



# From Idea to Reality

## Harnessing the Potential of Crowdfunding

### PROJECT TITLE

ATLAS FUNDING.

### TEAM MEMBERS

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# The state of financial infrastructure in Morocco presents various challenges affecting startups and SMEs.

## GCGO RELATED TO OUR PROBLEM :

**Infrastructure**

## WHY OUR PROBLEM MATTERS

**Financial infrastructure** deficiencies matter because they hinder economic growth and development by limiting access to financing. They create barriers for startups and SMEs preventing them from realizing their full potential and contributing to the economy

Meet Sarah, a determined and passionate entrepreneur in Morocco who dreamt of establishing her own small business



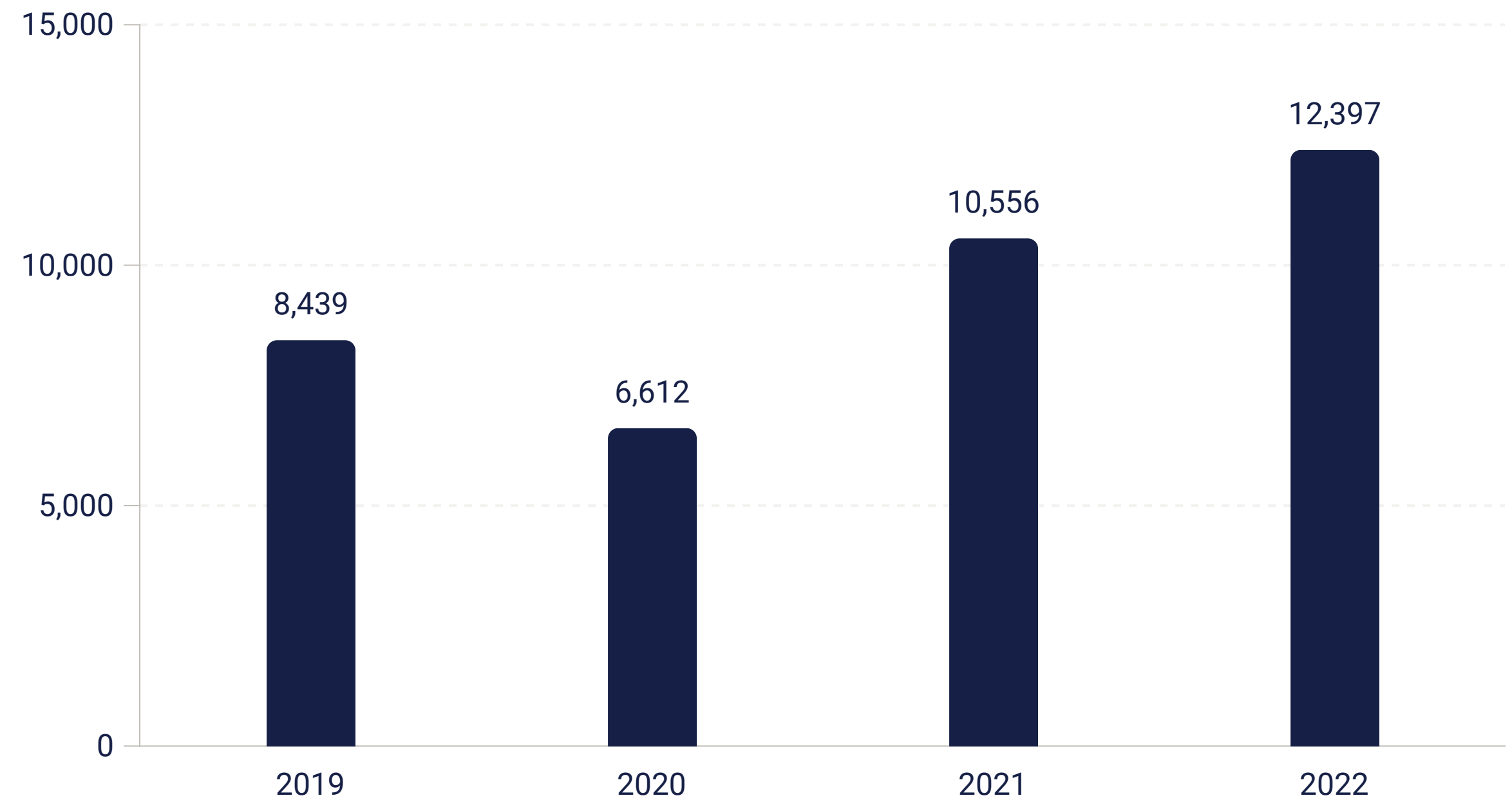
### HOW OUR PROBLEM CAN AFFECT HER ?

