

# Application: ExID-25S-2646117637

Yassine Dhioui - dhioui.yassin@gmail.com  
(MOROCCO APPLICANTS) Explorer Innovation Fund

## Summary

**ID:** ExID-25S-2646117637

**Last submitted:** Aug 31 2025 21:28 (+01)

**Labels:** Pending Approved New Application, S25 Invited to MFB, F25 Don't Invite to FFB, F25 Full FB

## Eligibility Criteria

Completed - Feb 15 2025

## Eligibility Criteria Form

- Eligibility Organizations: UM6P, GEP, MASCIR, 1337, YouCode, Hassan II, Al Akhawayn, Mohammad V, Cadi Ayyad, Paset and Technopark students (undergraduate, masters and PhDs) postdocs and researchers
- Eligible members (see Eligibility Organizations above) and their teams that have a startup idea that they are already working on or want to start working on are eligible to apply.
  - All business models are welcome, including non-profit, social ventures, commercialization of eligible organizations (see Eligibility Organizations above) research and projects.
  - This does not include internships, charities, or research that you are not actively trying to commercialize or bring to market.
- Teams can have members from any eligible department or organization (see Eligibility Organizations above), as well as members from outside the Eligibility Organizations. However:
- A team **must have at least one full-time** member from an eligible organization (see Eligibility Organizations above) in **a leadership role (if company is registered, then eligible member has to be one of the registrants)**.
- Upon graduation or terminating affiliation with any of the eligibility organizations (see Eligibility Organizations above), a team is no longer eligible to continue within Explorer.
  - Recruiting an eligible member to the team for the sole purpose of continuing the participation in Explorer will not be accepted as an eligibility criteria. Such addition to the team must happen at least  $\frac{1}{2}$  a cohort in advance. Please consult with the Explorer staff early about any clarifications required.
- Team members can be added/deleted anytime during the cohort (through Explorer portal).
- Team absolutely must be committed to their Business and Completing/Revising LBMC, Customer Segments, Customer Discovery, Early Adopters
- Teams must disclose prior or other sources of funding. This will not exclude you from being in the Explorer program in any way unless your venture has raised more than 500.000. Dhs in equity funding.

The Reviewer Panel and Funding Board reserve the right to disqualify any entry that in its judgment violates the letter or the spirit of the guidelines, processes and rules of the Venture Explorer Innovation Fund Program.

**Responses Selected:**

Yes, I agree with the above terms

## Add Team Members

Completed - Feb 17 2025

### Add Team Members Form

This is to certify that all team members have been added and have filled out their biographical information.

**1. All team members have been added as collaborators on this application (see "Add collaborator" button on this application's main page).**

Click on "Back to application" to see add collaborators button

**Responses Selected:**

Yes

**\*\*\*\*Each team member should have their own SurveyMonkey account \*\*\*\***

**2. All team members are committed to logging into their own Explorer SurveyMonkey account (not the account of the person submitting the application), and filling out their profile. This is a very important commitment. Please make sure all team members are going to do this step.**

**Responses Selected:**

Yes

## Explorer Innovation Fund Application

# Explorer Innovation Fund Application Form

Please fill out all required before submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

**NOTE:** Due to UM6P policies, Explorer no longer accepts eligibility from staff (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact [explorer@um6pventures.com](mailto:explorer@um6pventures.com) with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

## Category Selection

### 1. Please select which fund you are applying for:

Explorer Innovation Fund Between 0 - 50.000 Dhs

## Terms and Conditions

### 1. Terms and Conditions

#### 1.1 Program Timeline

Applications deadline: September 1st, 2025

Cohort active: October 2025 - February 2026

#### **Responses Selected:**

I agree to the program timeline

## 1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will ensure that my team will also abide by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

**Click Here to see Explorer Participation Guidelines**

**Responses Selected:**

Yes

## Project/Company Information

### 2. Project/Company/Team Information

#### 2.1 Company/Project/Team Name

Nex Mobility Lab

#### 2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

(No response)

#### 2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

## 2.4 Provide a URL to your project/company website if you have one

(No response)

## 2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

[NexMobility-Logo.png](#)

**Filename:** NexMobility-Logo.png **Size:** 11.4 kB

## 2.6 Select up to three keywords that apply to your business venture.

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.

if you can't drag the numbers, then make sure you are using a laptop or contact [explorer@um6pventures.com](mailto:explorer@um6pventures.com) for help

1	Mobile
2	Transportation
3	Artificial Intelligence

**Please confirm that you have made ALL three area selections above.**

**Responses Selected:**

I have made all three selections

## 2.7 Proposed business model

B2B2C (Business to Business to Consumer)

## 2.8 Target Market

### Responses Selected:

Morocco

Africa

Europe

Asia

## 2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

No

## Proposal Details

## 3. Proposal Details

**Well thought out and written descriptions, in English, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application. Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.**

## 3.1 Problem/Need Addressed by Technology

(150 word maximum)

The car rental industry faces major inefficiencies globally, including fragmented agency networks, inconsistent pricing, limited accessibility, and outdated booking systems. Customers struggle with unreliable options, hidden fees, and lack of transparency, while rental agencies lack a streamlined, digital-first approach to maximize fleet utilization and revenue. The industry's digital transformation remains slow, leaving both businesses and individual renters underserved.

## 3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

Nex Mobility is a centralized digital platform that revolutionizes the car rental experience by seamlessly connecting renters with rental agencies. Unlike traditional systems, Nex Mobility offers a fully automated, AI-powered solution that optimizes fleet management, dynamic pricing, and real-time availability. Users can effortlessly book, compare, and manage rentals through a frictionless mobile and web experience, eliminating paperwork and inefficiencies. Agencies benefit from enhanced visibility, digital booking tools, and advanced analytics, increasing profitability and operational efficiency. Designed to be globally adaptable, Nex Mobility serves both casual renters and businesses needing fleet solutions, subscription models, or corporate rentals. By prioritizing transparency, affordability, and accessibility, Nex Mobility creates a seamless, scalable solution that meets the evolving demands of the global car rental sector.

### 3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

Virtuo, while premium and app-based, operates on a similar model of owning and leasing vehicles, limiting scalability and variety.

Turo and Getaround focus on peer-to-peer car rentals but lack adaptability for both individual users and agencies, relying on user-owned fleets.

[Discovercar.com](#) and [Carjet.com](#) (Price comparison websites) known for hidden fees, poor customer support, and reported scams, which negatively impact the customer experience.

### 3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Our team combines technical expertise, business strategy, and marketing innovation to drive Nex Mobility's success:

Ilias EL ABBASSI (Tech Lead & Full Stack Developer) – A skilled software engineer specializing in scalable platforms, ensuring a seamless and efficient digital experience.

Oussama AISSOUNI (Automation & Full Stack Developer) – Well-experienced in automation, full stack development, security, and mobile technologies, ensuring Nex Mobility's platform performance, innovation, and security.

Yassine DHIOUI (Business & Operations Lead) – Business orientation, operations, and sales strategy, with expertise in digital marketing, user acquisition, and brand strategy. He drives Nex Mobility's market positioning and efficient business operations while leading efforts to expand the company's global reach and enhance customer engagement.

Khalil LOUSSADA - Car rental and transportation industry specialist

### 3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

Participation in Explorer Innovation Fund will accelerate Nex Mobility's growth by providing mentorship, funding, and strategic guidance. We aim to refine and improve our platform's scalability, and expand our market reach beyond Morocco. The program's network of MIT and global experts will help us optimize our business model and enhance our market penetration strategy.

Explorer's financial support will contribute to product development and operational expansion.

### 3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

No

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### 3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

Due to COVID-19 restrictions, we follow all UM6P policies.

No

### One Page Pitch

## 4. One Page Pitch

## 4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

### **Responses Selected:**

I give permission for the information below and the personal information (Name, Email address, Phone number) to be shared publicly

## 4.2 Value Proposition

Limit your response to 20 words

We facilitate car usership through a smart, adaptable platform connecting people and car rental companies anywhere in the world.

## 4.3 Problem Addressed

Limit your response to 50 words

Never-ending queues, radical transparency, endless paperwork, and not receiving the car you booked ruin the booking experience. For agencies, low customer retention and inefficient fleet management result in operational inefficiencies.

## 4.4 Proposed Solution

Limit your response to 50 words

Our solution connects renters and car rental agencies through a dynamic web platform and mobile app designed for convenience, scalability, and global expansion to facilitate car usership.

## Funding Details

## 5. Funding Details

## 5.1.a Have you received Explorer funds for this venture idea in the past?

No

## 5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is (20000 - 8000) + 15000 = 27000 Dhs. This amount should be in your budget that you will fill out.

50000

## 5.3 Potential Cumulative Explorer Funding

50000.0 Dhs

## 5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500,000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

No

## 5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source
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### Explorer Team Budget Plan

Completed - Feb 20 2025

### Explorer Team Budget Plan Form

## Explorer Team Budget Plan

Team ID: ExID-25S-2646117637

Team Name: Nex Mobility Lab Nex Mobility Lab

**1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required to fill out a budget).**

#### Responses Selected:

I want to submit a budget

### 2. Software

	Short Description	Amount (Dhs)	Click to add item
1			✖

**Software Total: 0.0**

### 3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

**Hardware Total: 0.0**

### 4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1	UI/UX Design improvements based on early users feedbacks and market research	2000	✓
2	Frontend & Backend Adjustments: Bug fixes, API integration and feature refinement	2000	✓
3	Server & Maintenance Costs: Hosting, domain renewals and minor DevOps needs	4000	✓
4		0	✖

**Web/App Development Total: 8000.0**

### 5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	Filmmaking (editing, actor fees, gear rental) - 2 to 3 days sessions	8000	✓
2		0	✖

## Materials and Services Total: 8000.0

### 6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1	Digital advertisement (Facebook, Instagram, Google): Campaign setup, A/B testing, and search engine optimization SEO	28000	✓
2		0	✗

Advertising and Marketing Total: 28000.0

### 7. Travel

	Short Description	Amount (Dhs)	Click to add item
1	Prospection trips across Morocco (covering transportation and meals) — a total of 15 non-consecutive days, with Yassine and Khalil actively participating in this mission.	6000	✓
2		0	✗

Travel Total: 6000.0

## 8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (Dhs)	Click to add item
1		0	

**Other Expenses Total: 0.0**

**Project Total: 50000.0**

In section 5.2 of your application form, you said your funding request was: 50000 (continuing team) or 50000 (new team) - as a reminder, this number must match the Project Total above. By selecting **Mark as Complete**, you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

**S25 Group Review Stage (Final Reviews) for: Irene Grzybowski**

Completed - Jul 31 2025  
Score: 50% (27/54)

**S25 Final Mentor Review Form**

Mentor Review Form

**Mentor Review Form**

**1. Your name:**

Irene Grzybowski

**2. Your email:**

[irenegrzybowski@gmail.com](mailto:irenegrzybowski@gmail.com)

**3. Team Name:**

Nex Mobility Lab

**4. List the team members who attended mentorship sessions.**

Team Members are: Yassine Dhioui ,

Yassine

**5.0 How many times have you met with this team this cohort?**

4

**5.1 Has the team shared with you/presented/achieved these mile stones:**

The above is applicable to both Group and 1on1 format and the Session # (i.e. when they shared this) is of course up to you, so this has not to be done in order. The purpose is for us to be able to make sure we place the teams in the correct mentoring format the next cohort.

