



“

**“Eating what do you desire is
not giver for everyone”**

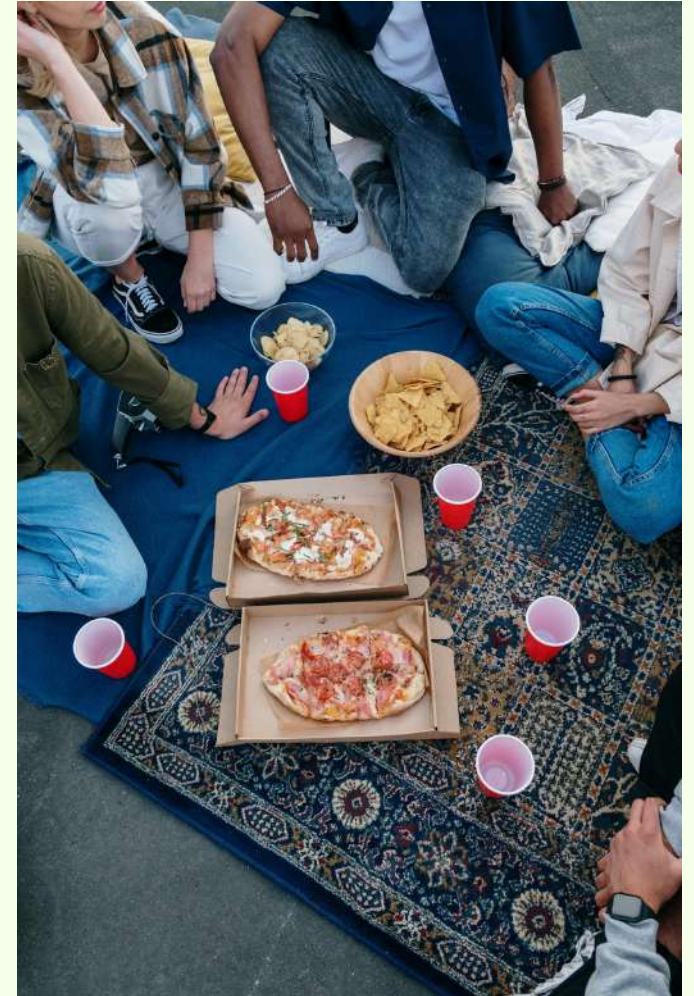
Family



Events



Friends



ALLERGIES

DIET REGIME



**EGG
ALLERGIE**



**LACTOSE
ALLERGIE**



**WITHOUT
SUCRE**



⁽¹⁾
**GLUTEN
FREE**

*⁽¹⁾ According to AMIAG (Moroccan Association of Gluten Intolerant and Allergic People)

