



Let's move

Pitch deck

Pip Pip Yalah, First Mobility App in Morocco

2024





Problems



Transportation accounts for **38% of global CO2 emissions**, with an average of **13 gigatonnes of CO2** per year worldwide.



High Transport Costs: The average annual cost of owning and using a personal vehicle is estimated at **\$12,000**, marking a **12% increase from the year 2022**.



Lack of Efficiency and Comfort: **87% of travelers express dissatisfaction** with the comfort and efficiency of long-distance transportation.



Limited Access to Diverse Transport Options: **Only 12% of travelers** have access to integrated multimodal transport options in their region.



24% of shoppers would be willing to pay more to receive their packages on the same day.



Solution

Multimodal Mobility Application



Optimizing Vehicles in Circulation



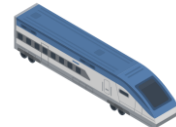
Carpool with **electric or conventional vehicles** to travel eco-friendly and economically between cities.



Discover a variety of **bus offers in a single app**, making it easier to choose for your long-distance travels.



Plan your **next air trip with the same ease as carpooling**, for seamless mobility across borders.



Integrating **train ticket sales**, connecting major cities and regions with speed and comfort.



Ship your packages with our carpoolers: a **"FAST DELIVERY"** solution that is rapid, economical, and eco-friendly for your deliveries.



Several hundred thousands of
Moroccans have adopted this new
mode of mobility with [Pip Pip Yalah](#)

+400 000 members



Vision & Mission



Mission

To help making mobility accessible anywhere and anytime at a lower cost.



Vision

To develop a new technology that makes life and travel easier for people in a comfortable and affordable manner.



Our impacts

8 DECENT WORK AND ECONOMIC GROWTH



Decent Work and Economic Growth

- Promote decent work by reducing transportation costs for workers.
- Stimulate economic growth through an affordable and efficient means of transportation for employees.
- Contribute to sustainable mobility by reducing the carbon footprint associated with business travel.

11 SUSTAINABLE CITIES AND COMMUNITIES



Sustainable Cities and Communities

- Sustainable urban mobility through carpooling.
- Fostering social cohesion and community connections.
- Affordable and inclusive transportation options.
- Building resilient cities with eco-friendly travel practices.

13 CLIMATE ACTION



Climate Action

- Carbon emissions reduction through carpooling.
- Promoting eco-conscious transportation choices.
- Mitigating climate change by reducing vehicle usage.
- Contributing to a sustainable future through shared mobility.

