



## **Moringa-based products, an efficient solution against malnutrition**

**The client is a king, and we have his queen  
Moringa, the queen of plants**

# EXECUTIVE TEAM



**Hajar LACHHEB**



**Oumayma ES-SAYDY**



**Ismail NADI**



**Houyame HAKMI**



# MORINGA : THIS MIRACLE TREE IS THE MOST NUTRIENT-DENSE FOOD ON THE PLANET

A highly nutritious plant with remarkable benefits on the environment

## Nutritional benefits :



ounce for ounce, fresh

### Moringa leaves have:

**7X MORE VITAMIN C**  
than oranges



**3X MORE IRON**  
than spinach



**3X MORE POTASSIUM**  
than bananas



**4X MORE VITAMIN A**  
than carrots



**4X MORE CALCIUM**  
than milk



## Additional benefits :



Seeds from the Moringa tree have water purification properties.



An economically important tree for bees especially, which flowers almost throughout the year.



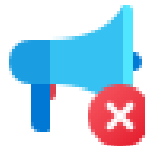
Dairy animals like cows, buffaloes and sheep, if supplemented with Moringa produce 43-65% more milk. Cattle fed on moringa leaves also show rapid gain in weight.

## A LOW QUALITY RUDIMENTARY PRODUCTION OF MORINGA IN MOROCCO, WITH UNEXPLOITED MARGINS OF PROGRESS

Morocco fulfills the requirements for the cultivation of Moringa, with regard to; climate and soil type, it is characterized by conditions pedoclimatic, presumed to be adequate under acceptable conditions.



**44 hectares** cultivating Moringa in Morocco by small associations.



**Low demand** on Moringa leaves due to the **inexisting commercialisation** of the plant and its benefits.



**Short chain of production** : Moringa is commercialized on a small premiter of where the plant is cultivated, resulting in a variation of price.



MYMORINGA

### Value proposition :

Moringa-based high quality products that match the needs and preferences of **each client**.

Introduction of the plant to the Moroccan market and focus on the **commercialization of its benefits** (social media, free samples...)

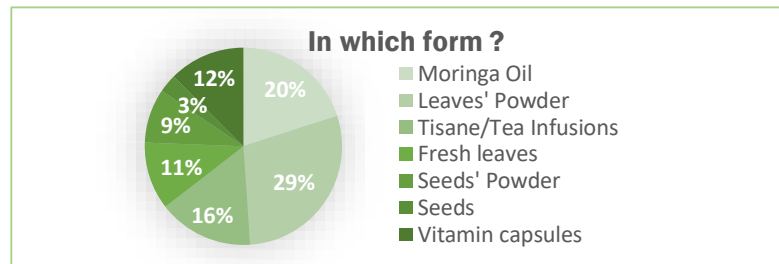
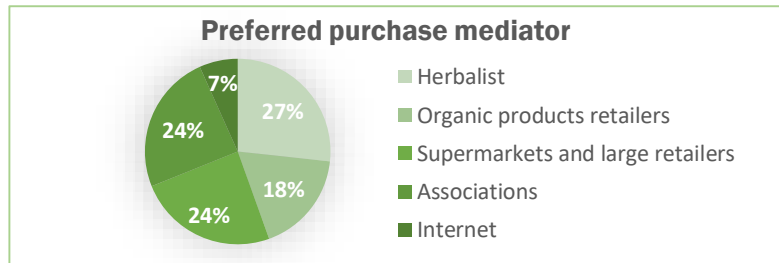
Sustainable production chain that covers the **entirety of the Moroccan market**.

# MORINGA : A BUSINESS OPPORTUNITY IN MOROCCO

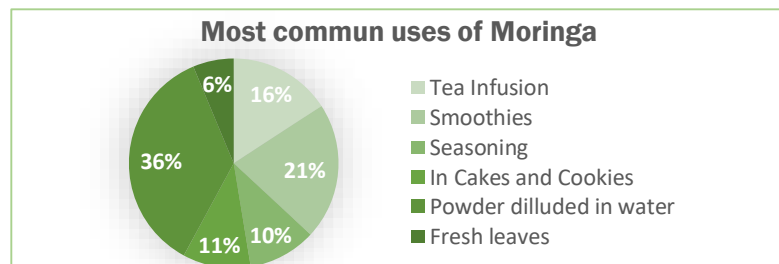
## Customer segments and Consumption habits

According to a study that included a representative sample of 173 individuals, 13.3% have already used Moringa whilst 86,7% have never used it in their lives. The study provides a detailed insight about customer preferences and habits in Morocco.

