



Moroccan car rental is broken



Hidden Fees &
Unclear Pricing



Outdated & Inefficient
Booking and Pickup



Limited
Availability

Moroccan Agencies Struggle



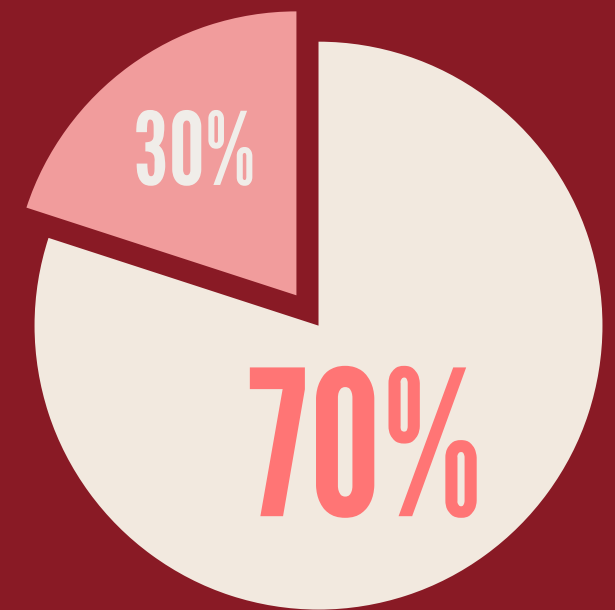
**Low Consumer
Trust**



**Lack of Customer
Insights**



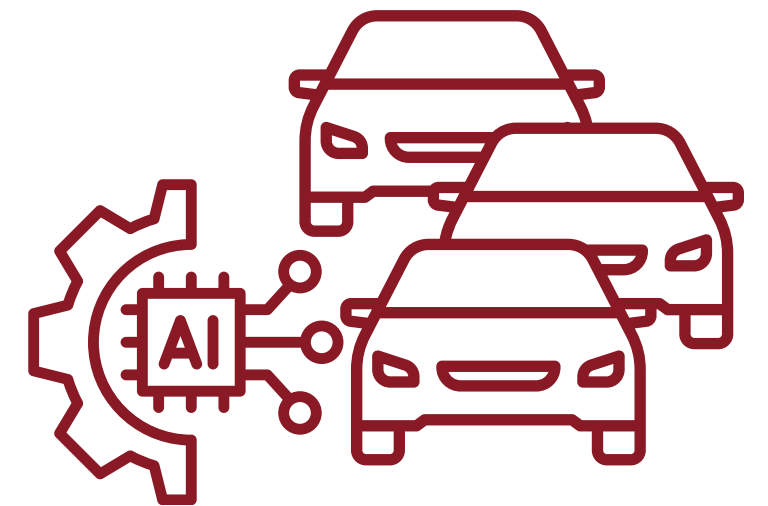
**Seasonal
Struggles**



**Limited Market
Share**



**Seamless &
Transparent Online
Booking**



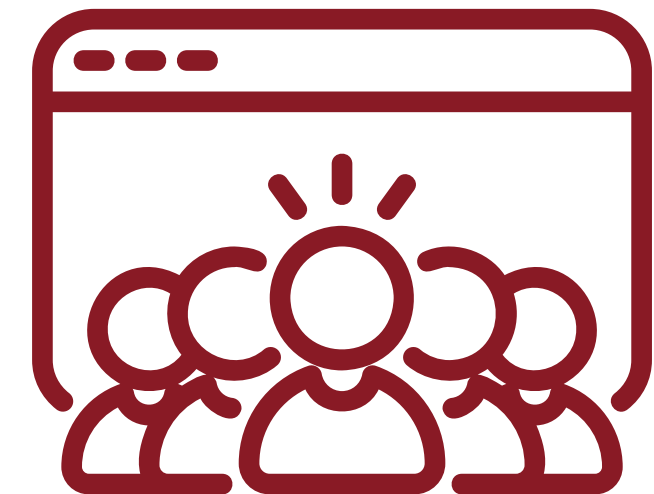
**AI-Driven Fleet
Management &
Optimization**