Our traction in



+610,000

Downloads



+350,000

Registrations



\$3,88

Average commission
per ride



+669,000

Published offers



6560 T

Of CO2 avoided

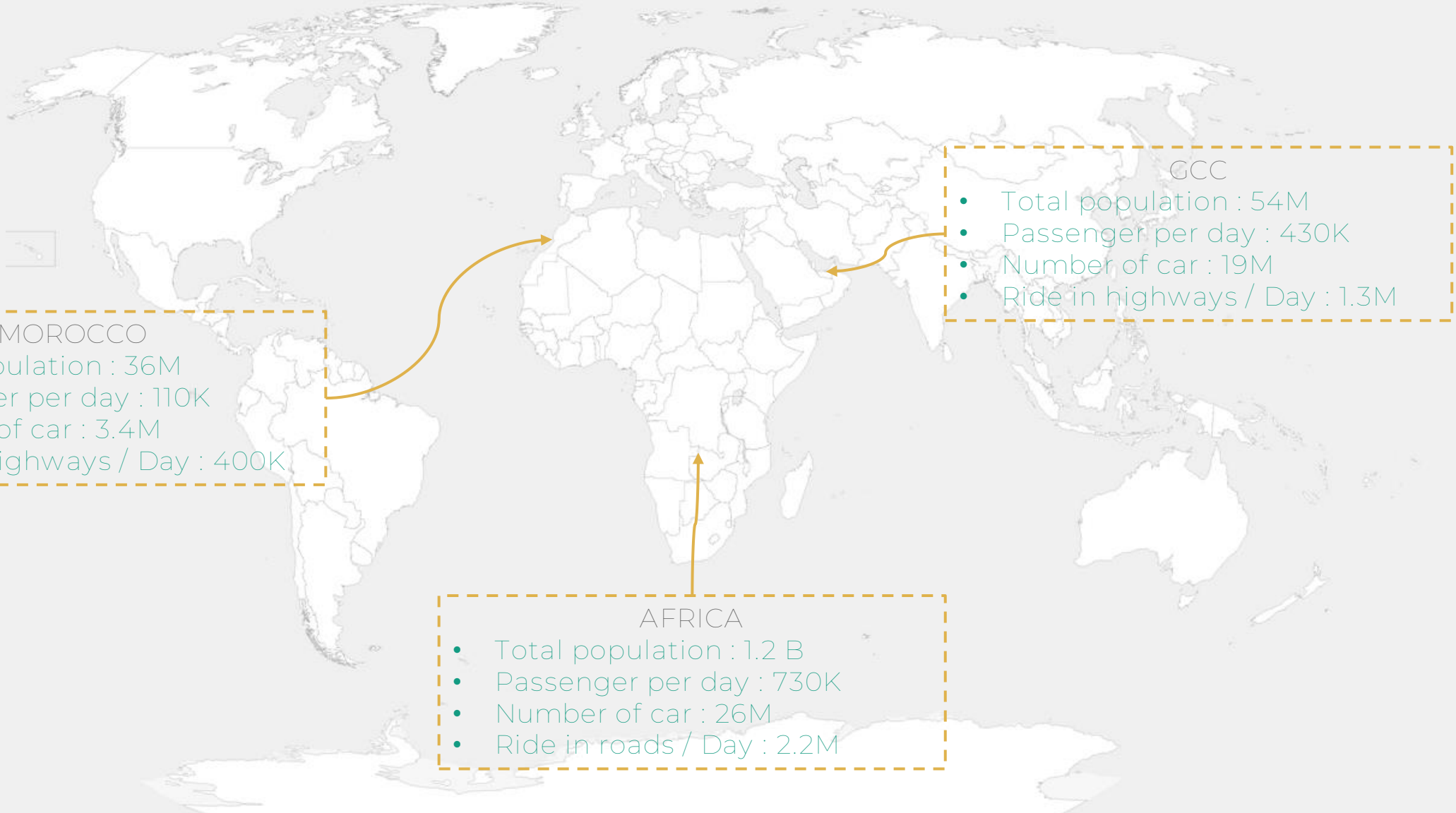


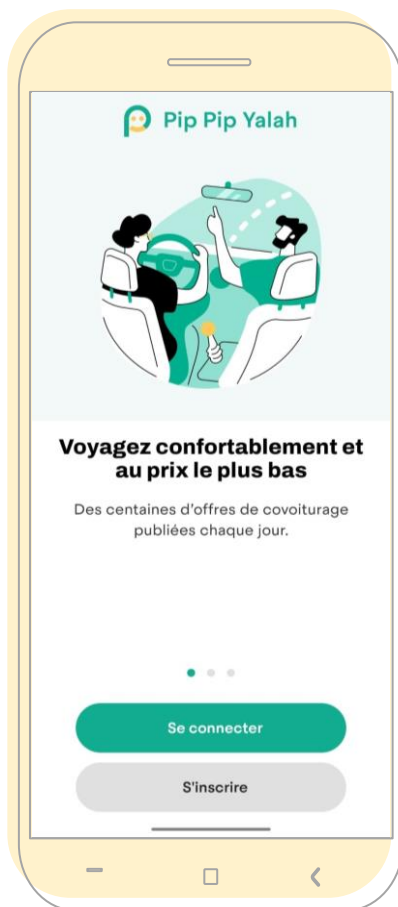
