

Application: ExID-23F-8850086017

Maryam Harbag - maryam.harbag@gmail.com
(MOROCCO APPLICANTS) Explorer Innovation Fund

Summary

ID: ExID-23F-8850086017

Last submitted: Aug 29 2025 12:51 (+01)

Labels: Not assigned, Project Total is ZERO, NOT USED , F24 Continuing, F24 Pitchathon, S25 Invited to MFB, F25 Full FB, F25 FFB

Eligibility Criteria

Completed - Nov 1 2023

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 ½ 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 - Nov 1 2023

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 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

ECO-Bricks

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

2.3 How many people are on your team?

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

3

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.

[ECO-BRICKS.png](#)

Filename: ECO-BRICKS.png **Size:** 13.4 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 for help

1	Environment
2	Architecture
3	Energy

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B (Business to Business)

2.8 Target Market

Responses Selected:

Morocco

Africa

Europe

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.

Yes UM6P

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)

Our project addresses two significant challenges in Morocco. Firstly, the increasing production of olive oil has resulted in a growing quantity of olive waste, leading to environmental issues. Secondly, the construction industry's heavy reliance on cement has led to high energy consumption and greenhouse gas emissions. To tackle these issues, our project offers compressed earth bricks reinforced with olive waste. This innovative approach repurposes olive waste, reducing its environmental impact and efficiently utilizing this underutilized resource. Moreover, these bricks provide excellent thermal insulation, reducing the need for heating and cooling systems, thus promoting energy efficiency and environmental sustainability. In summary, our project presents a cost-effective and eco-friendly solution to address the challenges of olive waste management and the heightened energy consumption associated with cement-based construction in Morocco.

3.2 Proposed Solution

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

Our innovative solution, compressed earth bricks reinforced with olive waste, addresses critical environmental and construction challenges. By utilizing local materials and repurposing olive waste, it reduces the carbon footprint associated with transportation and contributes to waste reduction. These bricks offer exceptional thermal and acoustic insulation properties, reducing the reliance on energy-intensive heating and cooling systems in buildings. They also exhibit structural durability, meeting necessary strength standards, while remaining cost-effective due to the use of local materials and free olive waste. The flexibility in molding these bricks allows for versatile design options in construction projects. Moreover, this solution not only promotes sustainable building practices but also includes training programs for construction workers and raises awareness about its environmental and economic benefits. In summary, our compressed earth bricks with olive waste reinforcement provide a sustainable and energy-efficient alternative, addressing waste management and energy consumption issues in Moroccan construction.

3.3 Who is Your Competition?

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

In the realm of sustainable construction materials, several competitors and alternative technologies exist. Notable competitors include companies offering eco-friendly building materials such as recycled plastic bricks, bamboo-based construction materials, and other earth-based building solutions like adobe bricks. These alternatives emphasize their unique benefits, such as recyclability, rapid growth, or low environmental impact.

However, compressed earth bricks reinforced with olive waste stand out due to their multifaceted advantages, including excellent thermal insulation, acoustic properties, and the utilization of locally sourced materials. This, coupled with the environmental benefit of repurposing olive waste, positions our technology as a distinctive and sustainable choice in the market. Moreover, the cost-effectiveness and versatility of our solution make it highly competitive, offering a holistic approach to addressing environmental and construction challenges in the Moroccan context.

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 comprises dedicated individuals with diverse backgrounds and expertise, united by a shared passion for sustainable construction solutions.

- Maryam Harbag is:graduate master's degree in Green Building Engineering and Energy Efficiency at the School of Architecture, Building, and Design. my knowledge of sustainable construction practices and energy-efficient design is invaluable.

- Zineb Ouzrour:Ph.D. student specializing in materials science within the Energy and Nano-Engineering department. Her in-depth understanding of materials science contributes to the technical aspects of our project, ensuring material durability and performance.

- Meryem Jamal: Ph.D. student, specializing in the Sustainable Materials (Susmat) department. Her expertise in sustainable materials complements our team's focus on eco-friendly construction solutions.

The diversity of our team, including expertise in green building, materials science, and sustainability, equips us with a comprehensive skill set to drive the success of our project. We are committed to addressing environmental and energy challenges through innovation and sustainable practices.

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)

Our participation in the Explorer program presents a substantial opportunity to revolutionize the construction industry in Morocco with sustainable and innovative solutions. Within the program, we have specific objectives:

First, we aim to increase production capacity by investing in infrastructure and machinery to meet the rising demand for our eco-friendly construction materials.

Simultaneously, we plan to explore new markets, establish partnerships, and collaborate with construction firms and architects to extend our influence.

Community outreach initiatives will encompass raising awareness of our technology and implementing training programs for local communities and construction professionals.

Ultimately, our project strives to significantly reduce the environmental footprint of the construction sector by measuring and communicating our positive impact on sustainability, waste reduction, and energy efficiency. The funds provided by Explorer are indispensable for securing the necessary financing to ensure the successful implementation of our sustainable construction solution.

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)

As we strive to expand our project, we are actively seeking individuals who share our passion for sustainability and possess expertise in relevant fields. We aim to augment our team with the following roles:

Marketing and Sales Professionals: To broaden our market reach, we are interested in team members skilled in marketing and sales to help us promote our eco-friendly construction solution effectively.

