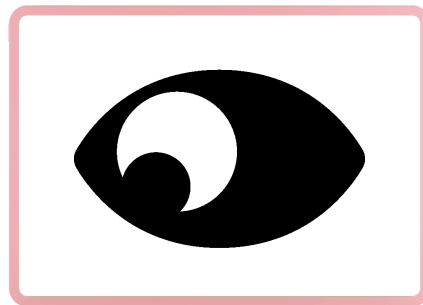# Nex

URBAN MOBILITY

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

Nex
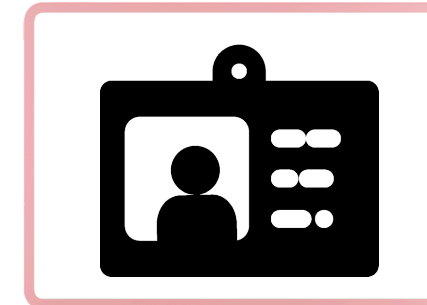URBAN MOBILITY

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.*
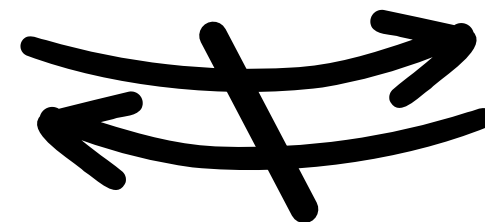

Professionals face **lack of visibility.**
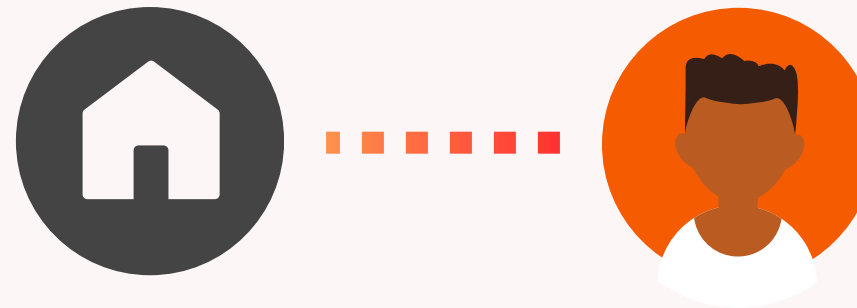
Lack of Offer in High Seasons

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

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— URBAN MOBILITY —

Customers are underserved and wrongly-served

Aggregators to Travelers

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

CarJet

Skyscanner

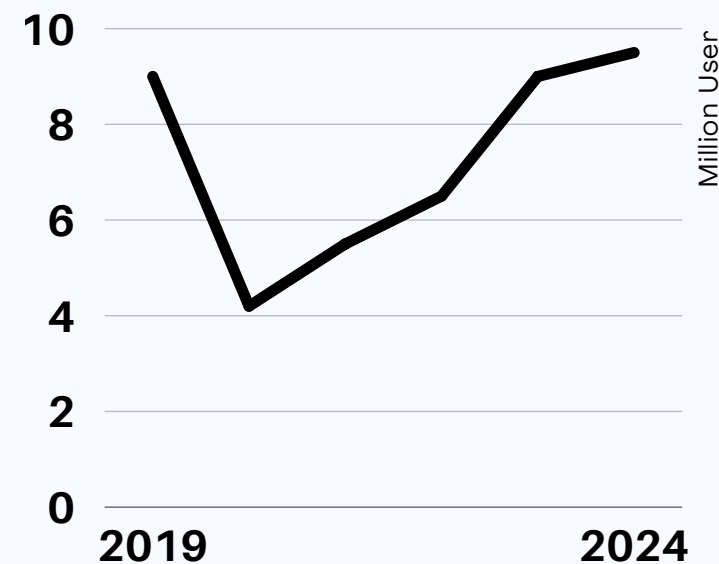momondo

priceline

Rentalcars.com

Finalrentals

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Powering the economy

USERS 🇲🇦 1st

+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 ....

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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.
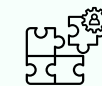
AI-Powered Personalization

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.