\$ 520K

Of transactions



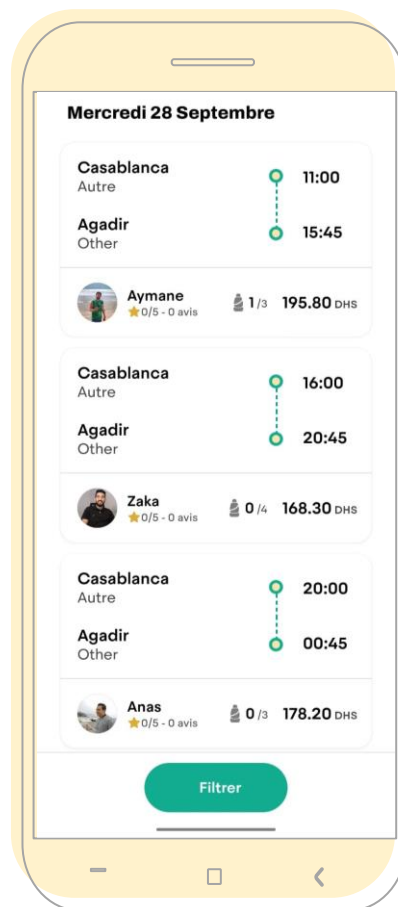
The market





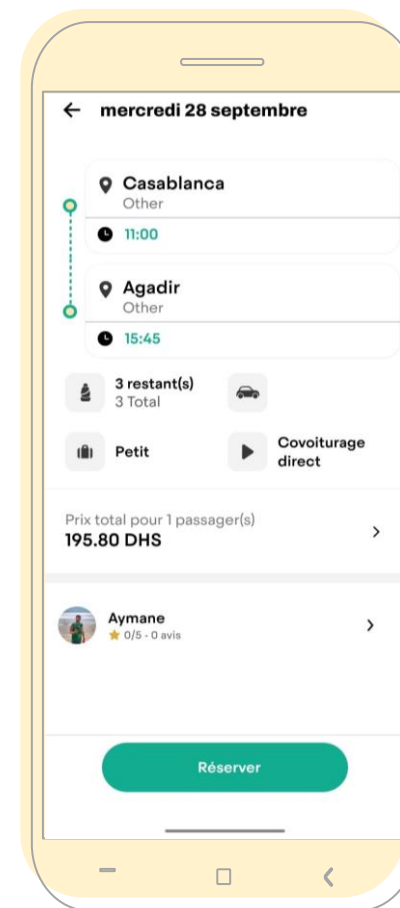
1

Login / Register



2

Search & Choose



3

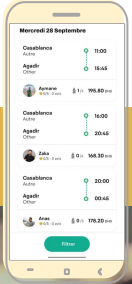
Book & paye

How it works ?