**Responses Selected:**

Session 1 deliverable - Problem, Solution and Customer Segments in LBMC ?

Session 2 deliverable - At least 2 major business assumptions ?

Session 3 deliverable - Conducted customer interviews ?

Session 4 deliverable - Business Pitch ?

**6.0 Were you able to collectively agree on goals and/or milestones during the sessions?**

Somewhat

**7.0 What level of progress would you say this team has achieved in terms of understanding their target market?**

Some progress

**8.0 How coachable is this team?**

Highly coachable

**9.0 How committed to the project is this team?**

Mostly committed

**10.0 Did this team identify an initial target market, customer type or early adopter?**

Yes

**10.1 Did this team pivot?**

No

**10.2 Did the team conduct customer interviews (not online surveys)?**

Small number

**10.3 What stage is the team currently at in their product development? (pick the most advanced choice)**

MVP

**10.4 If any team members apply for a summer stipend, would you recommend they receive it?**

Yes

**11. If they request more funding would you support their request?**

Yes

**12. Did your team share with you their plans for next cohort , in particular their request for additional funding from Explorer including a high-level project/budget plan?**

No

**13. Did the team present a 5-minute pitch to you?**

(If **no**, please elaborate under question 16 why AND make sure you answer No to question 12)

Yes

**14. If you support their application for additional funding, do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?**

Other: I would support them for additional funding and with a bit of work they should be encouraged to pitch at Mock Funding

**15. Would you like to continue mentoring this team through the next cohort?**

We would like to keep as many teams working with their current mentors as possible throughout the calendar year.

Yes

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**16. Please elaborate on your answer above and provide general feedback to help us understand the progress this team has made this cohort.**

Team is very committed and has made extensive outreach securing a collaboration with a national association but if I understood correctly was yet to start a pilot.. The team was encouraged to start with a pilot with the support of the association and to begin to identify the critical elements of its mvp. Team is enthusiastic and coachable.

---

**17. Please provide feedback that we can share with the teams (This can be duplicate from the previous question).**

Excellent work in moving forward your project, securing collaboration with the association and working to understand the the critical elements of an mvp. Thank you also for sharing the pitch. I look forward to hearing about your progress, your enthusiasm and commitment is definitely recognized.

## **S25 Group Review Stage (Final Reviews) for: Mohamed Zaz**

Completed - Aug 7 2025  
Score: 44% (24/54)

## **S25 Final Mentor Review Form**

Mentor Review Form

### **Mentor Review Form**

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**1. Your name:**

Mohamed Zaz

**2. Your email:**

[mohamed.zaz@prodigia.ma](mailto:mohamed.zaz@prodigia.ma)

**3. Team Name:**

Nex Mobility Lab

**4. List the team members who attended mentorship sessions.**

Team Members are: Yassine Dhioui ,

Yassine Dhioui , oussama aissouni, Ilias EL ABBASSI

**5.0 How many times have you met with this team this cohort?**

4

**5.1 Has the team shared with you/presented/achieved these mile stones:**

The above is applicable to both Group and 1on1 format and the Session # (i.e. when they shared this) is of course up to you, so this has not to be done in order. The purpose is for us to be able to make sure we place the teams in the correct mentoring format the next cohort.

**Responses Selected:**

Session 1 deliverable - Problem, Solution and Customer Segments in LBMC ?

Session 2 deliverable - At least 2 major business assumptions ?

Session 3 deliverable - Conducted customer interviews ?

Session 4 deliverable - Business Pitch ?

**6.0 Were you able to collectively agree on goals and/or milestones during the sessions?**

Somewhat

**7.0 What level of progress would you say this team has achieved in terms of understanding their target market?**

Some progress

**8.0 How coachable is this team?**

Highly coachable

**9.0 How committed to the project is this team?**

Mostly committed

**10.0 Did this team identify an initial target market, customer type or early adopter?**

Yes

**10.1 Did this team pivot?**

No

**10.2 Did the team conduct customer interviews (not online surveys)?**

Small number

**10.3 What stage is the team currently at in their product development? (pick the most advanced choice)**

MVP

**10.4 If any team members apply for a summer stipend, would you recommend they receive it?**

Yes

**11. If they request more funding would you support their request?**

Yes

**12. Did your team share with you their plans for next cohort , in particular their request for additional funding from Explorer including a high-level project/budget plan?**

Yes

**13. Did the team present a 5-minute pitch to you?**

(If **no**, please elaborate under question 16 why AND make sure you answer No to question 12)

Yes

**14. If you support their application for additional funding, do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?**

Yes

**15. Would you like to continue mentoring this team through the next cohort?**

We would like to keep as many teams working with their current mentors as possible throughout the calendar year.

Yes

---

**16. Please elaborate on your answer above and provide general feedback to help us understand the progress this team has made this cohort.**

Yassine has been deeply committed to understanding his market and exploring business opportunities. In connection with a major professional association, he appears to have found a promising path to effectively test his solution.

---

**17. Please provide feedback that we can share with the teams (This can be duplicate from the previous question).**

Well done for your commitment and determination. Keep going with that go-getter mindset!

## **Explorer Self-Assessment and Continuation Plan**

Completed - Aug 31 2025

**If this is your first cohort, see instructions [HERE](#).**

**If this is NOT your first cohort, see instructions [HERE](#).**

## **Explorer Continuation Application and Self-Assessment Form**

Please fill out all required fields before submitting your self-assessment.

### Self-Assessment

# Team Information

Team ID: ExID-25S-2646117637

Team Name: Nex Mobility Lab

Team Members: Yassine Dhioui

Team Members Emails: dhioui.yassin@gmail.com

## General Explorer Participation

Please answer these on behalf of your entire team.

**1. Did you change team members during the cohort (added or deleted team members)?**

Yes

**2. How often has your team met with your mentor(s)?**

3

**3. If you have not met with your mentors(s), please explain why?**

N/A

#### 4. Has your team found your Explorer mentor(s) to be beneficial?

Somewhat

#### 5. What is the one thing (ONLY ONE please) you found most helpful about your mentor(s)?

They consistently provided insightful answers to our critical questions.

#### 6. What is the one thing (ONLY ONE please) that you would like to change about your mentor(s)?

Improving their response time would significantly impact our decision-making process, as delays can affect our project timelines.

#### 7. How many unique workshops/webinars/pitch-a-thons offered by Explorer did your team attend (if two or more attended the same one, count it as 1)?

5 - 7

#### 8. Did your team find the Explorer workshops/Webinars helpful?

Yes

## 9. Did you use the Explorer Expert office hours and if so, did you find them helpful?

Yes, we found them very helpful

# Team Progress

**Please tell us about your progress and achievements.**

**These questions are merely key milestones in the commercialization activities and our objective is to understand where you are in that process.**

**Entrepreneurship is not linear and every idea/company needs to focus on what is most important/critical with regards to the technology and market development.**

## 10. Did you have a major pivot?

Yes

## 11. Please describe the nature of the pivot in 500 characters or less.

Pivoted to deepen our B2B2C model via an exclusive partnership with FALAM. This shifts focus to comprehensively digitalize existing local car rental agencies with our AI-driven SaaS, ensuring vast fleet access and seamless user experience for customers.

## 12. What would you say is your team's major challenge?

Development Costs

## 13. Is your current value proposition still valid?

We facilitate car usership through a smart, adaptable platform connecting people and car rental companies anywhere in the world.

Yes

## 14. How many times did you revise your Lean Business Model Canvas AND share those revisions with your mentor(s)?

1

## 15. How much primary market research have you completed?

A great deal

## 16. Do you have well defined customer segments?

Yes

## 17. Have you identified an initial target market or customer type?

Yes

## 18. Have you identified an early adopter?

Yes, and they have committed to try our solution (e.g. pilot customer or letter of intent)

## 19. Do you have an estimate of the size of your initial market?

5,040,000,000

## 20. Do you have an estimate of the total addressable market for your product/solution?

1,260,000,000

## 21. How many prospective customers has your team interviewed by phone or in person?

Over 50

## 22. Have you run online or written customer surveys and/or focus groups and if so how many responses have you received?

101-999

## 23. Do you have a working prototype (e.g. MVP)?

Yes

## 24. Do you have paying users/customers?

Yes

## 25. Is your idea patentable?

Yes, and we have not filed yet

## 26. What core skills does your team still need to develop the technology?

We are currently recruiting

## 27. Are there any other achievements you would like to share (e.g. revenue, partnerships, licensing deals, etc.)?

Exclusive Strategic Partnership with FALAM (LOI signed)

Official and exclusive technology partner: Access to 3,500+ agencies 60,000+ vehicles

GITEX Africa

\$60,000+ GMV for 1 agency

Cohort 3 Flat6Labs

## 27.1 In the past cohort (or any previous cohorts) have you put in a request to Explorer to spend some or all of you allocated funding (regardless if it was allowed or not)?

No. Please elaborate on why you chose not to use your funding this cohort (e.g. startup too early? Mentors advised you to wait? Didn't have time? Pivoted?): We chose not to use our funding this cohort because the amount allocated was not sufficient to cover the most critical needs of our current stage, particularly production and customer discovery/marketing. Our product relies heavily on cloud infrastructure (AWS), which requires a robust budget of at least 50,000 MAD to ensure stable deployment,

## 28. Do you have a pitch deck? (if so, please include a link to it here)

<https://drive.google.com/file/d/1RXz2gN6KU7VW7qaYnVDzSiW552hBdJ7i/view?usp=sharing>

## 29. Do you have a website? (if so, please include a link to it here)

No

# Next Cohort Plans

Please tell us about your plans for the next cohort.

## 30. What are your plans for Explorer in the next cohort?

Reapply for next Cohort and continue with a request for additional funding

# 31. Will your team meet the eligibility criteria (i.e. at least one member of the team has to be a full-time student, researcher or post-doc at UM6P, GEP, MASciR, 1337, YouCode, Cadi Ayyad, Hassan II, Mohammed V, PASET, Al Akhawayn or Technopark)?

**NOTE:** Due to UM6P policies, Explorer [no longer accepts eligibility from staff](#) (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact [explorer@um6pventures.com](mailto:explorer@um6pventures.com) with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Ilias ElAabbassi, Oussama Aissouni

## Continuation Explorer Innovation Fund Application

Completed - Aug 31 2025

# Explorer Innovation Fund Application Form

Please fill out all required before submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

**NOTE:** Due to UM6P policies, Explorer [no longer accepts eligibility from staff](#) (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact [explorer@um6pventures.com](mailto:explorer@um6pventures.com) with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

## Category Selection

### 1. Please select which fund you are applying for:

Explorer Innovation Fund Between 50.000 - 250.000 Dhs

## Terms and Conditions

# 1. Terms and Conditions

## 1.1 Program Timeline

Applications deadline: September 1st, 2025

Cohort active: October 2025 - February 2026

### **Responses Selected:**

I agree to the program timeline

## 1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will ensure that my team will also abide by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

**Click Here to see Explorer Participation Guidelines**

### **Responses Selected:**

Yes

## Project/Company Information

# 2. Project/Company/Team Information

## 2.1 Company/Project/Team Name

Nex Mobility Lab

## 2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

(No response)

## 2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

7

## 2.4 Provide a URL to your project/company website if you have one

<https://www.nexcarhire.com>

## 2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

[Copie de Nex MarketPlace - Icon Logo.png](#)

**Filename:** Copie de Nex MarketPlace - Icon Logo.png **Size:** 11.5 kB

## 2.6 Select up to three keywords that apply to your business venture.

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.