Environmental Specialists: Individuals with expertise in environmental impact assessment and sustainability can contribute to measuring and communicating the environmental benefits of our project.

We plan to identify potential team members through networking, partnerships with academic institutions, and participation in industry events. We will also leverage the Explorer network to connect with individuals who share our vision and can complement our project with their expertise and passion for sustainability.

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)

- Market Penetration: We will actively engage with local construction companies, architects, and builders to introduce our innovative construction solution and its benefits.
- Pilot Projects: We plan to initiate pilot projects in collaboration with select construction firms, showcasing the superior quality and sustainability of our bricks in real-world applications.
- Customization and Training: We will offer training sessions to construction workers on how to effectively use our bricks and offer customization options to meet specific project requirements.
- Eco-Certifications: We will pursue relevant eco-certifications to validate the sustainability and quality of our product.
- Customer Feedback: We will actively seek customer feedback to refine our product and market approach.

Our path to market involves a direct and localized approach, establishing trust and awareness within the construction industry. As we progress, we will explore broader marketing and sales strategies for wider market penetration.

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)

As a new project N/A, we are in the early stages of development and have not yet had the opportunity to establish a track record. Our participation in the Explorer program represents our initial steps towards bringing our innovative solution to the market. We are dedicated to making substantial progress during our involvement in Explorer, including advancing the development of our sustainable construction technology, conducting pilot projects, and building strategic partnerships within the construction industry. While we have not yet made significant progress outside of the program, we are committed to leveraging the resources and support offered by Explorer to achieve our project's milestones and create a positive impact in the field of sustainable construction.

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)

[ECO-BrickS last.pdf](#)

Filename: ECO-BrickS last.pdf **Size:** 2.0 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 adress, Phone number) to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Eco-friendly, cost-effective compressed earth bricks with olive waste reinforcement for sustainable, energy-efficient construction in Morocco.

4.3 Problem Addressed

Limit your response to 50 words

Environmental challenges: increasing olive waste and energy consumption due to cement construction. Our solution reduces waste and energy use, promoting sustainability.

4.4 Proposed Solution

Limit your response to 50 words

Compressed earth bricks reinforced with olive waste for eco-friendly construction, reducing waste and energy consumption, offering thermal insulation, and supporting sustainability in Morocco.

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 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.

200000

5.3 Potential Cumulative Explorer Funding

200000.0 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 - Nov 2 2023

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-23F-8850086017

Team Name: ECO-Bricks ECO-Bricks

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 for fill out a budget).

Responses Selected:

I will not be submitting a budget (you may skip the reminder of this budget)

Project Total: 0.0

In section 5.2 of your application form, you said your funding request was: 200000 (continuing team) or 200000 (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: Ira Hochman

Completed - Aug 11 2025
Score: 52% (28/54)

S25 Final Mentor Review Form

Mentor Review Form

Mentor Review Form

1. Your name:

Ira Hochman

2. Your email:

ira+um6p@intouchcorp.com

3. Team Name:

ECO-Bricks

4. List the team members who attended mentorship sessions.

Team Members are: Maryam Harbag , Ayman EL YAMANI

Maryam

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

3

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?

Somewhat 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?

No

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)

Pilot (e.g. they have one or more customers, paying or not, that will use the solution)

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?

Other: Yes, but they need to shift to a higher value version of their product.

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?

Other: see notes

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.

Team needs to pivot the product from competing in commodity CMU space.

Team has an unpaid pilot, but impractical level of implementation (building an entire multi room building with full plumbing facilities, for free). Recommended looking a starting with simple kiosk/info board structures to implement on campus first. Want to buy a production press machine so they can start making without a workable business model. Connected her with Fatima-Zahara to get some guidance.

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

So glad to see your progress. As we discussed: (1) Be selective about what you take on for pilots. Keep the scope reasonable and have the client put in some money so they are committed to progress. (2) Keep working on new applications for your ECO-Bricks where you can charge a premium price rather than competing with commodity CMUs. Consider buyers' motivations in paying top prices for Zellige or Azulejos tile rather than basic ones. (3) Prepare for your major pilot by building smaller structures that are exposed to the natural environment: Info Kiosks, walls, columns, etc. These can even be constructed right on campus. Showcase your bricks & see how well they hold up with weather exposure. (4) Reach out to architects & designers both at the school and in industry to get insights where your technology could have the greatest interest from buyers.

S25 Group Review Stage (Final Reviews) for: Abderrahman Bennani

Completed - Aug 11 2025

Score: 48% (26/54)

S25 Final Mentor Review Form

Mentor Review Form

Mentor Review Form

1. Your name:

Abderrahman Bennani

2. Your email:

abderrahman.bennani@innovx.ma

3. Team Name:

ECO-Bricks

4. List the team members who attended mentorship sessions.

Team Members are: Maryam Harbag , Ayman EL YAMANI

Maryam Harbag
Younes RAFYA

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

3

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?

Yes

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?

Yes

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

Limited (e.g. two or three interviews, good start)

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?

Other: Need to re-define the POC, key partners and their role

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)

No

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?

No

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.

The team is focused on proving the value proposition of their product, focusing on delivering a POF project with a key partner.

They need to develop a high level planning (main phases) for their Go-to-Market strategy, and a pitch highlighting the role of the POC (construction project) defined, to find and convince the right financing partner (could be an offtaker..) to move forward.