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VALUE PROPOSITION

Car Rental agency Dashboard - *AI-Powered*
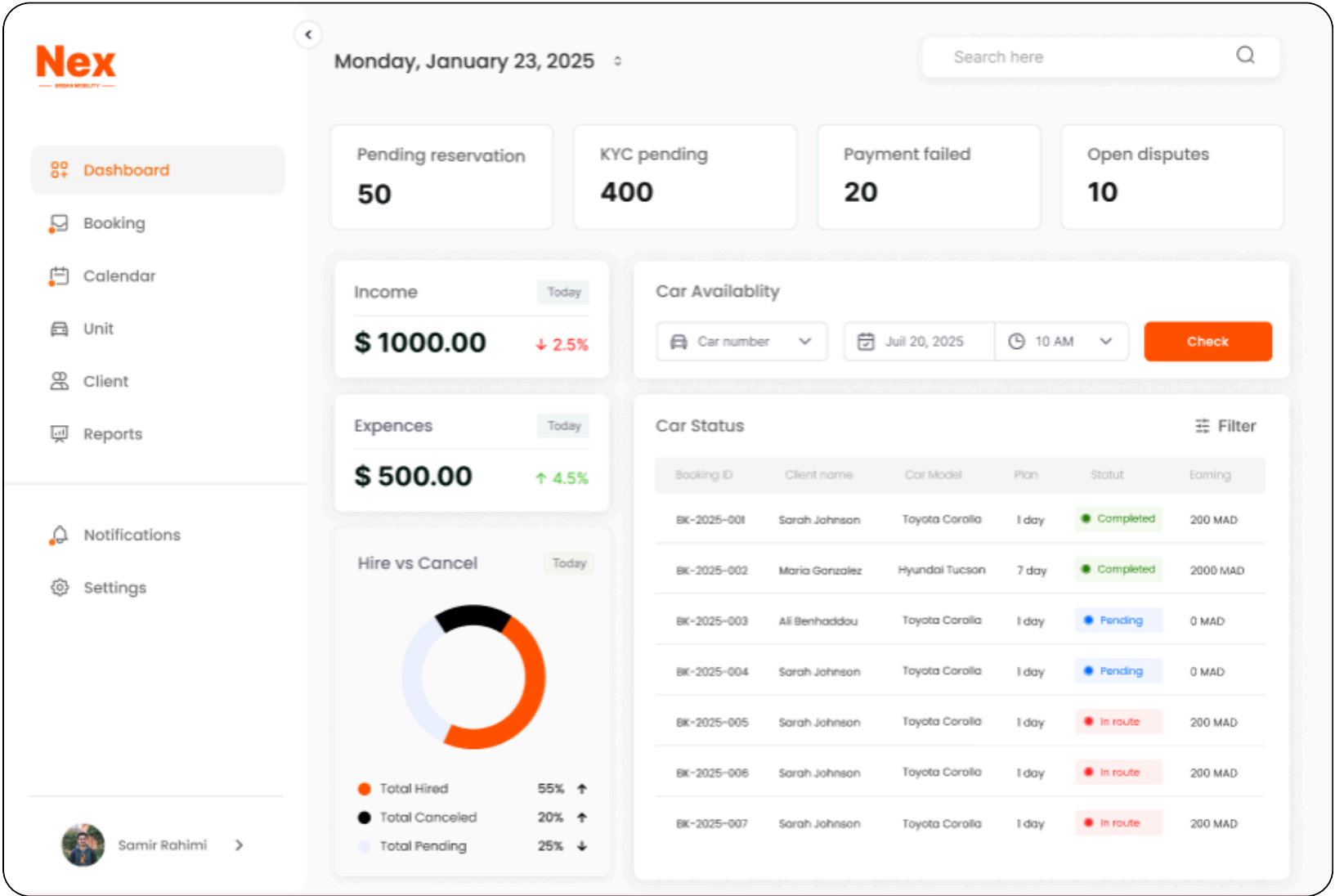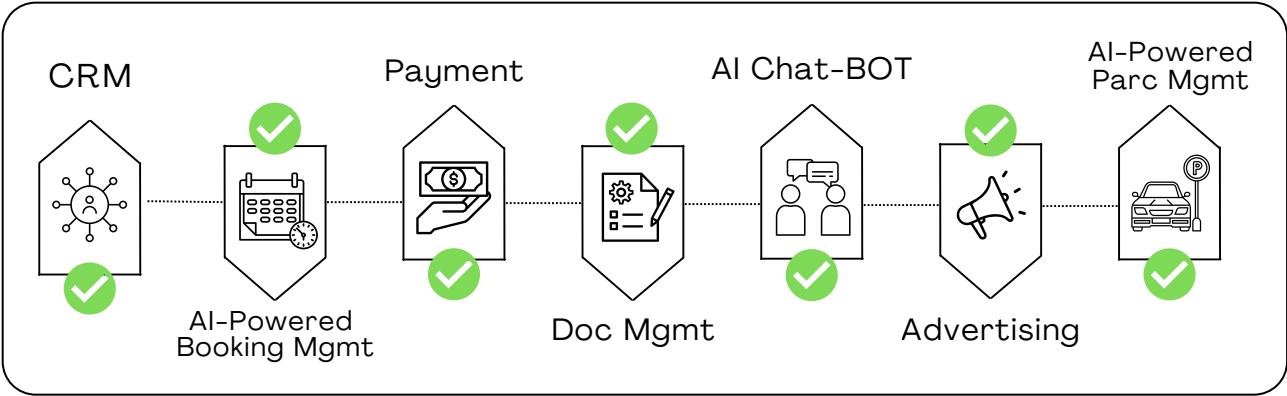
VALUE PROPOSITION