**On-demand
Convenience**



**Hassle-free Car
Delivery**



**Increased Visibility &
Customer Reach**



**Tourists &
Travelers**



**Local
Residents**



**Car Rental
Agencies**



**Business
Travelers**

Customer Segments

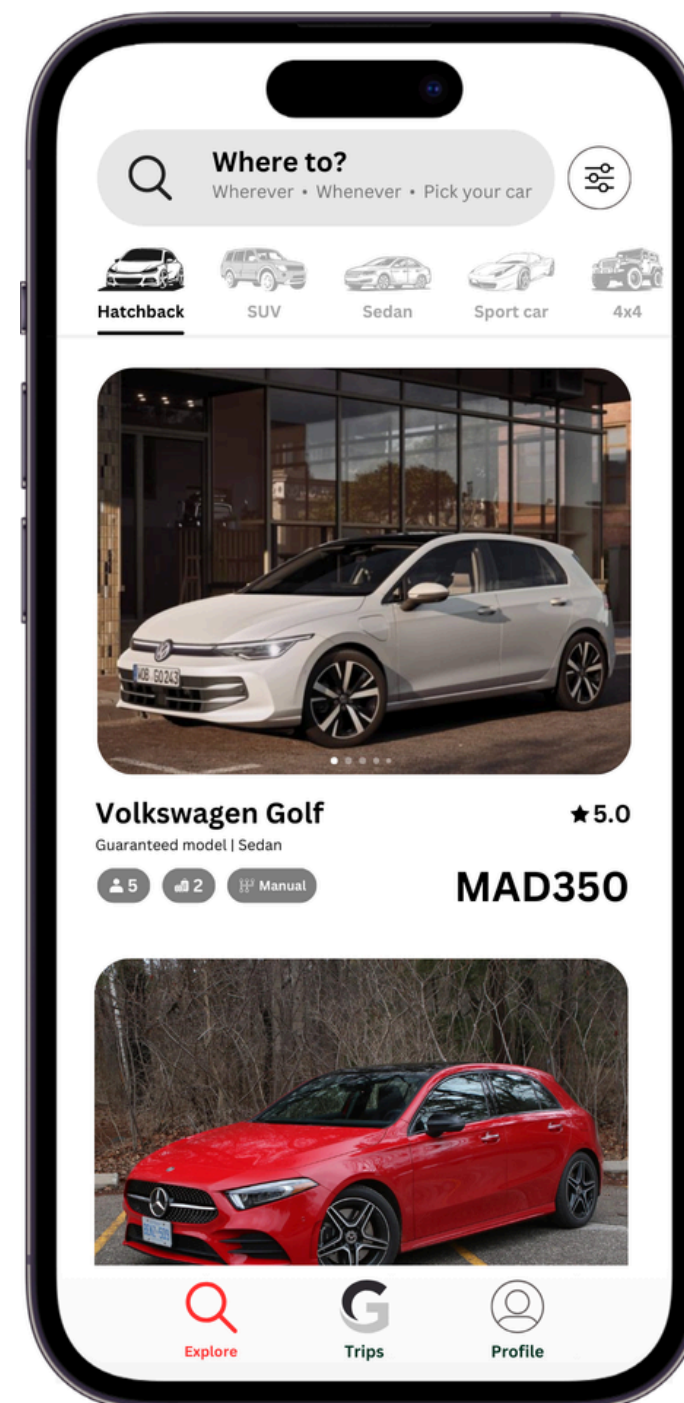
What Sets Goojoo Apart?



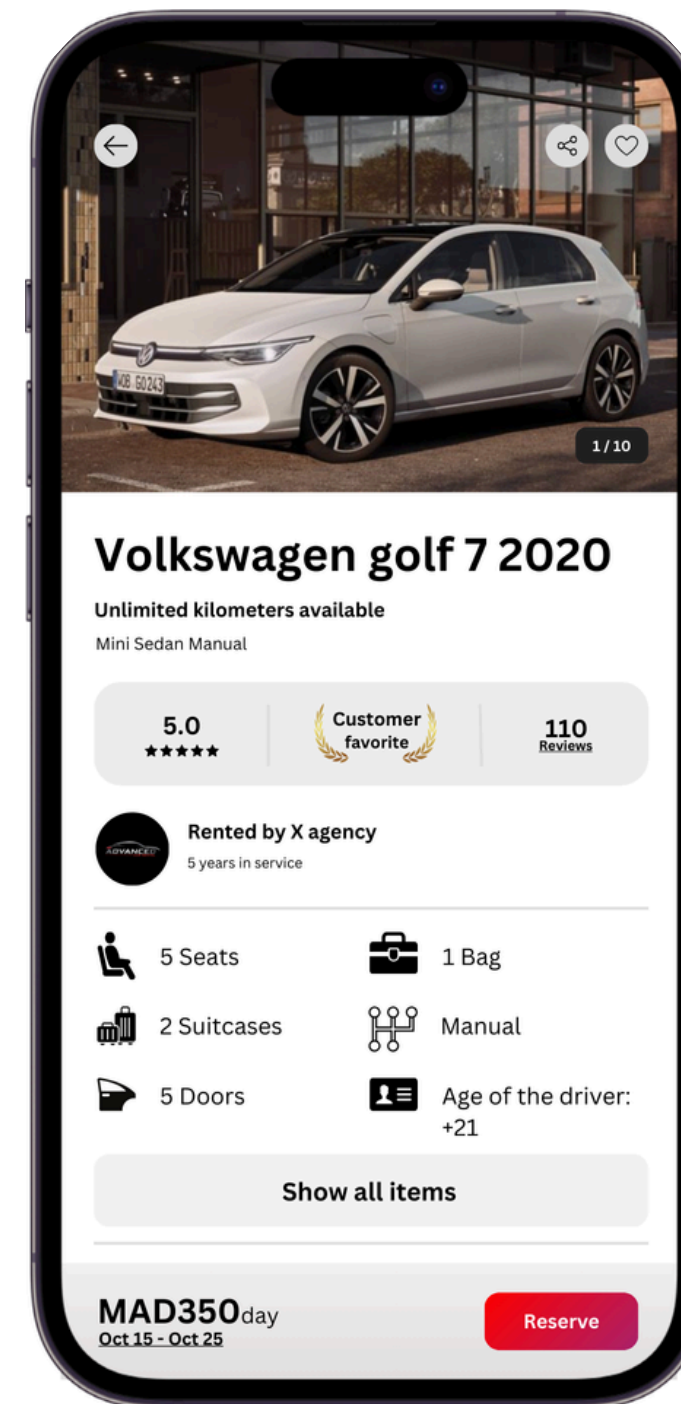
M.V.P.