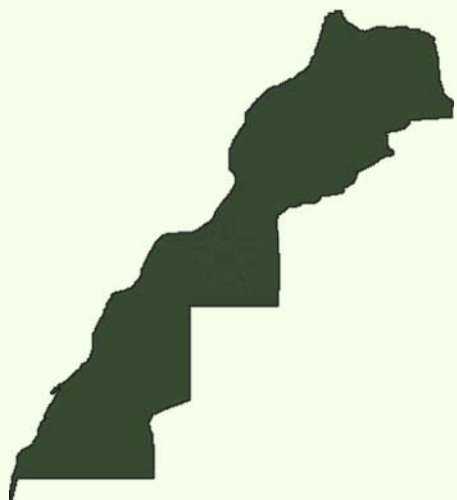
**CHRONIC
ILLNESES**



ALLERGIES

Voluntary

REASON TO FOLLOW A DIET



Morocco

350.000
With Gluten



2.000.000
With Lactose



2.000.000
Diabetics



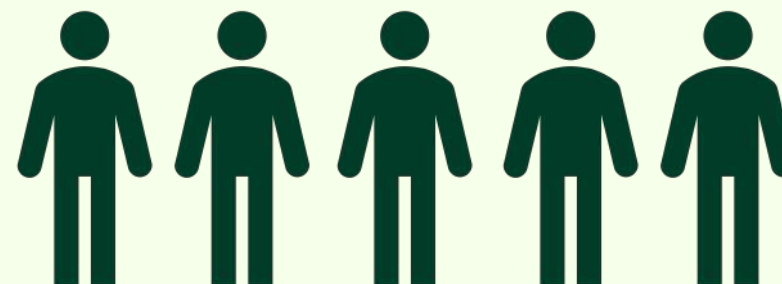
7.000.000
With Chronic
illnesses



The World

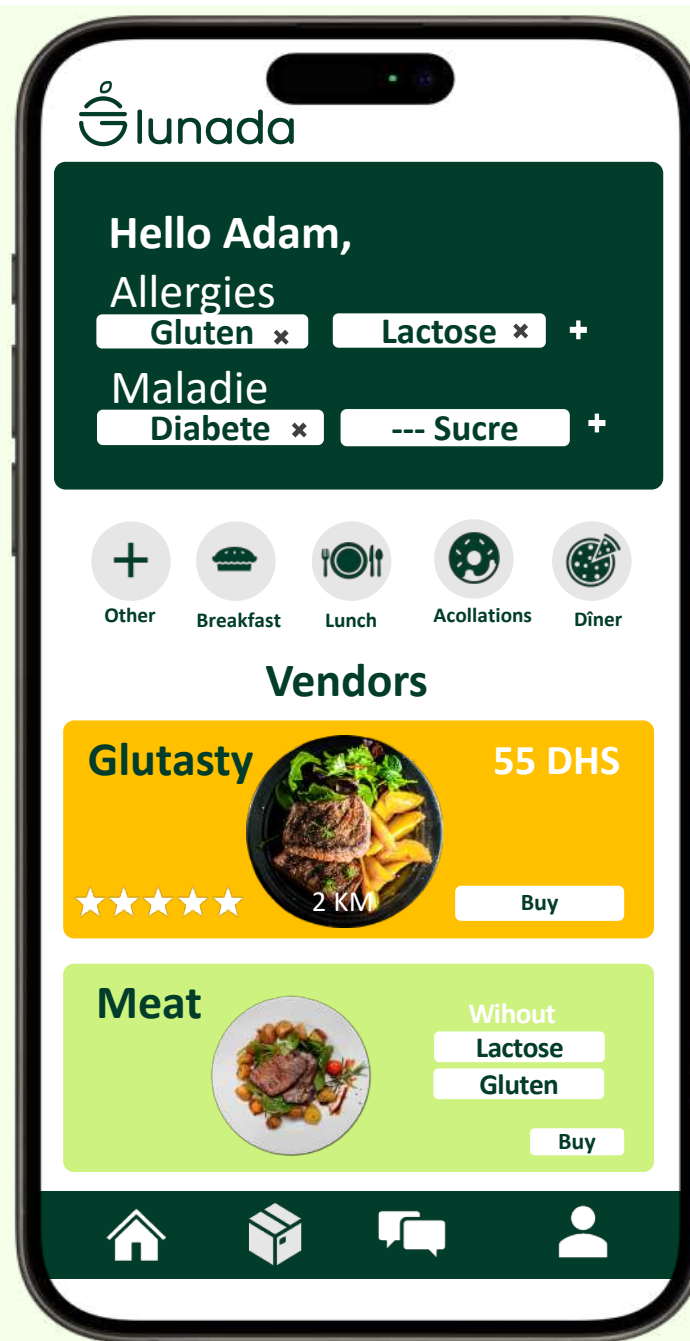
220 MILLIONS

With Allergies and intolernces