If you can't drag the numbers, then make sure you are using a laptop or contact [explorer@um6pventures.com](mailto:explorer@um6pventures.com) for help

1	Information Technology
2	Artificial Intelligence
3	Transportation

Please confirm that you have made ALL three area selections above.

### **Responses Selected:**

I have made all three selections

## 2.7 Proposed business model

B2B2C (Business to Business to Consumer)

## 2.8 Target Market

### **Responses Selected:**

Morocco

Africa

Europe

Asia

## 2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

No

### Proposal Details

## 3. Proposal Details

Well thought out and written descriptions, in English, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application. Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.

### **3.1 Problem/Need Addressed by Technology**

(150 word maximum)

Small and medium-sized car rental agencies in Morocco suffer from low online visibility and inefficient manual operations, leading to missed sales and revenue loss. For customers, the experience is cumbersome due to lack of transparency, outdated booking processes, and unreliable service. Nex Mobility Lab addresses this by digitalizing and streamlining the entire car rental ecosystem, connecting modern demand with underserved local supply, and fostering fair market participation.

## 3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

Nex Mobility Lab offers a B2B2C digital platform. For agencies (B2B), our AI-powered SaaS dashboard enables smart fleet management, dynamic pricing, and full operational digitalization, including secure KYC and 360° vehicle inspection tools as back-office solution. For travelers (B2C), our intuitive mobile/web app provides a seamless experience to find, book, and pay for cars from trusted agencies. Our internal dispatching system, partly AI-assisted, ensures smooth fulfillment of reservations.

## 3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

Our competition includes traditional global online aggregators (e.g., Kayak, [Rentcars.com](#)) which often neglect local SMEs, and primarily offer price comparison without providing operational value or true digitalization tools to agencies. While peer-to-peer platforms (e.g., Getaround) exist, they are not optimized for professional agency fleets. Nex Mobility Lab differentiates by offering a comprehensive B2B SaaS solution to empower local agencies, combined with a superior B2C digital experience, leveraging our unique market access.

### 3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Our core team comprises Yassine Dhioui (CEO & Product Manager), leading vision and strategy; Mohsine Ouchatti Zeggoud our consultant and expert in cloud infrastructure and AI, driving our technology stack plus Ilias El Aabbassi (CTO) a full stack dev from 1337; and a COO with over 20+ years of experience, ensuring operational excellence and agency integration. This leadership is complemented by a strong technical team (Tech Project Manager, Data & AI Engineers, Frontend/Backend Engineers) and a UI/UX Designer. Our combined strengths lie in deep industry knowledge, technological expertise, and operational execution, supported by invaluable external advisors and mentors from Explorer's office hours and from Flat6Lab 4th cohort we joined this year.

### 3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

We aim to accelerate our product development and refine our AI functionalities, ensuring market-leading solutions. Explorer funds will specifically bolster our AWS infrastructure, which is crucial for our production environment. We seek mentorship to enhance our go-to-market strategy, particularly for market penetration and B2B SaaS adoption. Our goal is to gain critical operational and strategic insights, solidify our business model, and optimize our investor readiness for future fundraising rounds, ultimately achieving sustained profitability and growth.

### 3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

No

---

### 3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

Due to COVID-19 restrictions, we follow all UM6P policies.

No

## 3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

We are actively augmenting our team with key strategic hires to support our rapid growth. We have successfully onboarded a highly experienced Interim CTO from NTT DATA to elevate our development capabilities and strengthen our backend infrastructure. Additionally, we have recruited a dedicated Project Manager (female) whose role is crucial in streamlining and accelerating the integration process for new agencies within the extensive FALAM network. We continue to seek top-tier talent, particularly in senior engineering roles, to further solidify our technical roadmap.

## 3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

We monetize via a scalable, multi-revenue model: 5-7% commissions on successful car rentals booked via our platform, SaaS subscriptions for agencies accessing advanced features, and advertising revenue from insurance companies, car dealers, and other car rental businesses. Our primary path to market is an exclusive partnership with FALAM, the Moroccan Federation of Car Rental Associations. This provides direct access to 3,500+ agencies and 60,000+ vehicles for rapid B2B adoption. Over the next 3-6 months, we'll engage customers through targeted digital marketing for app downloads and direct onboarding programs with FALAM agencies.

### 3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

Our project has demonstrated significant progress: We've secured an exclusive LOI with FALAM, granting us access to over 3,500 agencies and 60,000+ vehicles. We've successfully validated our product at GITEX Africa, leading to this pivotal partnership. Our pilot phase enabled two key agencies to generate over \$70,000 USD in GMV, proving operational viability. We've built a strong technical team, including an Interim Consultant from NTT DATA and a Project Manager. This solid track record positions us for rapid scale.

### 3.11 Please upload your business pitch here (slides only in PDF format). If you are asking for over 25.000 Dhs of funding, this is a mandatory field for consideration. It is optional otherwise.

(if you do not have a business pitch, you should not be applying for over 25,000 Dhs. Remember you can apply for no funding in your first cohort and work with your mentors on your business pitch)

[Nex\\_Mobility\\_Lab\\_Pirch\\_29082025.pdf](#)

**Filename:** Nex\_Mobility\_Lab\_Pirch\_29082025.pdf **Size:** 7.9 MB

[One Page Pitch](#)

## 4. One Page Pitch

## 4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

### Responses Selected:

I give permission for the information below and the personal information (Name, Email address, Phone number) to be shared publicly

## 4.2 Value Proposition

Limit your response to 20 words

We empower local car rental agencies with AI, transforming their operations and providing a seamless, smart, and transparent booking experience for customers

## 4.3 Problem Addressed

Limit your response to 50 words

Local car rental agencies suffer low visibility and inefficient operations. Customers face complex, untransparent booking processes. This leads to missed sales for businesses and frustrating experiences for travelers in a growing market.

## 4.4 Proposed Solution

Limit your response to 50 words

AI-driven B2B SaaS digitizes agency operations. Our B2C app offers seamless booking, 360° inspection, and secure payments.

## Funding Details

## 5. Funding Details

## 5.1.a Have you received Explorer funds for this venture idea in the past?

Yes

---

### Total Amount (in Dhs).

This is the total amount you have been awarded so far for this project by Explorer in all previous cohorts regardless if you have spent any of it or not.

10000

---

## 5.1.b How much did you spend already?

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

**This amount is the total that you have already spent or has already been approved for spending by Explorer.**

**For example, if you have already spent 5000 Dhs and Explorer has approved a purchasing request for 2000 Dhs, then this box should contain 7000 Dhs.**

0

## **5.2 Current Funding Request (This proposal only, must match your budget)**

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is (20000 - 8000) + 15000 = 27000 Dhs. This amount should be in your budget that you will fill out.

50000

## **5.3 Potential Cumulative Explorer Funding**

50000.0 Dhs

### **5.4 Have you received, or are you concurrently applying for additional sources of funding?**

Explorer teams may have up to 500,000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

No

## **5.5 Other Funding**

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source

## **Continuation Explorer Team Budget Plan**

## Explorer Team Budget Plan Form

# Explorer Team Budget Plan

Team ID: ExID-25S-2646117637

Team Name: Nex Mobility Lab Nex Mobility Lab

---

**1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required to fill out a budget).**

**Responses Selected:**

I want to submit a budget

## 2. Software

	Short Description	Amount (Dhs)	Click to add item
1		0	

**Software Total: 0.0**

## 3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1		0	

**Hardware Total: 0.0**

## 4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1		0	✖

**Web/App Development Total: 0.0**

## 5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	Cloud Infrastructure (AWS): S3, Aurora DB, Fargate, CloudFront, Load Balancer, API Gateway, Lambda, SNS, SES, Step Functions   Scalability Adjustment (10,000 clients): +30% buffer for traffic, storage, DB scaling, Lambda invocations   Domain & Hosting (Non-AWS) : DNS, SSL, backup services   Communication Tools: Emails, notifications, integrations (extra)   Team Tools (DevOps, Figma, Notion, etc.): SaaS subscriptions for workflow   A 4 months Expenses	27000	✓
2			✖
4			✖

**Materials and Services Total: 27000.0**

## 6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1	Ads, SEO, Partnerships	20000	✓
2		0	✗

**Advertising and Marketing Total: 20000.0**

## 7. Travel

	Short Description	Amount (Dhs)	Click to add item
1		0	✗

**Travel Total: 0.0**

## 8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (Dhs)	Click to add item
1	Juridical Support, contracts	3000	✓
2		0	✗
4		0	✗

**Other Expenses Total: 3000.0**

**Project Total: 50000.0**

In section 5.2 of your application form, you said your funding request was: 50000 (continuing team) or 50000 (new team) - as a reminder, this number must match the Project Total above. By selecting **Mark as Complete**, you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

## Funding Board Review Stage (New Applications) for: Dillon Muhly-Alexander

Incomplete  
Score:

### Review Task Form

FUNDING BOARD MEMBER (your name): Dillon Muhly-Alexander

email: dillonma@mit.edu

---

Team ID: ExID-25S-2646117637

Team Name: Nex Mobility Lab

Applicant: Yassine Dhioui

Team Members:

**Value Proposition:** We facilitate car usership through a smart, adaptable platform connecting people and car rental companies anywhere in the world.

**Problem Addressed:** Never-ending queues, radical transparency, endless paperwork, and not receiving the car you booked ruin the booking experience. For agencies, low customer retention and inefficient fleet management result in operational inefficiencies.

**Proposed Solution:** AI-driven B2B SaaS digitizes agency operations. Our B2C app offers seamless booking, 360° inspection, and secure payments.

## MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

**REVIEWERS:** Naser Marmash, Othman Benkiran

### AMOUNT JUSTIFICATION FROM REVIEWERS:

- More than half of the total funding ask goes to marketing. I would like the team to start with the prototype of their idea ( they have software experience so the start should be reasonably easy) before spending any money on marketing.
- - ads are unnecessary at this point, partnerships can lead them farther
  - they need to decide between a Turo model or a Booking.com model, or a hybrid (and the legal framework around that)
  - they have industry knowledge in the team
  - they need to prove traction and market readiness before accessing higher amounts of funding.

### REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- 50000
- 50000

### RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

### Invite to Mock Funding Board?

(No response)

**RECOMMENDED FUNDING LEVEL:**

(No response)

---

**Internal Feedback (if any, to EXPLORER Administration):**

**From Initial Review Stage:**

- 

**From Mentor Review Stage:**

- The idea is sound, the team members have the necessary diverse background to start their journey.
- Good idea, need to crack the Moroccan mindset

(No response)

---

#### External Feedback (TO CANDIDATES):

- The same as above
- This type of idea is very relevant to a future of Morocco that is more connected through high-speed trains, so people will want easier ways to have a car once they're at their destination.