They also need to clarify the Business Model and plan to engage early adopters with the right value proposition, adding learnings from the POC.

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

The team is focused on proving the value proposition of their product, focusing on delivering a POF project with a key partner.

They need to develop a high level planning (main phases) for their Go-to-Market strategy, and a pitch highlighting the role of the POC (construction project) defined, to find and convince the right financing partner (could be an offtaker..) to move forward.

They also need to clarify the Business Model and plan to engage early adopters with the right value proposition, adding learnings from the POC.

Explorer Self-Assessment and Continuation Plan

Completed - Aug 26 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.

Team Information

Team ID: ExID-23F-8850086017

Team Name: ECO-Bricks

Team Members: Maryam Harbag Ayman EL YAMANI

Team Members Emails: maryam.harbag@gmail.com Ayman.ELYAMANI@um6p.ma

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)?

Over 4

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

(No response)

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

Other, please specify...: Other, please specify...

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

They provides us with his point of view

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

I don't have it

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.

the development of the prototype marks a significant milestone in the ECO-Bricks project. It represents our dedication to innovation, sustainability, and making a positive impact on the world. As we continue on our journey, we are excited about the possibilities and confident in the potential of our eco-friendly building materials to transform the construction industry for the better

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

Time-to-Market concerns (e.g. long development cycle)

13. Is your current value proposition still valid?

Eco-friendly, cost-effective compressed earth bricks with olive waste reinforcement for sustainable, energy-efficient construction in Morocco.

Yes

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

Over 4

15. How much primary market research have you completed?

A moderate amount

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, but no commitment yet from them

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

300 000

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

1000 000

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

11-49

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

We did not run any online or customer surveys

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

Yes

24. Do you have paying users/customers?

No

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?

None, our team is good for now

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

I don't have it

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 use your funding this cohort (e.g. startup too early? Mentors advised you to wait? Didn't have time? Pivoted?): I didn't use the funding during this cohort, not because I didn't want to, but because I wasn't sure how to request it and how the process worked. I do want to use it, and I would really appreciate guidance on how to proceed so I can benefit from it in the next stage.

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

https://um6p-my.sharepoint.com/:p:/g/personal/maryam_harbag_um6p_ma/Ebn7oqOsrRVFuak1ghWHjZwBPjh9klk-kkWejrFdQXGr3Q?CID=7d33a503-177b-2f49-17cc-973a37704915

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

Yes, please specify URL

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 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.

Youness Rafya, Ayman El Yamani

Continuation Explorer Innovation Fund Application

Completed - Aug 26 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 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

ECO-Bricks

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

youssef tamraoui, youness rafya, ayman el yamani

2.3 How many people are on your team?

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

4

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.

[Eco-bricks.png](#)

Filename: Eco-bricks.png **Size:** 17.3 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 for help

1	Environment
2	Architecture
3	Energy

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B (Business to Business)

2.8 Target Market

Responses Selected:

Morocco

Africa

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.

Yes UM6P

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)

Our project addresses two significant challenges in Morocco. Firstly, the increasing production of olive oil has resulted in a growing quantity of olive waste, leading to environmental issues. Secondly, the construction industry's heavy reliance on cement has led to high energy consumption and greenhouse gas emissions. To tackle these issues, our project offers compressed earth bricks reinforced with olive waste. This innovative approach repurposes olive waste, reducing its environmental impact and efficiently utilizing this underutilized resource. Moreover, these bricks provide excellent thermal insulation, reducing the need for heating and cooling systems, thus promoting energy efficiency and environmental sustainability. In summary, our project presents a cost-effective and eco-friendly solution to address the challenges of olive waste management and the heightened energy consumption associated with cement-based construction in Morocco.

3.2 Proposed Solution

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

Our innovative solution, compressed earth bricks reinforced with olive waste, addresses critical environmental and construction challenges. By utilizing local materials and repurposing olive waste, it reduces the carbon footprint associated with transportation and contributes to waste reduction. These bricks offer exceptional thermal and acoustic insulation properties, reducing the reliance on energy-intensive heating and cooling systems in buildings. They also exhibit structural durability, meeting necessary strength standards, while remaining cost-effective due to the use of local materials and free olive waste. The flexibility in molding these bricks allows for versatile design options in construction projects. Moreover, this solution not only promotes sustainable building practices but also includes training programs for construction workers and raises awareness about its environmental and economic benefits. In summary, our compressed earth bricks with olive waste reinforcement provide a sustainable and energy-efficient alternative, addressing waste management and energy consumption issues in Moroccan construction.

3.3 Who is Your Competition?

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

In the realm of sustainable construction materials, several competitors and alternative technologies exist. Notable competitors include companies offering eco-friendly building materials such as recycled plastic bricks, bamboo-based construction materials, and other earth-based building solutions like adobe bricks. These alternatives emphasize their unique benefits, such as recyclability, rapid growth, or low environmental impact.

However, compressed earth bricks reinforced with olive waste stand out due to their multifaceted advantages, including excellent thermal insulation, acoustic properties, and the utilization of locally sourced materials. This, coupled with the environmental benefit of repurposing olive waste, positions our technology as a distinctive and sustainable choice in the market. Moreover, the cost-effectiveness and versatility of our solution make it highly competitive, offering a holistic approach to addressing environmental and construction challenges in the Moroccan context.