Input their specificity



Find the adapted Diet



Enter your specificity in
terme of Allergy,
illness and objectifs



Find the adapted Diet
and the right product
for them



Buy From the nearest
Vendor's product of
their location

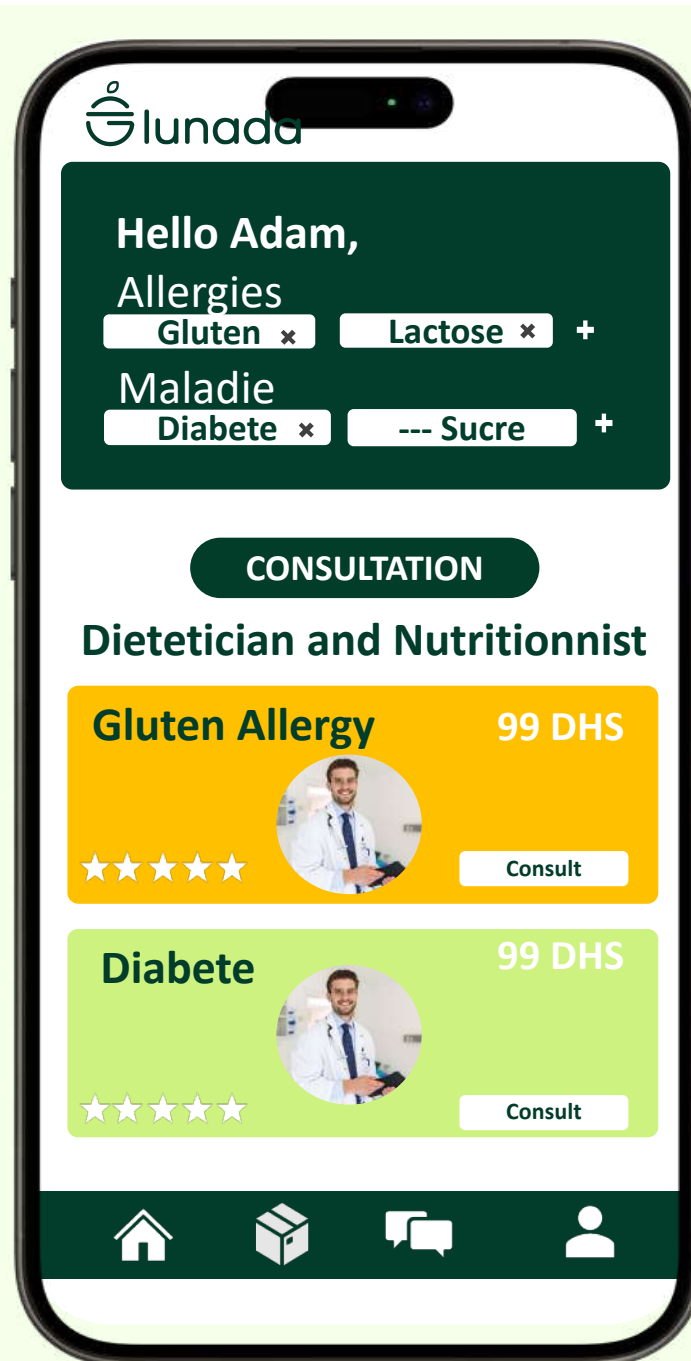


Choose a product /or/
a subscription meal
and location of
delivery (Home or
Officie)





