

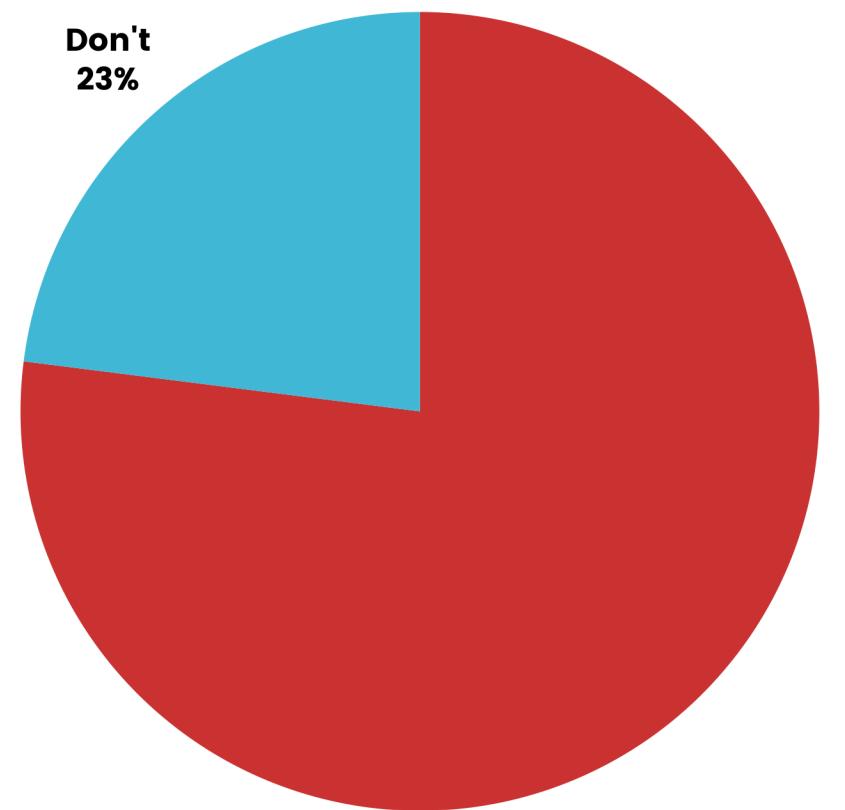


MOUKAWIL.AI

# Moukawil AI: Moroccan Ventures Assisted by GenAI

Made with ❤ by:  
Synthesis

# Entrepreneurship in Morocco



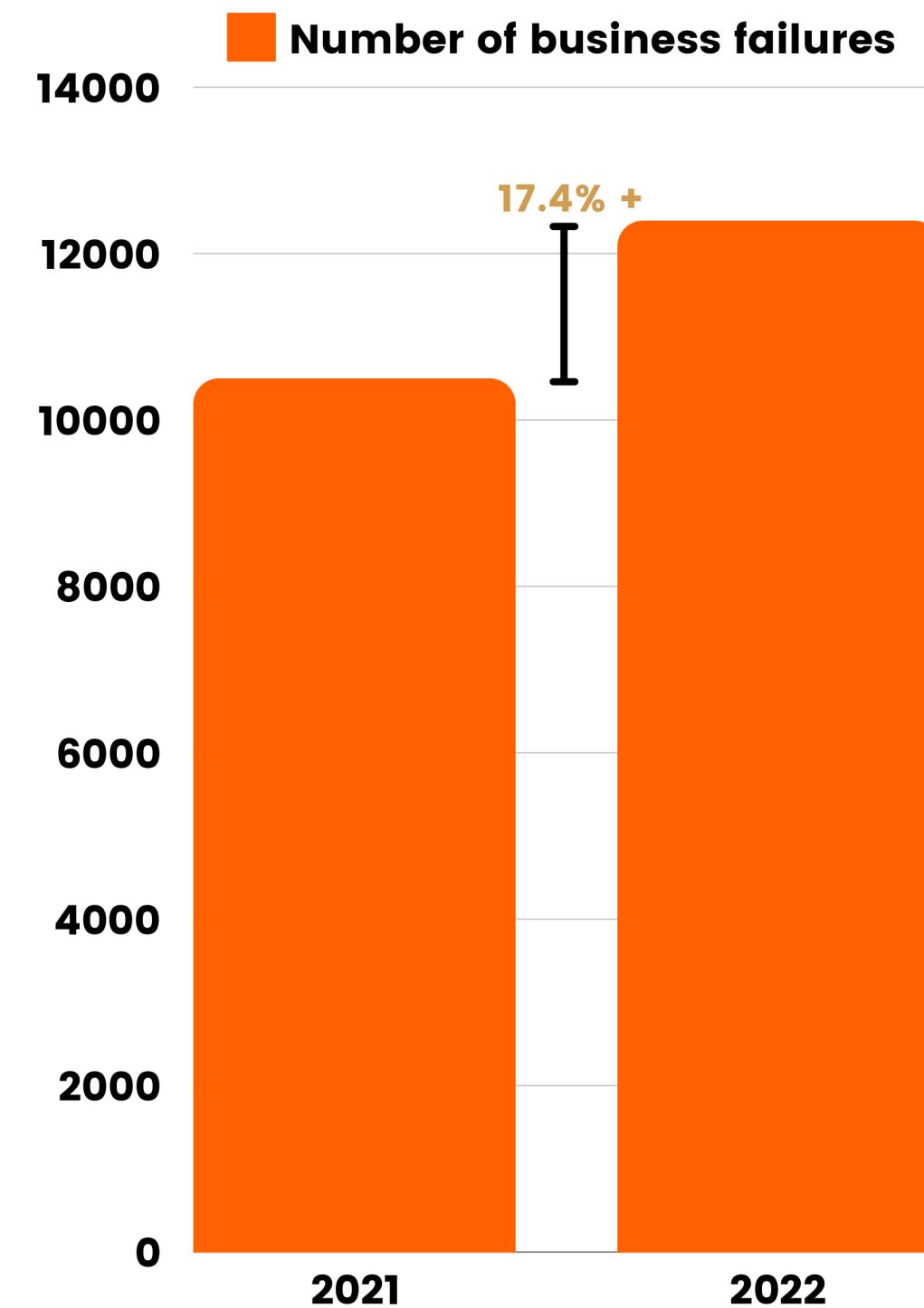
Bayt.com Survey :Entrepreneurial Intentions of Moroccan Respondents



