


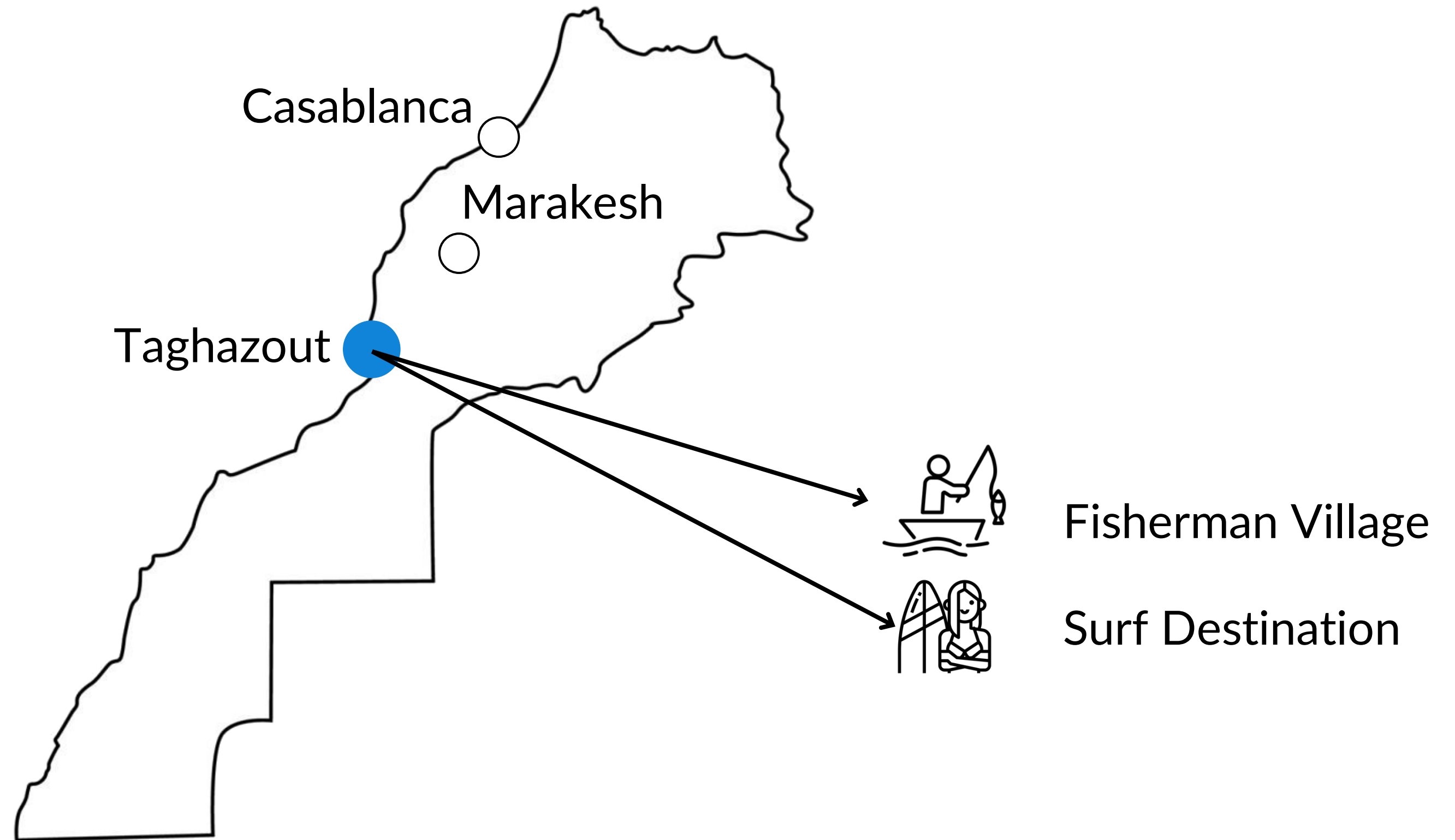


Promote local food through a brand

6/10/2023

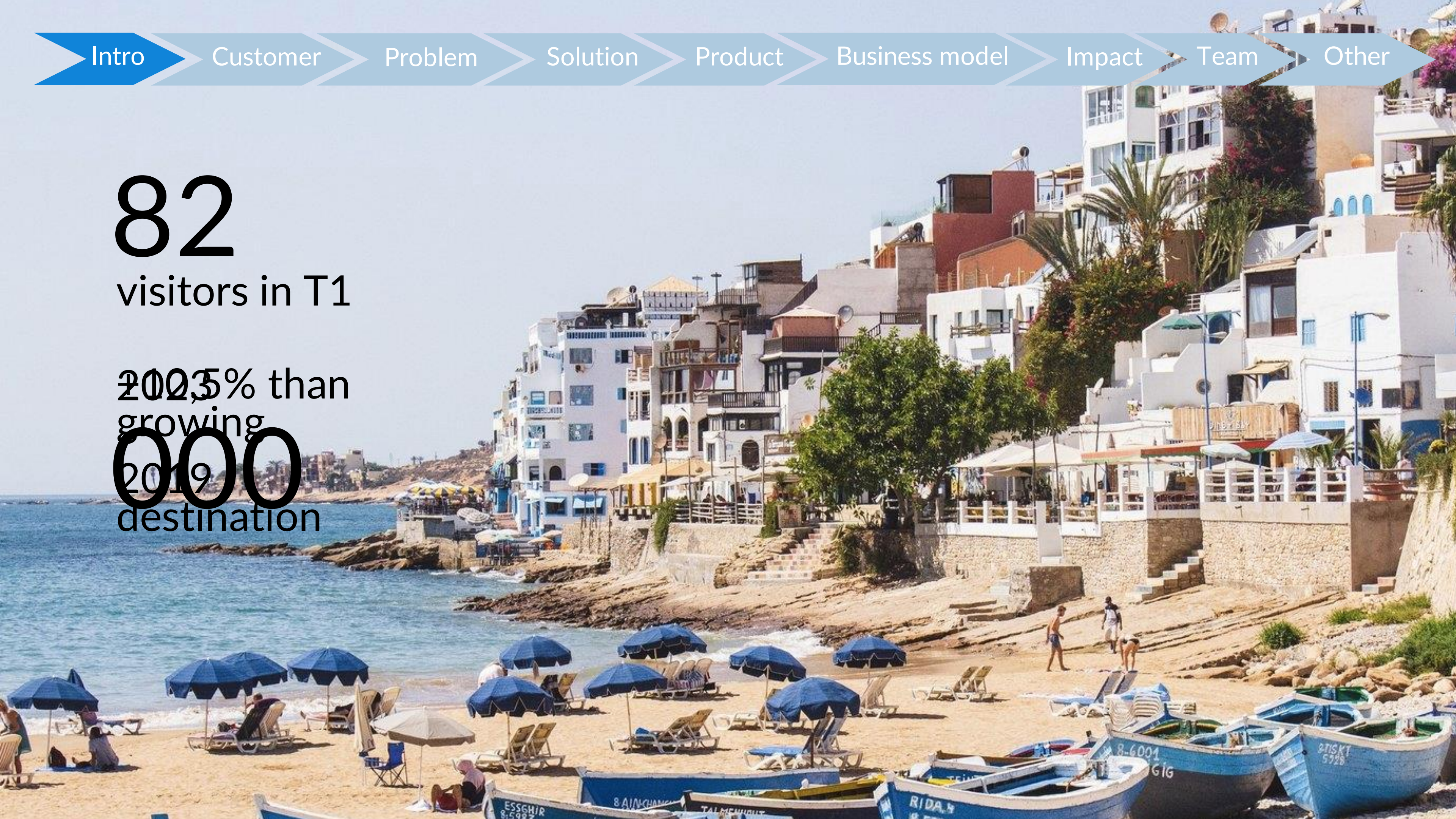


 digital nomad morocco  



82
visitors in T1

2023% than
growing
2019
000
destination



Intro

Customer

Problem

Solution

Product

Business model

Impact

Team

Other



Jason

- 31 ans
- Berlin
- Surfer
- Remote
Developpeur

Web

Goals

- Want to surf
- Want to discover the moroccan culture
- Want to be secure
- Want to have local tips
- Want to bring souvenir