Sarah had a vision for a unique product that she believed would fill a gap in the market. However, her journey was fraught with obstacles due to the problem of insufficient funding caused by the state of financial infrastructure in Morocco.

## NOTES

According to the Moroccan Office of Industrial and Commercial Property (OMPIC), the graph depicts the number of startups and businesses failed in the last 4 years. The statistics show a decline in failed businesses in 2020 because of government intervention with new solutions like project Intilaka.

## Number of failed businesses ( ACCORDING to OMPIC )

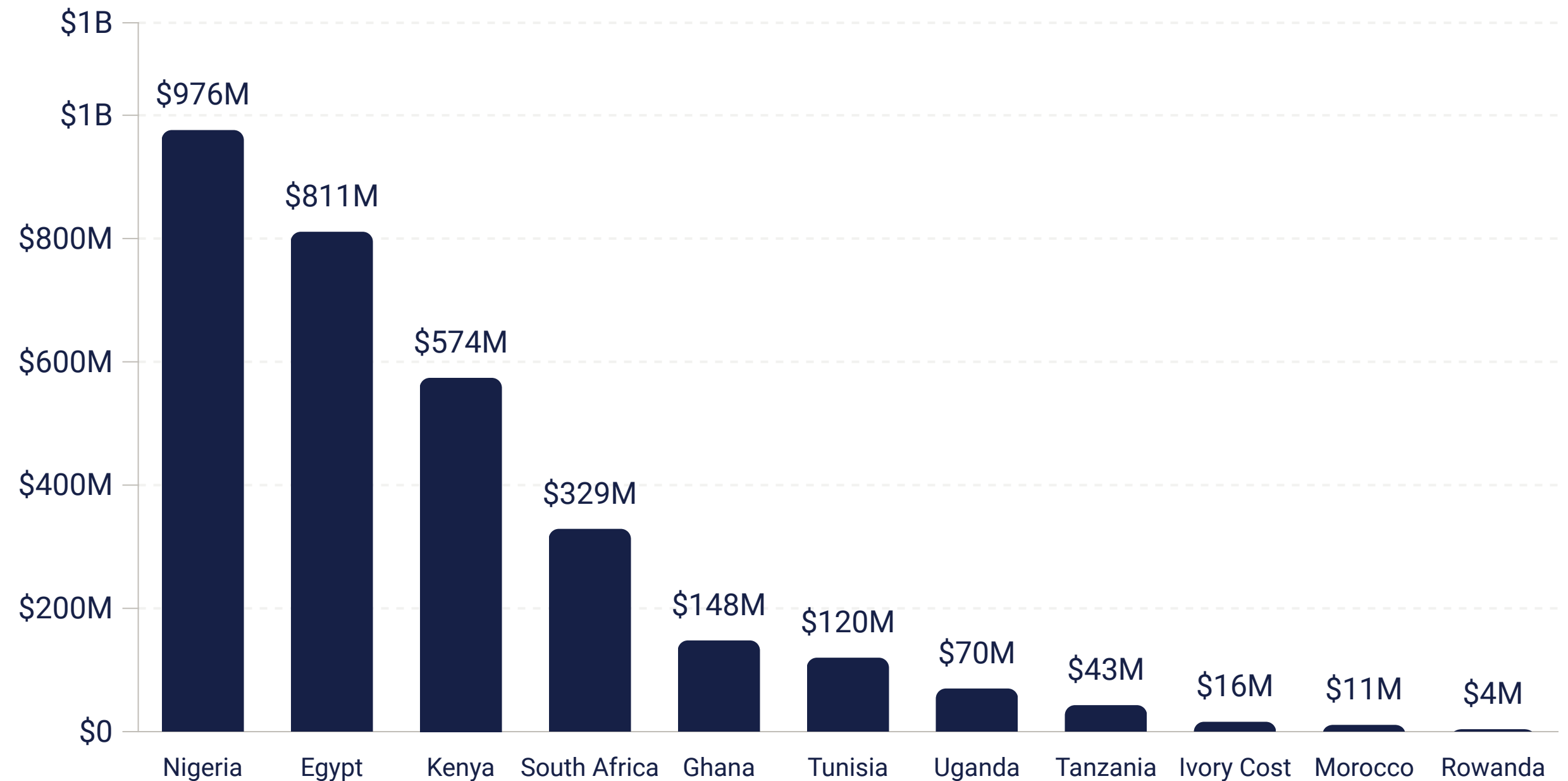