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

Register
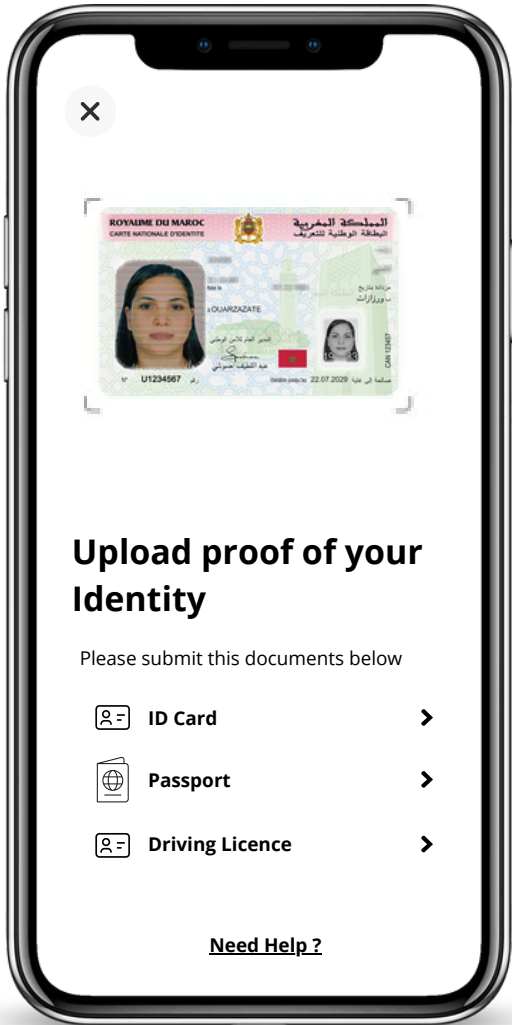
Browse & Book
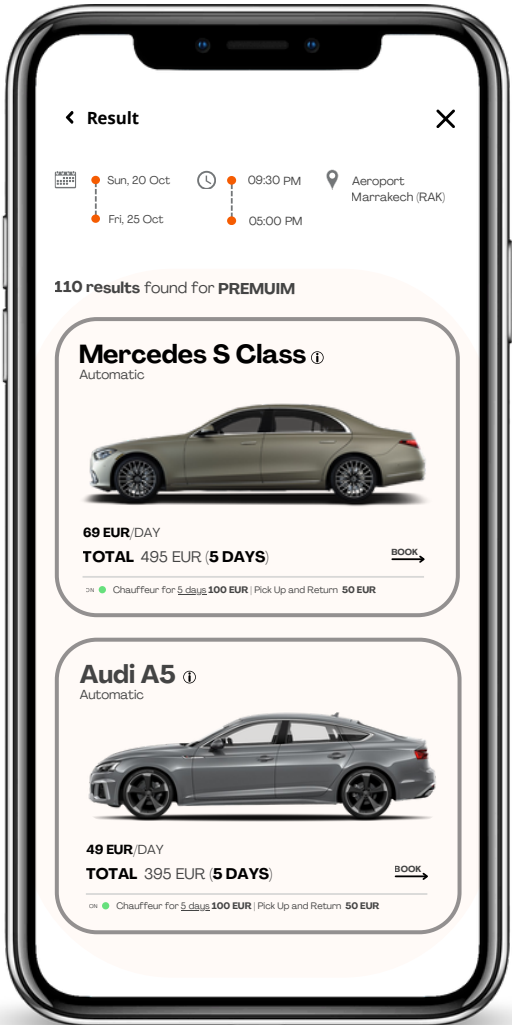
Pay
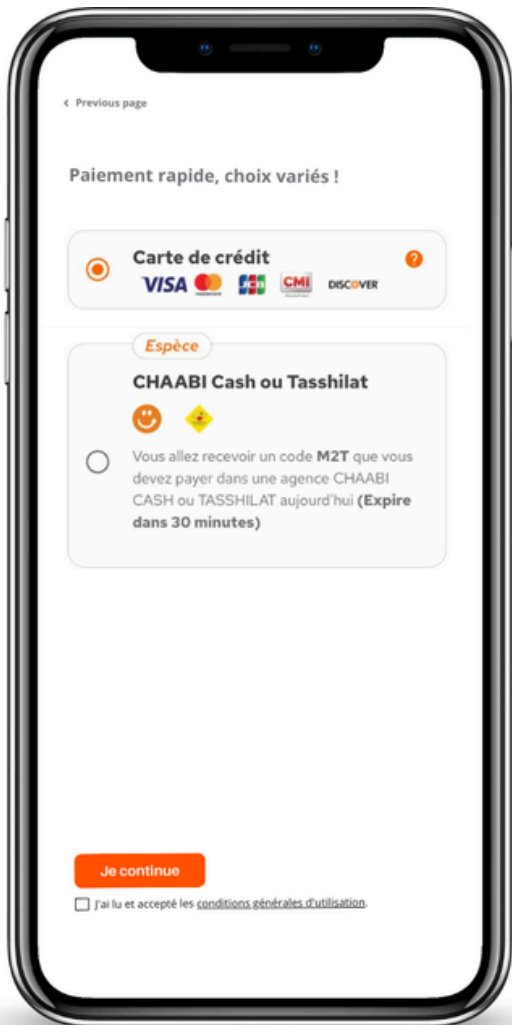
Inspect and Drive

