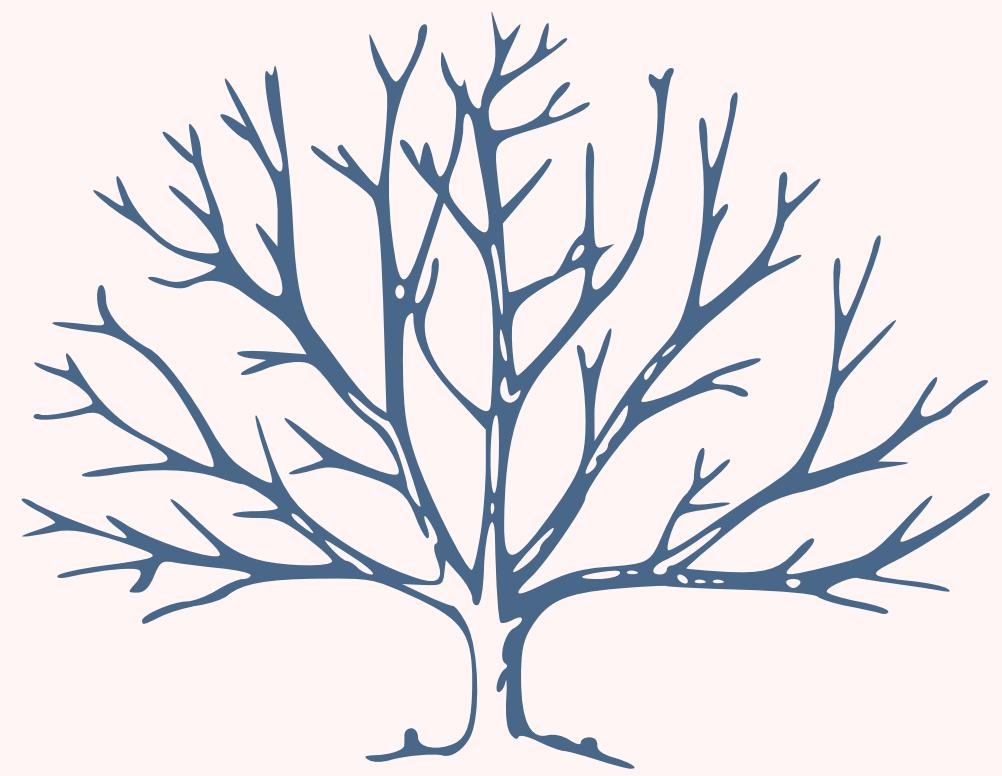


HOPEZ

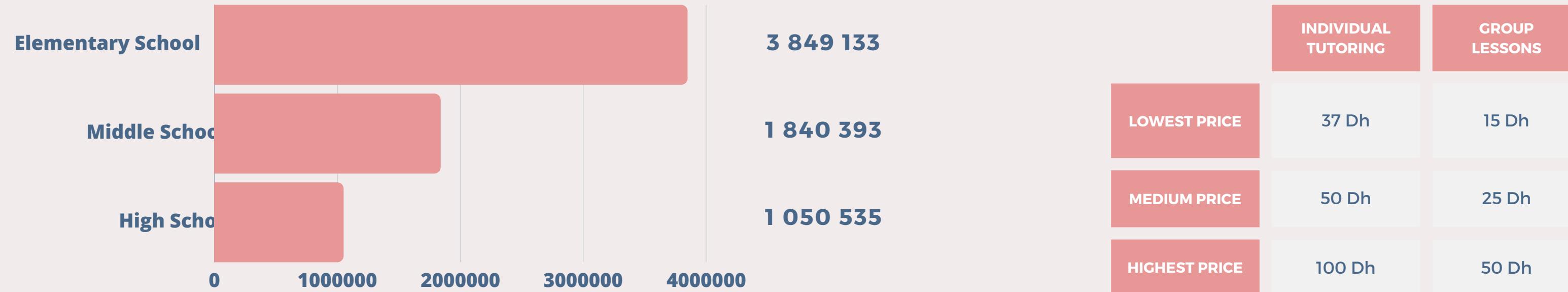
INTELLIGENCE IS BEAUTIFUL



HOPEZ

INTELLIGENCE IS BEAUTIFUL

1 . Market Size



Hourly price of supplementary courses

According to a recent survey, **68.4%** of parents stated that their child is enrolled in at least one supplementary course when studying in the primary or secondary education cycle. So every year, **4.5M** out of **6.7M** Students are concerned.