Intro

Customer

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Solution

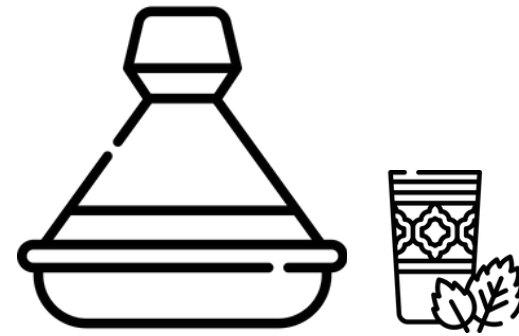
Product

Business model

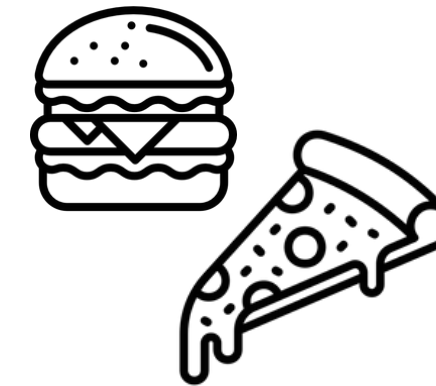
Impact

Team

Other



Lack of diversity in the moroccan food in Taghazout



Snacking dominated by pizza and burger



Lack of hygien in food business



Lack of information about the local culture

Intro

Customer

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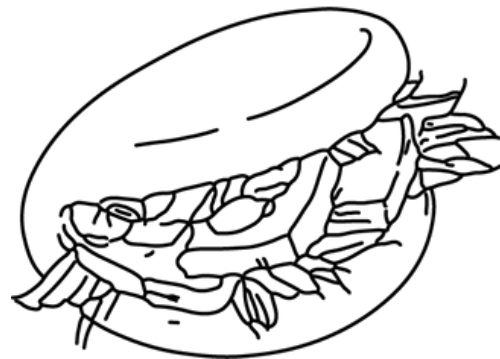
Business model

Impact

Team

Other

Moroccan Street Food



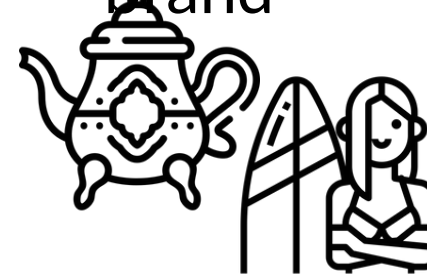
To discover local flavor

Practical



Easy to take away
on the surf spot

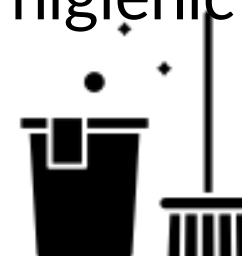
Lifestyle
brand



that mix surf
and moroccan culture



Clean &
higienic



For security

Souvenir



To bring home
a part of their travel

Health
y



As the surfer is
concern
by what he's eating

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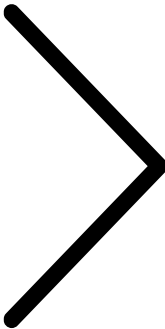
Team

Other

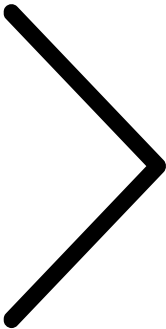
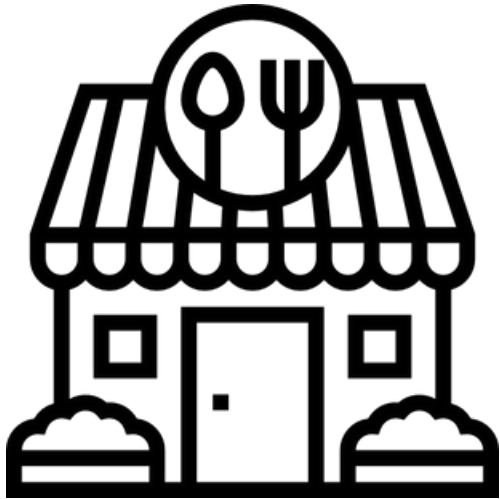
khanez ou bnine



