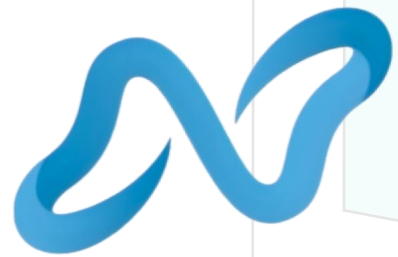


PITCH DECK



Marhaba
Morocco



Plan

1

Who We Are? 🤝

2

The Problem We are Solving ?
🔥

3

Why Marhaba Morocco.ai? ⚙️

4

Our Brand ✨

5

Monetization 💰

6

Demo 🔴

7

Vision & Roadmap 🚀

8

Appendix 📄

Meet The Team



Fayrouz SIHI

AI PhD Researcher |
Data Scientist



Khaoula ENAIMI

AI PhD Researcher



Amine LAAGUIDI

Software Engineer



Abdelali NMILI

Full-Stack Developer



The Problem We Are Solving



Attract +26M
Tourists

In **2023**, Morocco
welcomed **of 14.5M Tourists.**

+34% from 2022

+12% in 2019 before Covid.

The Problem We Are Solving

Bridging The Tourism Gap

- Language barriers
- Cultural misunderstandings
- Overcharging and scams
- Limited access to authentic experiences
- Difficulty planning comprehensive trips



Benchmark: Existing Solutions In Morocco



Tourist Guides

Focus on mainstream spots, lacking cultural depth.



Translation Apps

Limited understanding of Moroccan dialects and context.



Online Platforms

Provide reviews but miss personalized, authentic experiences.



Government Programs

Promote tourism but lack tailored, real-time visitor support.

Our Solution: Marhaba Morocco



**WHY
AI?**

**WHAT
IS IT?**

**HOW IT
WORKS
?**

DEMO



Our Brand



Color Palette



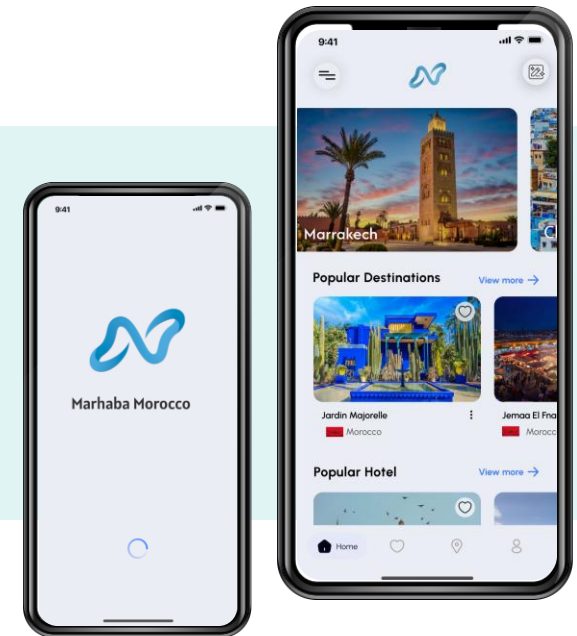
#1D7FD6



#D9D9D9

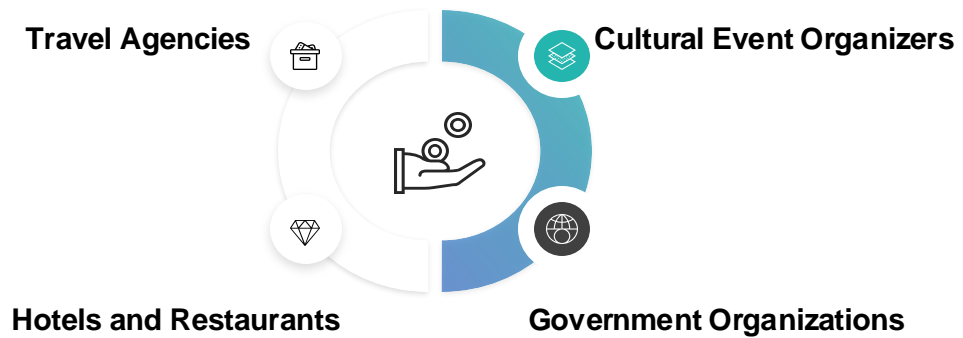


#FFFFFF



Business Model

Who Will Pay?



How much?