Input their specificity

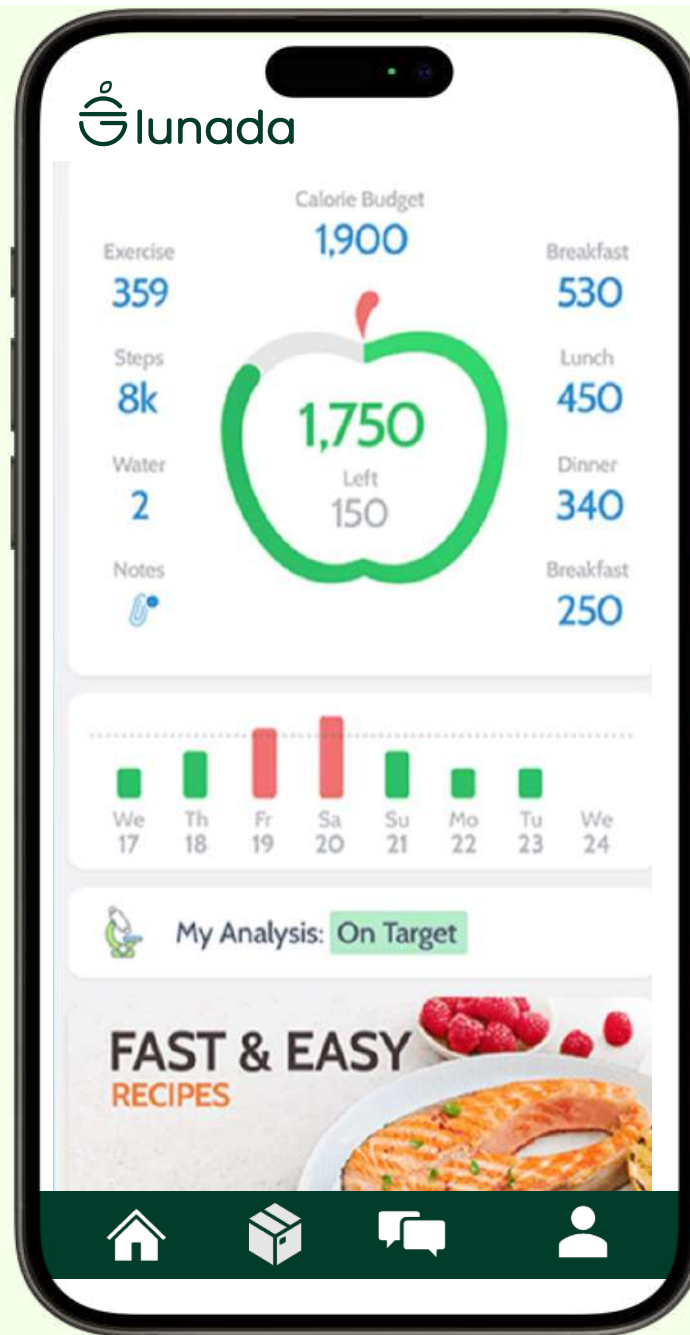


Find the adapted Diet

An Online
Consultation with a
Dietetician or a
nutrisionniste to help
you organise your
diet



