



A Moroccan company that will produce natural **dietary supplements products** based on spirulina.

# The hook

- ✓ **About 45% of deaths of children under the age of 5 are related to the malnutrition.**



- ✓ **A third of the Moroccan population suffers from malnutrition (One in three children, one in three women and one in five men suffer from mainly iron deficiency.)**

- ✓ **The cost of health and the loss of productivity linked to micronutrient deficiencies in Morocco represents 5% of the GDP.**

- ✓ **Iron deficiency alone represents a loss of over 2 billion dirhams each year.**

# The problem

The absence of natural and healthy food supplements

The diagram consists of two irregular, organic shapes. The left shape is light blue and contains the text 'The absence of natural and healthy food supplements'. A thin, light blue line connects the right side of this shape to the left side of the right shape. The right shape is light red and contains the text 'The malnutrition'. The background is white with faint, scattered blue and red dots.

The malnutrition

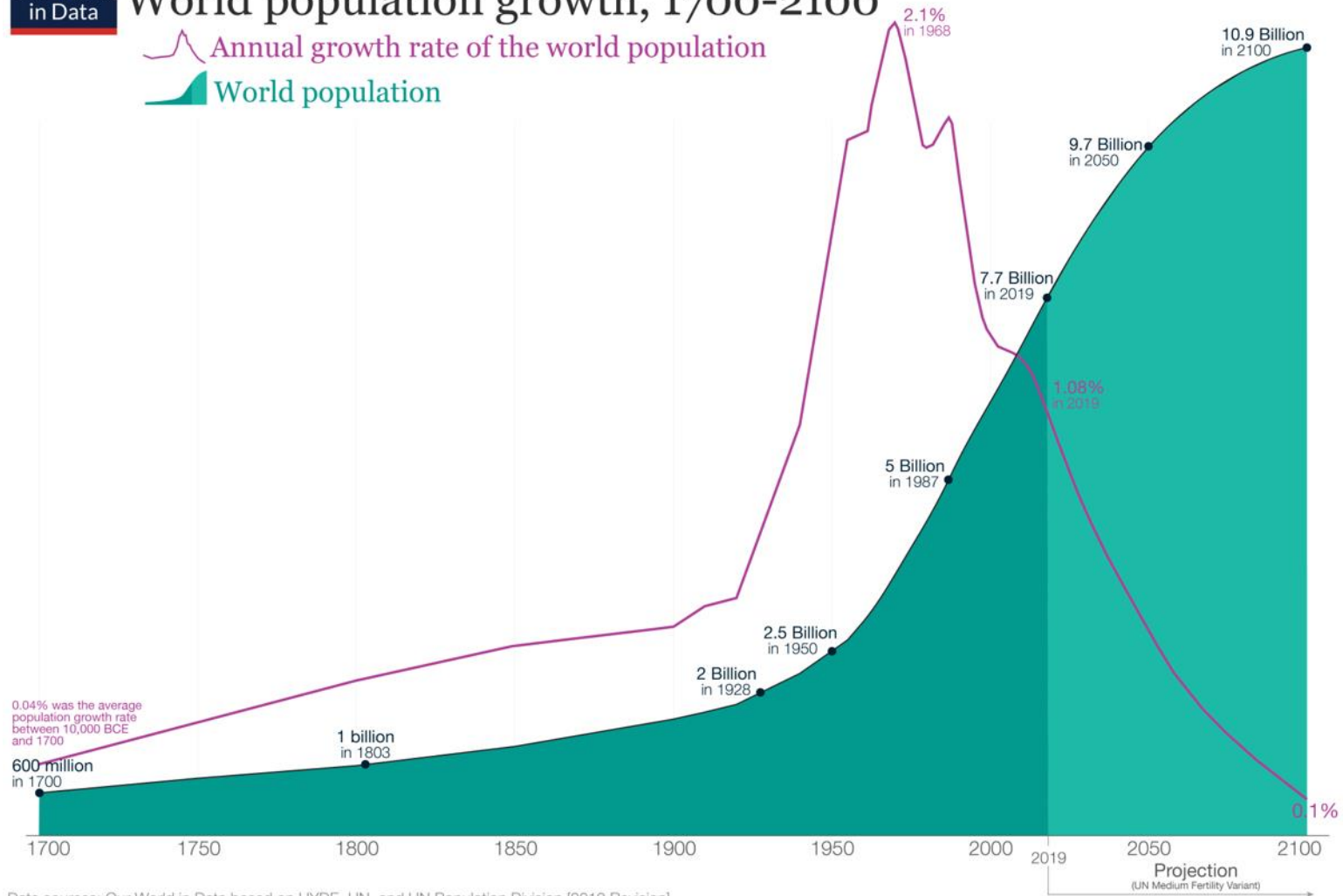
# The Problem

Our World  
in Data

## World population growth, 1700-2100

Annual growth rate of the world population

World population



Data sources: Our World in Data based on HYDE, UN, and UN Population Division [2019 Revision]  
This is a visualization from OurWorldinData.org, where you find data and research on how the world is changing.