Number of startups each year

# Challenges

- Lack of adequate resources
- Difficulty of doing market research and how much time it takes
- Not enough expertise to make decision making over the client data



**Business Failures Surge: 2021 vs. 2022**

Sources :

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

# Our solution

- A GenAI powered Advisor designed for the Moroccan public
- Offers support for entrepreneurs In the pre-seed stage
- Knows everything related to making or running a company in morocco including:

Legal aspect

Building Buisness Models Canvas

Market Analysis

and more...



MOUKAWIL.AI

# Our Business model



## Customer Segments

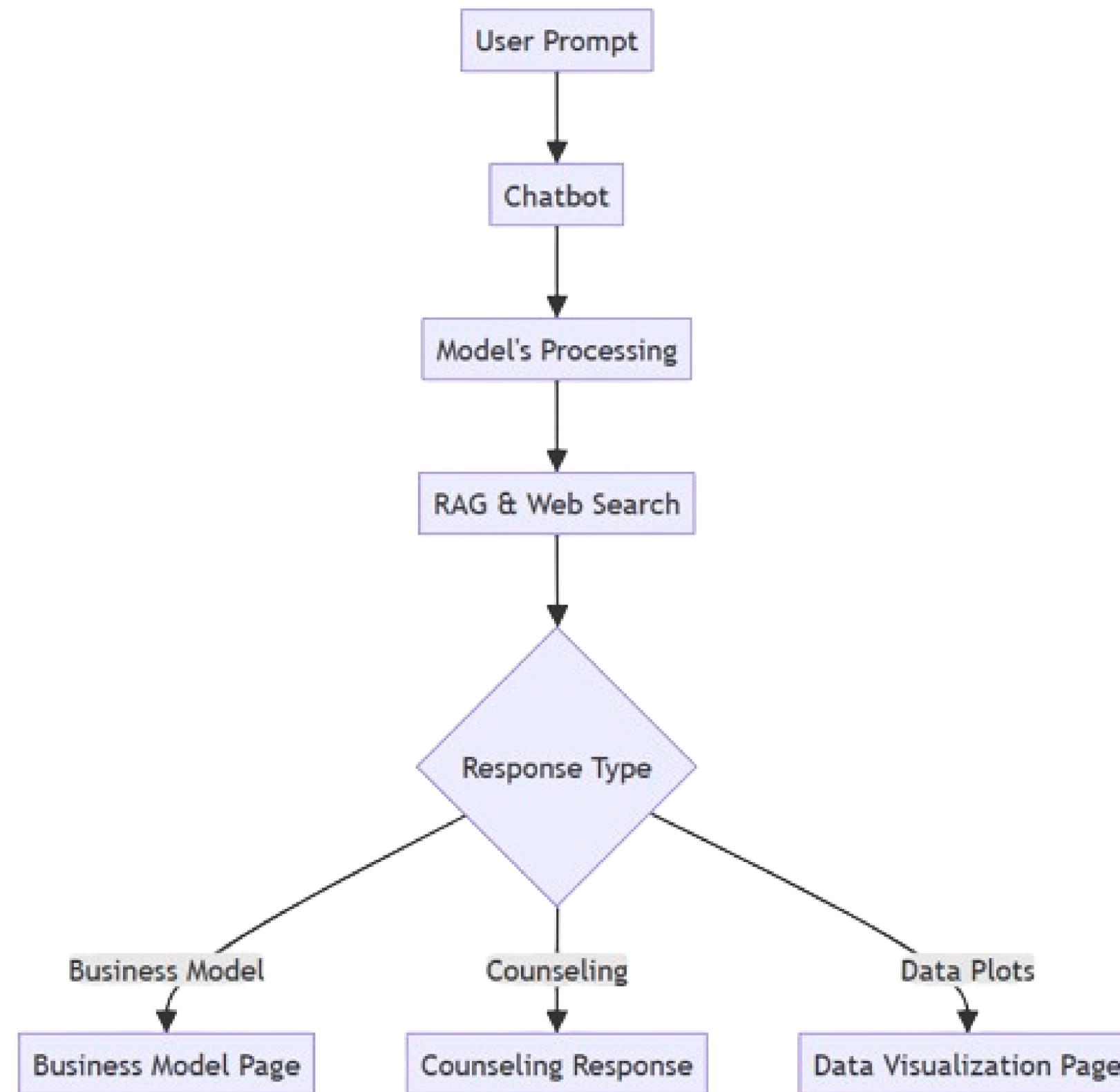
- **B2B: Enterprises.**
- **B2B2C : Investors, Incubators, VCs with their clients**
- **B2C: entrepreneurs**



