



# **Nutritious quinoa-based food for healthy lifestyle enthusiasts**

Improving nutrition. Improving lives

Supported by:



Sandbox Innovation  
Fund Program





# EXECUTIVE TEAM



**Mohammed Bendaanane**  
Chief Marketing & Sales Officer

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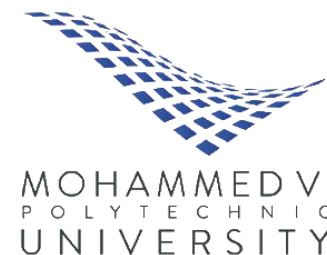
MSc Candidate Innovation Management  
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**Manal Mhada**  
Chief Executive Officer

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Research & Education Fellow @  
UM6P AgroBioScience - Morocco



**Mohamed Louay Metougui**  
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Researcher @ UM6P  
AgroBioScience - Morocco





# Quinoa: a business opportunity in Morocco

This grain is widely consumed for its high nutritional value

Quinoa has been one of the **most commercially dynamic** products in the world

*Source: FAO*

Moroccans know about quinoa but **struggle to integrate** it in their eating habits

*Source: Amendy's Market Research*

**Farmers are unable to valorise quinoa**



**Gap between producers and final consumers**



Quinoa is an alternative crop that **farmers are familiar** with thanks to government efforts

*Source: ICBA & Agriculture Ministry*

In 2019, production reached **150 Tonnes** in Morocco

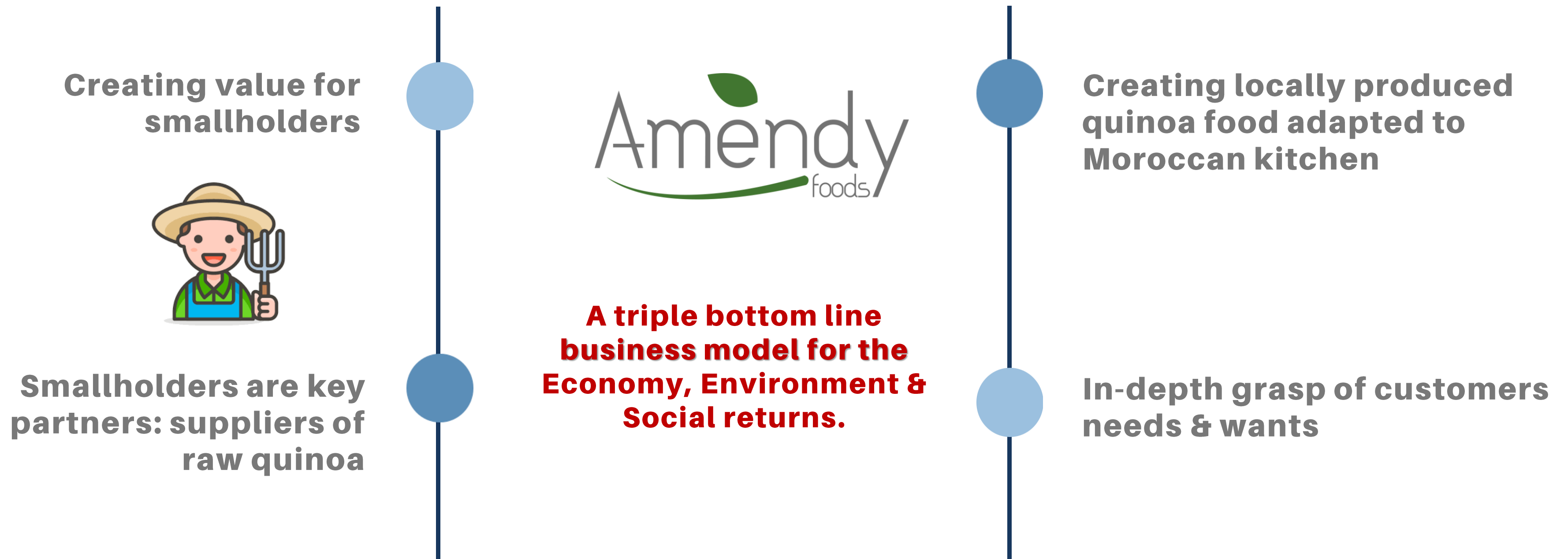
*Source: UM6P & ICBA*



**In 2019: 6million MAD of unexploited raw quinoa**

# Amendy bridge the gap between quinoa farmers and final customers

Our startup create value by building expertise in quinoa product development & food innovation



