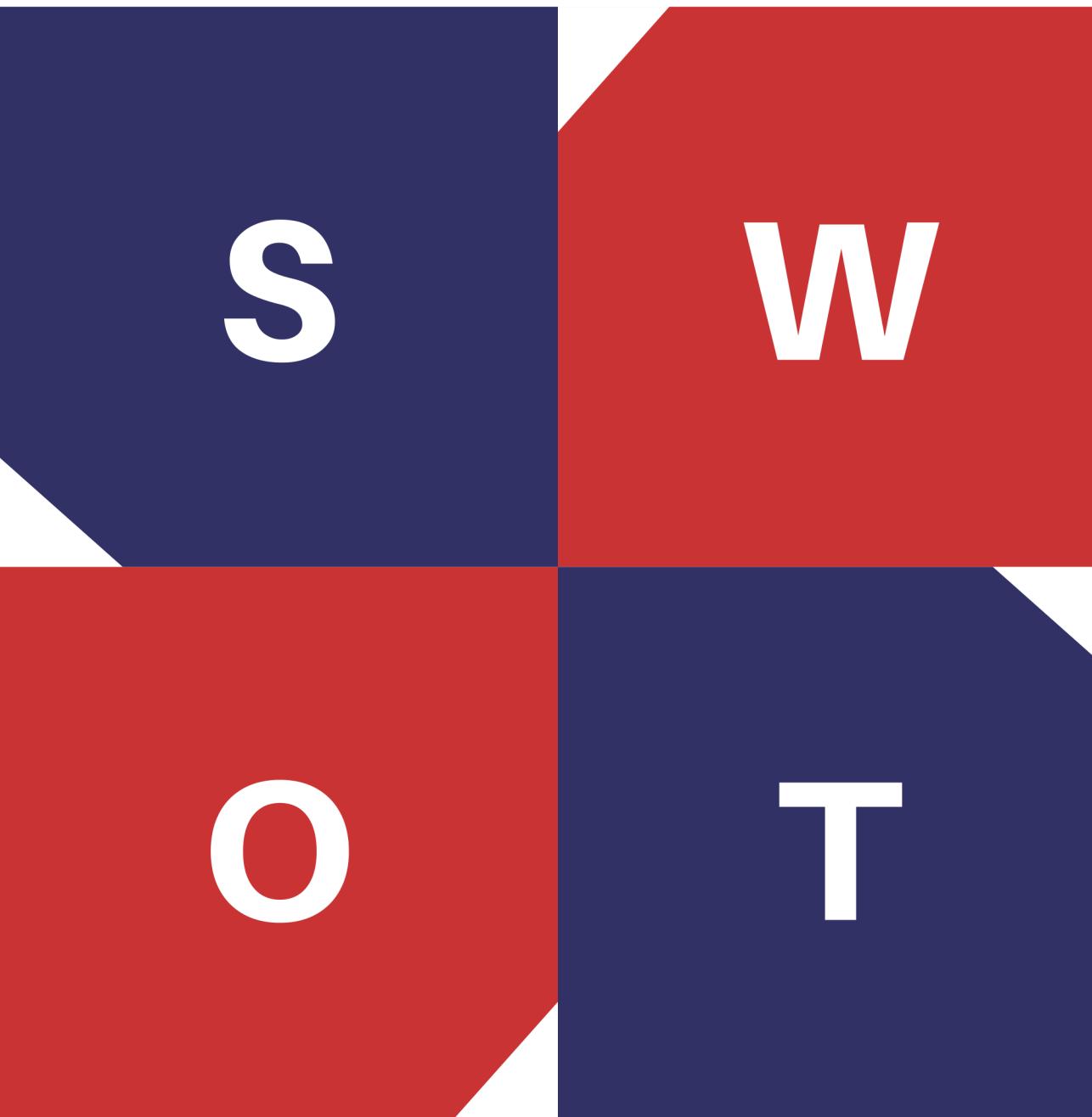
SWOT analysis

STRENGTHS

Comprehensive Services
Tailored Guidance for
Moroccan public

OPPORTUNITIES

Partnerships with
Incubators/Investors
Global Expansion



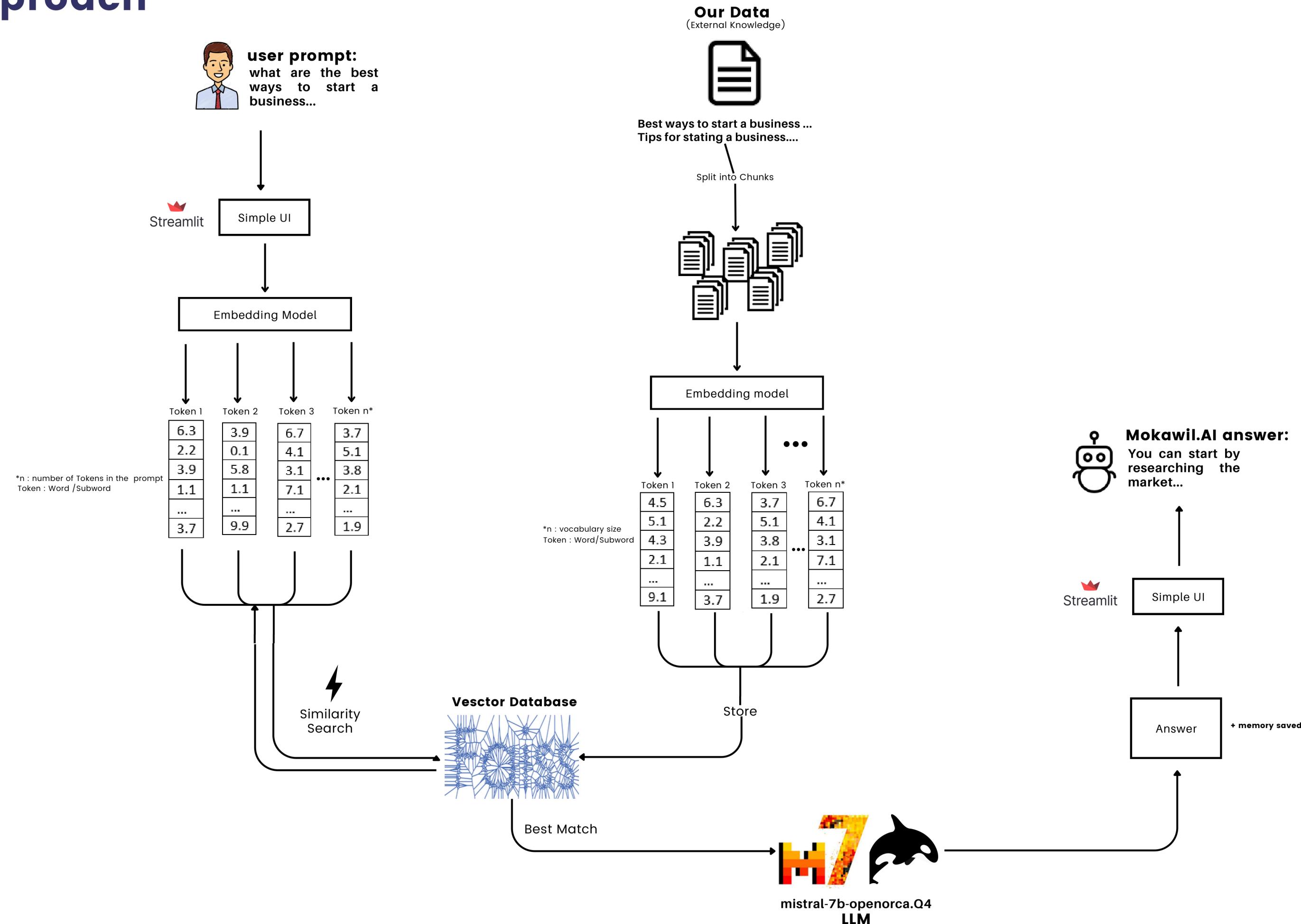
WEAKNESSES

Limited Resources
Vulnerability to Economic
Conditions
False Information

THREATS

Technological Disruptions
Emerging Competitors

Our approach



Comparison

GPT-3.5

You
I want to start my new business in finance what, are some cities do you recommend for starting my business?

ChatGPT
Choosing the right city for starting a finance business depends on various factors such as the type of finance services you plan to offer, target market, regulatory environment, and personal preferences. Here are some cities that are known for their strong financial sectors and business-friendly environments:

1. **New York City, USA:** Known as the financial capital of the world, New York City is home to Wall Street and a myriad of financial institutions. It offers a highly developed infrastructure and access to a large pool of financial professionals.
2. **London, UK:** London is a global financial hub with a well-established financial services sector. It provides access to international markets and a diverse talent pool. However, keep in mind the potential impact of Brexit on the regulatory environment.

Don't have access to specific details for Moroccans

Mokawil.Ai (our model)

Conversation:

Human:

I want to start my new business in finance what, are some cities do you recommend for starting my business?

Model: When considering the location for your financial business, there are several factors to take into account. Here are a few cities in Morocco that you might consider for starting your finance-based business:

Casablanca – As the economic capital of Morocco, Casablanca offers a well-developed financial sector and access to international banks, making it an attractive choice for a financial startup.