## Revenue Streams

- **sponsorships**
- **collaborations with expert consultants and lawyers**
- **partnerships with enterprises**
- **Premium subscriptions**

# Model's Architectures



# Benchmark

## Metric: Human feedback (Peer review)

### Prompt

I want to build a fintech startup that provides accessible, efficient, and affordable financial services to SMEs and the underbanked population in Morocco. What might be the competitors?



**gpt-4-turbo**

Potential competitors for your fintech startup in Morocco targeting SMEs and the underbanked population may include CASHPLUS, S2M, and Gini. It would be beneficial to conduct a more in-depth analysis of these companies to understand their offerings and market positioning better.



**Llama-3-8B-Instruct**

The potential fintech competitors in Morocco include HPS, Onepay, Peacock Financials, Inwi Money, Karny, M2M Group, and other fintech companies in Morocco. It is crucial to understand the competitive landscape and identify the unique value proposition of your fintech startup to succeed in the Moroccan fintech market. It is also essential to research and analyze the fintech companies in Morocco, their products and services, target market, and competitive strategy to gain a deeper understanding of the competitive landscape.

# Demo

The screenshot displays the MOUKAWIL.AI platform, featuring a chatbot interface on the left and a detailed business model canvas on the right.

**Left Panel (Chatbot Interface):**

- Header:** Meet Moukaouil.AI 🏛️💼
- Select Page:** Choose your page  
Chatbot 🤖💬 (selected)
- Buttons:** Clear Chat History
- Text:** Empowering Entrepreneurs at the Pre-Seed Stage 🌱  
Moukaouil.AI is a cutting-edge Gen AI application designed to support entrepreneurs in the pre-seed stage of their startups. We understand the unique challenges you face, from navigating legal requirements to refining your business model, and our platform is here to help you overcome these hurdles with ease.
- Section: Key Features 🔎**
  - Comprehensive Legal Guidance ⓘ
    - Gain insights into the legal requirements necessary for starting your business. Our AI provides tailored information to ensure you're compliant with all relevant regulations.
  - Business Model Optimization ⓘ
    - Struggling to define a clear and viable business model? Our AI tools analyze your ideas and market data to help you craft a robust business strategy.