### Among potential consumers :



### Among existing consumers :



### Value proposition :

**52,2% of Moroccan consumers heard of Moringa via Social Media**

=

**Focus on Social Media outreach**

**Cultivate our own high quality Moringa Leaves**

+

**Transform Moringa leaves to products that match the customers' preferences and consumption habits**

=

**Extremely healthy Moringa-based products**



## MORINGA : A BUSINESS OPPORTUNITY IN MOROCCO

Total market addressed

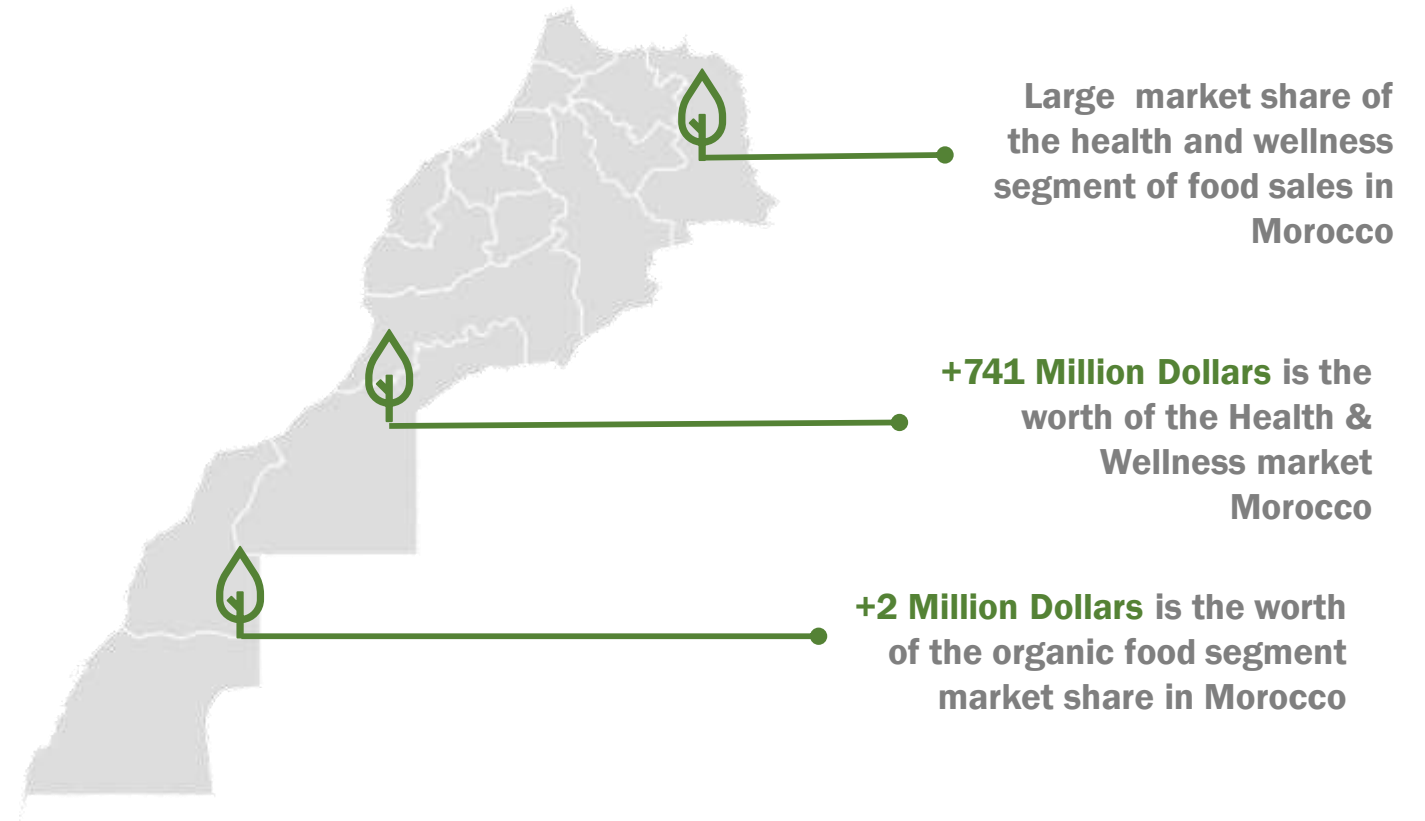
With the right set of tools and a sustainable approach, MyMoringa will dominate the Health & Wellness market in Morocco by providing an efficient solution to reduce malnutrition and serve its customer segments with the products that match their needs and consumption habits.

### B2B segment :

- Restaurants
- Catering businesses
- Large chains of retailers
- Organic food suppliers/retailers...

### B2C segment :

- Children suffering from malnutrition and bad diets
- Sportsmen & women
- Healthy lifestyle enthusiasts...