On average, a parent pays for **20** tutoring hours per month per child.

Estimated Market Size

22 Billion Dhs
Yearly

2 . The Problems

Empathetic Approach



Powerful Impact



Price

The average Moroccan Household Monthly Income is **7500 Dhs.** Supplementary Courses cost **500 Dhs** per child and per month. A staggering **6.6%** of the Household Income.



Safety

30% of Supplementary Courses End After **10:00 PM**. It is very dangerous for Teenagers to go home alone.



Engagement

According to one of our surveys, more than **80%** of Moroccan students consider studying as the most boring activity in their lives.



Quality

In a 2023 Report, Morocco ranked **122** out the **167** Countries accounted in the report.

3 . The Solution

Empathetic Approach



Powerful Impact



Price

150 Dhs Per Month.
Which is more than **3x** less than
the average price of
Supplementary Courses.



Safety

Teenagers won't need to stay late anymore because of supplementary courses.



Engagement

Hopez is dedicated to creating an engaging learning experience for its customers and always has in mind to entertain them as best as possible.



Quality

We are using scientifically proven Methods to ensure that students understand and remember in the most efficient manner.

3 . The Solution

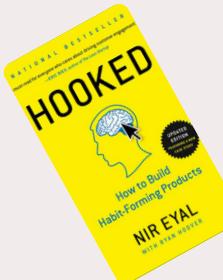
Empathetic Approach



Powerful Impact



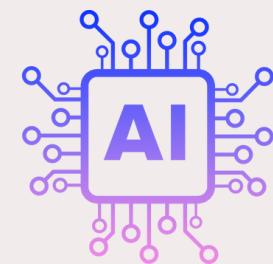
FAMILIAR VIDEO FORMAT



HABIT FORMING FEATURES



PERSONALIZED LEARNING



GAMIFICATION & FUN



SCIENCE BASED METHODS

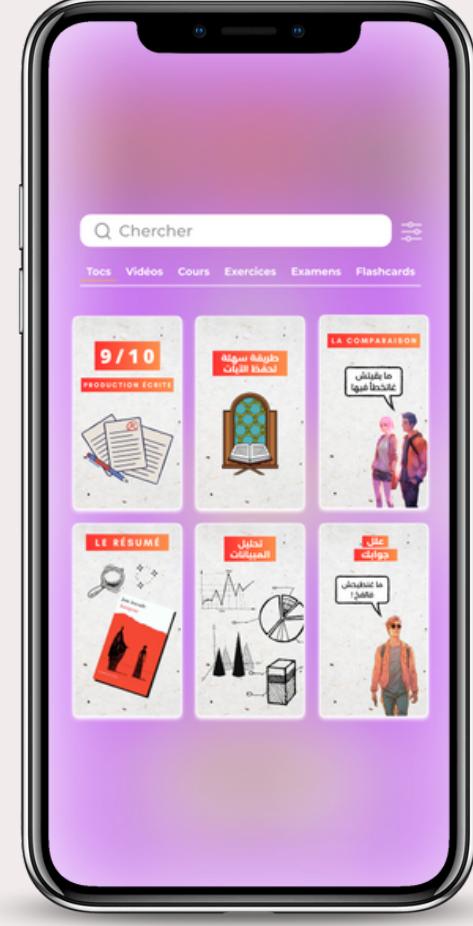
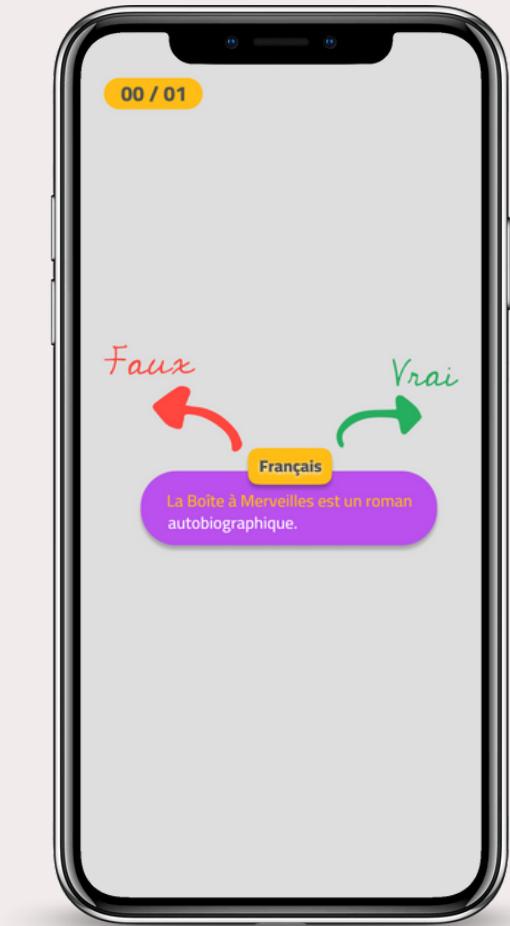
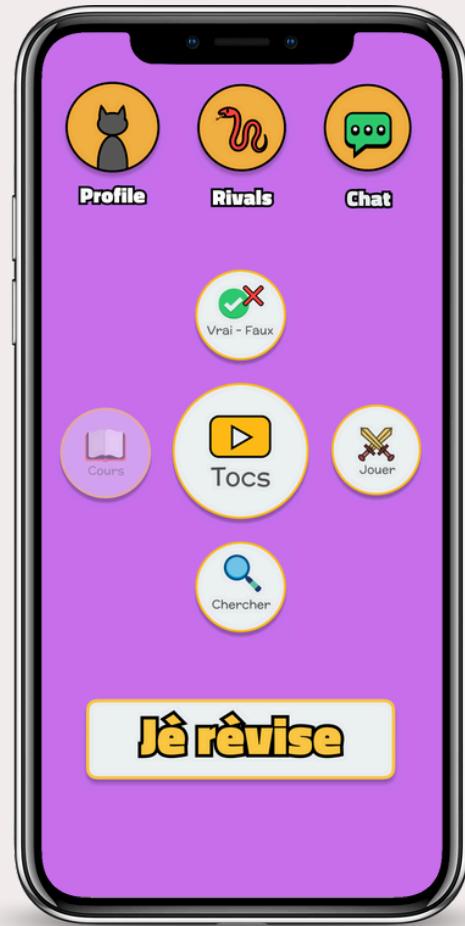