Input their specificity



Find the adapted Diet



TRACK YOUR
EVOLUTION AND
DISCIPLINE IN
FOLLOWING DIET



Input their specificity

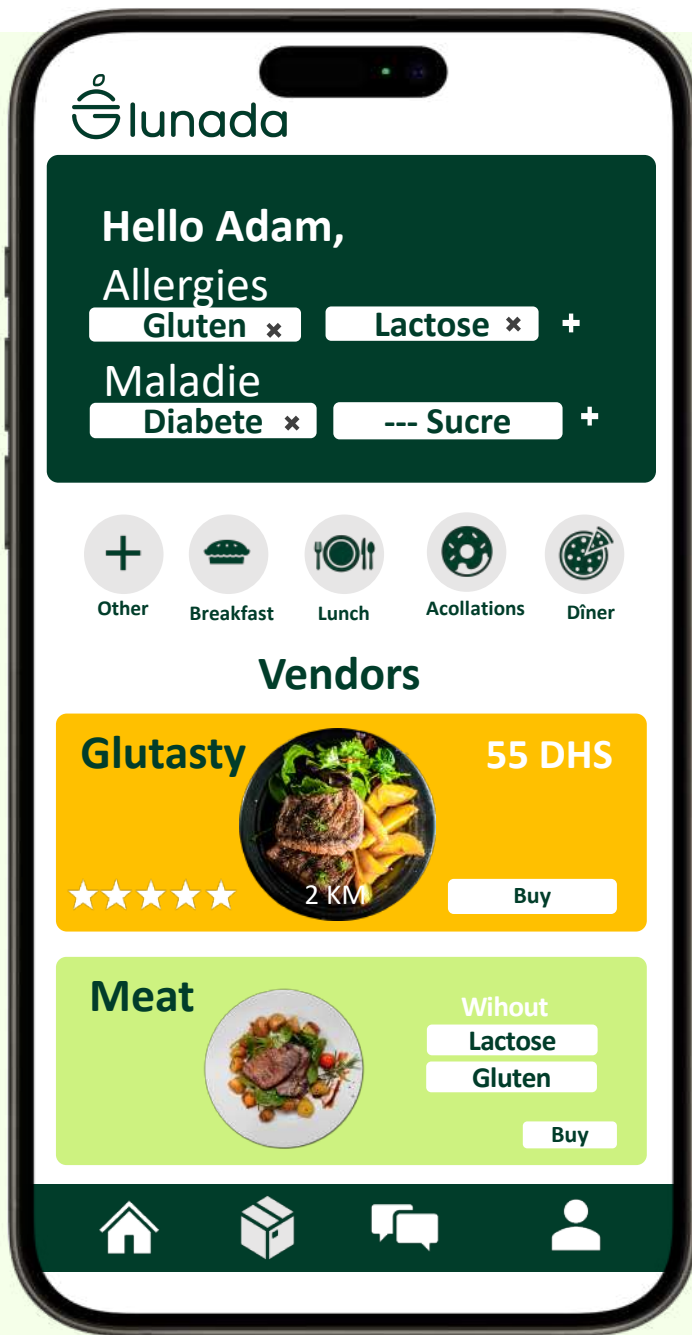


Find the adapted Diet

SOCIAL MEDIA

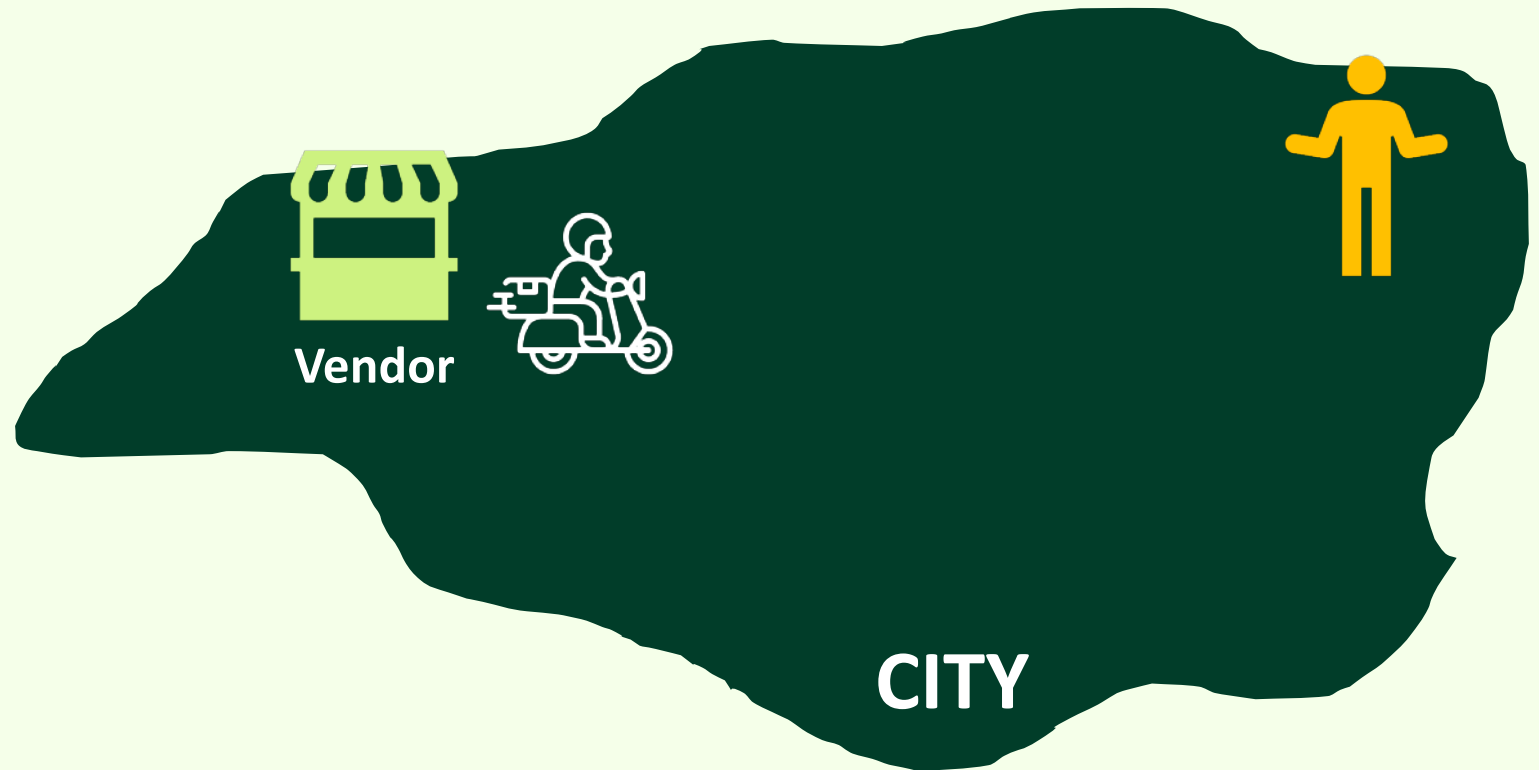
JOIN A COMMUNITY
TO ENCOURAGE YOU
FOLLOWING DIET (CHALLENGES, TIPS,
RECIPS)