Seamless Car Discovery and Booking ✓

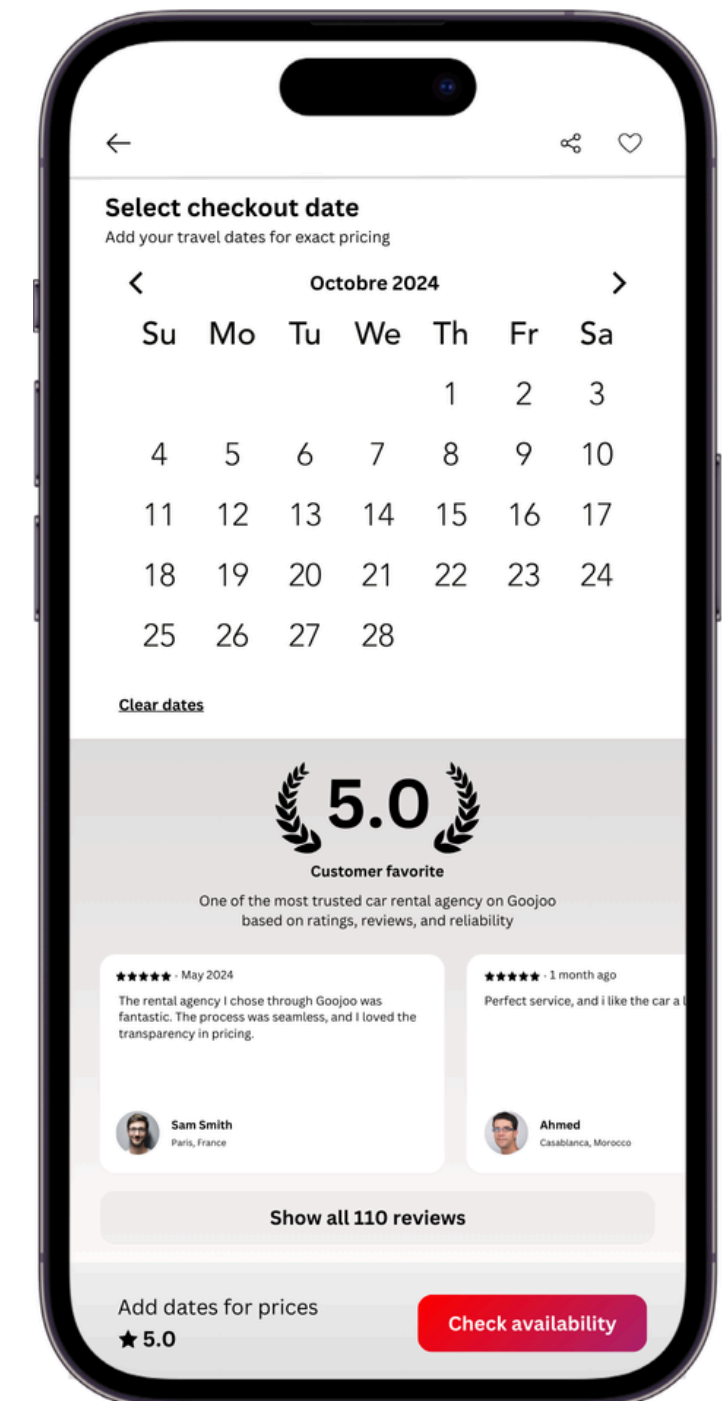
Simple, Smooth, Trusted ✓



Discover

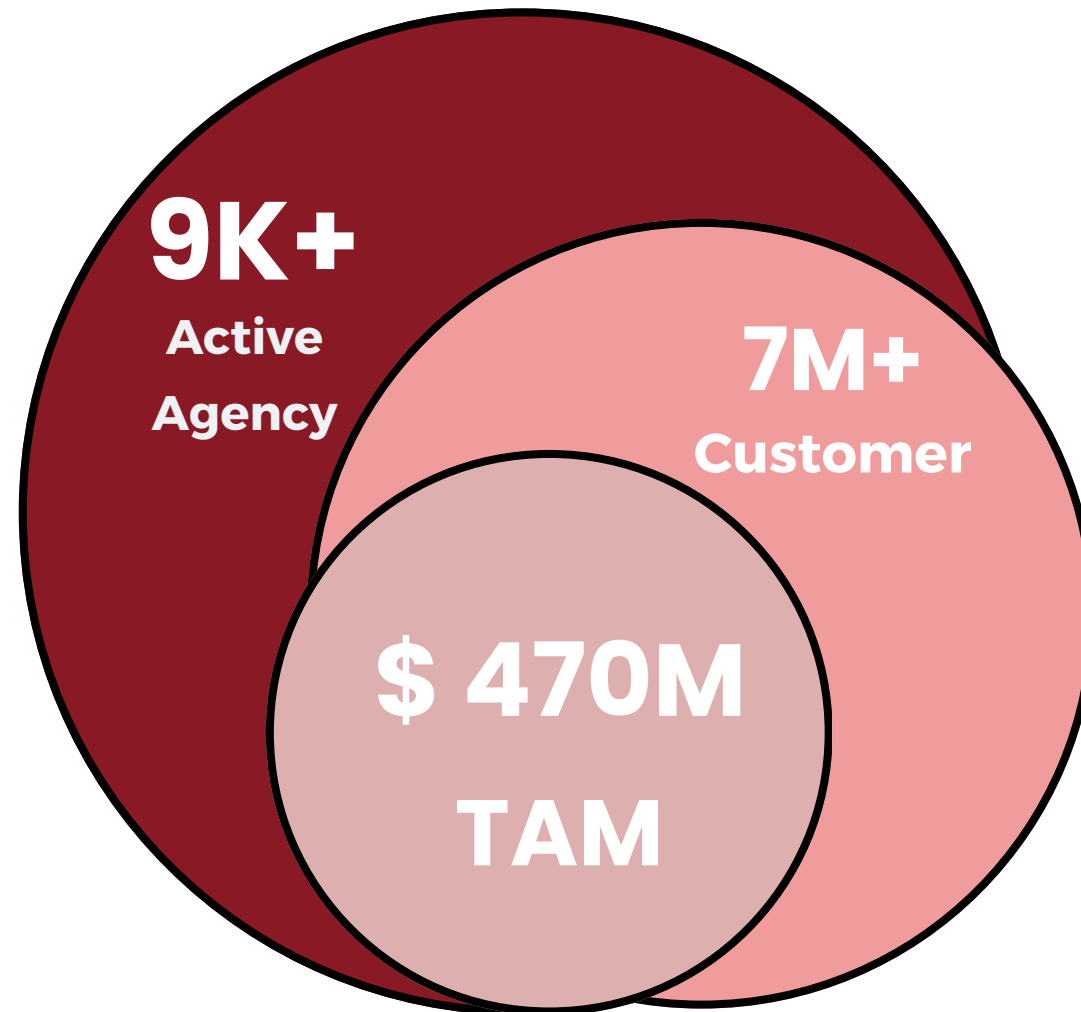


Check



Booking

2025



CAGR 4.48%



2030



SAM

7 million potential customers interested in digital car rentals.

Serviceable market value: **\$ 188M.**

SOM

Goojoo targets 10-15% market share, reaching 700K-1M customers.

Expected annual revenue: **\$ 18.8M-\$ 28.2M.**

LAM

Targeting 1,000 small-to-medium rental agencies in Morocco.

Projected market value of **\$ 7M** in the first year.

<https://www.statista.com/outlook/mmo/shared-mobility/car-rentals/morocco>

Market is Growing Rapidly



Marketing Strategy

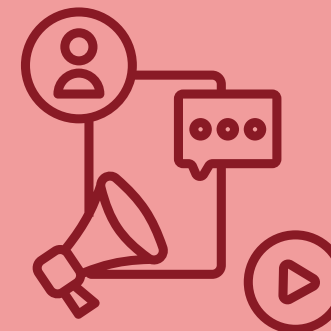
our steps
to become successful startup

Partnership



- Car rental agencies
- Tourism boards
- Hotels
- Travel agencies

Marketing Campaigns



- Adapt marketing to Moroccan preferences
- Social media
- Brand building
- Trust development

User-Centric Innovation



- Refine app based on feedback
- Align with local preferences
- Address weak points
- Loyalty program
- Emphasizing ongoing innovation