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 comprises dedicated individuals with diverse backgrounds and expertise, united by a shared passion for sustainable construction solutions.

- Maryam Harbag graduate master's degree in Green Building Engineering and Energy Efficiency at the School of Architecture, Building, and Design. my knowledge of sustainable construction practices and energy-efficient design is invaluable.
- Dr. Youssef Tamraoui, professor and mentor, provides strong academic and technical guidance in materials science and sustainable engineering.
- Youness Rafya contributes his skills in design and prototyping, ensuring the practical application and scalability of our solutions.
- Ayman El Yamani civil engineering student, adds value with his background in project management and innovation, helping structure and advance the project strategically.

Together, we combine research, technical expertise, creativity, and organizational strength to develop and implement impactful solutions for the future of sustainable building.

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)

With the funds, we aim to advance our product development, conduct performance testing, and prepare for pilot-scale implementation. Beyond the technical aspect, I also hope to expand my entrepreneurial mindset, gain networking opportunities with industry experts and investors, and build the necessary skills to pitch and lead ECO-Bricks successfully. Ultimately, my objective is to position ECO-Bricks as a sustainable, affordable, and high-performance solution for the Moroccan and global construction markets.

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)**

Yes

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

Eco-friendly, cost-effective compressed earth bricks with olive waste reinforcement for sustainable, energy-efficient construction in Morocco.

4.3 Problem Addressed

Limit your response to 50 words

Environmental challenges: increasing olive waste and energy consumption due to cement construction. Our solution reduces waste and energy use, promoting sustainability.

4.4 Proposed Solution

Limit your response to 50 words

Compressed earth bricks reinforced with olive waste for eco-friendly construction, reducing waste and energy consumption, offering thermal insulation, and supporting sustainability in Morocco.

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 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.

200000

5.3 Potential Cumulative Explorer Funding

200000.0 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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Continuation Explorer Team Budget Plan

Completed - Aug 29 2025

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-23F-8850086017


Team Name: ECO-Bricks ECO-Bricks

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 for fill out a budget).

Responses Selected:

I want to submit a budget

2. Software

	Short Description	Amount (Dhs)	Click to add item
1	TRNSYS Software License (building energy simulation for thermal performance modeling of Eco-Bricks)	45000	

Software Total: 45000.0

3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1	Hydraulic/manual brick press machine (Eco-Bricks production)	60000	✓
2	Industrial mixer for raw materials (soil, olive waste, stabilizers)	20000	✓
3	Molds and curing racks for compressed earth bricks	15000	✗

Hardware Total: 95000.0

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	Procurement of raw materials (soil, olive waste, and stabilizers) for first production	30000	✓
2	Laboratory testing and certification (mechanical strength, thermal performance, durability tests) from LP2E for example	20000	✗


Materials and Services Total: 50000.0

6. Advertising and Marketing

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

Advertising and Marketing Total: 0.0


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		0	

Other Expenses Total: 0.0

Project Total: 190000.0

In section 5.2 of your application form, you said your funding request was: 200000 (continuing team) or 200000 (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.



ECOBRIKS

Building Tomorrow,
Sustainably Today

01

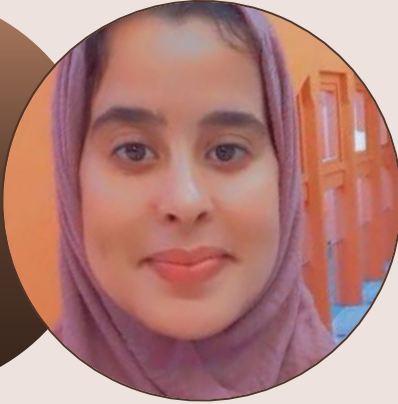
WHO ARE WE!



01

WHO ARE WE!

**Maryam
HARBAG**
Graduated
master
student,
Green
building



**OUZROUR
Zineb**
PhD student in
CO₂ capture
and utilization



**Meryem
JAMAL**
PhD student
within the
department of
sustainable
materials





THE PROBLEMATIC



Olive chain of production



Olive oil waste=Our raw material

OUR SOLUTION

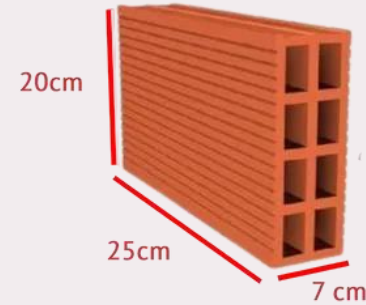
OUR BRICK



- ✓ High Compressive Strength
- ✓ High Thermal Insulation
- ✓ Exceptional Durability
- ✓ 700 bricks in one palette
- ✓ Greener solution













CONVENTIONAL BRICK






















































- ✓ Customizable Aesthetic Qualities
- ✗ Ultra-Low Water Absorption
- ✗ Environmental Impact
- ✗ Maintenance
- ✗ 534 bricks only in one palette