Marketplace

OUR PROCESS



- ✓ Ensure food's safety and avoid contamination
- ✓ Large choice of vendors and recipes
- ✓ Delivered at home or at office

OUR VALUE PROPOSITION



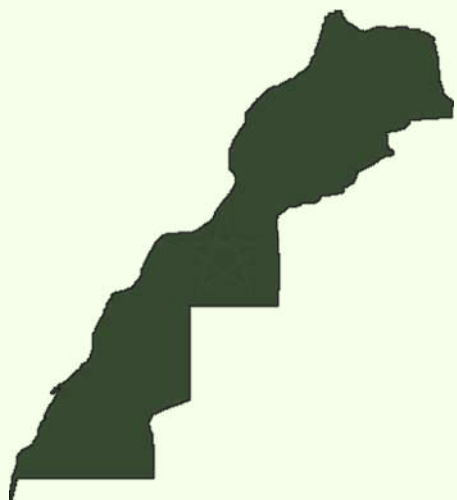
- ✓ Developed by nutritionist
- ✓ Track your evolution on following diet
- ✓ Product fit to their specific health needs
- ✓ Specific treatment on delivery : Avoid contamination
- ✓ Meal Subscription Plan
- ✓ Communities to encourage people following diet

Direct Competitor

- ✓ Vendors
- ✓ Product shown
- ✓ Product fit to their specific health needs
- ✓ Normal Delivery
- ✓ Just a store

Indirect Competitor

- ✓ General vendors
- ✓ General Product shown
- ✓ Product not fit to their specific health needs
- ✓ Normal Delivery + Contamination
- ✓ Just a store