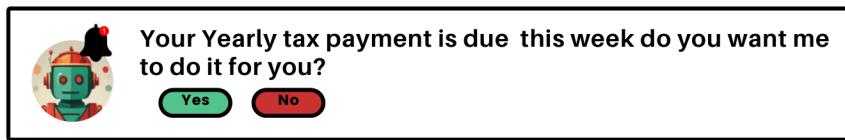
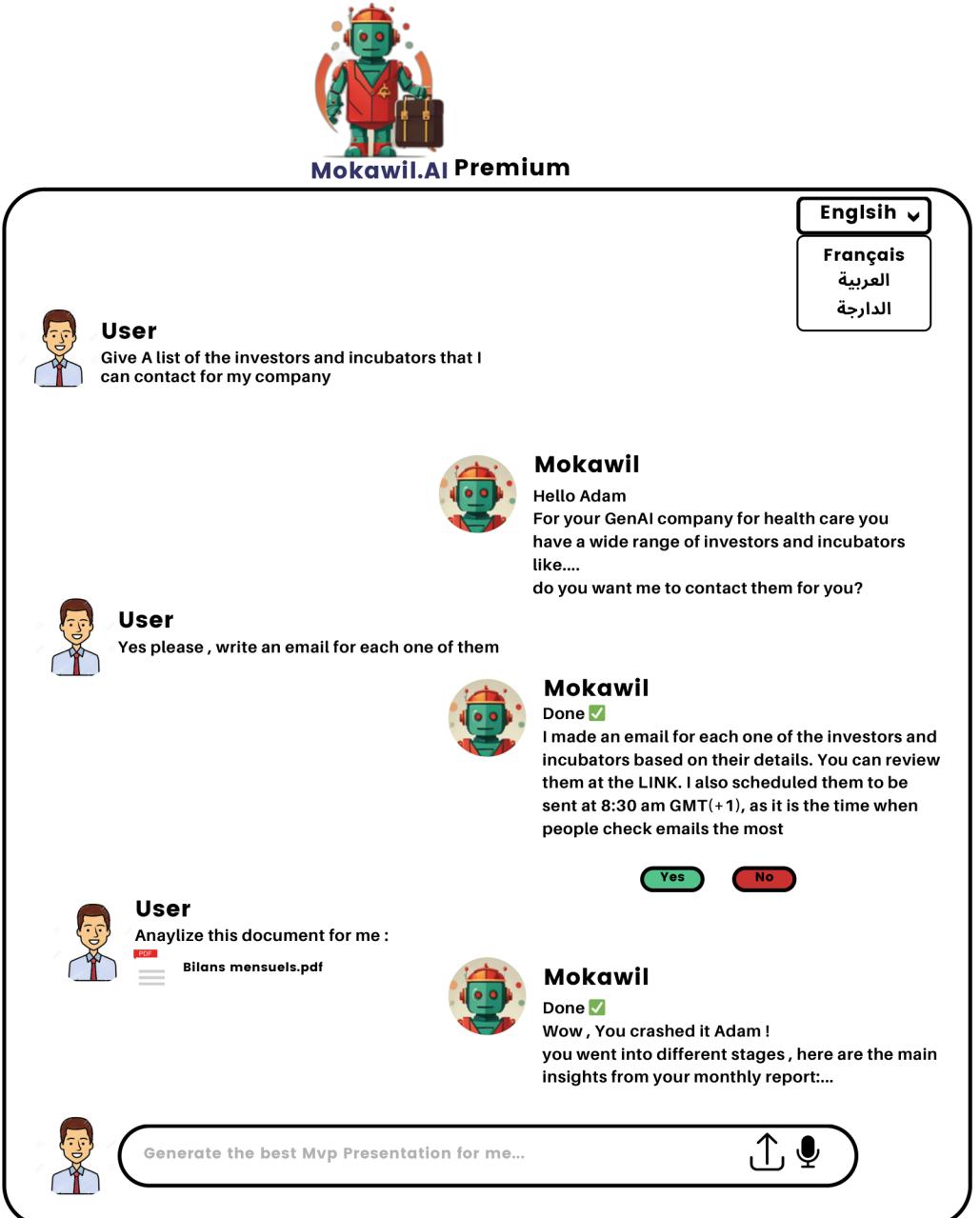
Rabat – The political capital of Morocco, Rabat is home to many government institutions and embassies. If your business involves dealing with public or regulatory authorities, setting up in Rabat could be beneficial.

Marrakech – Known for its tourism industry, Marrakech offers potential for businesses that cater to the needs of tourists and foreign investors.

Tangier – Located on the Strait of Gibraltar, Tangier has a strategic position connecting Europe and Africa. Its Free Trade Zone could be an excellent opportunity for finance-based companies looking to expand into international markets.

Have access to more Specific information customized for Moroccans

Post Hackathon



Provide personalized responses tailored to user-specific information

Support multiple languages

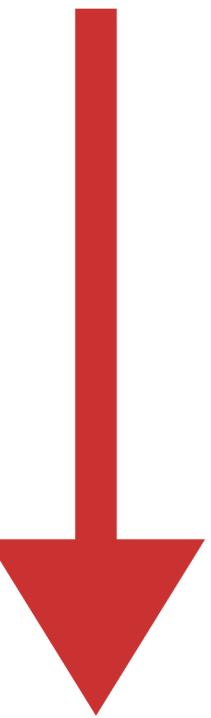
Send notifications for important deadlines

Accept text, audio, and documents

Analyze financial documents and provide insights

And much more..

What it better than just starting a company?



**making a company that help the community on
starting their own company**

Annexe

Data Source : BHadvisor

LLm :Mistral-7B-OpenOrca-GGUF

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Thank you