OUR COMPETITERS IN MOROCCO

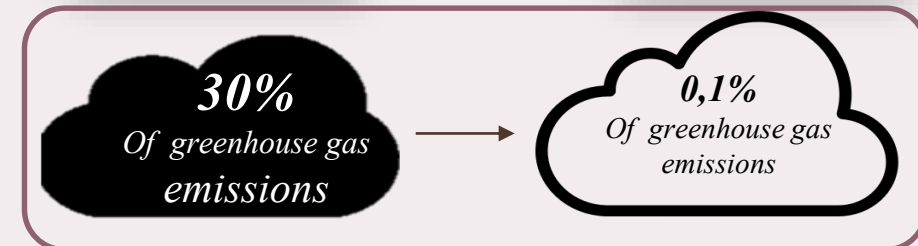
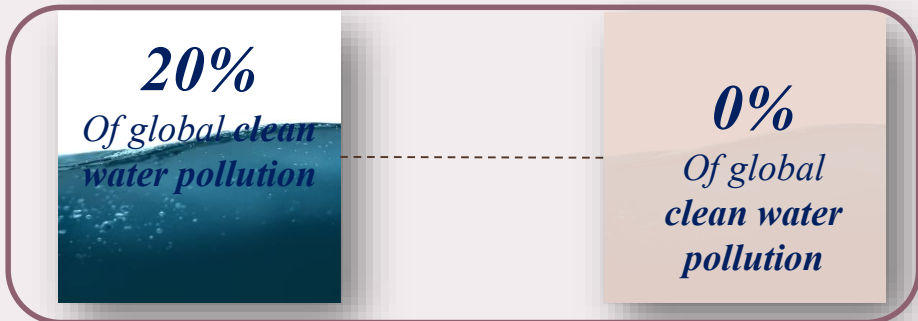
Excellent 
Good 

	Compressive Strength	Thermal isolation	Low Water absorption	Dry erosion
ECO-Bricks				
OROBRIQUE				

OUR COMPETITORS WORLDWIDE

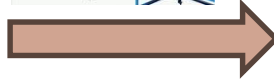
Company	Compressive Strength	Water Absorption	Dry Erosion Resistance	Thermal Insulation	Other Notable Properties
Eco Bricks	 	 	 	 	Cheap and sustainable Offer various range of bricks
Wienerberger	 				Offers various clay brick types
LafargeHolcim	 				Offers a wide range of construction materials
CRH plc	 				Diverse product portfolio
Acme Brick Company	 				Prominent in the USA
Boral Limited	 				Emphasis on quality and sustainability
Ibstock Plc	 				Strong presence in the UK
Hanson Building Products	 				Part of a large international group
Redland					Specializes in roofing products
Mangalam Cement Ltd.					Prominent in India

03 OUR SOLUTION



OUR SOLUTION

Waste collect



Construction industries



OUR STORY



- Moussa is a farmer olive, he has thousands of hectares of olive trees, he also has traditional olive presses



- Each year Moussa collect olive from his farm and take it to his olive presse



- After the olive grinding process, moussa throws waste into nature



- Moussa will get a passive income and the world will be a better place.

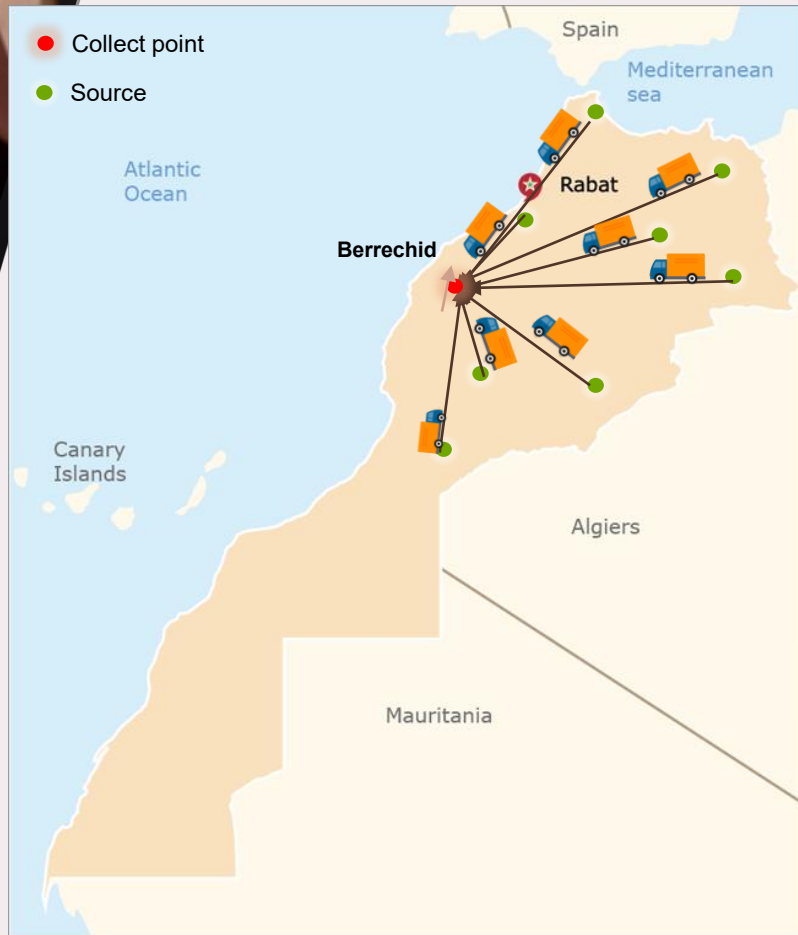


- The first company in Morocco ECO-Bricks, which produce construction bricks from olive waste.