3 . The Solution

Empathetic Approach



Powerful Impact



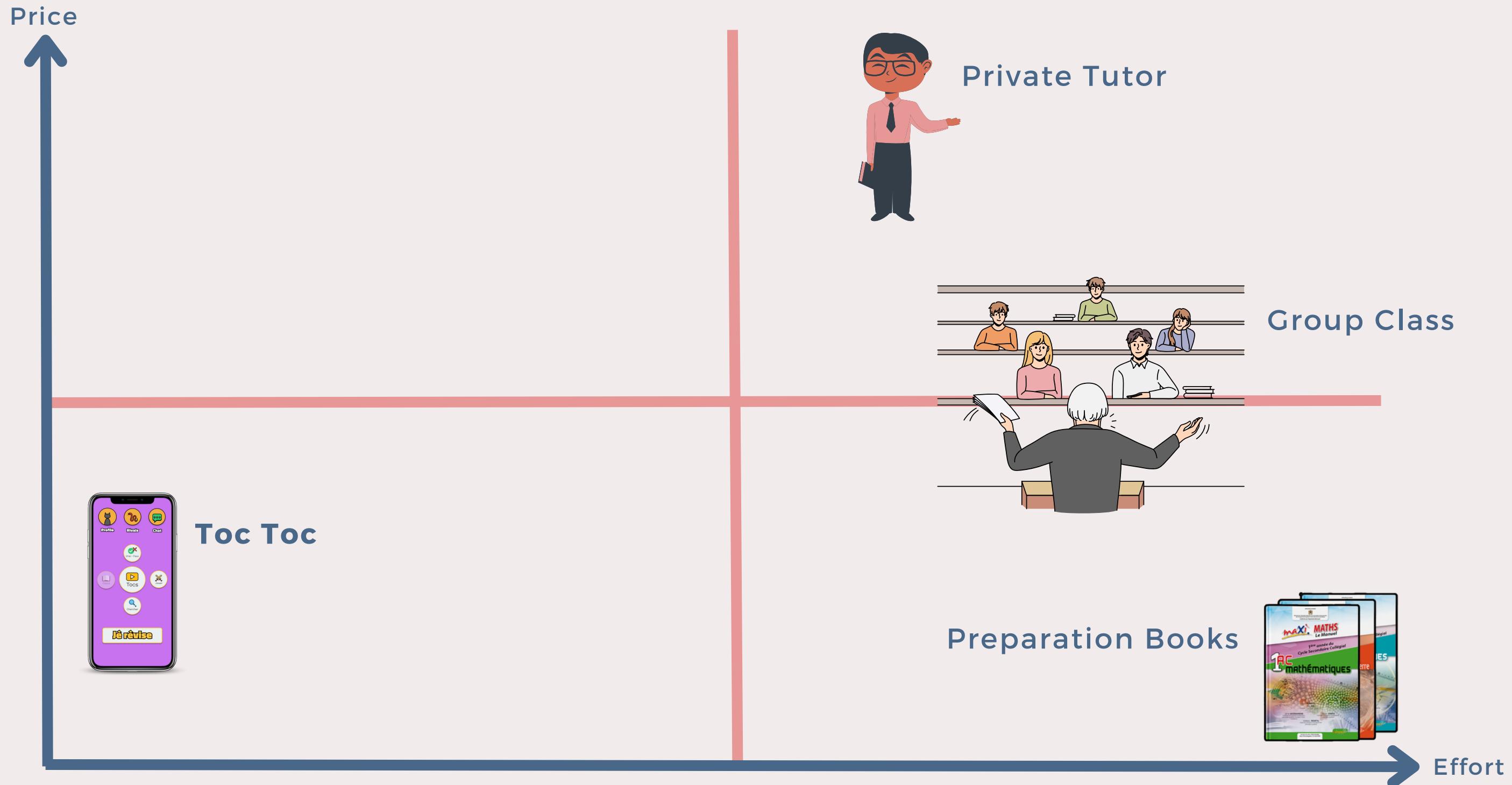
LOW
Pain

HIGH
Interest

HIGH
Performance

LOW
Cost

4 . Positionning



5 . Go to Market

Empathetic Approach



Powerful Impact



August 2022

October 2022

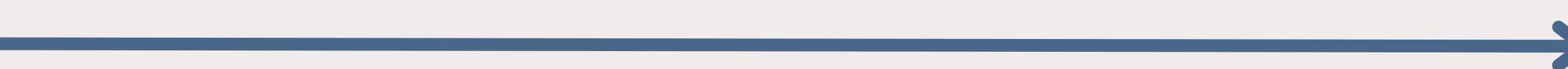
February 2023