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# The Problem



# Meet our Team



**Sanaa ESSALMI**

**Chief Financial Officer  
and sales director**

First year master  
degree in Chemical  
and Biochemical  
Sciences



**Ghizlane GOUBRAIM**

**Chief of communication and  
externe Relationship**

Second year in  
professional bachelor  
of process  
engineering and  
digitalization



**Farid ERROUH**

**Chief Executive Officer**

First year master  
degree in Chemical  
and Biochemical  
Sciences



**Fatima Ezzahra OULKHIR**

**Chief operations officer  
Quality control, and  
environmental manager**

First year master  
degree in Chemical  
and Biochemical  
Sciences



**Youssef AMADGHOUS**

**Chief Marketing Officer**

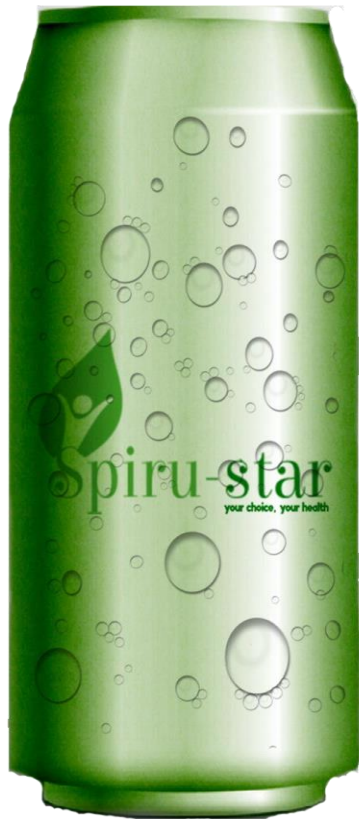
First year master  
degree in Chemical  
and Biochemical  
Sciences

# The Solution



**Our project consists on producing several natural, healthy and delicious spirulina-based food products available to the Moroccan population.**