- Moussa 's neighbor advised him to sell the remaining olive grinding to Eco bricks

OUR STRATEGY



OUR BUSINESS PLAN



21,000 bricks for each house of 4 to 6 people

Equipment and Machinery	50,000DH
Labor Costs	20,000DH
Raw Materials	10DH/ton
Shipment fees	24,000 DH
Maintenance Costs	30,000 DH
Marketing and Sales Expenses	15,000DH
Working Capital	30,000DH
Risk percentage	10,000DH

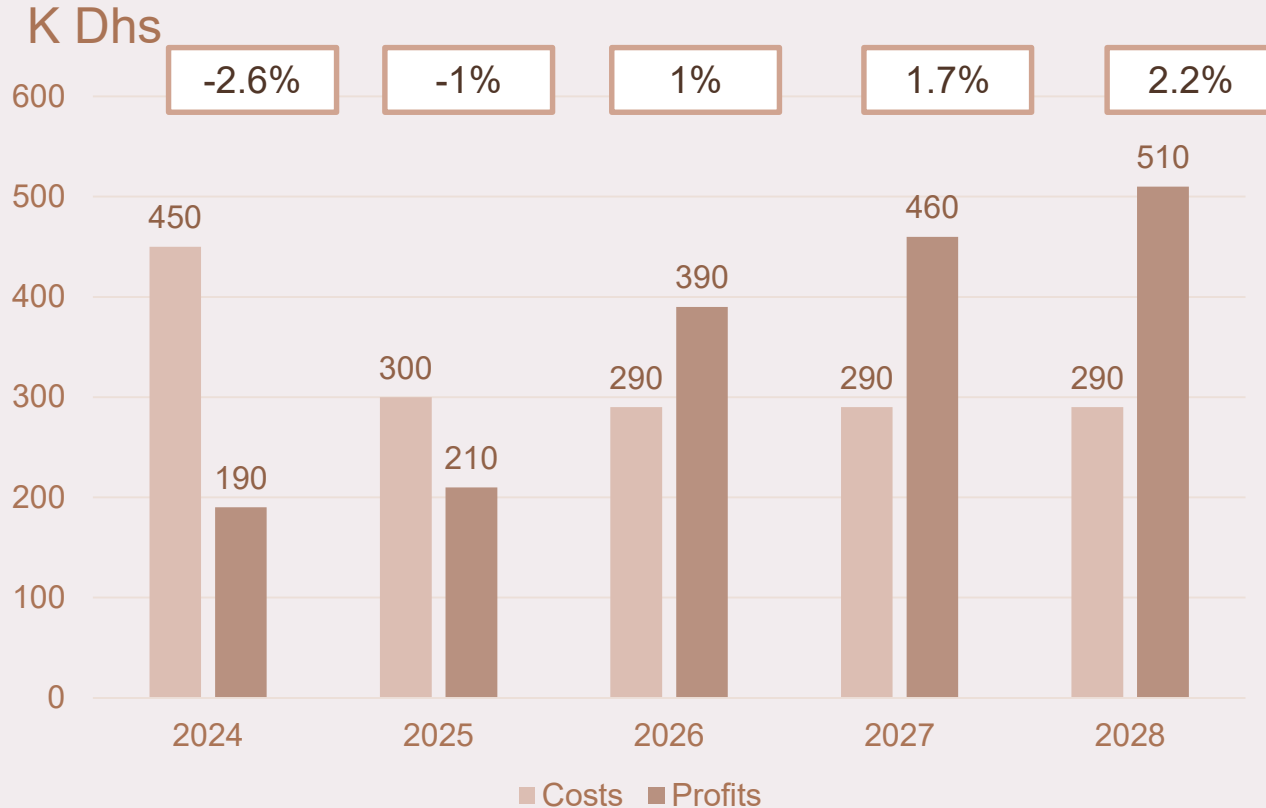


8,395,000bricks/year

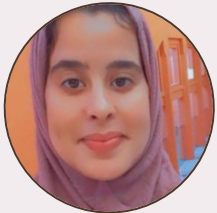


400 houses

OUR BUSINESS PLAN IN MOROCCO AND WORLDWIDE



THANK YOU





ECO-BRICKS

Building Tomorrow,
Sustainably Today

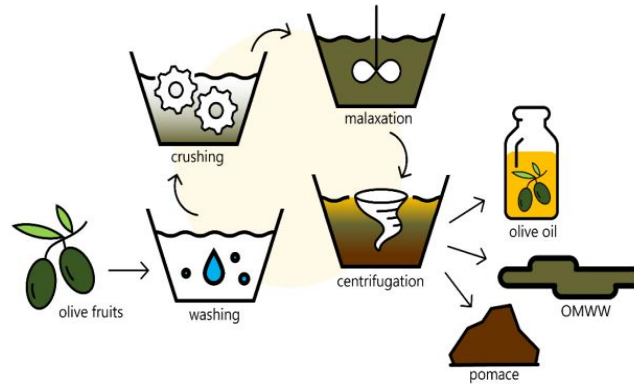
OUR STORY



OUR PROBLEMATIC



- **1 073 000 ha**



- **11 000 traditional unit**
- **1020 modern and semi modern unit**



180 tonnes of Olive Pomace



**685 000 m³ of OMWW
(margine)**

OUR SOLUTION

Olive waste



CEBs



Construction industries



Production



Transportation

OUR COMPETITORS

OUR BRICK



- ✓ High Compressive Strength
- ✓ High Thermal Insulation
- ✓ Exceptional Durability
- ✓ Ultra-Low Water Absorption