**Right Panel (Business Model Canvas):**

- Header:** MOUKAWIL.AI
- Top Bar:** RUNNING... Stop Deploy
- Text:** How may I assist you today?
- User Input:** I want to build a startup fintech that provides accessible, efficient, and affordable financial services to SMEs and the underbanked population in Morocco propose me a full business model canvas
- AI Response (highlighted in orange):**
  - Customer Segments:** [Small and Medium-sized Enterprises (SMEs) in Morocco, Underbanked individuals in rural and urban areas]
  - Value Propositions:** [Providing microloans to SMEs and individuals without access to traditional banking]
- Footer:** What is up? 🔍🔗

# Future perspectives

**User**  
Give A list of the investors and incubators that I can contact for my company

**Mokawil**  
Hello Adam  
For your GenAI company for health care you have a wide range of investors and incubators like....  
do you want me to contact them for you?

**User**  
Yes please , write an email for each one of them

**Mokawil**  
Done ✓  
I made an email for each one of the investors and incubators based on their details. You can review them at the [LINK](#). I also scheduled them to be sent at 8:30 am GMT(+1), as it is the time when people check emails the most

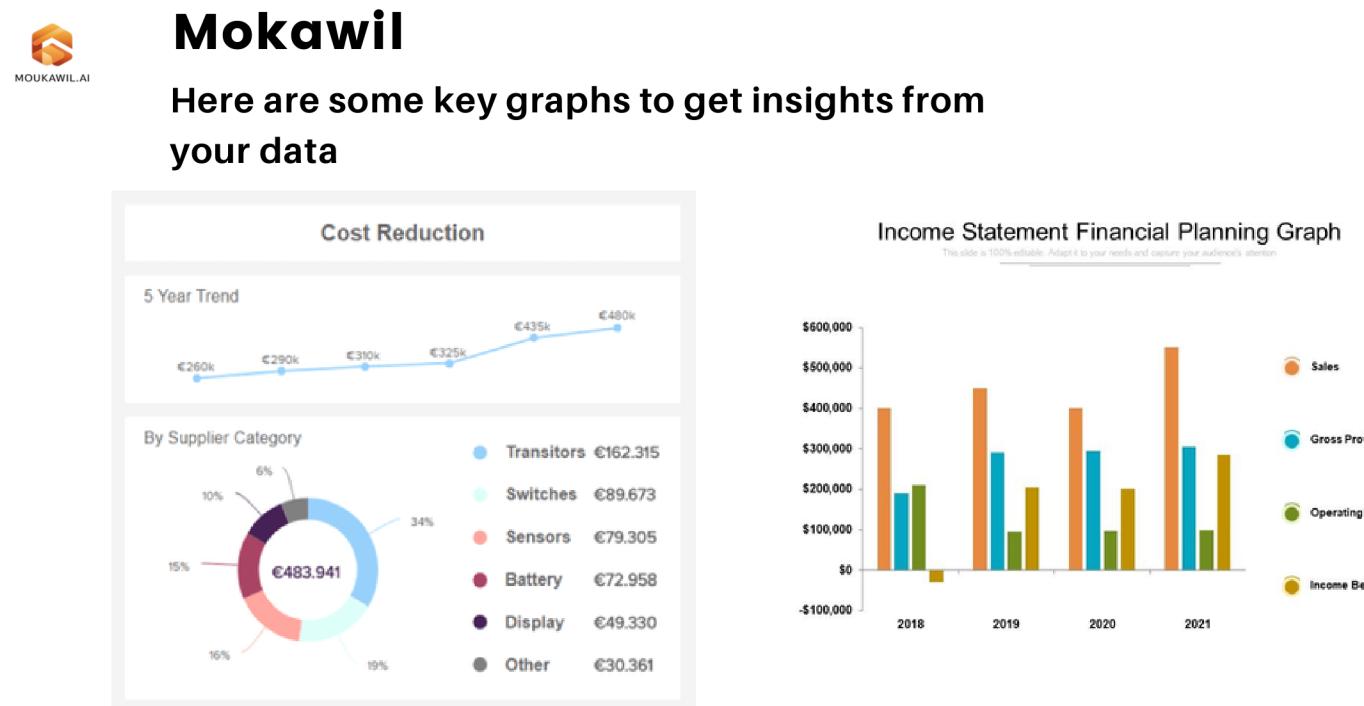
**User**  
Anaylize this document for me :  
[PDF](#) Bilans mensuels.pdf

**Mokawil**  
Done ✓  
Wow , You crashed it Adam !  
you went into different stages , here are the main insights from your monthly report:...

Generate the best Mvp Presentation for me... 

English ▾  
Français  
العربية  
الدارجة

 MOUKAWIL.AI Your Yearly tax payment is due this week do you want me to do it for you?  
**Yes** **No**



**What it better than just starting a company?**



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

# Thank you