December 2023

July 2023

September 2024

March 2025



5 . Go to Market

Empathetic Approach

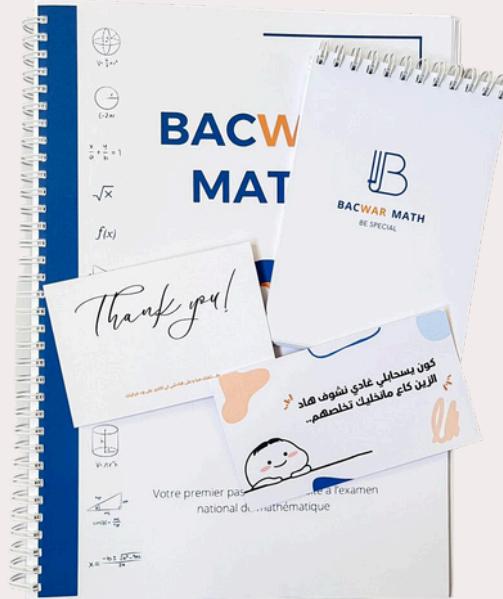


Powerful Impact

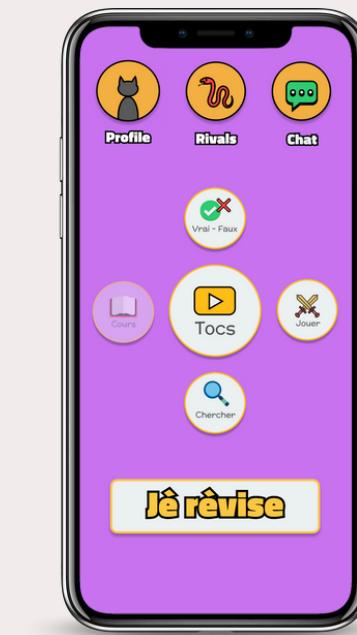


Traditional

Digital



The Goal is to constitute a Working Capital to hire skilled and experienced Developers