Business Model

Revenue generating from the start

B2C



10% Fee for each successful car rental transaction



Membership or monthly subscription

B2B2C

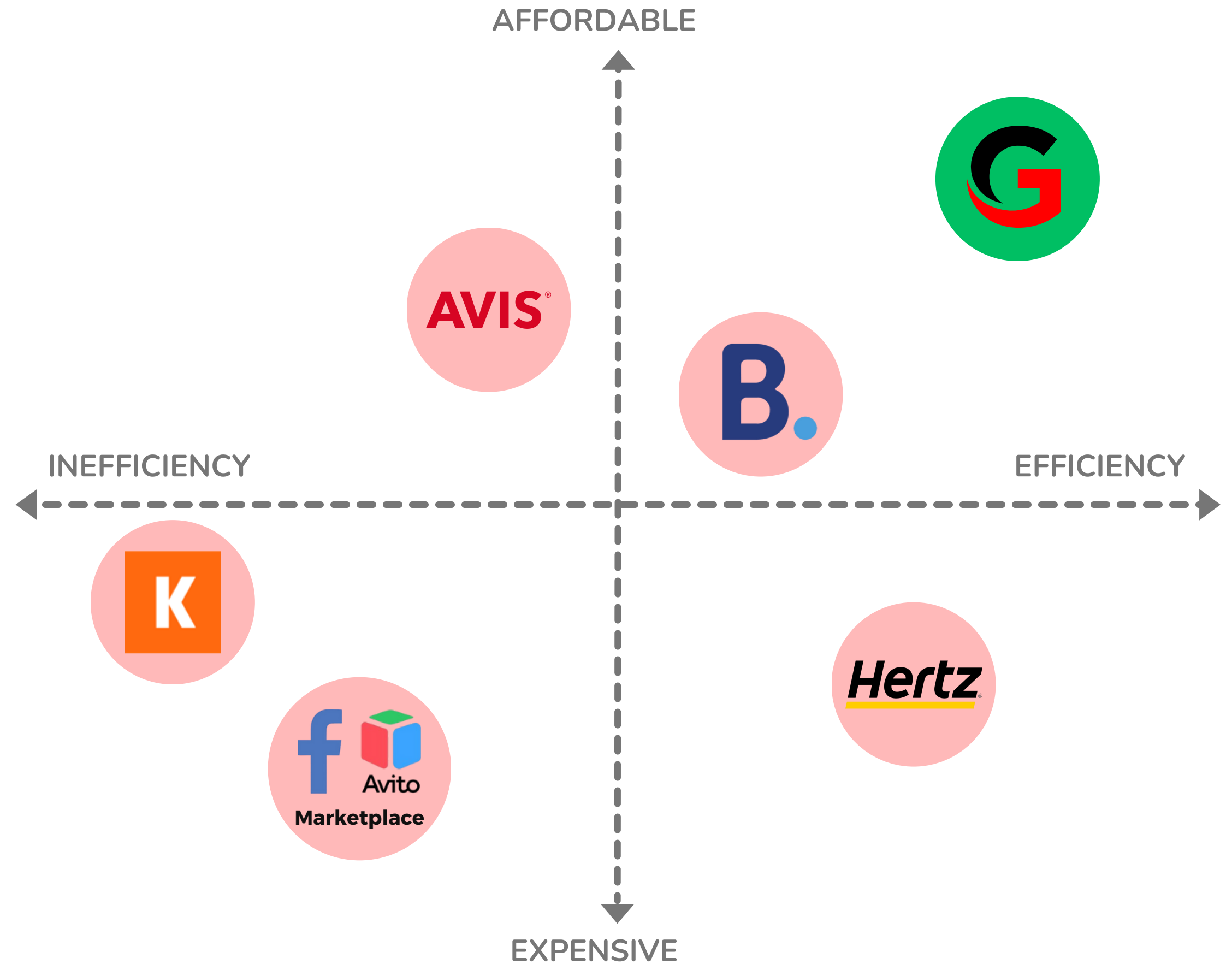


Monthly subscription for premium services
























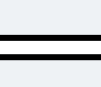
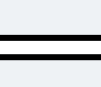
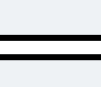


