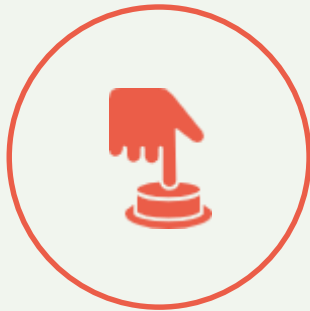




# Revolutionizing Donation Through Innovation

Dealkhir seamlessly integrates social responsibility into business operations, empowering companies to make a positive impact while enhancing customer loyalty and brand reputation.

# Challenges



## Make donating easy

Provide a seamless and intuitive donation experience during online purchases



## Increase transparency

Let donors see the impact of their donations and track how funds are used



## Expand access

Enable more people to donate by integrating into e-commerce platforms

By simplifying and improving the donation experience, Dealkhir aims to increase solidarity giving in Morocco.

# Market Validation



**98% would like to buy for less**

Research shows nearly all customers want cheaper purchases



**75% lack time to donate**

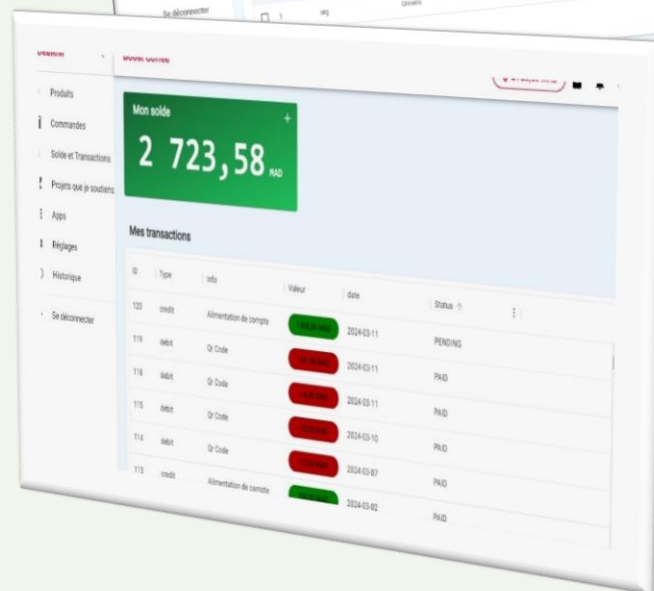
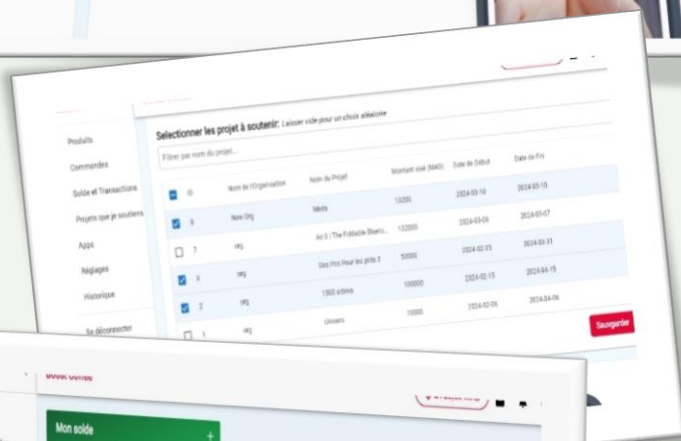
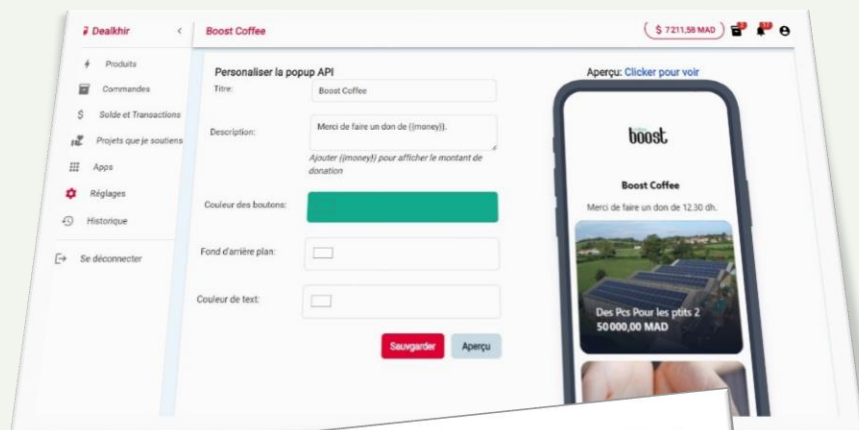
Most customers don't have time for traditional donations



**64% want cheaper purchases and donations**

Many customers want both discounts and donations together

There is clear demand for cheaper purchases combined with donations in a fast, simple way.