You have two types of buyers: Moroccans and internationals. You also have two types of providers: car rental companies and Moroccans.

What is the profile of each? Your company idea particularly requires a persona profile, to crack the mentality of each. And also to be there right when they're deciding whether to rent a car.

Also insurance will be hard.

(No response)

## Funding Board Review Stage (New Applications) for: loubna fatine

Completed - Mar 26 2025

Score: 4% (4/104)

## Review Task Form

FUNDING BOARD MEMBER (your name): loubna fatine

email: fatineloubna@gmail.com

---

Team ID: ExID-25S-2646117637

Team Name: Nex Mobility Lab

Applicant: Yassine Dhioui

Team Members:

Value Proposition: We facilitate car usership through a smart, adaptable platform connecting people and car rental companies anywhere in the world.

**Problem Addressed:** Never-ending queues, radical transparency, endless paperwork, and not receiving the car you booked ruin the booking experience. For agencies, low customer retention and inefficient fleet management result in operational inefficiencies.

**Proposed Solution:** AI-driven B2B SaaS digitizes agency operations. Our B2C app offers seamless booking, 360° inspection, and secure payments.

#### MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

**REVIEWERS:** Naser Marmash, Othman Benkiran

#### AMOUNT JUSTIFICATION FROM REVIEWERS:

- More than half of the total funding ask goes to marketing. I would like the team to start with the prototype of their idea (they have software experience so the start should be reasonably easy) before spending any money on marketing.
- - ads are unnecessary at this point, partnerships can lead them farther
  - they need to decide between a Turo model or a Booking.com model, or a hybrid (and the legal framework around that)
  - they have industry knowledge in the team
  - they need to prove traction and market readiness before accessing higher amounts of funding.

#### REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- 50000
- 50000

#### RECOMMENDED AMOUNT BY REVIEWERS:

5000, 10000

**Invite to Mock Funding Board?**

NO

---

**RECOMMENDED FUNDING LEVEL:**

Partial Amount: 10000

---

**Internal Feedback (if any, to EXPLORER Administration):**

**From Initial Review Stage:**

- 

**From Mentor Review Stage:**

- The idea is sound, the team members have the necessary diverse background to start their journey.
- Good idea, need to crack the Moroccan mindset

The idea is sound, the team members have the necessary diverse background to start their journey.

Good idea, need to crack the Moroccan mindset

#### **External Feedback (TO CANDIDATES):**

- The same as above
- This type of idea is very relevant to a future of Morocco that is more connected through high-speed trains, so people will want easier ways to have a car once they're at their destination.

You have two types of buyers: Moroccans and internationals. You also have two types of providers: car rental companies and Moroccans.

What is the profile of each? Your company idea particularly requires a persona profile, to crack the mentality of each. And also to be there right when they're deciding whether to rent a car.

Also insurance will be hard.

- The idea is sound, the team members have the necessary diverse background to start their journey.
- This type of idea is very relevant to a future of Morocco that is more connected through high-speed trains, so people will want easier ways to have a car once they're at their destination.

You have two types of buyers: Moroccans and internationals. You also have two types of providers: car rental companies and Moroccans.

What is the profile of each? Your company idea particularly requires a persona profile, to crack the mentality of each. And also to be there right when they're deciding whether to rent a car. Also insurance will be hard.

### **Funding Board Review Stage (New Applications) for: Mohamed Ismail Ettabi**

**Incomplete  
Score:**

### **Review Task Form**

**FUNDING BOARD MEMBER (your name): Mohamed Ismail Ettabi**

**email: mohamedismail.ettabi@emines.um6p.ma**

**Team ID:** ExID-25S-2646117637

**Team Name:** Nex Mobility Lab

**Applicant:** Yassine Dhioui

**Team Members:**

**Value Proposition:** We facilitate car usership through a smart, adaptable platform connecting people and car rental companies anywhere in the world.

**Problem Addressed:** Never-ending queues, radical transparency, endless paperwork, and not receiving the car you booked ruin the booking experience. For agencies, low customer retention and inefficient fleet management result in operational inefficiencies.

**Proposed Solution:** **AI-driven B2B SaaS digitizes agency operations. Our B2C app offers seamless booking, 360° inspection, and secure payments.**

## MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

**REVIEWERS:** Naser Marmash, Othman Benkiran

### AMOUNT JUSTIFICATION FROM REVIEWERS:

- More than half of the total funding ask goes to marketing. I would like the team to start with the prototype of their idea ( they have software experience so the start should be reasonably easy) before spending any money on marketing.
- - ads are unnecessary at this point, partnerships can lead them farther
  - they need to decide between a Turo model or a Booking.com model, or a hybrid (and the legal framework around that)
  - they have industry knowledge in the team
  - they need to prove traction and market readiness before accessing higher amounts of funding.

### REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- 50000
- 50000

### RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

### Invite to Mock Funding Board?

(No response)

**RECOMMENDED FUNDING LEVEL:**

(No response)

---

**Internal Feedback (if any, to EXPLORER Administration):**

**From Initial Review Stage:**

- 

**From Mentor Review Stage:**

- The idea is sound, the team members have the necessary diverse background to start their journey.
- Good idea, need to crack the Moroccan mindset

(No response)

---

#### **External Feedback (TO CANDIDATES):**

- The same as above
- This type of idea is very relevant to a future of Morocco that is more connected through high-speed trains, so people will want easier ways to have a car once they're at their destination.

You have two types of buyers: Moroccans and internationals. You also have two types of providers: car rental companies and Moroccans.

What is the profile of each? Your company idea particularly requires a persona profile, to crack the mentality of each. And also to be there right when they're deciding whether to rent a car.

Also insurance will be hard.

(No response)

## **Funding Board Review Stage (New Applications) for: Smriti Bhaya**

**Incomplete  
Score:**

### **Review Task Form**

**FUNDING BOARD MEMBER (your name): Smriti Bhaya**

**email:** smriti\_b@mit.edu

---

**Team ID:** ExID-25S-2646117637

**Team Name:** Nex Mobility Lab

**Applicant:** Yassine Dhioui

**Team Members:**

**Value Proposition:** We facilitate car usership through a smart, adaptable platform connecting people and car rental companies anywhere in the world.

**Problem Addressed:** Never-ending queues, radical transparency, endless paperwork, and not receiving the car you booked ruin the booking experience. For agencies, low customer retention and inefficient fleet management result in operational inefficiencies.

**Proposed Solution:** AI-driven B2B SaaS digitizes agency operations. Our B2C app offers seamless booking, 360° inspection, and secure payments.

#### MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

**REVIEWERS:** Naser Marmash, Othman Benkiran

#### AMOUNT JUSTIFICATION FROM REVIEWERS:

- More than half of the total funding ask goes to marketing. I would like the team to start with the prototype of their idea (they have software experience so the start should be reasonably easy) before spending any money on marketing.
- - ads are unnecessary at this point, partnerships can lead them farther
  - they need to decide between a Turo model or a Booking.com model, or a hybrid (and the legal framework around that)
  - they have industry knowledge in the team
  - they need to prove traction and market readiness before accessing higher amounts of funding.

#### REQUESTED AMOUNT FROM CANDIDATE (as interpreted by Reviewers):

- 50000
- 50000

#### RECOMMENDED AMOUNT BY REVIEWERS:

(No response)

**Invite to Mock Funding Board?**

(No response)

---

**RECOMMENDED FUNDING LEVEL:**

(No response)

---

**Internal Feedback (if any, to EXPLORER Administration):**

**From Initial Review Stage:**

- 

**From Mentor Review Stage:**

- The idea is sound, the team members have the necessary diverse background to start their journey.
- Good idea, need to crack the Moroccan mindset

(No response)

---

#### External Feedback (TO CANDIDATES):

- The same as above
- This type of idea is very relevant to a future of Morocco that is more connected through high-speed trains, so people will want easier ways to have a car once they're at their destination.

You have two types of buyers: Moroccans and internationals. You also have two types of providers: car rental companies and Moroccans.

What is the profile of each? Your company idea particularly requires a persona profile, to crack the mentality of each. And also to be there right when they're deciding whether to rent a car.

Also insurance will be hard.

(No response)

# Nex

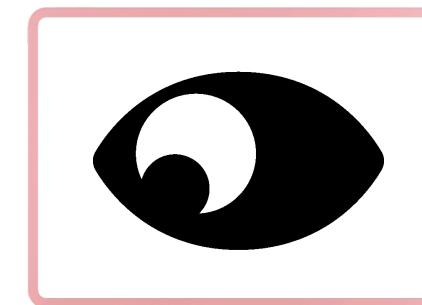
— URBAN MOBILITY —

Redefining Car rentals  
**Seamless, Smart, and AI-Driven.**

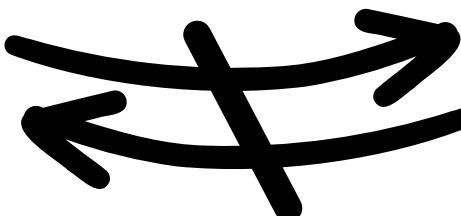
## THE PROBLEM

### What faces the car rental experience ?

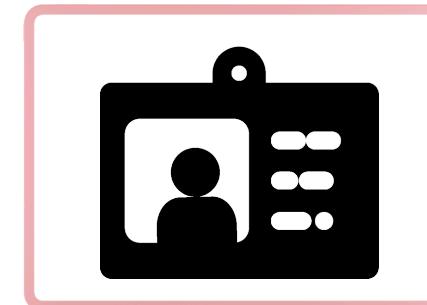
*Small and Medium Car rental agencies suffer from low visibility, leading to **missed sales during peak seasons**. This forces **business closures** or **relocation**, contributing to economic inequality.*



Professionals face **lack of visibility.**



**Lack of Offer** in High Seasons



**No easy** way online exist to rent a car or become a host

Note: All this information based on real testimonials and reviews from car rentals Owners and Renters

## CURRENT SERVICES

# Customers are underserved and wrongly-served



### Aggregators to Travelers

- Price comparison only,
- hidden fees,
- poor customer support,
- scams reported.
- Focuses on big brands,
- ignores smaller options.



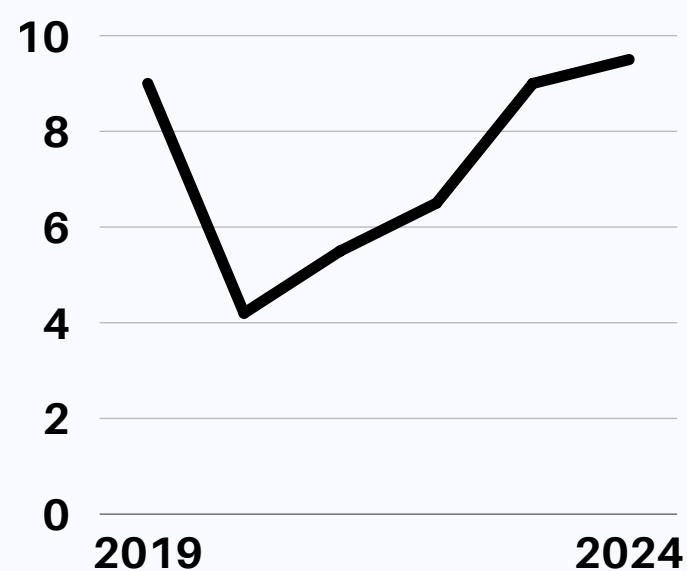
# Powering the economy

## USERS



### +9,5 Million User

Number of USERS expected to reach 14.37M by 2029 in Morocco



### ✓ AFRICA

82.80M users in 2024, expected to reach 125.3M by 2029.