Strategic business partnerships

Unique Advantage

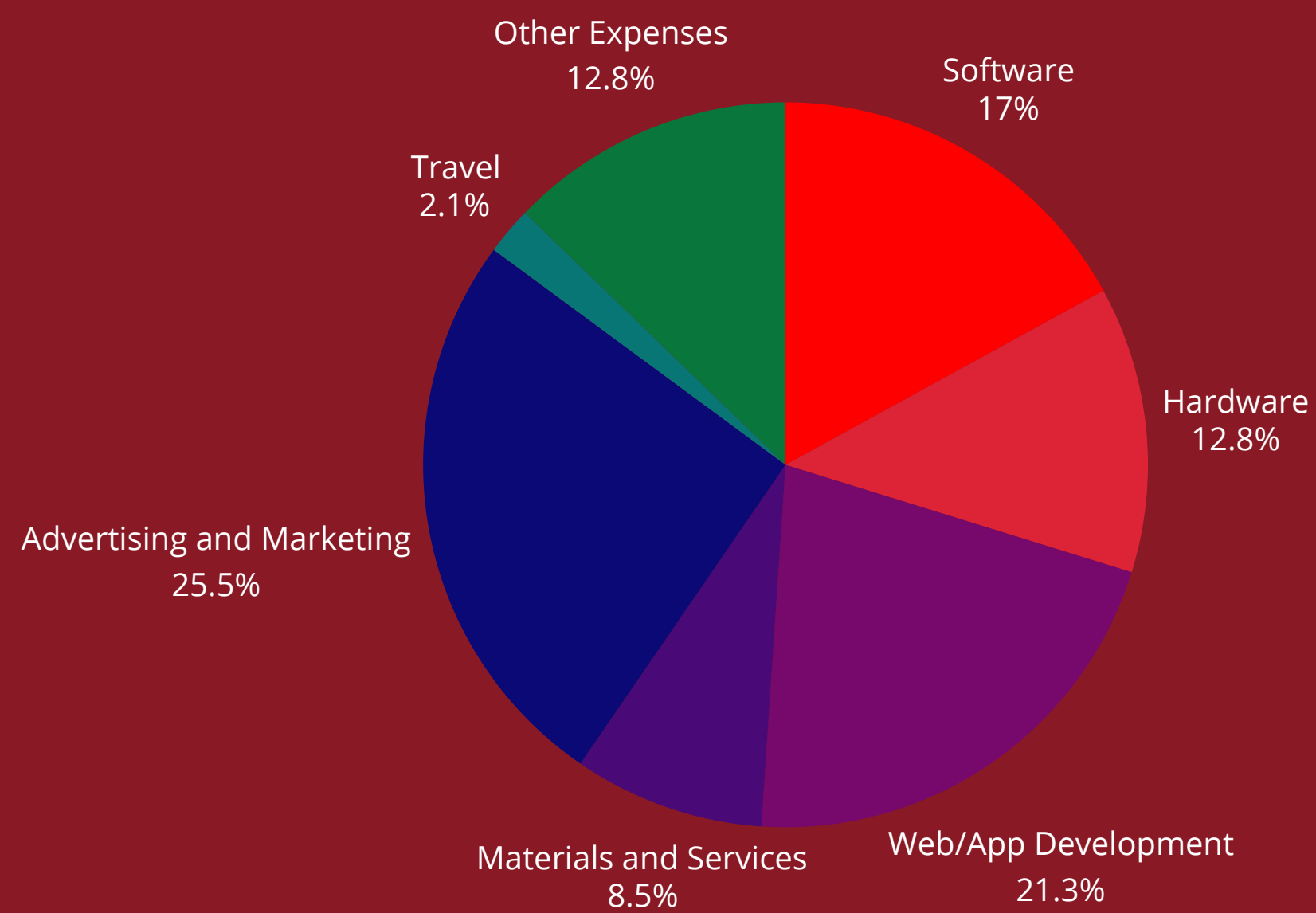


Unique Advantage

						
Real-Time Tracking & Pricing						
Wide Vehicle Selection						
Demand Forecasting & Inventory Optimization						
Automated Customer Insights & Feedback Reports						
Personalized Recommendations						
Flexible Rental Options with Secure Payments						
Instant Availability & Updates						
AI Assistant						
24/7 Support						

Fundraising

Investment opportunity



OPERATIONAL COSTS:

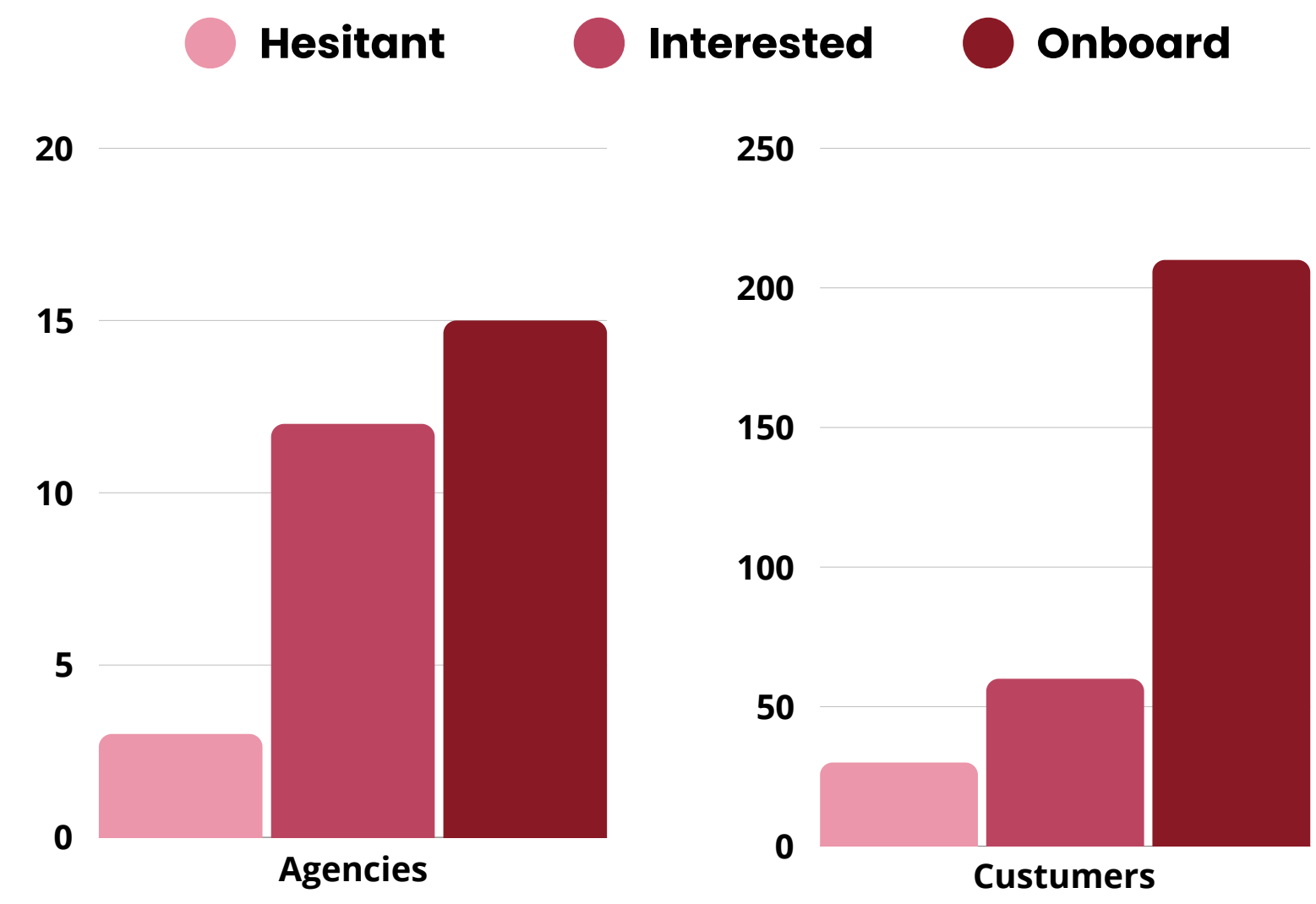
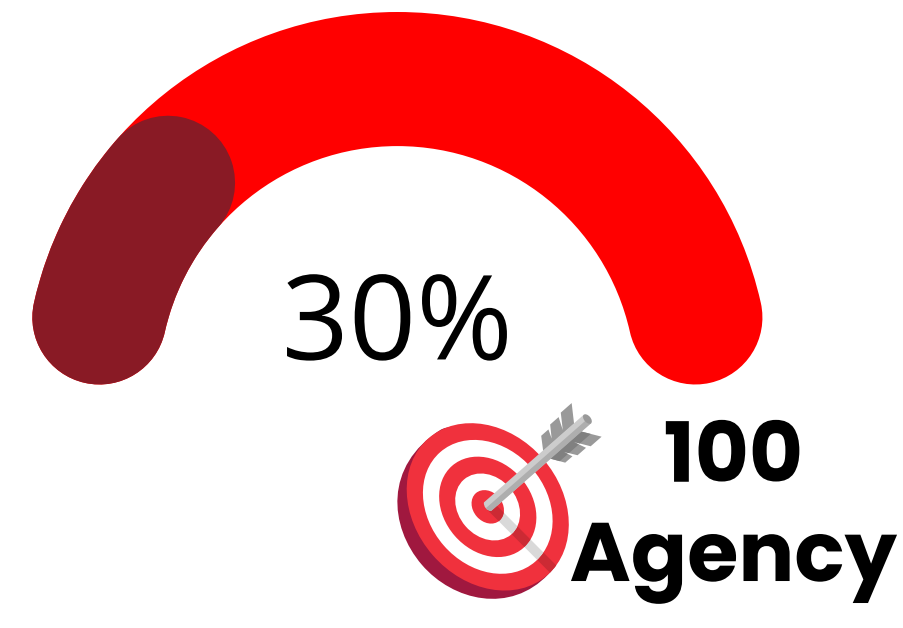
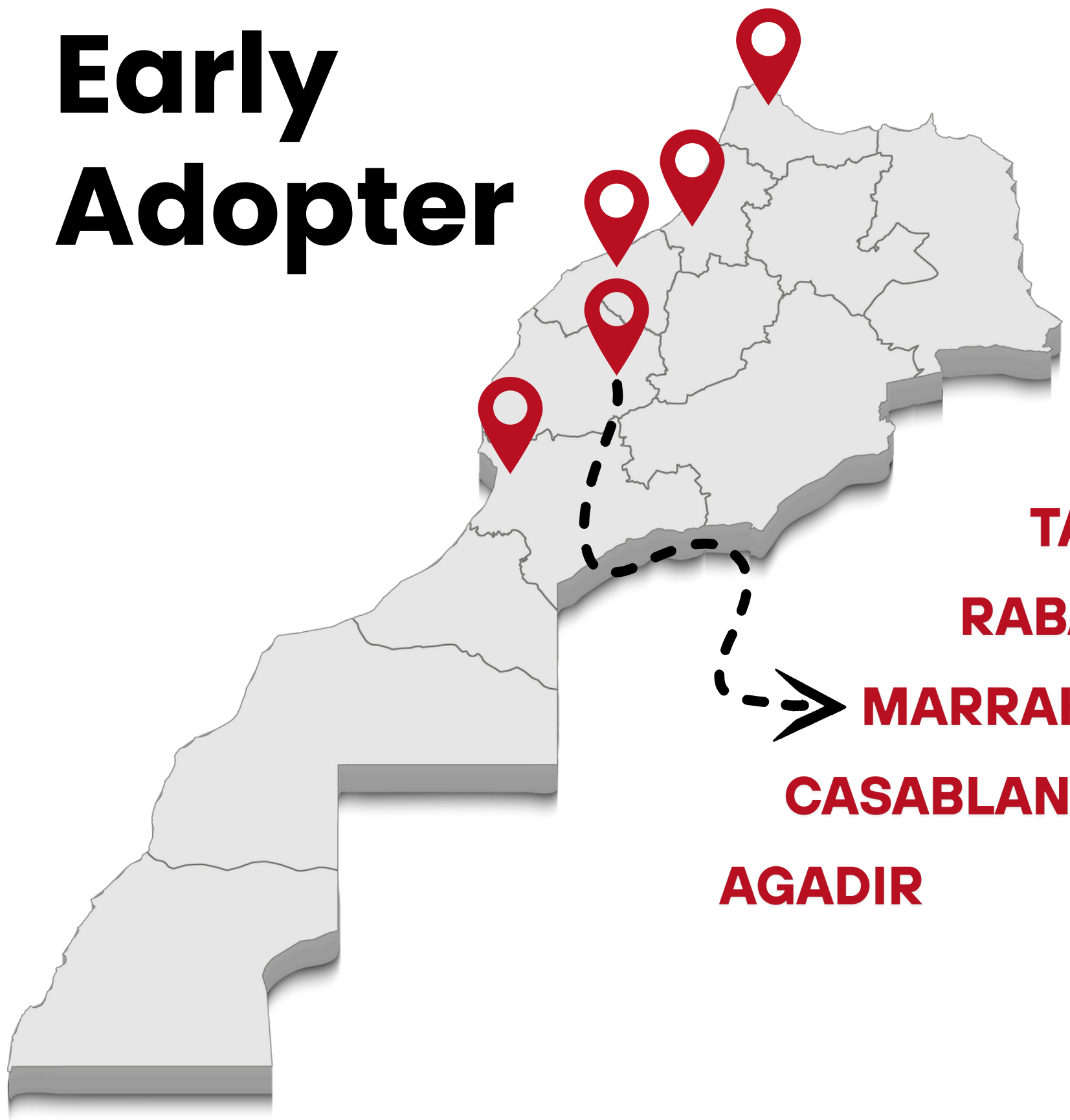
<div>• Software licenses, tools, and development resources</div>	40,000	17%
<div>• Essential hardware for operations</div>	30,000	12.8%
<div>• Development and maintenance of the Goojoo platform</div>	50,000	21.3%
<div>• Call center</div>	20,000	8.5%
<div>• Marketing campaigns, promotions, and brand awareness</div>	60,000	25.5%
<div>• Travel expenses related to business operations and networking</div>	5,000	2.1%
<div>• Miscellaneous expenses, stipends</div>	30,000	12.8%

