



**GOLDEN**

**Bee**

About  
Our

# Project

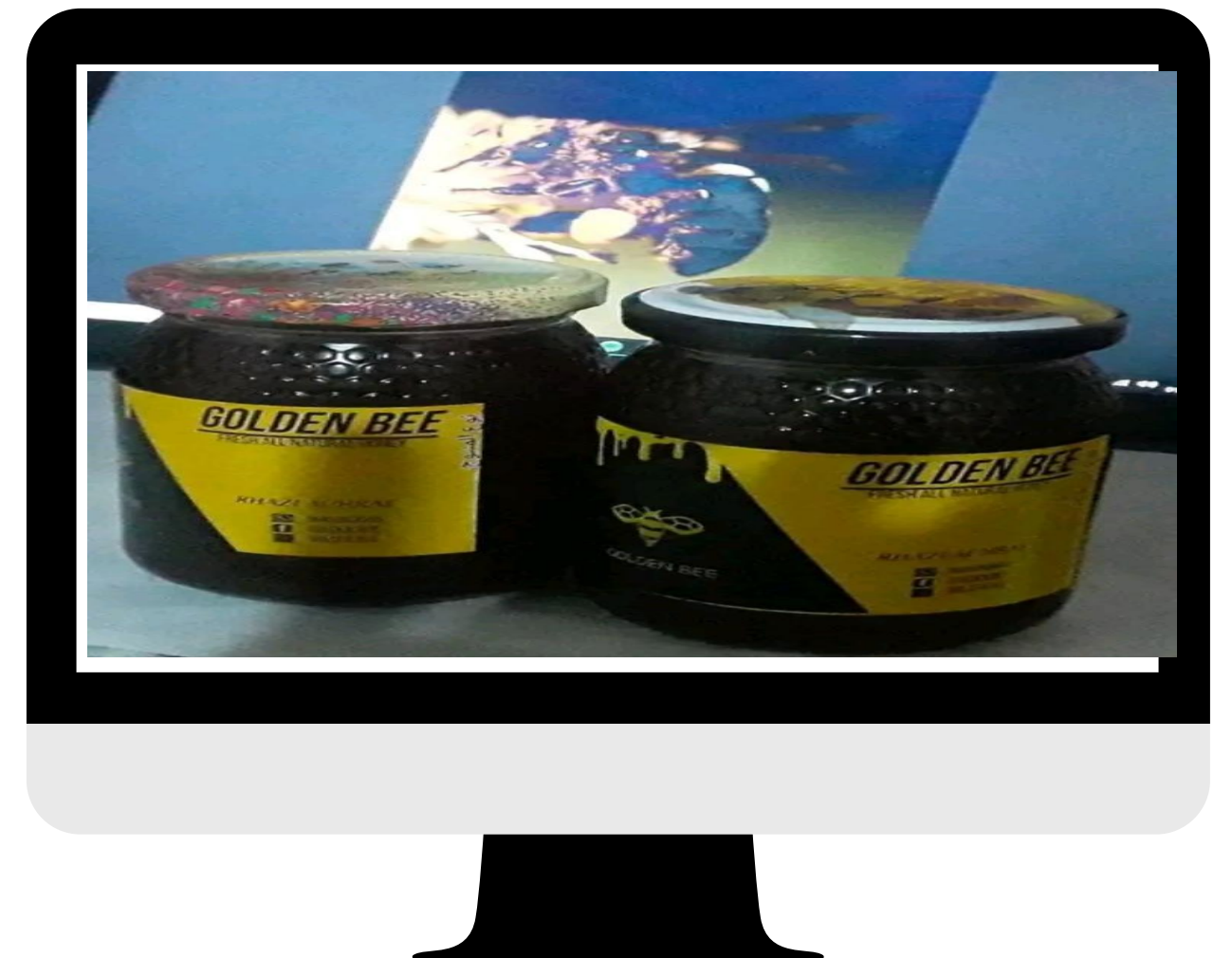


Golden Bees aims to produce honey and its natural derivatives of pollen, royal jelly, and propolis, in addition to other products that were not previously produced in Morocco, but are imported from European countries, where we also worked on some formulations of a group of substances beneficial to the human body.



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Vegan Cosmetics Market is projected to grow from 2023 to 2030



# Problem **State**me



## **Unhealthy products**

Most people resort to buying products that are unhealthy for the human body and that contain preservatives that eventually enable people to develop cancer. The reason for this is the lack of natural products.

## **Fraudulent products**

Most people continue to search for natural products, such as what Golden Bee offers, but to no avail. They resort to buying them from outside Morocco, and thus they are surprised, firstly, that these materials are usually adulterated, and eighthly, their price is very high not suitable for all classes of society.

# We Offer **Solution**



**100% bee extract**

**Technical Support**

100% Organic Ingredient: completely free from synthetic additives

**Multi-Benefit Formulations**

Anti-aging, antioxidant, and protective skincare and Anti cancer

**Eco-Friendly Production**

Sustainable sourcing and minimal environmental impact.

# Our Products **Overview**



- **Cosmetic Products:** We offer a range of skin care formulations made from honey and its natural derivatives.
- **Honey:** Production of all types of natural honey
- **Honey derivatives:** Providing honey derivatives such as pollen, royal jelly and propolis
- **Honey formulations:** Producing a range of formulations with honey to prevent and cure several diseases





# Company **Traction**



- **Current Stage:** All products are now available
- **Early Adopters:** Positive feedback from pilot sales, initial testing, and endorsements from industry experts and influencers.
- **Next Steps:** Full-scale production and market launch within 2 months; securing final certifications, ramping up publicity efforts, and establishing distribution channels.

# Go-To-Market **Strategy**



- **Customer Acquisition:** Launch targeted digital marketing, influencer collaborations, and social media campaigns.
- **Sales Channels:** Sell directly via e-commerce, partner with organic retailers, and wellness stores.
- **Customer Volume:** Aim to capture **4%** of honey and its derivatives the first year.
- **Unit Economics:** Optimize cost per unit, revenue per unit, and maximize CAC and LTV.
- **Local Collaboration:** Partner with Moroccan cooperatives for raw materials and sustainable community development.

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# Competitor

● **Existing Competitors**

Owners of large companies.

● **Proven Benefits**

A group of formulations that have proven effective in preventing cancer and boosting immunity, as testified by those who used them.

● **Unique Sourcing**

Combinations of honey help prevent and cure several diseases.

● **Organic Commitment**

100% natural products free of any preservatives.





# Funding **Needs**



- **Amount Required:** \$1000,000 to cover production, marketing, and distribution.
- **Goals:** Scale production, expand market reach, and develop new product lines.
- **Use of Funds:** Invest in manufacturing facilities, digital marketing, team expansion, and research & development.

# OUR TEAM



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