Source : [Directinfo.ma](https://directinfo.ma)

## NOTES

According to a report done by Disrupt Africa 2022, Morocco is ranked low compared to other African countries in Startups funding, with Nigeria, Egypt and Kenya in the top 3, followed by South Africa and Ghana. A solution is required to facilitate Startups financing, preferably a tech solution such as crowdfunding.

## Funding raised for startups by countries in africa ( The African Tech Startups Funding Report 2022 )



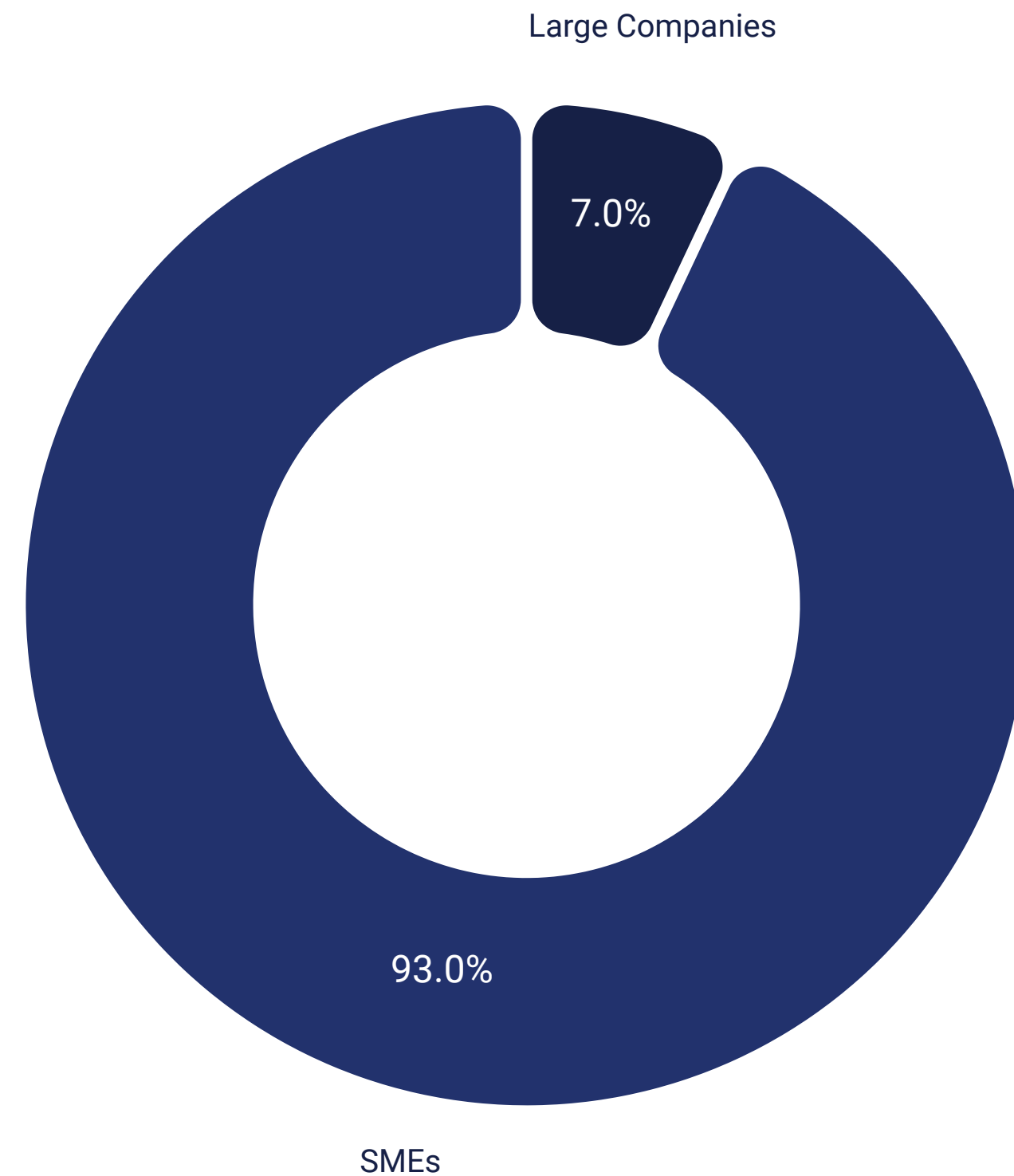
Source : [disrupt-africa.com](https://disrupt-africa.com)