## Solution

Dealxhir offers an **innovative Donations-as-a-Service** platform that seamlessly integrates into companies' online sales.

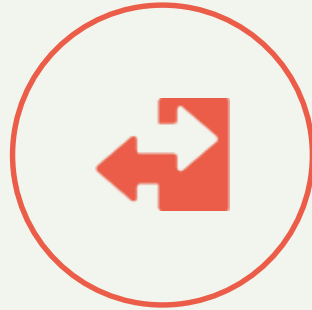
It enables businesses to run charitable donation campaigns and involve their customers in choosing beneficiary associations.

# The Dealkhir Difference



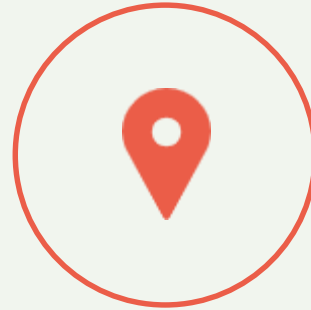
## Donation-driven loyalty program

Transform customer loyalty into a force for good by enabling customers to support causes they care about with every purchase.



## Seamless e-commerce integration

Our API seamlessly integrates with existing e-commerce platforms, making it effortless for businesses to adopt our solution.



## Transparent and traceable donations

Track the impact of your donations in real-time with comprehensive dashboards and detailed reporting.



## Flexible and customizable platform

Tailor our solution to your specific needs and brand identity, ensuring a seamless fit with your business operations.

Dealkhir's unique approach combines social responsibility with business success, empowering companies to make a positive impact while enhancing customer loyalty and driving sustainable growth.

# How Dealkhir Works

- **Dealkhir API Integration**

Effortlessly integrate our API into your existing e-commerce platform, enabling seamless connectivity with Dealkhir's donation system.

- **Cashback Generation**

Set cashback rates for your products or services, allowing customers to earn rewards for their purchases, which can be donated to their chosen causes.

- **Customer Cashback Allocation**

Customers can easily allocate their earned cashback to the charitable organizations or social initiatives they wish to support, directly through the checkout process.

- **Real-time Fund Tracking**

Monitor the impact of your donations in real-time with comprehensive dashboards and detailed reporting, ensuring transparency and accountability.

- **Dashboard Access**

Gain access to user-friendly dashboards that provide insights into donation trends, cause preferences, and campaign performance, empowering data-driven decision-making.

- **Fund Disbursement to Charities**

Dealkhir ensures that collected funds are promptly and securely disbursed to the designated charities, facilitating the efficient distribution of donations.

- **Dealkhir Service Fee**

A nominal 10% service fee is applied to collected funds to support the ongoing development and maintenance of our platform, ensuring its sustainability and continuous improvement.

# Product

## Seamless Integration

Integrates donations into online sales platforms with no friction.



## Simple UX

Donating takes just a few clicks during payment.



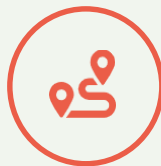
## Cause Selection

Customers choose which cause to support.



## Impact Tracking

Customers can track donation use and impact.



## Positive Impact

Every purchase makes a real difference.



## Giving Made Easy

Dealkhir makes charitable giving simple, accessible and transparent.





# Dealkhir

Dealkhir's mission is to transform solidarity donations in Morocco by making them **accessible, simple and transparent.**

Our vision is to create a society where **every purchase can have a positive impact.**



Every small purchase has the power to change the world.  
Let's harness that potential together.