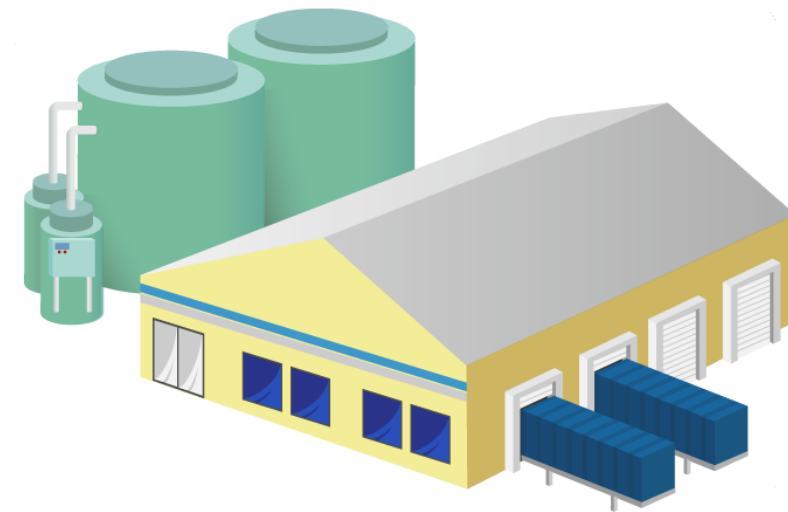




# How does Amendy Foods' model work?

A Sustainable Entrepreneurship Approach to offer innovative quinoa-based food products