### ✓ Sales channel in Africa:

50% of total revenue generated through online sales, expected to reach 58% by 2029.

### ✓ Tourism in Morocco

In 2024, the country welcomed 17.4 million tourists, surpassing previous records and exceeding its 2026 strategic targets two years early.

### ✓ Preparing for the upcoming events

- 2025 AFRICA CUP OF NATIONS
- 2030 WORLD CUP
- And more ....

## OUR SOLUTION

**Find the suitable car from local agencies with just a few taps.**  
*Browse, book, and drive - it's that simple.*

### CAR RENTAL AGENCIES

#### Comprehensive Agency Dashboard

Manage bookings, documents, and fleet effortlessly with an all-in-one control panel.

#### AI-Powered Pricing Optimization

Maximize profitability with machine learning that adjusts prices based on demand, seasonality, and agency-specific trends.

#### Integrated CRM & Customer Engagement

Boost retention with automated follow-ups, personalized offers, and feedback-driven service improvements.

#### Fleet Optimization & Analytics

Gain real-time insights to track, manage, and predict vehicle availability, ensuring higher utilization rates.

#### Marketplace Exposure & Marketing on Us

Get discovered by a wider audience while we handle the marketing and customer acquisition for you.

### TRAVLERS

#### Unparalleled Choices

Browse a diverse range of vehicles from trusted hosts.

#### AI-Powered Personalization

Get tailored vehicle recommendations and pricing based on your preferences.

#### Experience freedom

Enjoy a hassle-free experience with secure transactions and comprehensive coverage options.

#### AI-Powered Assistance

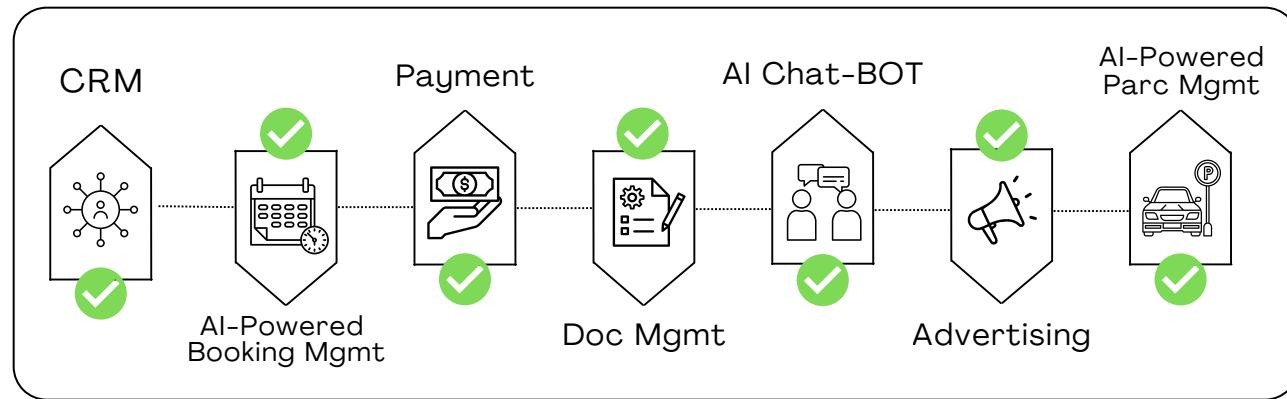
24/7 multilingual interactive AI Chatbot ensures a smooth journey from start to finish.

#### Trust & Transparency

Clear terms, secure transactions, and a commitment to customer-first service.

# VALUE PROPOSITION

## Car Rental agency Dashboard - AI-Powered



The diagram illustrates the integrated components of the AI-Powered Car Rental agency Dashboard:

- CRM**: Manages customer data and interactions.
- AI-Powered Booking Mgmt**: Manages bookings using AI.
- Payment**: Handles payment processing.
- Doc Mgmt**: Manages documents and compliance.
- AI Chat-BOT**: Provides AI-powered customer support.
- Advertising**: Manages advertising campaigns.
- AI-Powered Parc Mgmt**: Manages the fleet of vehicles.

**Nex URBAN MOBILITY** Dashboard (January 23, 2025):

- Dashboard**: Pending reservation: 50, KYC pending: 400, Payment failed: 20, Open disputes: 10.
- Booking**: Income: \$1000.00 (down 2.5%), Expenses: \$500.00 (up 4.5%).
- Calendar**: Car Availability: Car number: [ ] Date: July 20, 2025 Time: 10 AM, Check.
- Unit**: Car Status table:

Booking ID	Client name	Car Model	Plan	Status	Earning
BK-2025-001	Sarah Johnson	Toyota Corolla	1 day	Completed	200 MAD
BK-2025-002	Maria Gonzalez	Hyundai Tucson	7 day	Completed	2000 MAD
BK-2025-003	Ali Benhaddou	Toyota Corolla	1 day	Pending	0 MAD
BK-2025-004	Sarah Johnson	Toyota Corolla	1 day	Pending	0 MAD
BK-2025-005	Sarah Johnson	Toyota Corolla	1 day	In route	200 MAD
BK-2025-006	Sarah Johnson	Toyota Corolla	1 day	In route	200 MAD
BK-2025-007	Sarah Johnson	Toyota Corolla	1 day	In route	200 MAD

- Client**: Notifications: [ ]
- Reports**: Hire vs Cancel: Total Hired: 55% (up), Total Canceled: 20% (up), Total Pending: 25% (down).
- Notifications**: [ ]
- Settings**: [ ]