Price 180 Dhs
+2000 Sold

5 . Go to Market

Empathetic Approach



Powerful Impact

1st Educational Flashcards in Morocco Ever



+



=

WE FORECAST
15 000 Units
in the first
3 Months



Launch in September 2024
(Back To School)

5 . Go to Market

Empathetic Approach

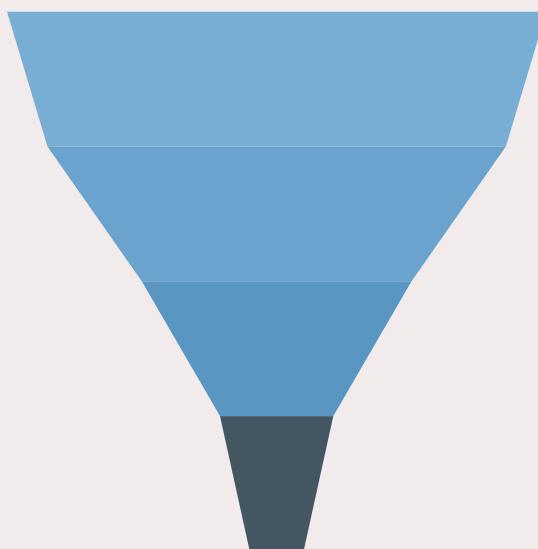


Powerful Impact

EMERGENCY FIRST



1 Million Student in
Final Exam Classes



All The Content is free on Social Media

Free Fluid Experience in the App

Pay to Unlock Essential Features

Upgrade for the Complete Experience



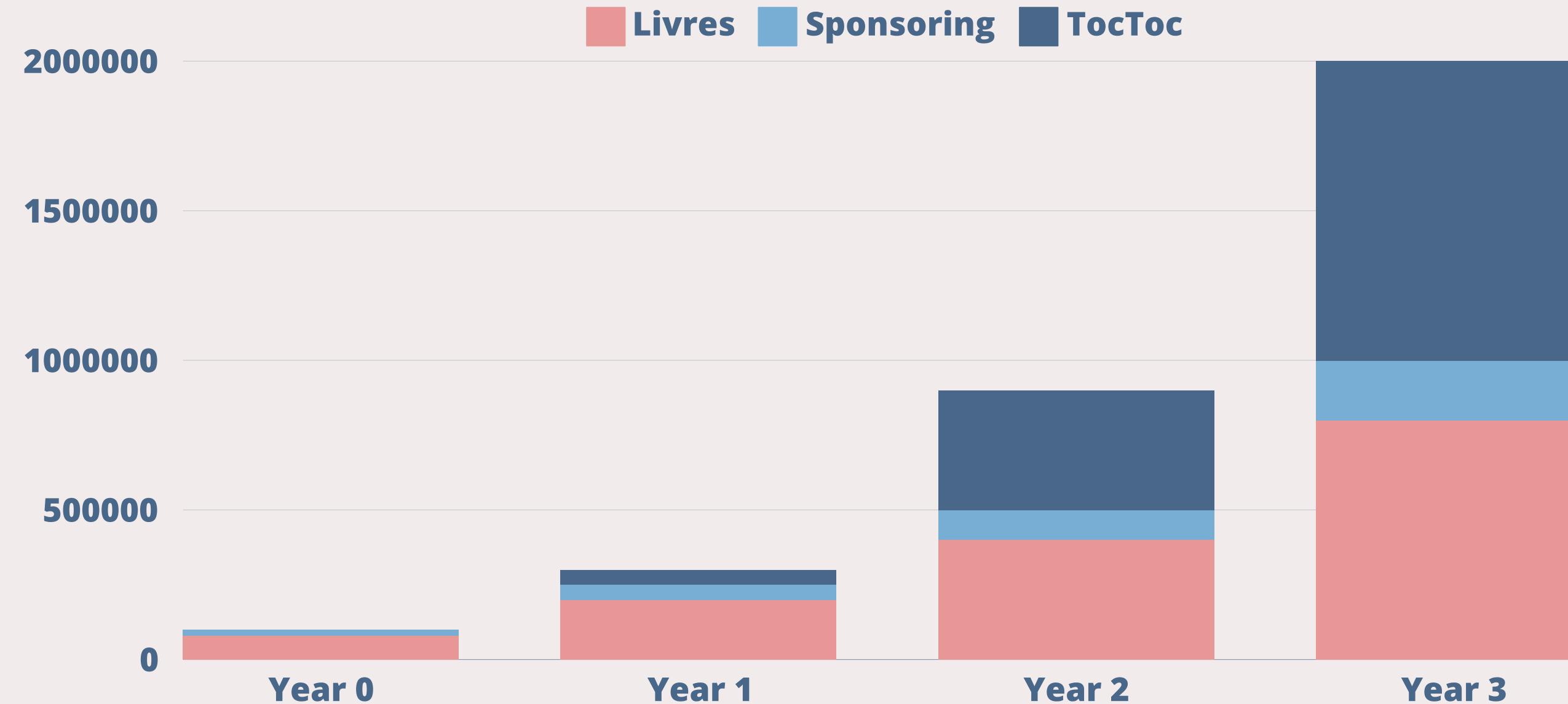
Student Centered Marketing

5% Market Share
in 3 Years

105 Million Dh Turnover



6 . Financial Forecast



7 . Why Us

Empathetic Approach



Powerful Impact



El Ghali
CEO

El Ghali El Yousoufi, a biomedical engineer by training, is the visionary behind TocToc. His background includes valuable experience as a B2B salesman and commercial director for a leading coffee brand in Morocco. In under two years, he doubled the revenue and quadrupled the profits of Picasso company. This success led his former CEO to partner with him in launching a new coffee production business. El Ghali also has a passion for education, inspired by his mother, a respected French teacher in Laâyoune. He created a hundred physics videos for the Kezakoo platform and later established Hopez to provide a unique approach to teaching.