## Total Addressable Market (TAM)



Global e-commerce sales exceeded \$4 trillion in 2022



E-commerce is experiencing rapid growth globally

## Serviceable Available Market (SAM)



Moroccan e-commerce revenue reached 960 Million \$ in 2022



Over 165 platforms contributed to the total revenue



Projected continued double-digit growth annually

## Serviceable Obtainable Market (SOM)

10% cashback on partner sales



Dealkhir offers 10% of partner sales as cashback for charity



96 Million \$ potential in 2022

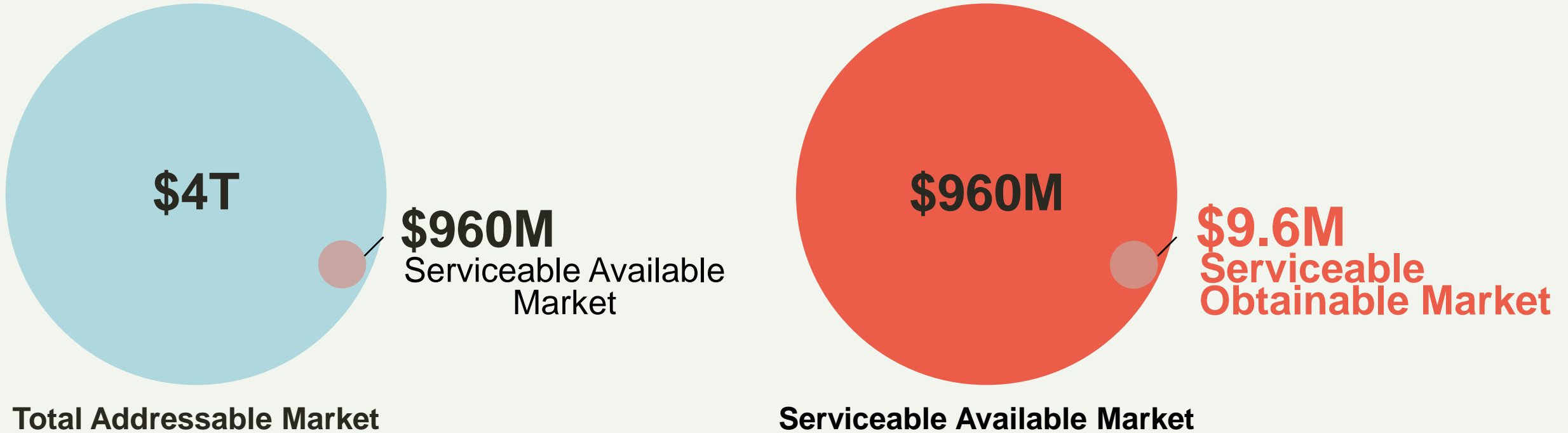
With 10% cashback on 2022 partner sales, Dealkhir could generate 96 million \$ for charity



Significant funds for charity

This substantial amount demonstrates Dealkhir's potential for major positive impact on Morocco's charitable landscape

# Total Addressable Market Overview



The global e-commerce market's vast size and continued growth presents a massive opportunity for Dealkhir's innovative donation model to make an impact worldwide.

The exponential growth of e-commerce in Morocco offers Dealkhir a chance to tap into a booming market and become a major player in online charitable donations.

Dealkhir's 10% cashback model represents a huge opportunity to direct significant funds towards charitable causes in Morocco.

# Business Model



10% commission

10% commission charged on all donations  
made through platform



6000 MAD semestrial fee

6000 Moroccan Dirhams charged annually for  
access to donations platform

Two revenue streams from donations platform:  
Percentage Commission and Annual Subscription Fee.

Dealkhir's unique business model distinguishes itself with its sustainability and ability to cater to the needs of customers, businesses, and charitable organizations.

# Advantages



## Give Meaning to Purchases

Customers can give meaning to their everyday purchases by donating.



## Support Positive Impact Projects

Customers can contribute to concrete, positive impact projects.



## Support Charities

Customers can make a difference by supporting charitable associations.



## Become Socially Engaged

Companies can become socially engaged and improve brand image.



## Build Customer Loyalty

Companies can build customer loyalty by offering an innovative service.



## Strengthen CSR

Companies can strengthen corporate and environmental responsibility.

# Impact



## Over 100,000 users reached

The platform has reached over 100,000 users, allowing donations to have wide impact.