In Moroccan Dirhams (MAD)

Model Of Payment



Freemium Model



Subscription-Based



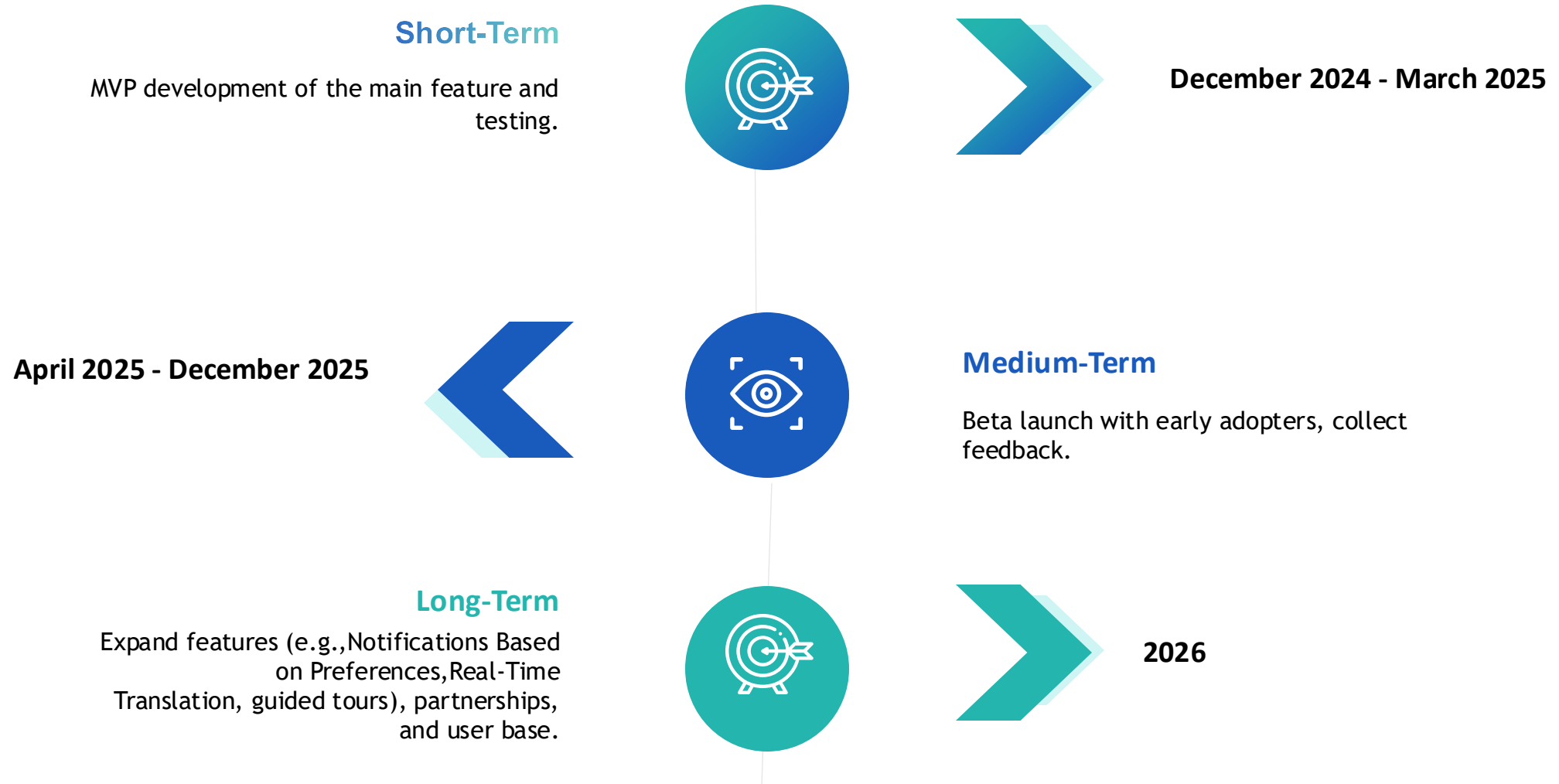
Ad Placement

Demo

See it in Action

Vision & Roadmap










Where we are Headed



Thank You.