## NOTES

According to a research made by HPC in 2019, SMEs represent nearly 93% of the national productive fabric, that's why SMEs are vital for economic growth, job creation, and innovation

## Importance of Startups and SMEs in Morocco



## PROPOSED SOLUTION AND WHY WE CHOSE IT :

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**Crowdfunding Platform** : Develop a specialized platform that connects SMEs and Startups with potential investors, allowing them to raise funds through crowdfunding.

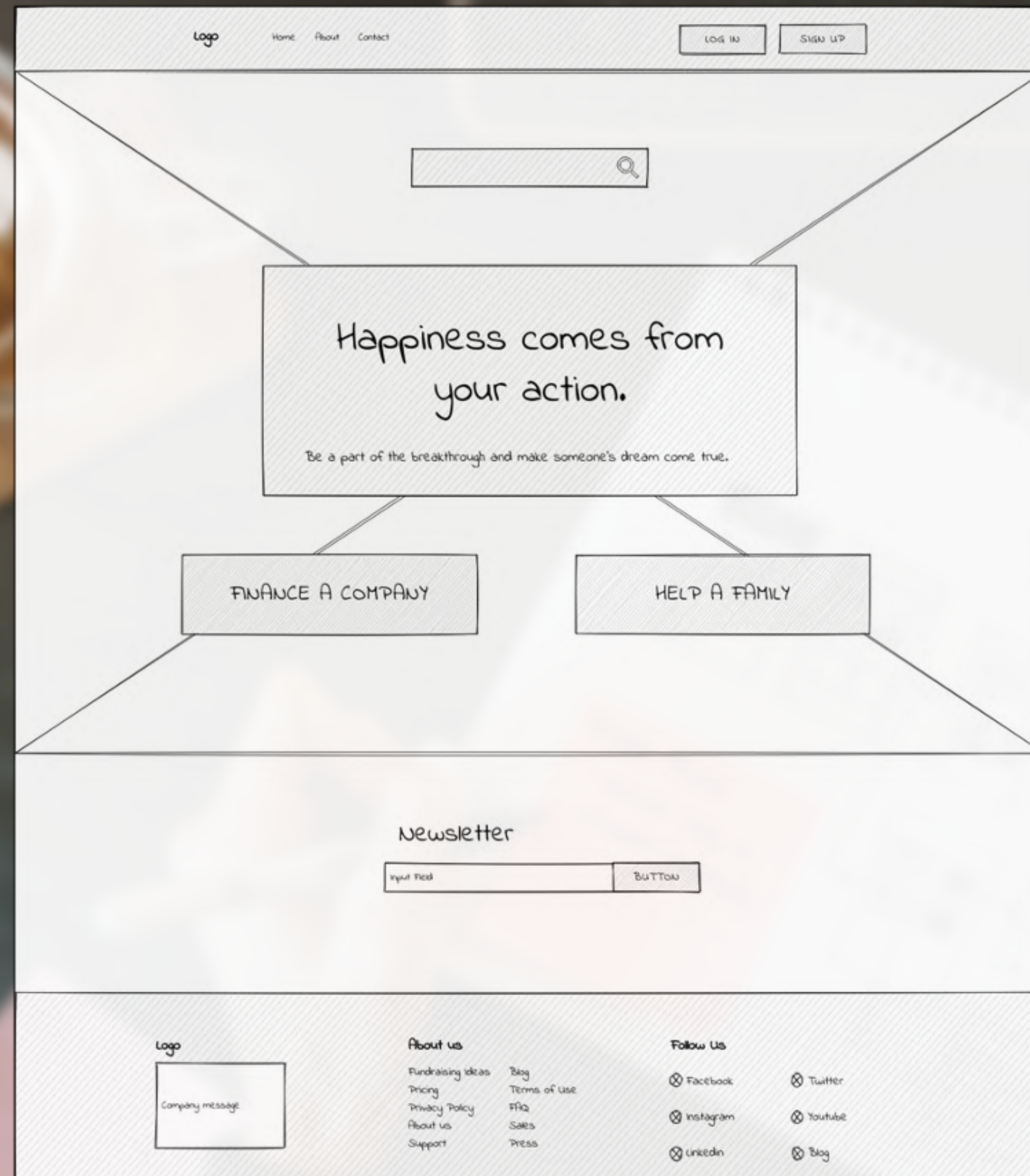
We chose this problem because helping startups and SMEs should be our top priority, we should aim to overcome challenges in the financial infrastructure to support economic development.