## 500,000+ dirhams raised

More than 500,000 dirhams have been raised through the platform, providing significant funding for projects.



## 10+ projects funded

At least 10 charitable projects have received funding through Dealkhir, enabling them to have positive impact.

Dealkhir has enabled significant positive impact through its wide user reach, funds raised, and projects funded.

# Key Highlights



## Steady Growth

Dealkhir has experienced steady growth in partner base and funded projects since inception



## Social Impact

Committed to transparency, traceability of funds and partnerships for impact



## Innovation

Constantly innovating business model and developing mobile app



## International Expansion

Plans to expand reach by launching partnerships in other countries

Dealkhir's roadmap shows a clear vision leveraging technology and innovation to create a sustainable and impactful platform



# B2B Acquisition Strategy:

## Next-generation Loyalty through Giving

Strategies to leverage corporate social responsibility (CSR) programs for driving customer acquisition and retention in B2B markets.



# Market Opportunity and Strategic Goals



## Tap Morocco's Nascent CSR Market

Capitalize on the emerging CSR landscape in Morocco, with a focus on education and community development initiatives.



## Leverage European Market Maturity

Expand into the more mature CSR markets of Europe, targeting companies with established sustainability programs and a global presence.



## Drive Partnership-based Growth

Foster strategic partnerships with local organizations and key industry players to accelerate market penetration and amplify impact.

By consolidating in Morocco and strategically entering European markets, DealKhir can position itself as a pioneering CSR platform, driving sustainable growth and creating lasting positive change.

# Target Audiences and Acquisition Channels



# Execution and Impact Measurement

## Strategic Partnerships

Cultivate long-term alliances with industry leaders, NGOs, and educational institutions to amplify our CSR initiatives and leverage their expertise.

## Educational Programs

Develop tailored training modules, workshops, and certification programs to empower corporations and individuals with CSR knowledge and best practices.

## Real-Time Dashboards

Implement advanced analytics and visualization tools to monitor key performance indicators, engagement metrics, and impact data across all initiatives.

## Continuous Improvement

Establish a data-driven feedback loop to iteratively refine strategies, optimize resource allocation, and enhance educational content based on real-world insights.

## Global Expansion

Leverage the scalable partnership model and digital platforms to extend our reach into new markets, adapting programs to local contexts while maintaining consistent quality.

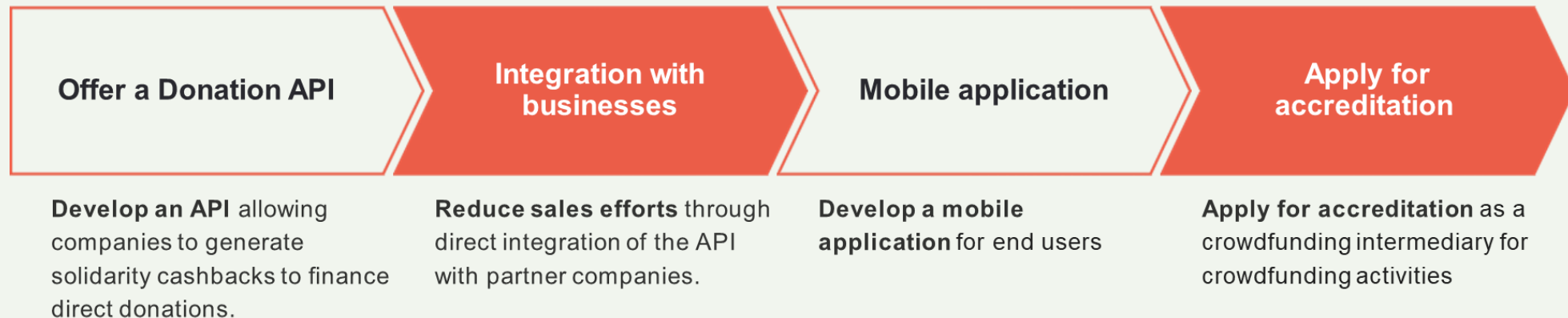
## Impact Measurement

Collaborate with independent auditors and research partners to quantify the long-term socio-economic impact of our initiatives and validate the efficacy of our approach.