CONVENTIONAL BRICK



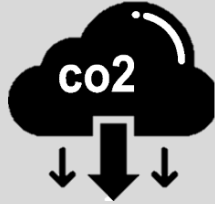
- ✓ Customizable Aesthetic Qualities
- ✗ Ultra-high Water Absorption
- ✗ Environmental Impact
- ✗ High erosion

VALUE PROPOSITION



-20%

Concrete construction



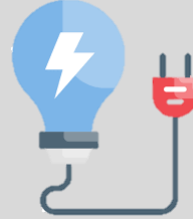
-20%

CO2 emissions



+40%

Building comfort



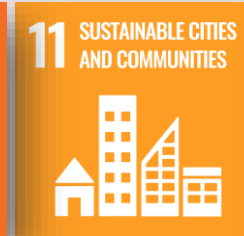
-40%

Energy consumption












+20%

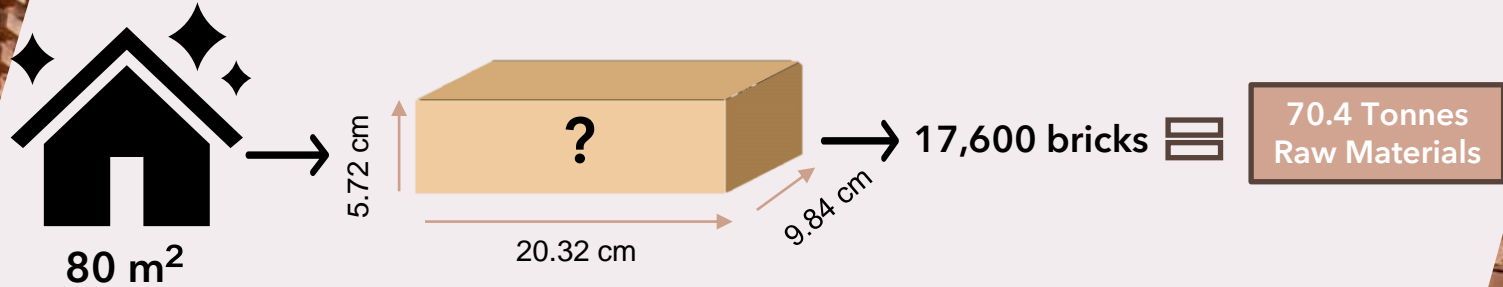
environmental protection




OUR BUSINESS MODEL CANVAS

Key Partners  <ul style="list-style-type: none">• The farmers• Ministry of energy transition and sustainable development• ONE (National Office of Electricity)• RADEEMA (Autonomous Water and Electricity Distribution Authority of Marrakech)• ONEP (National Office for Electricity and Drinking Water)• Local authorities	Key Activities  <ul style="list-style-type: none">• Collect olive pomace and margine• Treat and recycle them• Prepare the product in different forms• Installation and maintenance of the system	Value Propositions  <ul style="list-style-type: none">• reat and management olive wastes• Optimize thermal comfort within space• Environmental protection from pollution• Create new and fresh construction material	Customer Relationships  <ul style="list-style-type: none">• Customer assistance• Discount promotions when buying for the second time	Customer Segments  <ul style="list-style-type: none">• Inhabitants of the atlas region• Sustainable developement sector• Green building• Hotels• Hospitales• hammams
Cost Structure  <ul style="list-style-type: none">• Purchase of raw materials (olive pomace and margine) :<ul style="list-style-type: none">- 215 DH per ton of olive pomace- 210 DH per ton of margine• manufacturing cost :<ul style="list-style-type: none">• Machinery : 10000DH• Workers : 4000DH/person• Cost needed for commercialization and ads• Maintenance costs	Key Resources  <ul style="list-style-type: none">• Olive Wastes• Processing machinery• Humanes ressources :<ul style="list-style-type: none">• 1 operator (administrative), and 1 commercial• 2 technicians and 6 skilled workers• 2 Laboratory workers		Channels  <ul style="list-style-type: none">• Social media• Peasant cooperatives	
	Revenue Streams  <ul style="list-style-type: none">• Cost of service (product)• Special services fees			