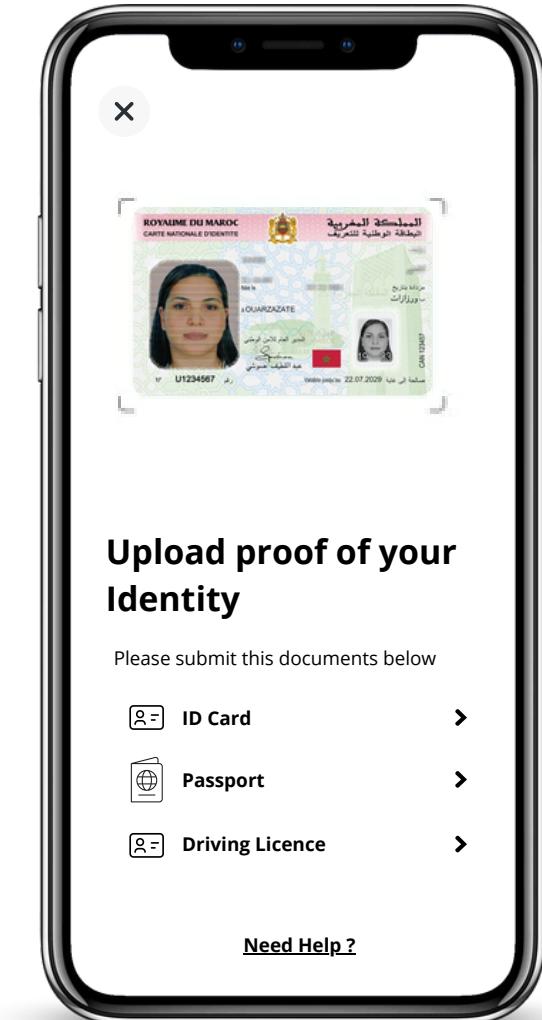
Samir Rahimi

**Nex** URBAN MOBILITY

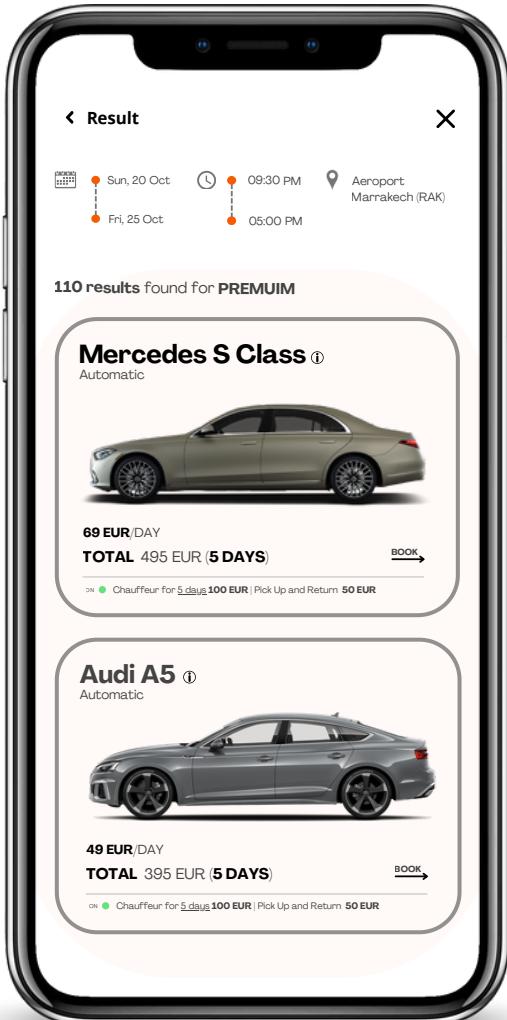
# VALUE PROPOSITION

**A next-gen car rental experience — smart, seamless, and always evolving to match your lifestyle.**

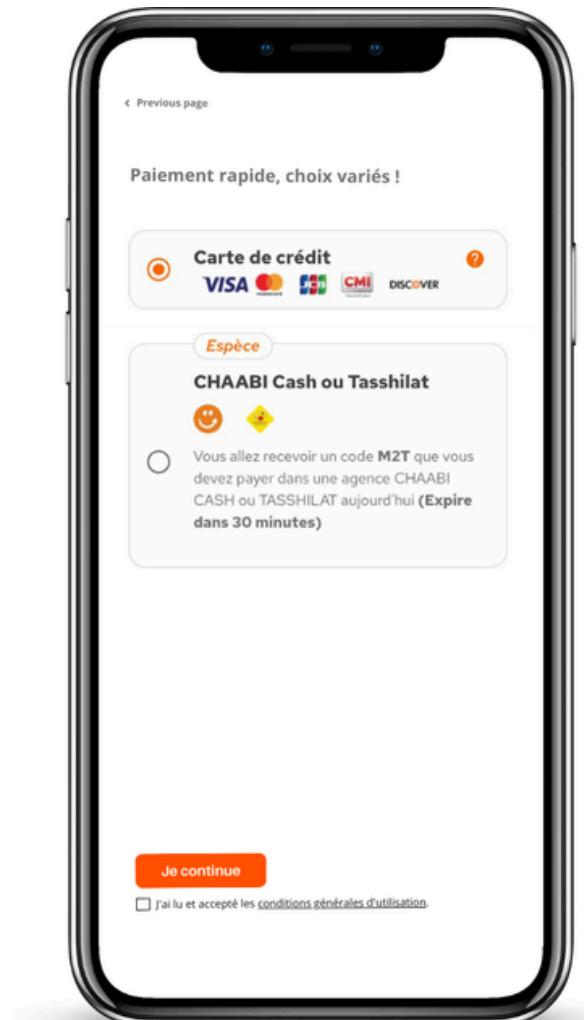
Register



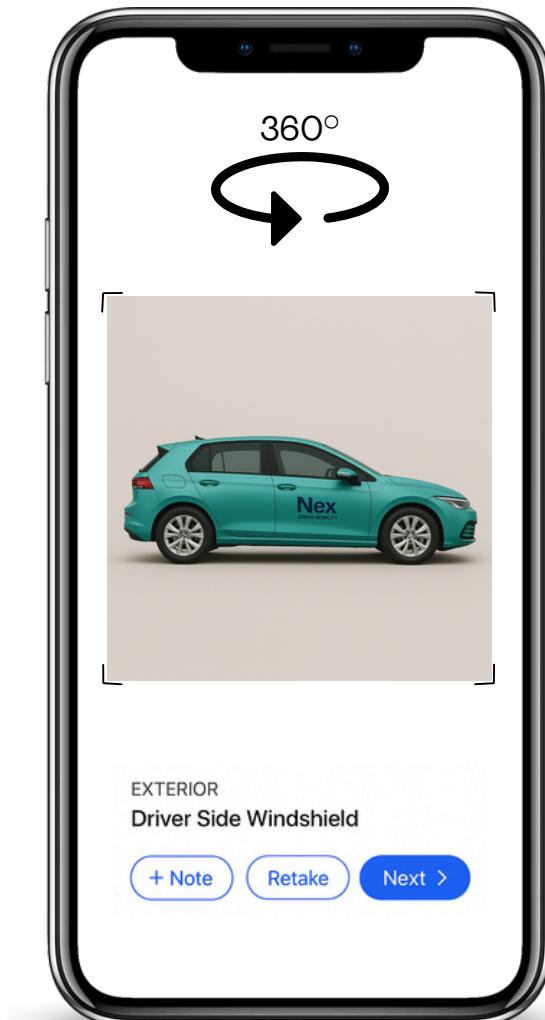
Browse & Book



Pay



Inspect and Drive



## Our Target Customers

### Reliability and Trust



#### Local and International Travelers

Millennials and Parents



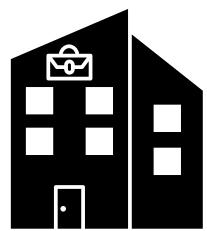
Mature and Responsible



Digital Savvy



high spending power



#### Businesses and Local Governments

Looking for Long-Term Solutions

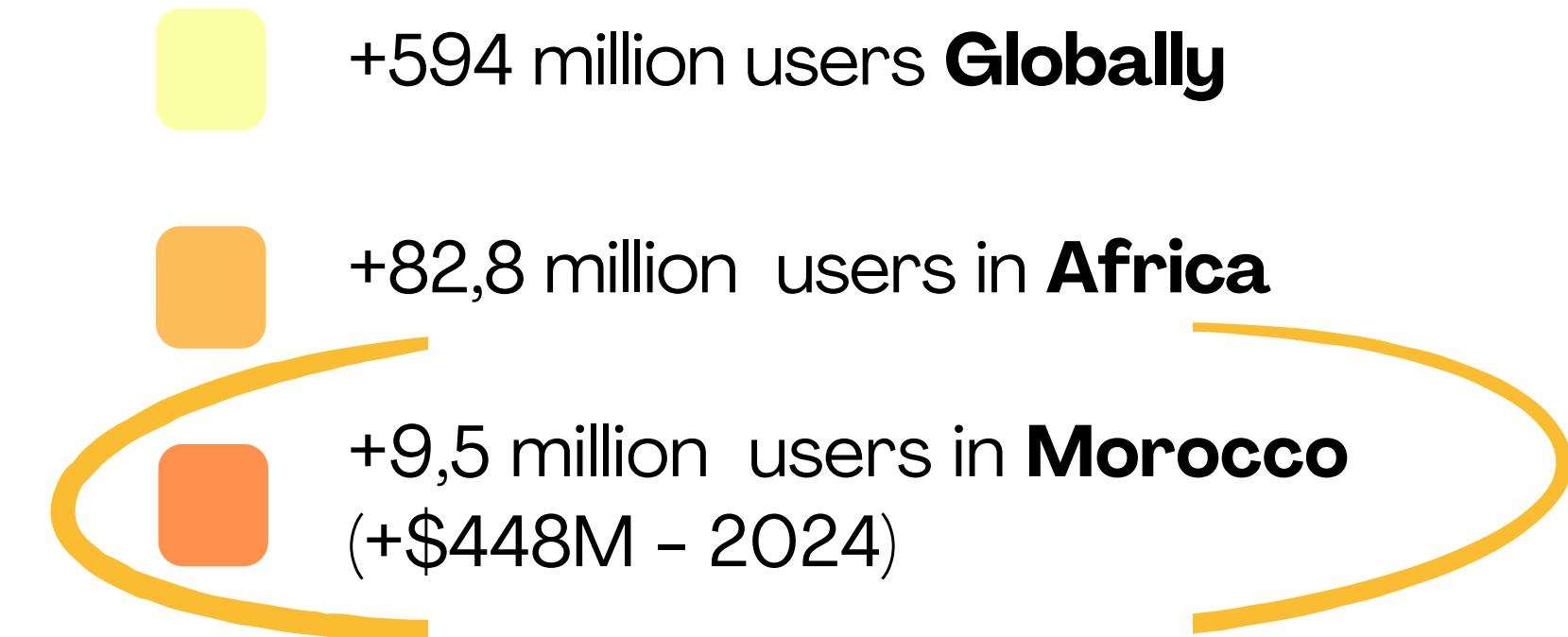
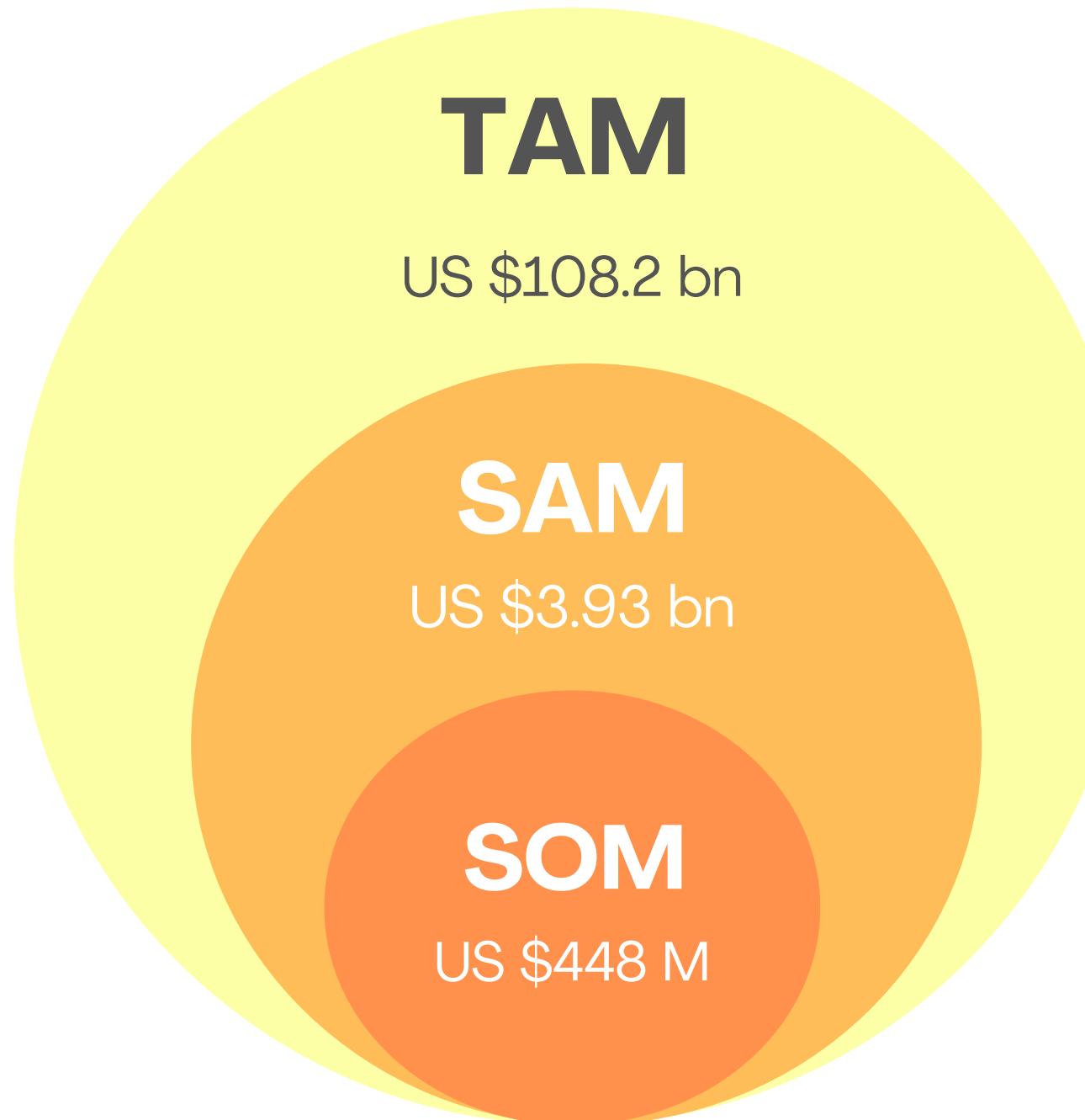


<sup>1</sup> Short period rental

<sup>2</sup> Long period rental

## Market Size

**Car rentals and tourist transportation agencies need management solutions and gain online access with efficient automation tools**



Source: [statista.com/outlook/mmo/shared-mobility/car-rentals/africa](http://statista.com/outlook/mmo/shared-mobility/car-rentals/africa)

## GLOBAL MARKET METRICS

**The car rental economy is growing at lightning speed**

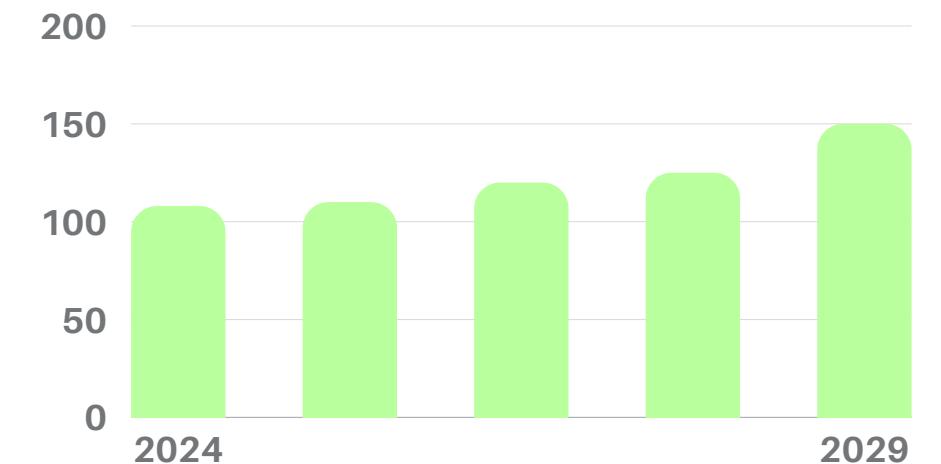
Global Car Rental Fleet in 2025

**7.3 m**

“Online sales are becoming increasingly important, with **75% of total revenue** expected to come from online channel **by 2029**” Statista.com