Our Target Customers

Reliability and Trust

NEX LCD [1]

Local and International Travelers

Millennials and Parents

Mature and Responsible

+25 ans

Digital Savvy

high spending power
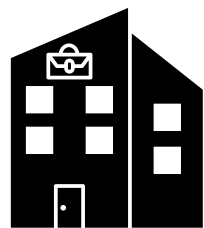
Businesses and Local Governments
Looking for Long-Term Solutions

NEX LLD [2]

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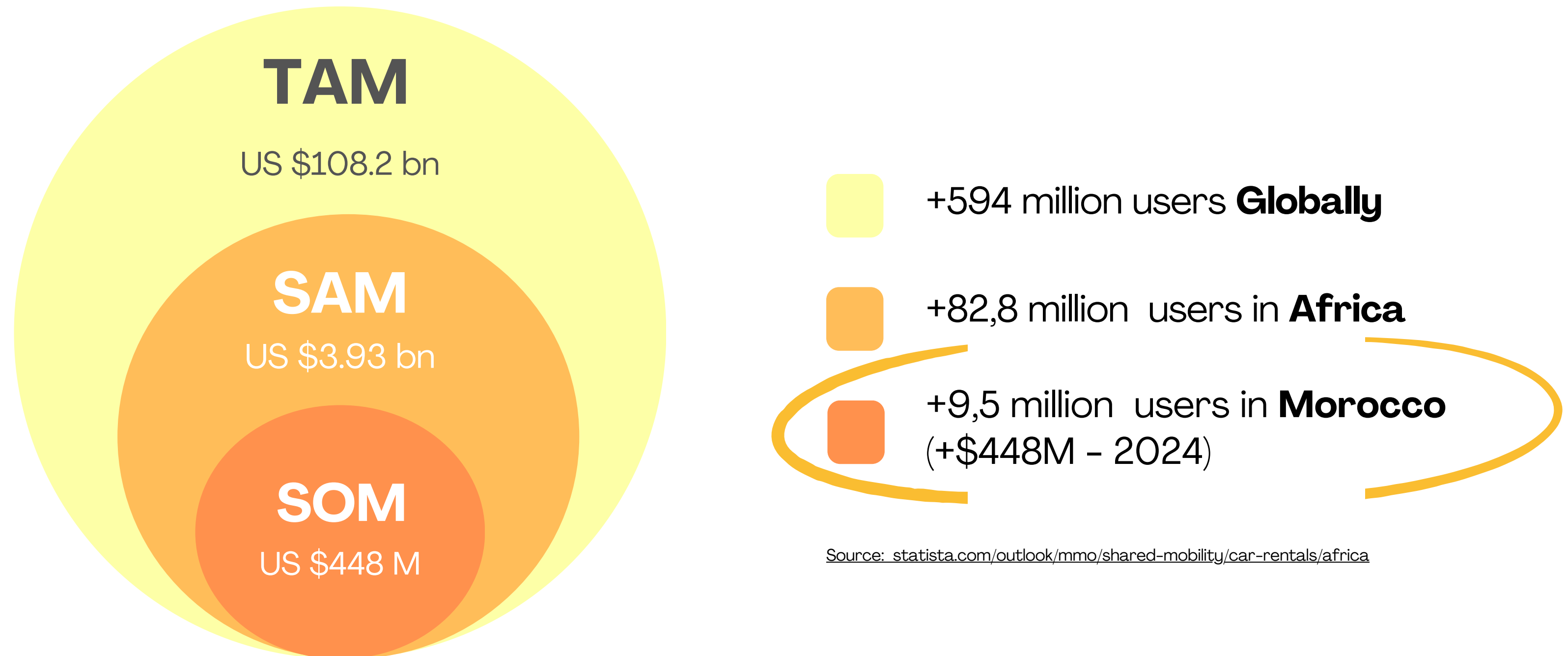
GLOBAL MARKET METRICS