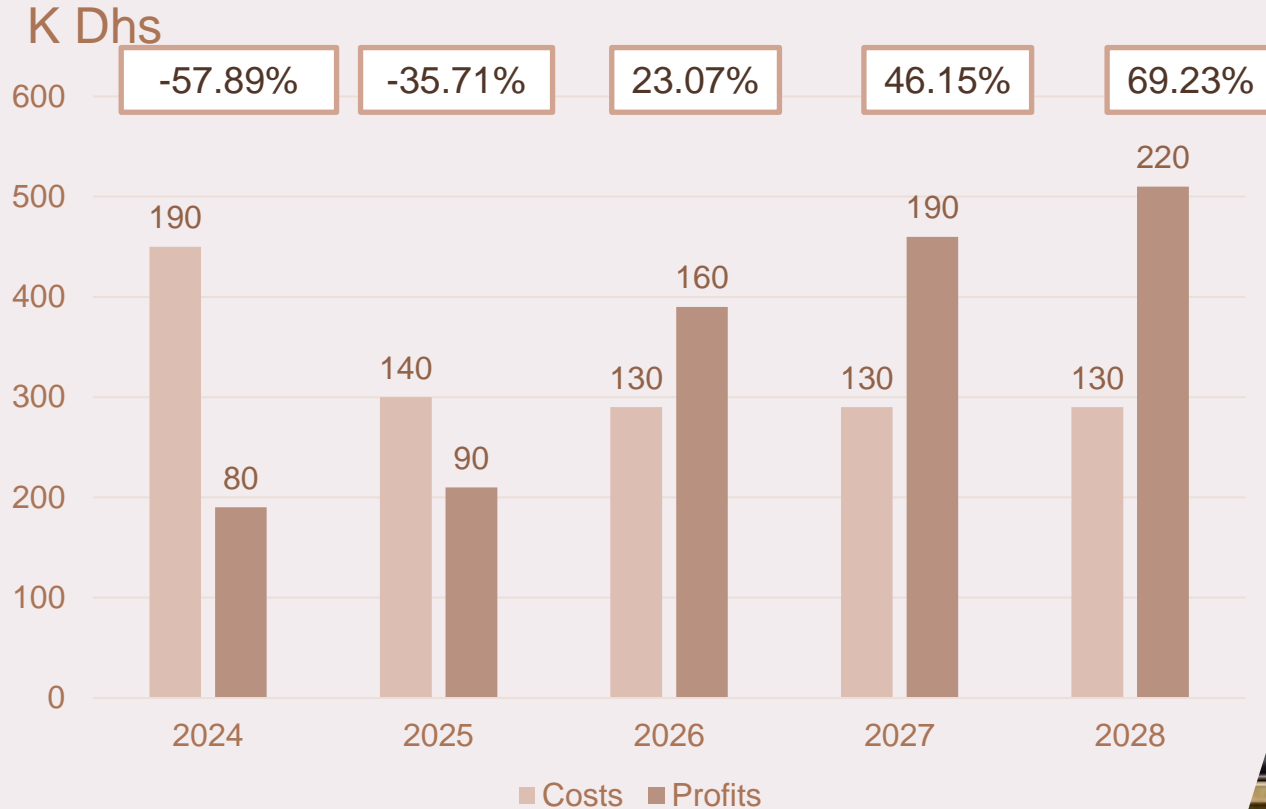
OUR BUSINESS PLAN



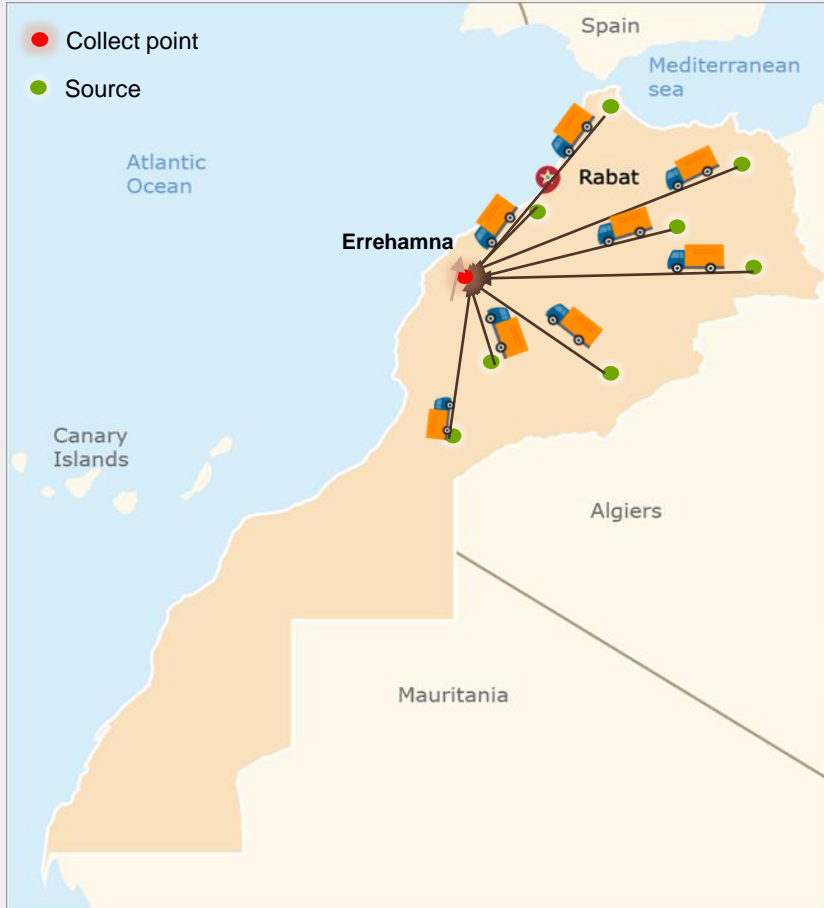
Equipment and Machinery	50,000DH
Labor Costs	40,000DH/10
Raw Materials	215DH/ton
Shipment fees	500DH/ Shipment
Maintenance Costs	30,000 DH
Marketing and Sales Expenses	20,000DH
Working Capital	30,000DH
Risk percentage	10,000DH

 Variable value

OUR BUSINESS PLAN



OUR STRATEGY



THANK YOU

Support innovation, Support us !



#Ecobricks