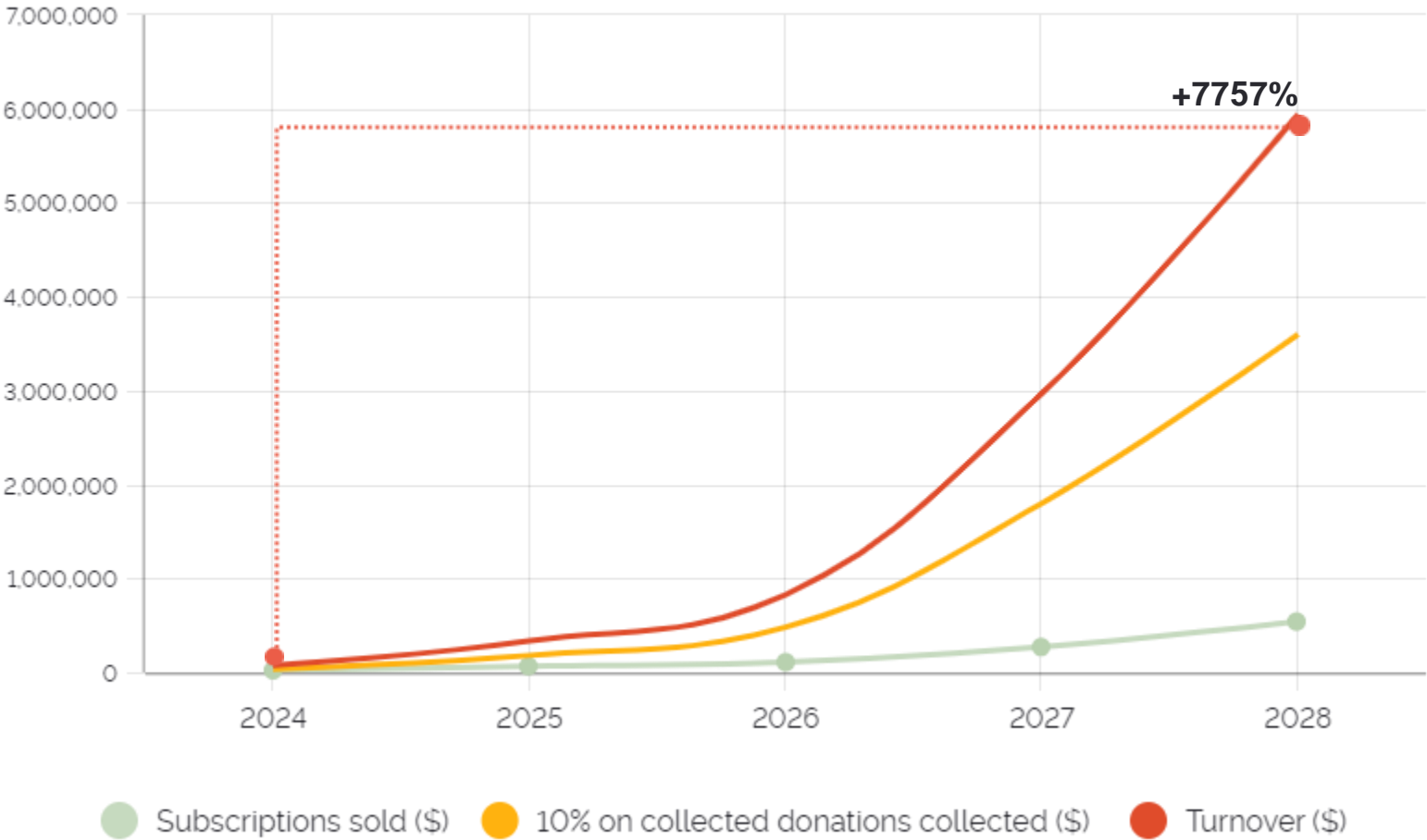
# Roadmap



## 2024: Pivot to Donation-as-a-Service



# 2024/28 Growth Projection



# 7757%

Turnover growth

Dealkhir's projected growth trajectory is not merely a forecast

**It is a testament to the company's unwavering commitment to innovation, social responsibility, and customer success.**

# Team



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# Prizes







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