Purchase raw quinoa



**Transform quinoa  
in products  
adapted to local  
cooking habits**



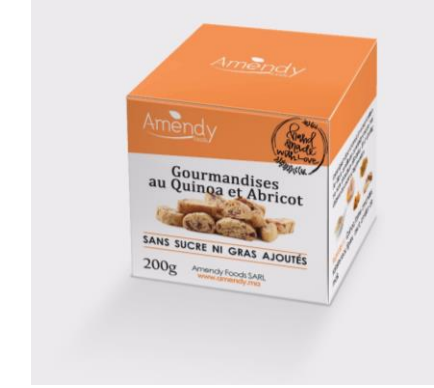
**HEALTHY COUSCOUS  
NUTRITIOUS FLOUR  
GRANOLA & CEREALS  
HEALTHY SNACKING**



**Build a network of  
smallholders quinoa  
growers (suppliers)**

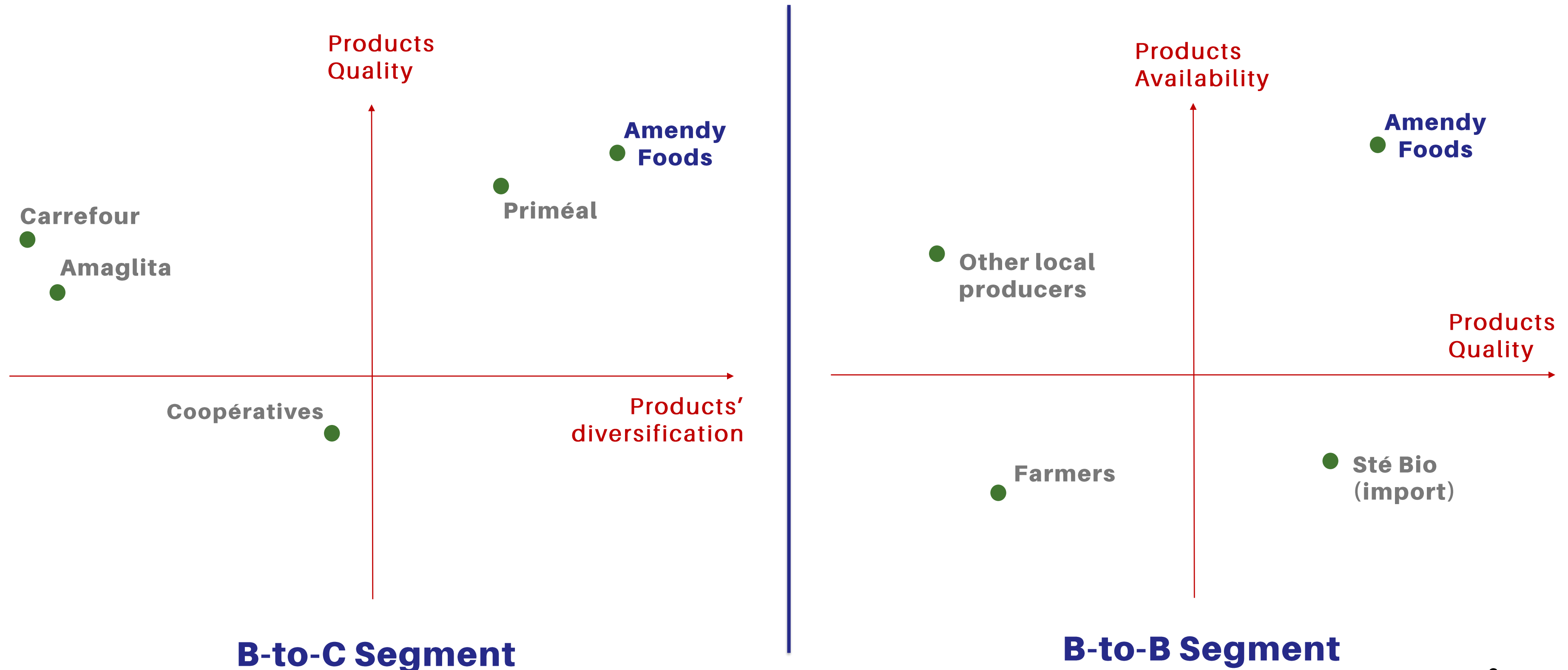


**... + 15  
other  
products**

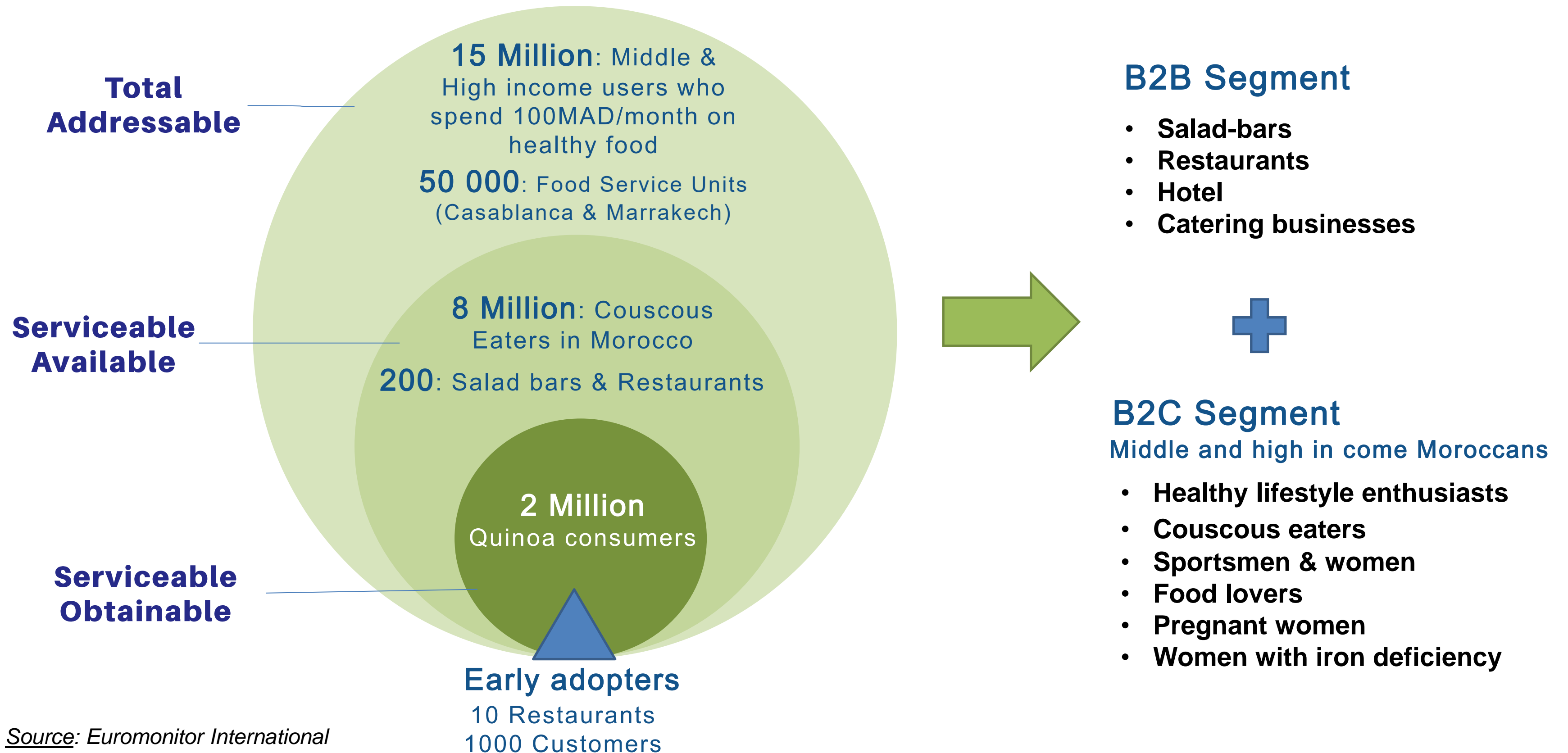


# Value proposition & Competitive Landscape

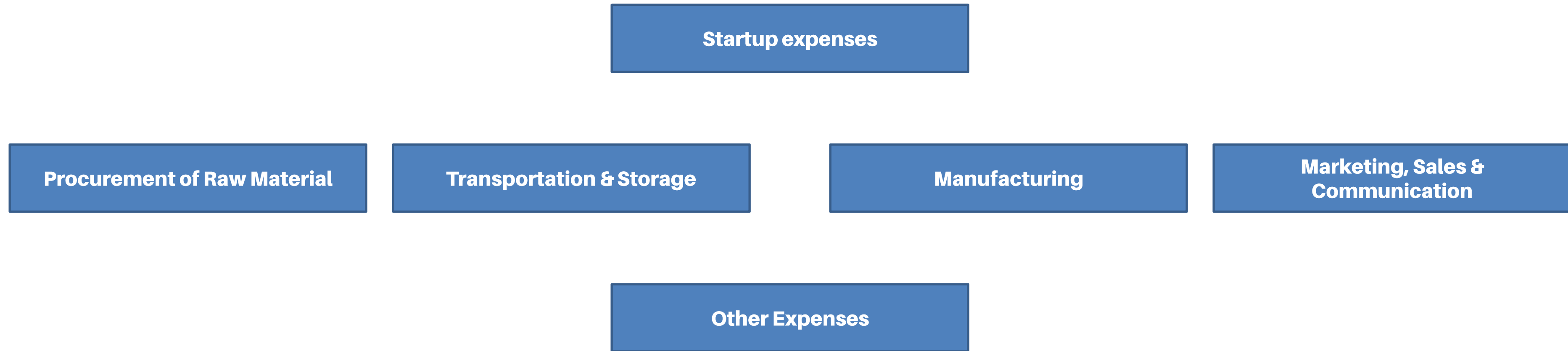
A highly differentiated product offering rather than a commodity aimed at the up-market on two levels: B2C & B2B



# Total Market addressed and Customer Segments



# Cost Structure & Revenue Model



**Markup  
Model:**

**20% to 30%** Profit Margin on B2C sales to direct customers

**30%** Profit Margin on B2B Sales





## STAGE OF DEVELOPMENT - NEEDS -

**2 YEARS** of real market tractions: paying customers

**5** B2B Restaurants retained

**15 Products** available online and in-stores

**Funded by:**  
**Grants**  
**Donations**  
**Equity-free Prizes**



**700,000 MAD** is needed to scale-up the production  
and launch new products

**Start-up a new Agroprocessing Unit in Ben Guerir**  
**Obtain necessary Food Certification**  
**Hire 2 Engineers and 5 Sales staff**





## Our vision

**At Amendy, we strive to make nutrition better through sustainable agriculture. Our vision is to be the reference company for health and well-being food products in the MENA region.**





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