



ArtElement  
ENHANCING THE ARTISAN'S QUALITY

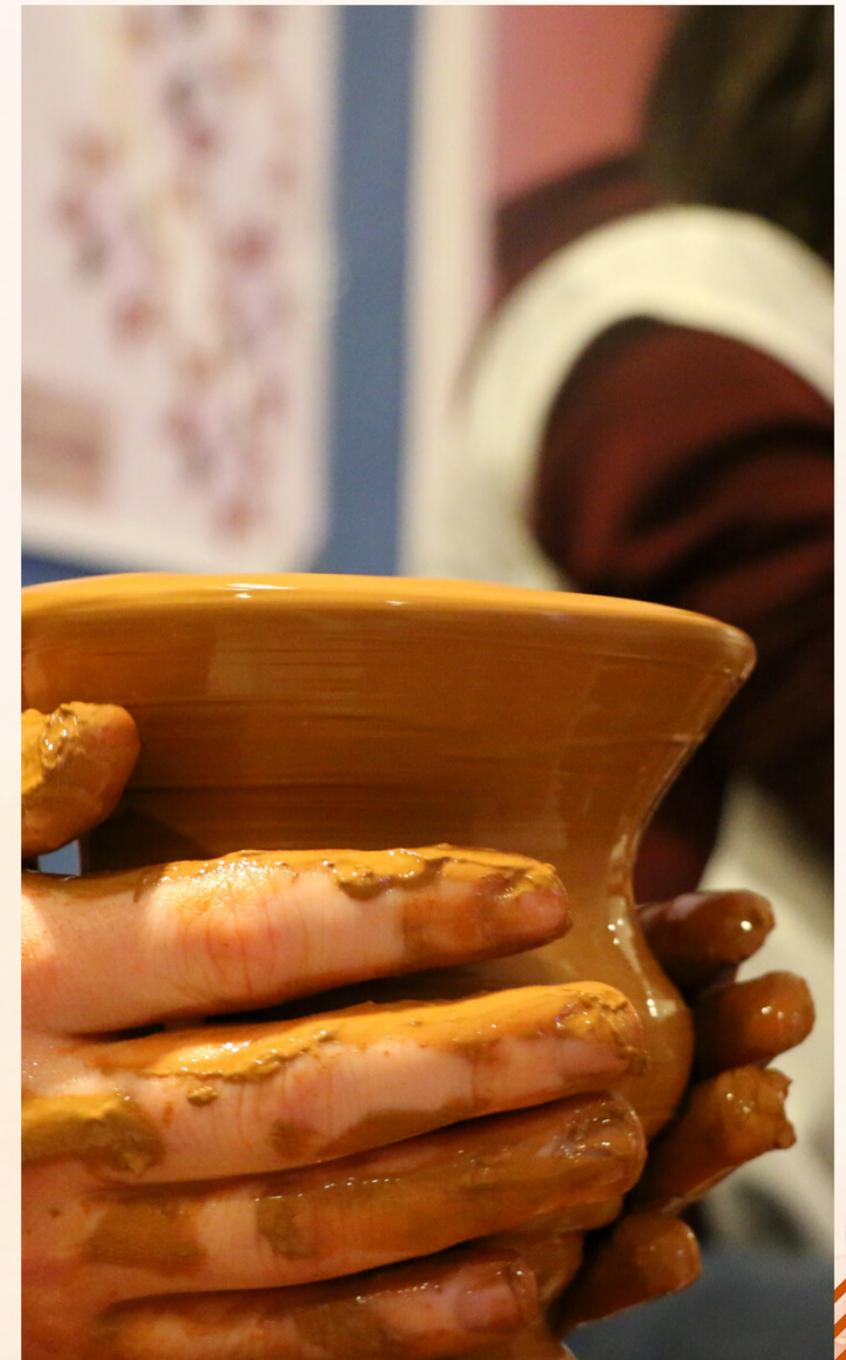
# Pitch

Deck

# OUR STORY

While growing up in a small town named ASFI and living among pottery artisans, we consistently observed and admired the craft our town was famous for. We also experienced the art of working with clay, which was fun and beneficial. During our research, we found that many people are interested in this type of activity, but they needed help finding a way to do it due to availability or quality.

Thus, we made the art of experimenting with clay more accessible to people who love crafts and want to let their minds speak through their hands.



# PROBLEM

## STRESS IN MOROCCO

- Based on a report provided by HCP in 2018, 76% of Moroccans reported experiencing stress in their daily lives caused mainly by daily routines ( Work, Education... )



- According to the World Health Organisation, the state of mental health in Morocco is alarming

## LACK OF CREATIVE OUTLETS

- Many people struggle to find creative outlets that allow them to express themselves and unwind from the stresses of daily life. According to the British Council in a report published in 2019, There is a growing interest in creative activities in Morocco. However, access to cultural and creative resources is limited

### Sources :

- Haut commissariat du Plan, Enquête Nationale sur la Population et la Santé Familiale, 2018
- The World Health Organization, The State of Mental Health in Morocco, 2020
- British Council, Culture and Development in Morocco: Mapping the Cultural and Creative Industries, 2029

# SOLUTION

Inspired by our Moroccan Culture and Tradition :

- A DIY pottery kit provides an accessible and rewarding way for people to tap into their creativity and make something beautiful with their own hands.
- A DIY pottery kit offers a more affordable and convenient alternative, allowing people to learn and practice the art of pottery at their own pace and in the comfort of their own homes. This opens up opportunities for people who may not have access to traditional pottery classes due to financial, logistical, or other barriers.
- A DIY Pottery kit is a solution based on our long tradition in Morocco and it contributes also to the preservation of Moroccan cultural traditions and provides a potential source of income for artisans

# NEW PRODUCT

Our team spent More than 45months in the development and design of our concept; here is a picture of all the elements it includes:

- Box
- Two Clay bags
- Modeling tools
- Instruction book

And this is why it is the value that it provides to our customers:

- Relaxation and stress relief
- Creative expression
- Sense of accomplishment



# THE TEAM



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CEO & CO-FOUNDER



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Thank You



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