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

Billions $

200				
150				
100				
50				
0				
2024				2029
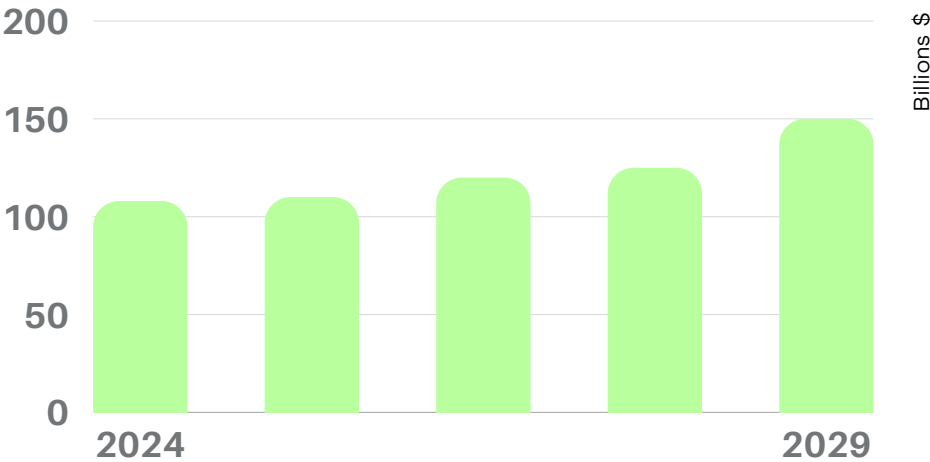
Global Users in 2029