Morocco

350.000
With Gluten



2.000.000
With Lactose



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Diabetics



7.000.000
With Chronic
illnesses



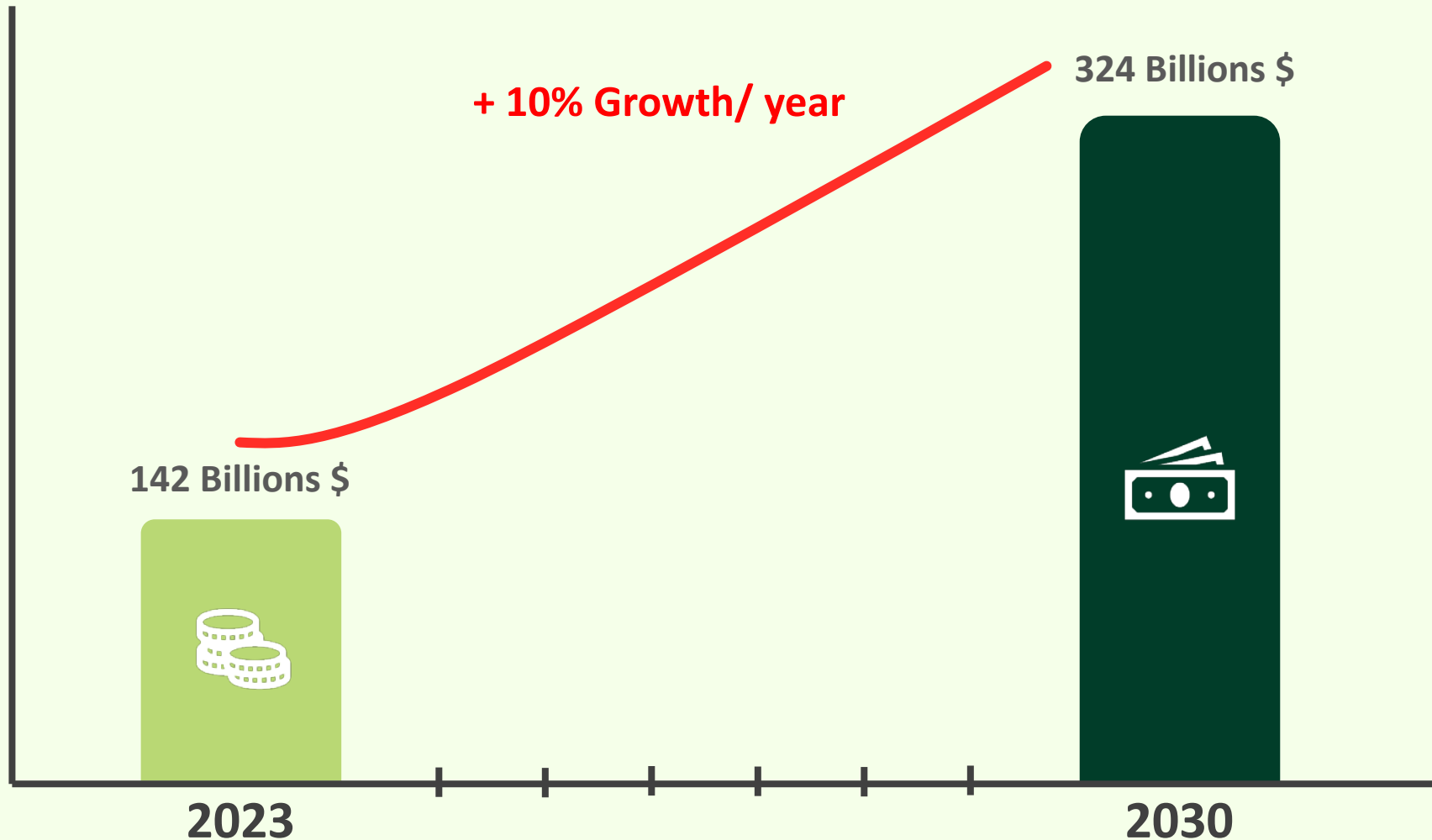
The World

220 MILLIONS

With Allergies and intolerances



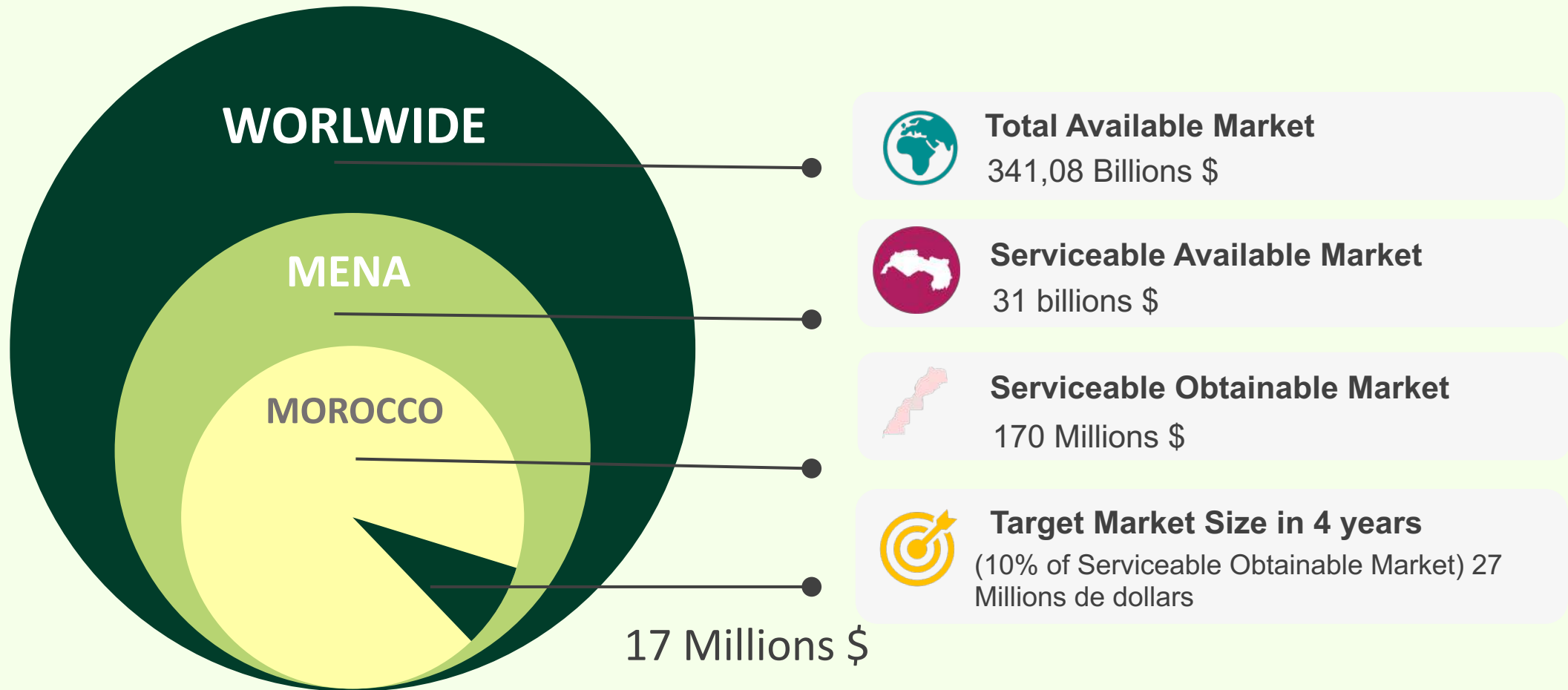
DIET MEAL MARKET SIZE



Source : <https://www.databridgemarketresearch.com/reports/global-diet-meals-market>



MARKET SIZE



Source : <https://www.databridgemarketresearch.com/reports/global-diet-meals-market>

Target

- ✓ People with Food Allergies
- ✓ People with Chronic Illnesses
- ✓ Health-Conscious Individuals (Voluntary)
- ✓ Athletes

Early Adopters

Our first Sales

- ✓ People with Gluten allergy
- ✓ People with Lactose allergy
- ✓ Diabetic people
- ✓ In B2B : Event of a company for guests with specific health need (gluten, lactose)