TOTAL

DHs 235,000

100%

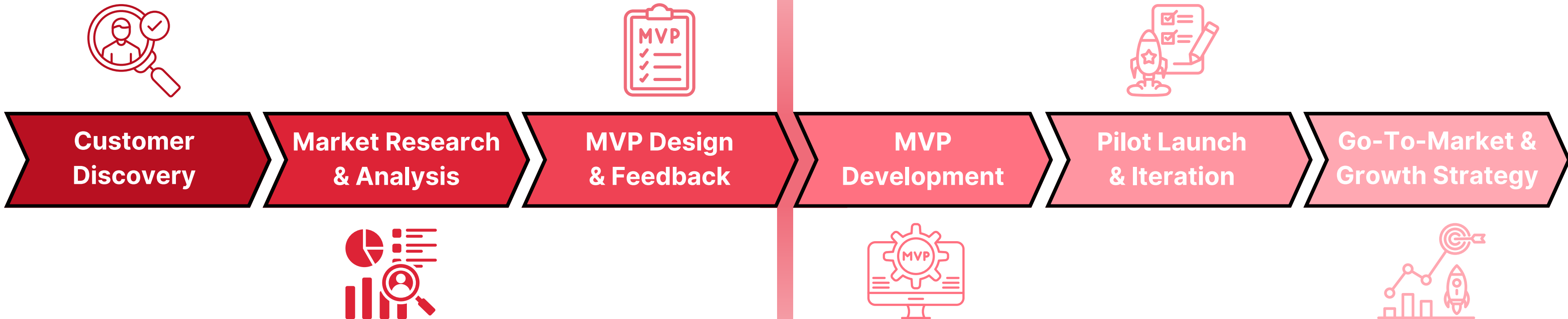
Early Adopter



Ready For Pilot

To Date

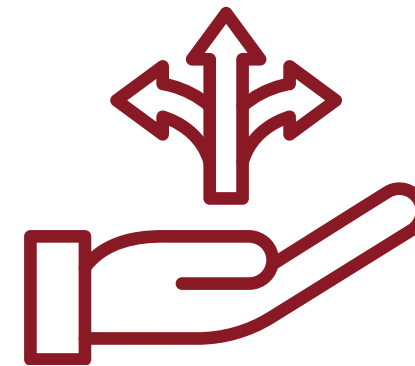
Next 15 Months



We Are Looking For



Financial
Support



Strategic
Guidance



Network and
Partnerships

Our Team



University
Mohammed VI
Polytechnic

Entrepreneurs Revolutionizing the Moroccan
Car Rental Industry



HAMZA SALAM

CEO & Founder

**Entrepreneurial
Mastermind**



HICHAM KADDOURI

COO & Co-founder

**Operational
Rockstar**



YOUNES ASKOUR

CTO & Co-founder

**Technology &
Data Wizard**



Contact Us

Phone Number

+212 688117419

Email Address

contactgoojoo@proton.me

Thank You