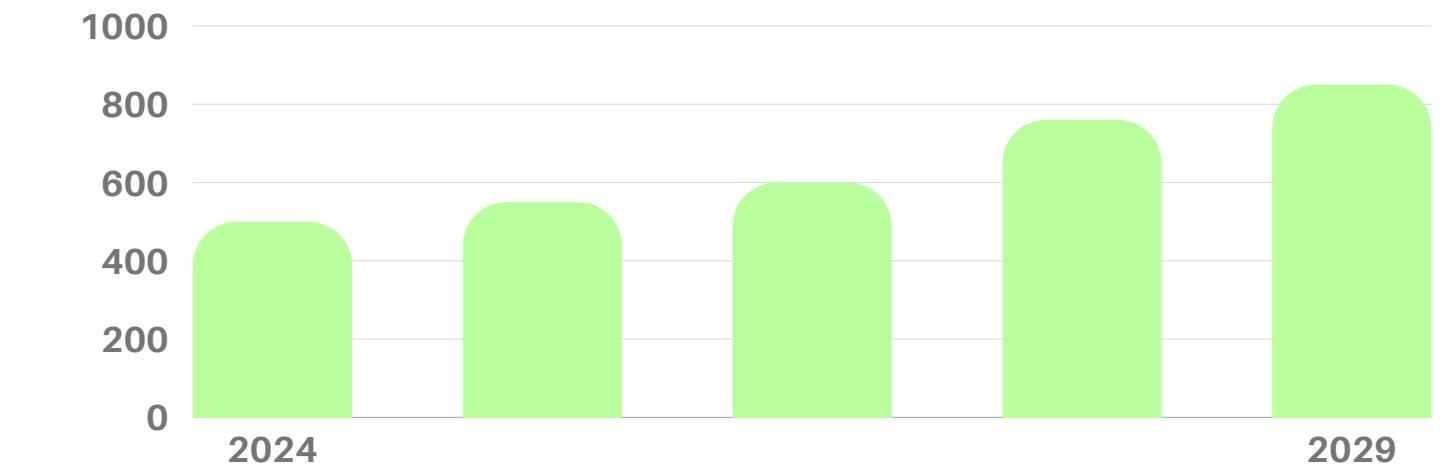
Global Revenue in 2029

**\$150 bn**



Global Users in 2029

**800 m Users**



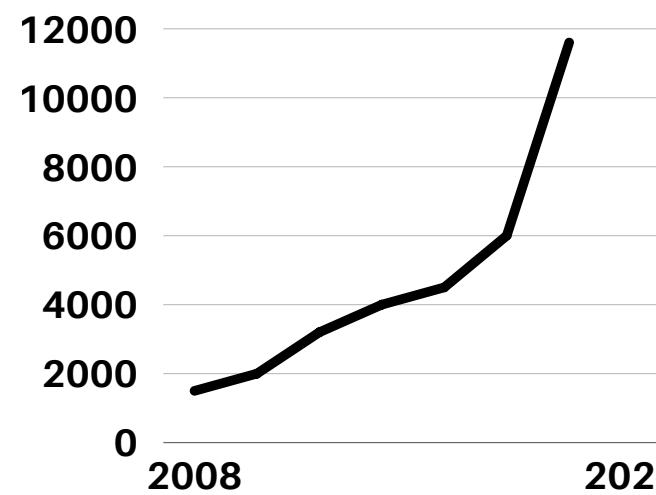
## MOROCCAN MARKET METRICS

The locale car rental economy is growing at lightning speed

**+12,600**

**Agencies**

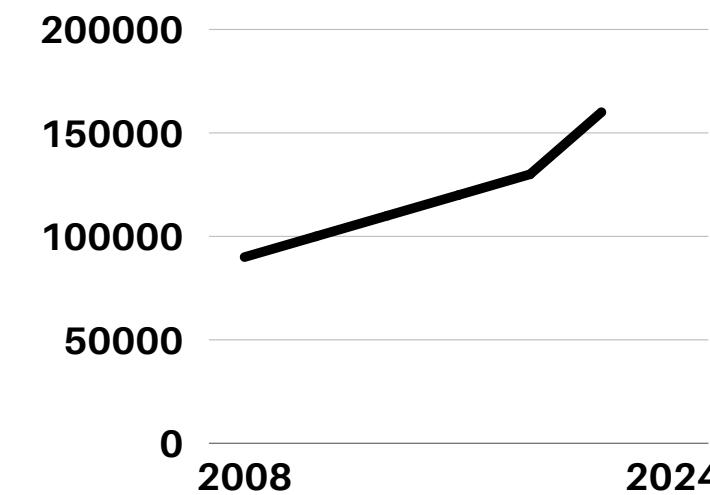
*By 2023, Morocco offered car rental services through 9800 agencies.*



**+160,000**

**Cars**

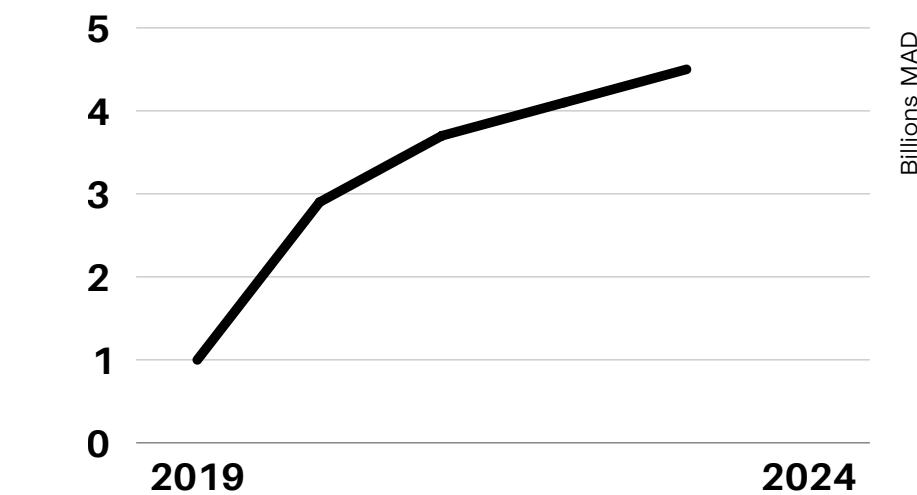
*In 2023, a fleet of 120,000 cars intended for rent in Morocco*



**+4,48 bn MAD**

**Revenu**

*In 2008, a turnover of 2 billion MAD generated for just 500,000 (LCD)*



## COMPETITOR ANALYSIS

With **Nex** Customers are well-served and rightly-served.

Criteria	Nex Mobility Lab	Rentcars.com	Virtuo	Getaround
Business Model	<b>B2B SaaS for local Agencies + Commissions on bookings (B2C)</b>	Meta search platform for car hire	Premium app-based car rental	Primarily C2C (peer-to-peer), limited B2B service
Core Offering	<b>Smart Agency Dashboard (AI), complete digitalization (check-in/out, biometric ID), Local Payments (M2T - Cashplus) and international.</b>	Search and comparison engine for rental offers	100% digital rental of new vehicles (owned fleet)	Peer-to-peer car-sharing platform
Geographic Reach	<b>Morocco (Current), Ambition Africa &amp; Europe</b>  <ul style="list-style-type: none"> <li>• End-to-end SaaS tailored for rental agencies (not just an aggregator).</li> <li>• AI optimization for fleet utilization and pricing.</li> <li>• Seamless digital UX (KYC, inspection, instant contracts).</li> <li>• No hidden fees</li> </ul>	Global	Europe (France, UK, Spain, Italy)	Europe (Leader), United States
Nex's Key Advantage		Simple aggregator, adds no operational value to agencies.	Capital-intensive model (owned fleet), does not aim to empower existing agencies.	Model not optimized for managing professional agency fleets.

## BUSINESS MODEL

# Our main revenue drivers

The pricing structure ranges from 30\$ to 1200\$ per day, depending on the car model and the duration of the booking.



We earn a **5%-7% commission** on every successful rental.



Advertisement fees - **Nex Prime**

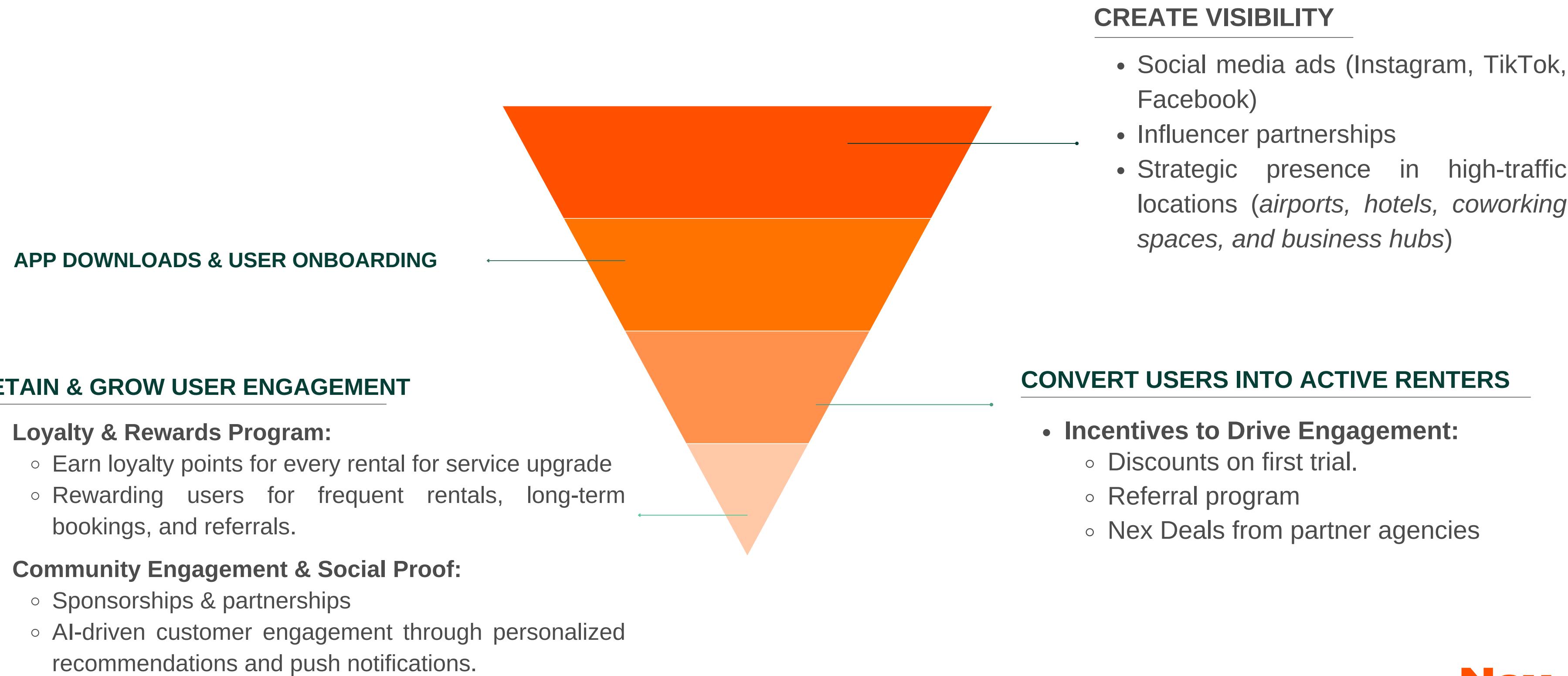


**Subscription fees** - Paid by Agencies (250 MAD/Month)

For accessing advanced features

# GO TO MARKET

## Nex **EVERWHERE**



## EARLY TRACTION & MILESTONES

# Nex Mobility - LIVE

**Market Validation**  
Pilot Phase

 **50 Agency Onboarded**

 **MVP**  
 **70,000 \$ GMV**  
We do not take ownership of cars.

 **Fleet of 500 cars**  
**10,000 more** to integrate on Q4

**Incubators**



**Pitching and  
Participation**



**Exclusive  
Partnership**  
Scaling phase



**Exclusive Partnership with FALAM** (Moroccan Federation  
for Car Rental Associations)

Helping us onboard 300 agencies to benefit from the digital tools we provide and integrate over 10,000 cars in the 4th quarter of 2025 across Morocco and benefit from experts guidance in operations and execution, leveraging 20+ years of industry expertise from FALAM's members.