32.000 DHS IN SALES

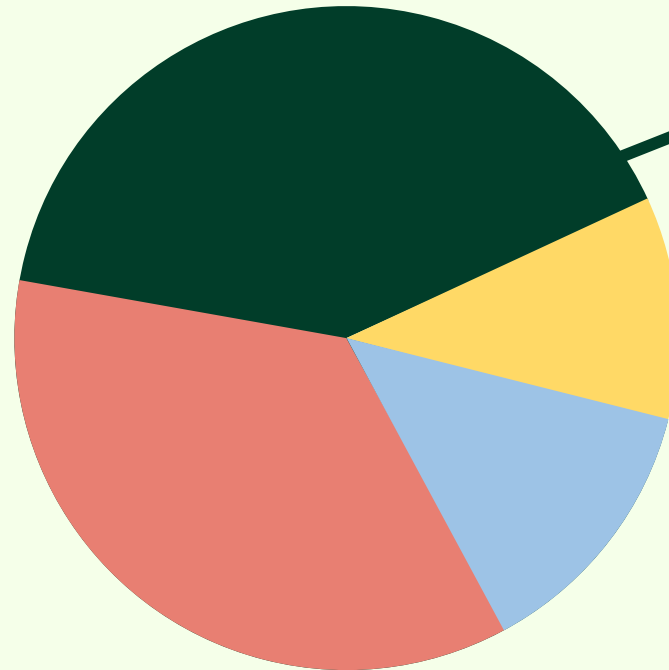
REVENUE STREAMS

Commission of every dish or product delivered from our platform

9-15% Commision

Commission of meal subscription

11-15% Commision



Promotion of product vendors and services (like product photography, promotion and visibility in the plateform)

20-25% Commision

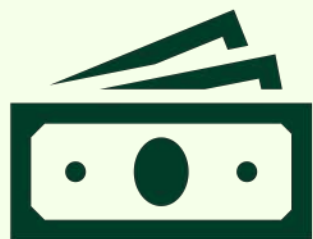
Commission consultation with nutrisionist

20-25% Commision

OUR REALISATION



SALES IN THE NICHE OF GLUTEN FREE 



citibank

SUBSIDY FROM A
GOVERNMENT FUND

150,000 dhs

المبادرة الوطنية للتنمية البشرية
Initiative Nationale pour le Développement Humain

SHOWCASE OF EXPLORER 2024



OUR TEAM



FARID YOUSSEF
CTO (Technical)



SAAD MAADI
CFO (Financial)



YOUSRA MOUDEN
CMO (Marketing)



Glunada

THANK YOU