## WHY IT'S GOING TO BE EFFECTIVE

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Because it provides an alternative avenue for entrepreneurs and small businesses to access funding directly from the public





# Wireframe Home page

## Includes :

- Page header with navigation buttons ;
- Search bar ;
- Dedicated buttons for **Investing** and **donating** ;
- Newsletter ;
- Page footer with an About Us section, location and social media.



# Wireframe Investment and Donation pages

## Fund a Startup

ALL

Craft

Design

Food

Games

Music

Photography

Technology

Other

Company Name

Description

Progress bar in %

Invest now

Company Name

Description

Progress bar in %

Invest now

Company Name

Description

Progress bar in %

Invest now

Company Name

Description

Progress bar in %

Invest now

Company Name

Description

Progress bar in %

Invest now

Company Name

Description

Progress bar in %

Invest now

## Make a donation

ALL

Disaster

Children

Food crises

Health

Education

Animal

Homeless

Other

Fund topic

Description

Progress bar in %

Donate now

Fund topic

Description

Progress bar in %

Donate now

Fund topic

Description

Progress bar in %

Donate now

Charity name

Description

Progress bar in %

Donate now

Charity name

Description

Progress bar in %

Donate now

Charity name

Description

Progress bar in %

Donate now



# NEEDS AND PAIN POINTS EXPERIENCED BY OUR TEST USERS WHILE INTERACTING WITH OUR WIREFRAME

The need for an interactive crowdfunding platform.

The need for a good customer service in case they have a problem using the platform.

The need for a platform with multiple languages to choose from.

The need to help presenting the business plan and broadcasting it to others.



# *What's changes that we would make to our solution based on the feedback we recieved?*

We're going to take action by analyzing  
user workflows and identifying areas  
where interactions can be streamlined  
and simplified

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And we're going to assess the feasibility  
and user value of implementing a save  
feature





# *What would we do if we were given funding to continue to work on our solution ?*

Our intention is to explore the creation of a crowdfunding ecosystem in Morocco, which involves offering courses, raising awareness among the Moroccan population about this alternative funding method, and fostering a culture of public funding.



## *Restating the WHY*

The problem of inefficient financing for SMEs and startups matters because it impacts economic growth, job creation, innovation, entrepreneurship, inclusivity, and a country's global competitiveness.

## *Why our solution could make an important difference ?*

By promoting funding, expanding access to money, validating projects, diversifying investors, and encouraging unique ideas, crowdfunding can help solve the issue of inefficient financing for SMEs and startups. Entrepreneurs in Morocco can overcome finance obstacles and accelerate their path to success.



Atlas Funding

# Thank You