800 m Users

Millions

1000				
800				
600				
400				
200				
0				
2024				2029

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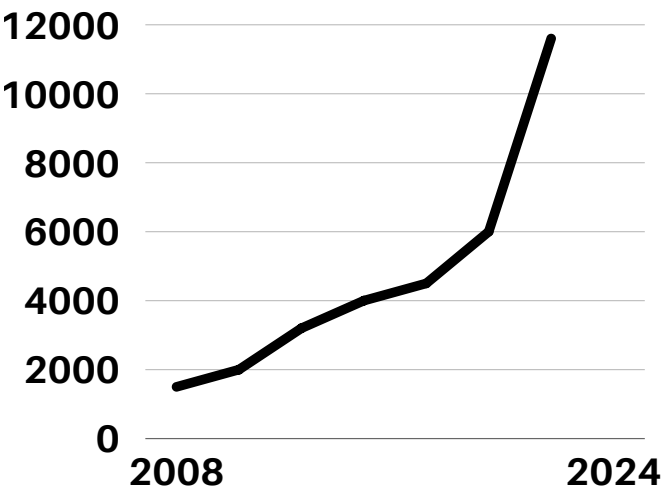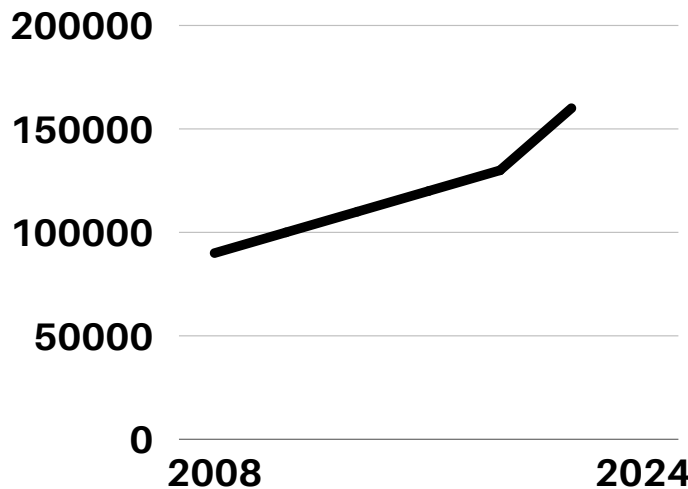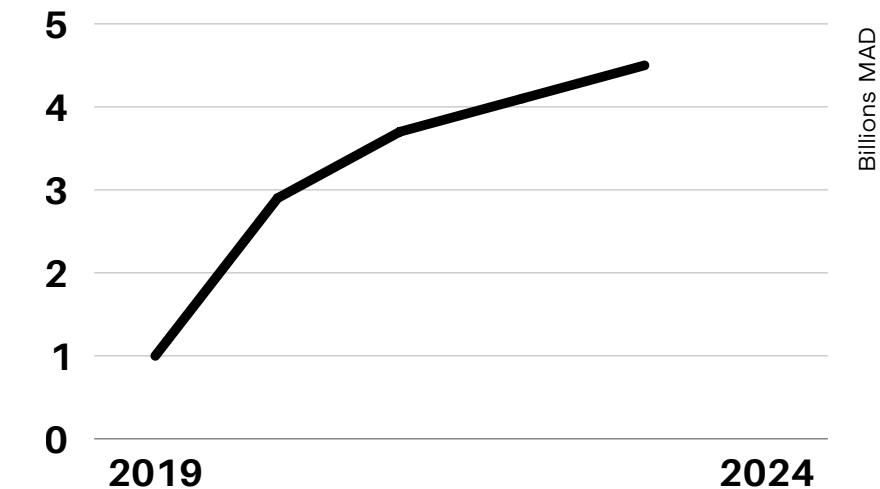
COMPETITOR ANALISYS

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

Criteria	Nex Mobility Lab	Rentcars.com	Virtuo	Getaround
Business Model	**B2B SaaS for local Agencies + Commissions on bookings (B2C)**	Meta search platform for car hire	Premium app-based car rental	Primarily C2C (peer-to-peer), limited B2B service
Core Offering	**Smart Agency Dashboard (AI), complete digitalization (check-in/out, biometric ID), Local Payments (M2T - Cashplus) and international.**	Search and comparison engine for rental offers	100% digital rental of new vehicles (owned fleet)	Peer-to-peer car-sharing platform
Geographic Reach	**Morocco (Current), Ambition Africa & Europe**	Global	Europe (France, UK, Spain, Italy)	Europe (Leader), United States
Nex's Key Advantage	• **End-to-end SaaS tailored for rental agencies (not just an aggregator).** • **AI optimization for fleet utilization and pricing.** • **Seamless digital UX (KYC, inspection, instant contracts).** • **No hidden fees**	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.

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Our main revenu 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

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GO TO MARKET

Nex *EVERYWHERE*

CREATE VISIBILITY

- Social media ads (Instagram, TikTok, Facebook)
- Influencer partnerships
- Strategic presence in high-traffic locations (*airports, hotels, coworking spaces, and business hubs*)

APP DOWNLOADS & USER ONBOARDING

CONVERT USERS INTO ACTIVE RENTERS

- **Incentives to Drive Engagement:**
  - Discounts on first trial.
  - Referral program
  - Nex Deals from partner agencies

RETAIN & GROW USER ENGAGEMENT

- **Loyalty & Rewards Program:**
  - Earn loyalty points for every rental for service upgrade
  - Rewarding users for frequent rentals, long-term bookings, and referrals.
- **Community Engagement & Social Proof:**
  - Sponsorships & partnerships
  - AI-driven customer engagement through personalized recommendations and push notifications.

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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

GITEX AFRICA Morocco

SOUS L'AUTORITÉ DE — EN PARTENARIAT AVEC #ADD — ORGANISÉ PAR KAOUN INTERNATIONAL

14 - 16 AVRIL 2025 MARRAKECH

Incubators

EXPLORER

F6 FLAT6LABS

MEETINGS
With over 50 industrie Leaders (Ayvens, Move UP)

Pitching and Participation

MRTB Moroccan Retail Tech Builder

Finalist
Supernova Nigeria Pitch Challenge GITEX

Exclusive Partnership
Scaling phase

F.A.L.A.M

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

Helping us onboard 300 agencies to benefit form 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.