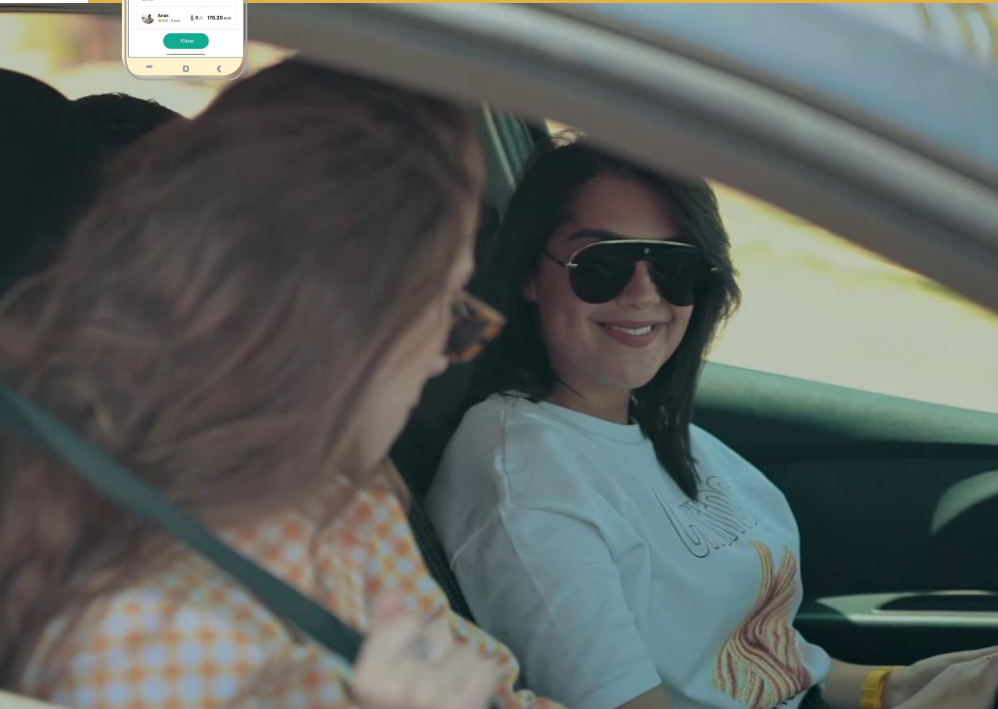
TOP 5
Playstore
Morocco



Services available on App

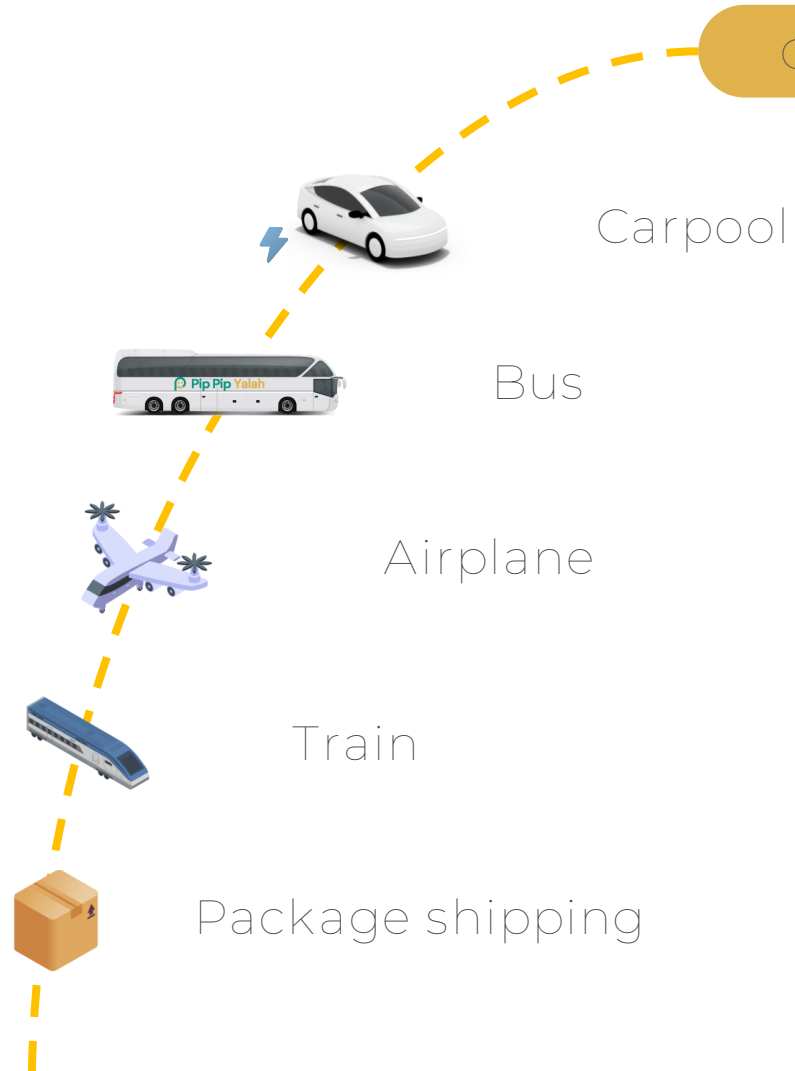


Most popular service



Mobility App

Offer service offering



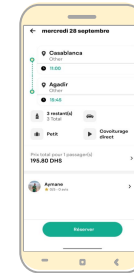


Business model



We take a 20% commission on each transaction

Rider



Passenger

Per years (2024)

**100K
RIDES**

Avg fee in Morocco

\$3,88

Revenue 2024
(in Morocco)

\$ 340K

Our journey



Incubation at Station F
(HEC Paris)

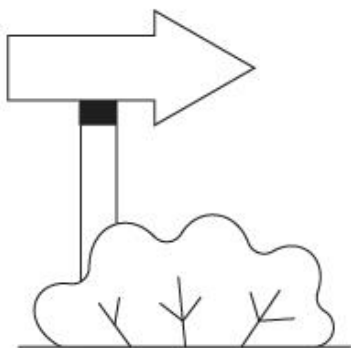


Win "Application of the
year" in Morocco Web
Awards

Raising money in
Techshow on national
TV (3,4 M de Viewers)



Launch of the first
platform



2019

2019

Jun
2019

Launch application on
PlayStore and AppStore

Jan.
2020

July
2020

Launch application
on App Gallery
(Huawei)

July
2020

Aug.
2020

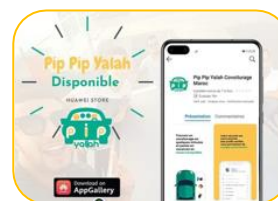
Win POESAM - Social
Entreprise ORANGE

Dec.
2020

2024

Road Map

- Conquer the Moroccan market
 - Launch Pip Pip Yalah BUS
 - Go to international
- Launch multimodal mobility app





Team

Team (8)



Hicham ZOUAOU
Co-founder and CEO



Otman HARRAK
Co-founder and CPO



Zineb
Marketing manager



Amine
Community manager



Younes
Lead developer



2 Customer Support



1 Developer front-end

Associate & Board advisors (3)



Ilan BENHAİM
Co-founder and Executive
Partner @Veepee



Mohamed MEZIAN
Founder and General Director
@TouchMedia

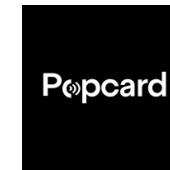


AFRIQUIA
Subsidiary of AKWA GROUP
Moroccan fuel distribution
company

Partners



❖ Business partners



❖ Press



Thank you

For your attention



Available on