Hasnae
Content Director

Hasnae Warkha, an educational influencer on Instagram, is the co-founder of Hopez. Her reputation stems from her commitment to education and innovation, notably through the adoption of short vertical videos for teaching. Her entrepreneurial spirit is evident in her successful monetization of her audience through the sale of exam preparation books. She also has a content creation team capable of producing videos regularly. Being only 20 years old, her achievements are truly impressive and forecast a bright future for both Hopez and herself as an entrepreneur.

Son of a Great Teacher

100+ Videos

Engineer

Barista

Entrepreneur

Roast Master

Sales Coach

Salesman

Sales Director

Influencer

Business Woman

Feminist

Self Made

Author

Content Creator

7 . Why Us ?

Empathetic Approach



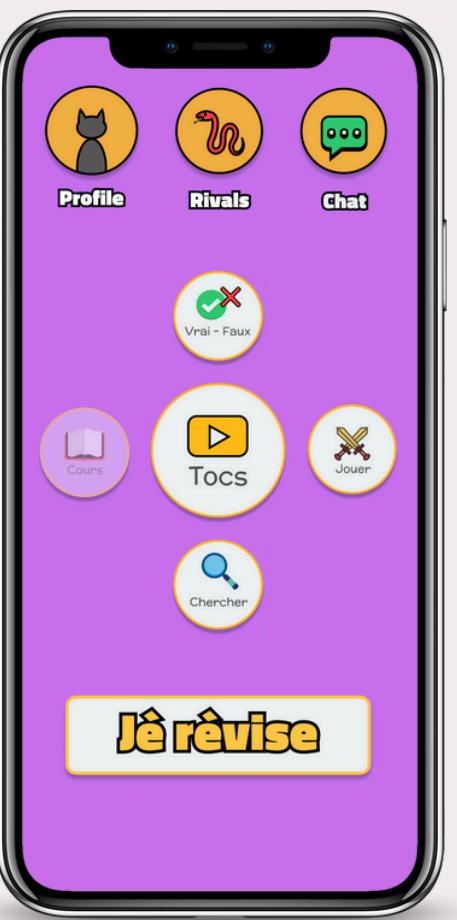
Powerful Impact



#1 Educational
Page on Social Media
in Morocco

And still growing...

First Flashcards for
Exam Preparation
in Morocco



Science Based
Approach for
Teaching



Sponsorships

Profitable Startup
Before 1 Year
of existence