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NEX MOBILITY *ROAD MAP*

	2025		**2026**	
	1/2 Q4	**2/2 Q4**	**Q1**	**Q2**
Product Functionnalities And Milestones	• **Marketplace to renters** fully functional ensuring security and seamless user experience • **Agencies Dashboard**: cover doc management, Booking Mgmt, Hosting tools and General Statistics • **Phase 1: Integrate 5,000 vehicles** across Morocco. • Continue our pilot phase to scale and understand deeply the rental process (Both international and Local)	• ISO & Android App Fully Functional • **Integrated CRM for Agencies:** Enhance customer retention with personalized offers, automated follow-ups, and service feedback loops. • **Fleet Optimization Dashboard:** Advanced analytics for agencies to track, manage, and predict vehicle availability. • Phase 2 of the vehicles integration, integrate 5000 cars into our platform.	• All in-one dashboard for agencies • Support for electric vehicles (EVs) and carbon footprint tracking. • Introduce long-term leasing & subscription models for businesses.	• **Expansion to Europe, Africa & the Middle East:** Target major urban hubs for adoption. • **API Integration for Insurance & BNPL Payments** : Allow seamless add-ons like rental insurance, extended coverage, and split payments. • **AI-Powered Chatbot & Voice Assistance:** Enable instant support & AI-driven customer service.
Recrutement	2 Operations 1 Marketing 1 Finance	2 Operations 3 Dev (FULL STACK MOBILE/WEB)	*Board Members*	*Board Members*
Full Time Team		9	14	
Fundraising	300K $		1,5M $	