Marhaba Morocco

Appendix 1

 Key Partners	 Key Activities	 Value Propositions	 Customer Relationship	 Customer Segments
<ul style="list-style-type: none">• TRAVEL AGENCIES, HOTELS, RESTAURANTS, AND CULTURAL ACTIVITY PROVIDERS.• GOVERNMENT ORGANIZATIONS (TOURISM BOARDS, PUBLIC SAFETY, AND CULTURAL MINISTRIES).• TECHNOLOGY PARTNERS (PAYMENT GATEWAYS, TRANSLATION SERVICES, MAPPING PLATFORMS).• EVENT ORGANIZERS AND SPONSORS FOR SPECIFIC CAMPAIGNS.	<p>PROMOTING TOURISM THROUGH A DIGITAL PLATFORM THAT CONNECTS TOURISTS WITH LOCAL BUSINESSES, GOVERNMENT ORGANIZATIONS, AND SERVICE PROVIDERS, FACILITATING EASY ACCESS TO SERVICES, RESERVATIONS, AND PAYMENTS, WHILE ENSURING A SEAMLESS AND SECURE USER EXPERIENCE.</p> <div> Key Resources</div> <ul style="list-style-type: none">• TECHNICAL EXPERTISE.• TECHNOLOGY AND INFRASTRUCTURE.• FUNDING & PARTNERSHIPS.• CULTURAL EXPERTS.	<p>FOR TOURISTS:</p> <ol style="list-style-type: none">1. SEAMLESS TRANSPORTATION AND RESERVATION MANAGEMENT.2. FRAUD PREVENTION.3. IMPROVED COMMUNICATION.4. ENHANCED USER SAFETY.5. TRIP AND TRAVEL PLANNING. <p>FOR ORGANIZATIONS:</p> <ul style="list-style-type: none">• DIRECT CONNECTION TO TOURISTS.• DATA-DRIVEN INSIGHTS.• REVENUE GROWTH OPPORTUNITIES. <p>FOR GOVERNMENT ORGANIZATIONS:</p> <ul style="list-style-type: none">• PUBLIC SAFETY AND REGULATION.• ENVIRONMENTAL AND SOCIAL IMPACT.	<ul style="list-style-type: none">• BUSINESS PARTNERS: DEDICATED ACCOUNT MANAGERS FOR COLLABORATION AND ADVERTISING CAMPAIGNS.• TOURISTS: CUSTOMER SERVICE FOR SUPPORT, EMERGENCY HELP, AND CLAIMS HANDLING.• AUTOMATED SERVICES FOR STREAMLINED OPERATIONS. <div> Channel</div> <ul style="list-style-type: none">• SOCIAL MEDIA.• PARTNERED AGENCIES' PROMOTIONS.• OFFLINE ADVERTISEMENTS IN TOURIST HOTSPOTS AND AIRPORTS.	<ul style="list-style-type: none">• PRIMARY: <p>ORGANIZATIONS SUCH AS TRAVEL AGENCIES, HOTELS, RESTAURANTS, CULTURAL ACTIVITY PROVIDERS, AND EVENT ORGANIZERS.</p> <ul style="list-style-type: none">• SECONDARY: <p>GOVERNMENT ORGANIZATIONS PROMOTING TOURISM.</p>
 Cost Structure		 Revenue Stream		
<ul style="list-style-type: none">• DEVELOPMENT AND MAINTENANCE COSTS OF THE APP (SOFTWARE, UPDATES, AND HOSTING).• PARTNER ONBOARDING AND MANAGEMENT EXPENSES.• OPERATIONAL COSTS (SALARIES, CUSTOMER SUPPORT, AND EMERGENCY SERVICES).		<p>B2B:</p> <ul style="list-style-type: none">• MONTHLY/ANNUAL SUBSCRIPTION FEES FROM ORGANIZATIONS.• ADVERTISING REVENUE FROM BUSINESSES PROMOTING THEIR SERVICES ON THE APP.• FEES FOR PRIORITY LISTINGS OR FEATURED PLACEMENTS IN SEARCH RESULTS. <p>B2G:</p> <ul style="list-style-type: none">• SPECIAL ONE-TIME PAYMENTS FOR GOVERNMENT-SPONSORED CAMPAIGNS		

Appendix 2(Competitive Analysis)

COMPETITORS	TOUR BOOKING	LANGUAGE TRANSLATION	CULTURAL INSIGHTS	PERSONALIZED ITINERARY	REAL-TIME ALERTS
GetYourGuide	✓	✗	✗	✗	✗
TripAdvisor	✓	✗	✗	✗	✗
Morocco Travel Guide by Mapped	✓	✗	✗	✓	✗
Morocco Tourism Official App	✓	✗	✗	✓	✗
Local TouGuidesr	✓	✗	✓	✓	✓
Marhaba Morocco	✓	✓	✓	✓	✓

Appendix 3(Solution Architecture)