14 - 16 AVRIL 2025 MARRAKECH

## MEETINGS

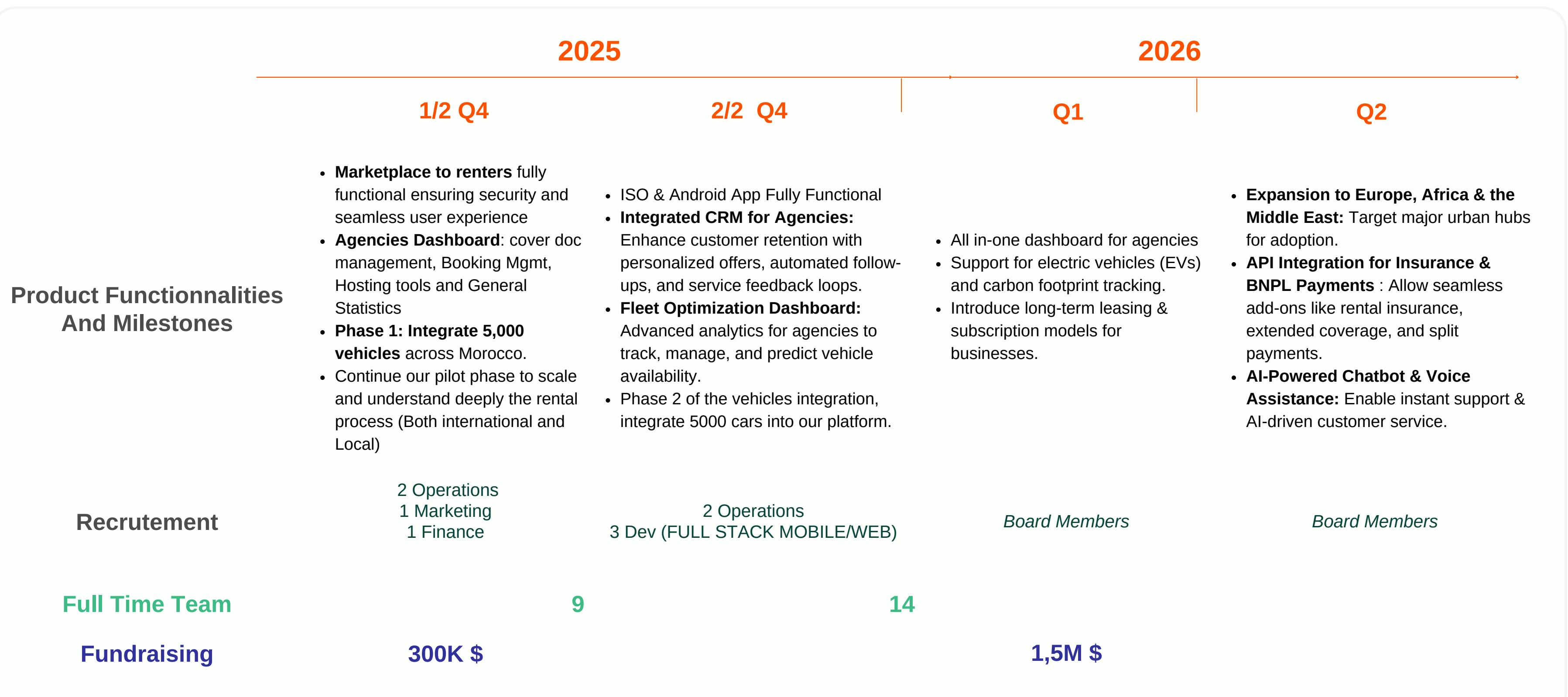
With over 50 industry  
Leaders (Ayvens, Move UP)



## Finalist

Supernova Nigeria  
Pitch Challenge GITEX

# NEX MOBILITY ROAD MAP



# TEAM



**Ilias EL ABBASSI**  
CTO

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**Oussama AISSOUNI**  
Software Engineer

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**CEO & PM**  
**Yassine DHIOUI**

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**COO**  
**Marouane Hanine**

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**Consultant IT**  
**Mohsine Zeggoud**

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## General Advisors





**Lahcen Zaggoud**







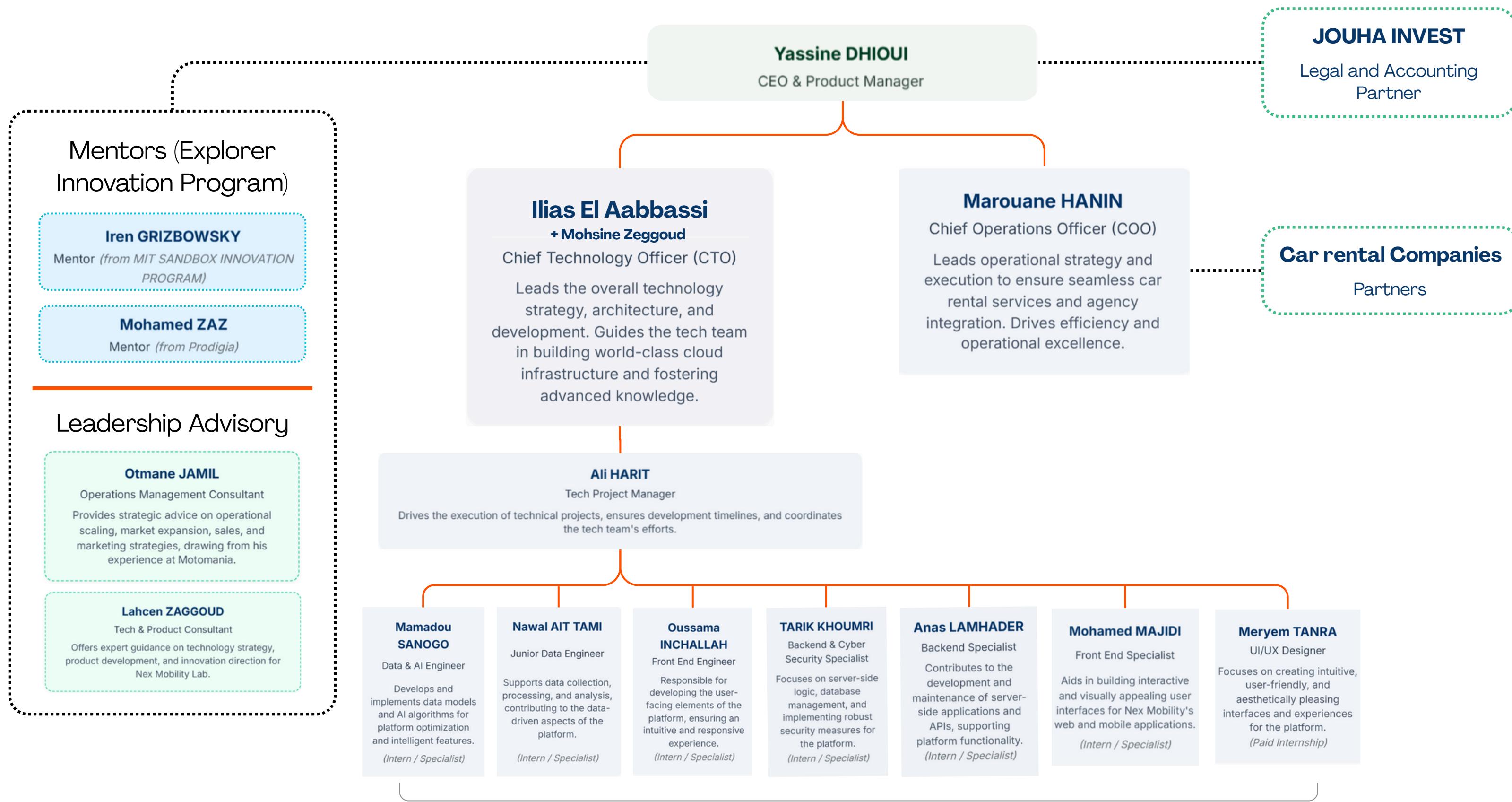
**Otmane Jamil**

  
  
Acquired by Burj Capital

## Incubators



# Nex Mobility Lab - Organization Chart



## Funding and allocations

**300k \$**

Funding needed to make it happen

Allocations	Allocated Amount (\$)	Pourcentage
Marketing and customer acquisition	105 000	35%
R&D, Researche and Dev	90 000	30%
Team Recruitment	45 000	15%
General & Administrative Operations	45 000	15%
Logistics & Operational Support	15 000	5%
<b>TOTAL FUNDING SOUGHT</b>	<b>300 000</b>	<b>100%</b>

## Financial Projections

1-3 years

	Year 2025	Year 2026	Year 2027
<b>Newly Acquired Users</b>	10 000	50 000	100 000
UNITS			
1.Subscriptions Revenue	\$ 25,000	\$ 62,500	\$ 105,000
2.Bookings Revenue	\$ 736,309	\$ 13,140,000	\$ 35,040,000
<b>Total Revenues</b>	<b>\$ 761,309</b>	<b>\$ 13,202,500</b>	<b>\$ 35,145,000</b>
<b>GROSS PROFIT</b>	<b>\$ 102,885</b>	<b>\$ 1,425,870</b>	<b>\$ 3,725,370</b>
Total Operating Expenses	\$ 58,600	\$ 117,200	\$ 468,800
Customer Acquisition Expenses	\$ 76,130	\$ 660,125	\$ 702,900
<b>Net Profit (Loss)</b>	<b>\$ (31,846)</b>	<b>\$ 648,545</b>	<b>\$ 2,553,670</b>

# Join us on this journey !



**CEO**

Yassine DHOUI



**Nex**  
— URBAN MOBILITY —