

# Bioty project presentation



# BIO TY

[BIOTY.ma](http://BIOTY.ma)



# Clients Stories

“I am Imane from Casablanca, 19 years old. I faced difficulties to take care of my skin due to the chemical cosmetic products. One day I visited Tinghir which is known by cooperatives that produce natural cosmetic products. And I notice that the majority of people in this city they have a clean skin. and I bought some of them, and guess what? My skin started getting better!

After a while, I returned to my city I ran out of these products. and I could not find where to buy them. because these products sellers cannot sell them outside their cities.

And it is the same case for many people, employees, students and participants in events... who want to use natural products but they don't have time to go buy in the cooperatives locals”



“I am Mohamed from Tinghir CEO of argan cooperative, we produce many natural cosmetic products with certification. Our objectif is to reach more clients outside Tinghir. but the problem is we don't have enough resources to achieve that”

# Argan cooperative products



Face wrinkle cream



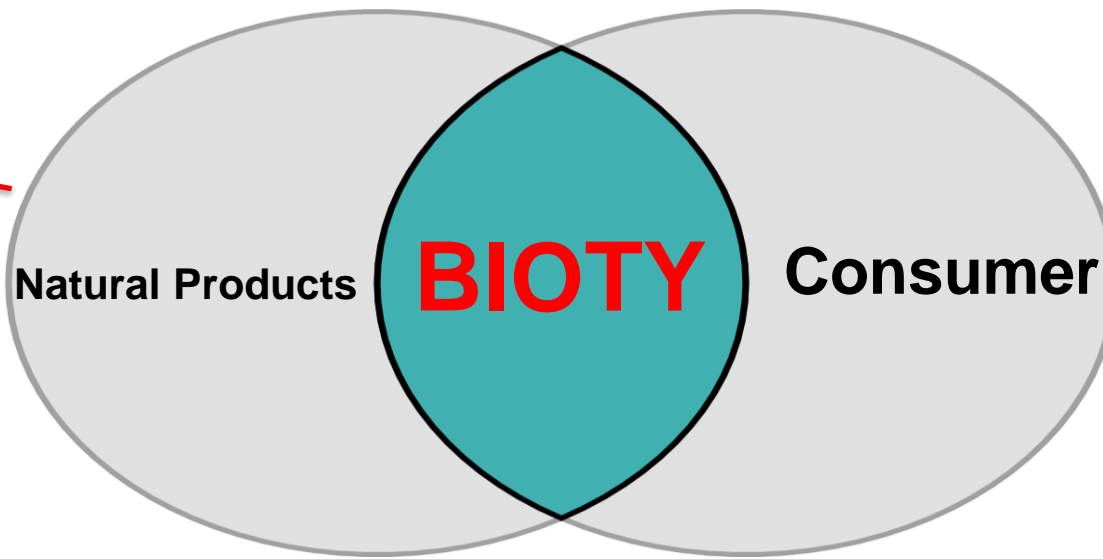
Tanning cream



Deodorant

# Solution

~~Chemical products~~



## Data science

Using machine learning models:

- Customers segmentation
- Price prediction
- Prediction of customers need
- Winning product predicting



## Service

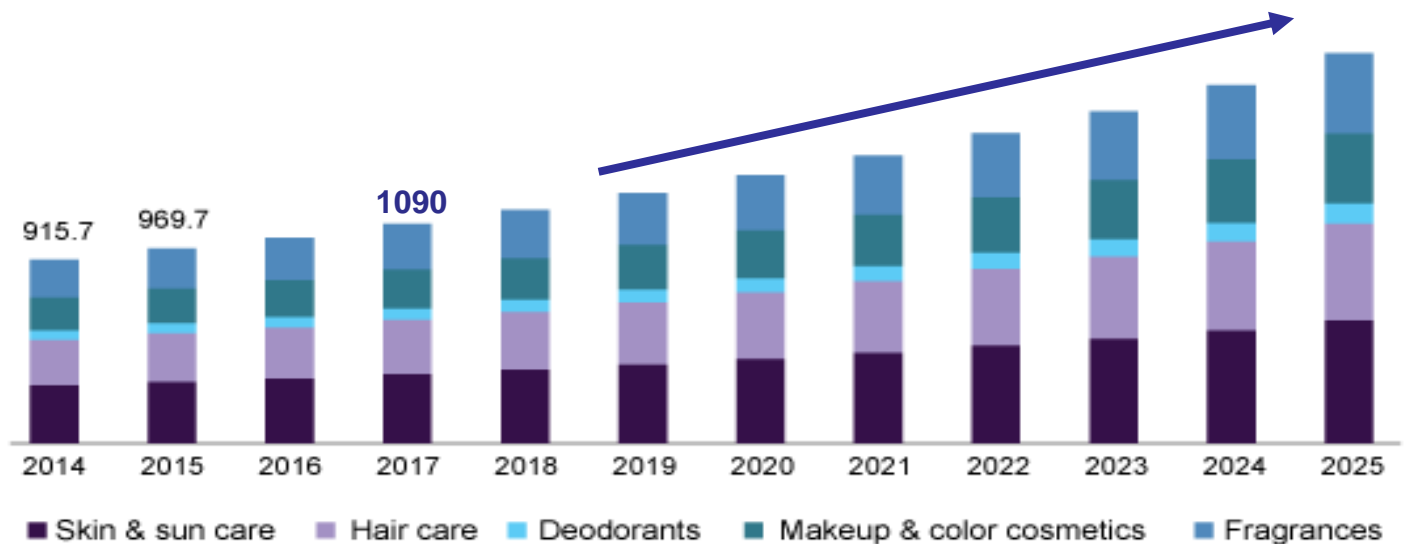
Improving service before and after delivery

# Market Size:

**1.09 billion USD**

- The **Morocco cosmetics market size** was estimated at USD 1.09 billion in 2017. It is expected to expand at a CAGR of 7.5% from 2018 to 2025.

Morocco cosmetics market size, by product, 2014-2025 (USD Million)



# Values:

- Customer experience:
  - Interconnecting the new customer and existing one, to give him truthful review about the product
  - Accompaniment of our Community during the usage period



# Target audience

Based on our online survey (50 participants ) that we launched :

## Geographic:

Short term: Morocco

Long term: Europe, USA, Africa

## Demographic:

Gender: Women

Ages: 18-25





# Sales channels

- **Step1:** Using some data science models that help us to predict the winning products.
- **Step2:** We buy 10 each of them from the cooperatives
- **Step3:** We target a potential client through social media.
- **Step4:** The buyer confirm his order, and we ship it to him with Amana express



# Project Timeline

## Entering the market:

Collaborate with top 15 Cooperatives.

Reach +100 clients/month goal.



## Expansion:

Expand the business to other countries.

After well understanding the market, we will apply new data science strategies.

**2020-2022**

**2022-2024**



# BIOTY's team



**Mohamed  
CHAFIQ**

**Co-founder**

18 years old  
UM6P student  
Data Science  
Co-founder of  
RAHTCOM  
Responsible of  
Stock and  
products delivery  
**Email:mohamed.  
chafiq@um6p.m**



**Samir JABBAR**

**Co-founder**

19 years old  
UM6P student  
Data Science  
Co-founder of  
RAHTCOM (an e-  
commerce brand)  
1 Year experience  
in digital marketing  
**Email:samir.jabbar  
@um6p.ma**



**Smail YASSINE**

**Co-founder**

18 years old  
UM6P student  
Data Science  
IT manager  
Customers  
segmentation  
Machine Learning  
**Email:smail.yassi  
ne@um6p.ma**





Q&A