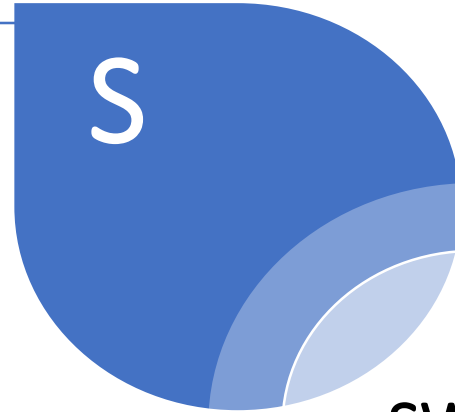


# MORINGA : A BUSINESS OPPORTUNITY IN MOROCCO

## SWOT Analysis

### STRENGTHS

- The Moroccan climate is favorable for the growth and development of Moringa oleifera and also for the drying shade since the harvest season coincides with the peak of temperatures.
- Labor is less expensive.
- The possibility of using Moringa for different purposes (human food, animal feed, cosmetology, medicine, beekeeping, reforestation).



### WEAKNESSES

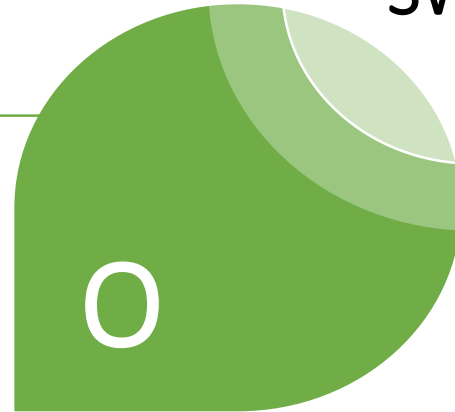
- The difficulties in marketing since Moroccan consumers are not knowledgeable about Moringa Oleifera.
- Limited knowledge and lack of expertise of some farmers in crop management and different production models of Moringa oleifera.
- Sensitivity of the plant to cold climate and strong winds.



## SWOT

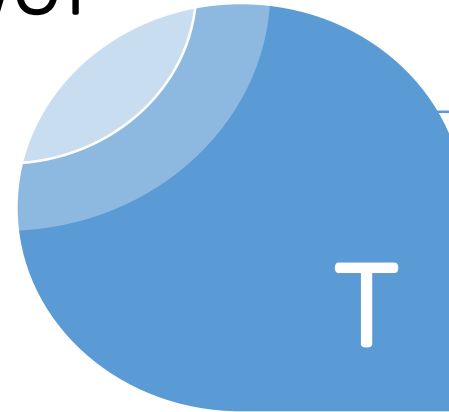
### OPPORTUNITIES

- In terms of international trade, Moringa can reduce importations.
- The production of Moringa which is categorized among superfoods allows a diversification of local products.
- The marketing of Moringa oleifera to other industries (cosmetics, animal feed, production of coagulants, pharmaceutical industry) in order to create new concepts and new products based on Moringa.



### THREATS

- The bitterness of the taste of the powder when consumed in its pure form is not a taste appreciated by the Moroccan consumer.
- The Moroccan population has not yet been made aware of the nutritional importance of Moringa oleifera.
- Side effects associated with improper use of Moringa products.





## MYMORINGA : BUSINESS MODEL







## MYMORINGA : BUSINESS MODEL

### Cost Structure & Revenue Model projections

1 Tree can give 400 fruits per year , we will have 1000 tree so a number of 400 000 fruits per year.

My Moringa powder ( 70 000 kilo per year )		
Variable cost	Moringa's seeds ( 4000 seeds )	160
	the cost of labor and processing	40 000
	product production	100 000
	Marketing , sales and communication	50 000
	Storage	36 000
	Transportation	50 000
	Packaging	4 000 000
	Label	320 000,8
	Certification (ONSSA)	4000
	<b>Total variable cost</b>	<b>4 600 160 , 8</b>
Number of units sold per year		400 000
<b>Fixed cost</b>		<b>10</b>
Selling price(no taxes inluced)		7 000 000
<b>Marge</b>		<b>2 399 839,2</b>
Margin (%)		34,2%

**MYMORINGA :**  
Our natural products



**Moringa Leaves (Dried or Fresh) :**  
can be used in salads.



**Moringa Powder :** can be used as  
seasoning or integrated in  
smoothies and beverages.



**Moringa-based Oil :** can be used  
for cosmetic purposes or cookery.

**Brownies made using  
MyMoringa Powder**



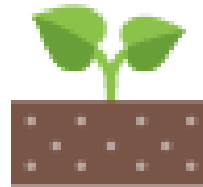
## STAGE OF DEVELOPMENT OF MYMORINGA

**700 000 MAD is needed**

**Buy cookery and processing equipment and machinery**



**Buy a piece of land and machinery to cultivate the plant with high quality and sustainable standards**



**Start an agroprocessing unit with expert engineer and staff**





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