# Our products



***Energy drink***



***Spirulina juice***



***Powder superfood***

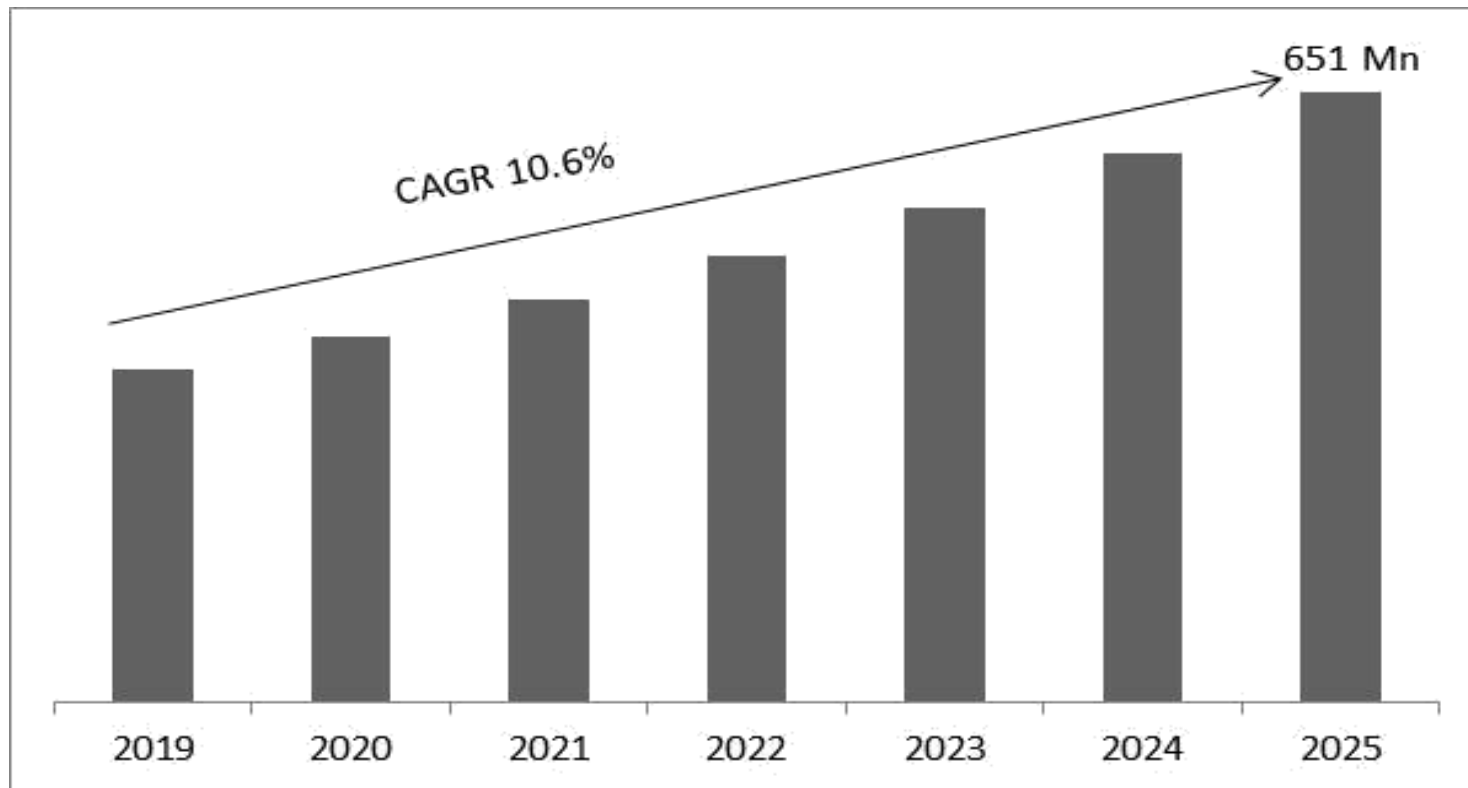


# Why Spirulina?



# Market size

The global spirulina market was valued at \$393.6 million in 2019, and is projected to reach \$897.61 million by 2027, registering a CAGR (**Compound annual growth rate**) of 10.6% from 2020 to 2027.



Source : Allied Market research

Africa remains one of the continents where spirulina production is lowest even its favorable growing conditions .

# Our competitors

## International Competitors

*Manjolive ( France):* spangles

*Yunnan Green( china):* pills and tablets

*Earthrise Nutritionals ( US):* pills , tablets and powder

*Parry ( india):* tablets and powder

## National Competitors

*Proterra Maroc* : cultivation

*Domaine Spiruline* : strain

*Atlas spiruline* : cultivation

*Vitalina* : Pills , powder , spangles

*Vitalgue:* pills and sangles



# Our Impact



**01** Social

**02** Environnemental

**03** Economic



# Socio-economic impact



- Provide more benefits with low Cost

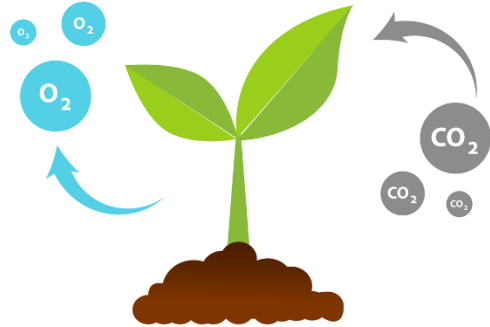


- Job creation



- bring economic independence

# Environmental impact



- **Oxygen production and CO<sub>2</sub> capture**



- **Preserve the environment**

# The SDG's



# Our growth strategy

Province of Marrakech-Safi

جهة مراكش أسفي  
ⵜⴰⴳⴷⴰⵏⵜ ⴰⴳⴷⴰⵏⵜ ⴰⴳⴷⴰⵏⵜ  
Région Marrakech Safi



Africa



UM6P and It's province



جامعة محمد السادس  
متعددة التخصصات التقنية  
ⵜⴰⴳⴷⴰⵏⵜ ⴰⴳⴷⴰⵏⵜ ⴰⴳⴷⴰⵏⵜ ⴰⴳⴷⴰⵏⵜ  
MOHAMMED VI POLYTECHNIC UNIVERSITY

Morocco



# Let's feed the world with Spirulina

Thank  
you!