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TEAM

Ilias EL AABBASSI
CTO

Oussama AISSOUNI
Software Engineer

CEO & PM
Yassine DHIOUI

COO
Marouane Hanine

Consultant IT
Mohsine Zeggoud

General Advisors

Lahcen Zaggoud

ALSTOM
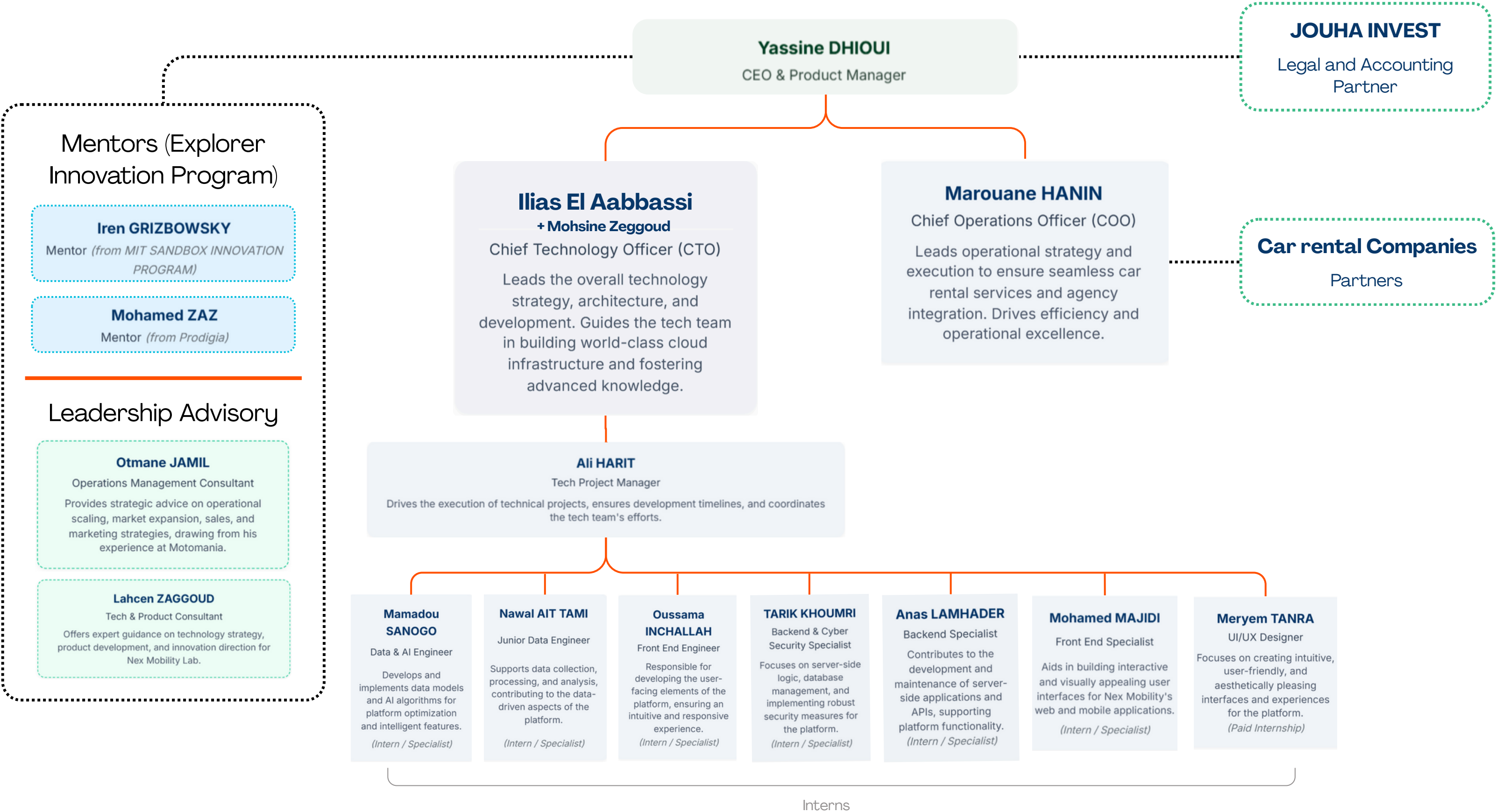ABB

Otmane Jamil

Motomania
Acquired by Burj Capital

Incubators

EXPLORER   FLAT6LABS

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URBAN MOBILITY

Nex Mobility Lab - Organization Chart

Yassine DHIOUI
CEO & Product Manager

JOUHA INVEST
Legal and Accounting Partner

Car rental Companies
Partners

Mentors (Explorer Innovation Program)

Iren GRIZBOWSKY
Mentor *(from MIT SANDBOX INNOVATION PROGRAM)*

Mohamed ZAZ
Mentor *(from Prodigia)*

Leadership Advisory

Otmane JAMIL
Operations Management Consultant
Provides strategic advice on operational scaling, market expansion, sales, and marketing strategies, drawing from his experience at Motomania.

Lahcen ZAGGOUD
Tech & Product Consultant
Offers expert guidance on technology strategy, product development, and innovation direction for Nex Mobility Lab.

Ilias El Aabbassi
+ Mohsine Zeggoud
Chief Technology Officer (CTO)
Leads the overall technology strategy, architecture, and development. Guides the tech team in building world-class cloud infrastructure and fostering advanced knowledge.

Marouane HANIN
Chief Operations Officer (COO)
Leads operational strategy and execution to ensure seamless car rental services and agency integration. Drives efficiency and operational excellence.

Ali HARIT
Tech Project Manager
Drives the execution of technical projects, ensures development timelines, and coordinates the tech team's efforts.

Mamadou SANOGO
Data & AI Engineer
Develops and implements data models and AI algorithms for platform optimization and intelligent features.
(Intern / Specialist)

Nawal AIT TAMI
Junior Data Engineer
Supports data collection, processing, and analysis, contributing to the data-driven aspects of the platform.
(Intern / Specialist)

Oussama INCHALLAH
Front End Engineer
Responsible for developing the user-facing elements of the platform, ensuring an intuitive and responsive experience.
(Intern / Specialist)

TARIK KHOUMRI
Backend & Cyber Security Specialist
Focuses on server-side logic, database management, and implementing robust security measures for the platform.
(Intern / Specialist)

Anas LAMHADER
Backend Specialist
Contributes to the development and maintenance of server-side applications and APIs, supporting platform functionality.
(Intern / Specialist)

Mohamed MAJIDI
Front End Specialist
Aids in building interactive and visually appealing user interfaces for Nex Mobility's web and mobile applications.
(Intern / Specialist)

Meryem TANRA
UI/UX Designer
Focuses on creating intuitive, user-friendly, and aesthetically pleasing interfaces and experiences for the platform.
(Paid Internship)

Interns

Funding and allocations

300k $

Funding needed to make it happen

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

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Financial Projections

1-3 years

	Year 2025	Year 2026	Year 2027
Newly Acquired Users	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
Total Revenues	**$ 761,309**	**$ 13,202,500**	**$ 35,145,000**
GROSS PROFIT	**$ 102,885**	**$ 1,425,870**	**$ 3,725,370**
Total Operating Expenses	$ 58,600	$ 117,200	$ 468,800
Customer Acquisition Expenses	$ 76,130	$ 660,125	$ 702,900
Net Profit (Loss)	**$ (31,846)**	**$ 648,545**	**$ 2,553,670**

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