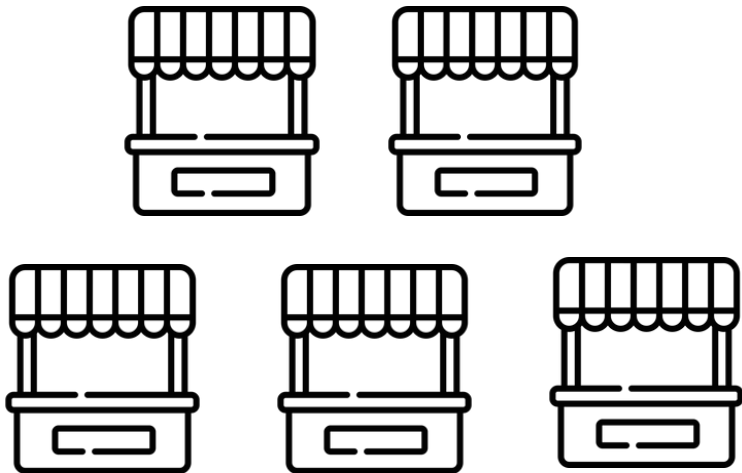
MVP : Food Cart



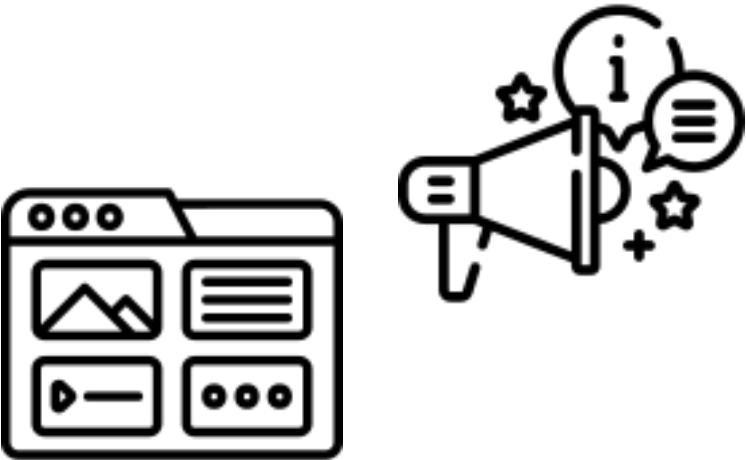
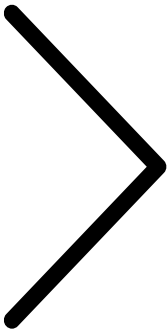
Central kitchen
in the city



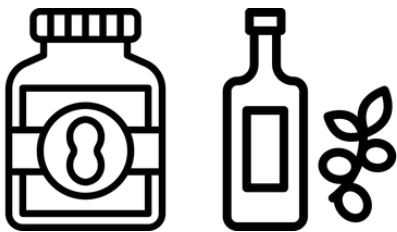
Kiosk all along the coast
and national



Content creation / Brand content



Brand of terroir product
international



Amlou, Argan Oil, Honey

Intro

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Touristic

- Spread the local culture



Ecologic

- local supplier as it's local food
- packaging biodegradable



Social

- woman cooperative for terroir product as argan oil
- formation of young local people through digital video platform



Economic

- flexible job offer to local to finance studies

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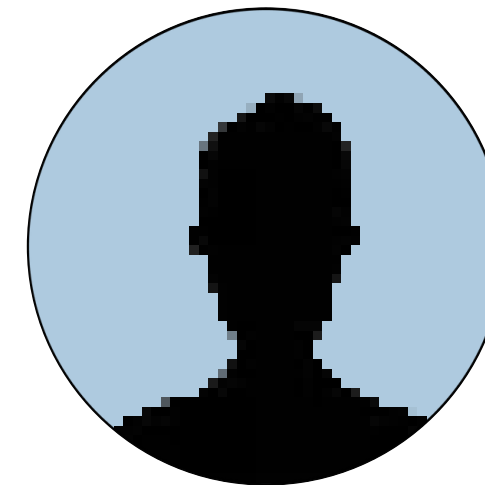
Impact

Team

Other



Adrien Pantanella
Développement /
Marketing



Looking for an associate
Opérationnel / Chef

Intro

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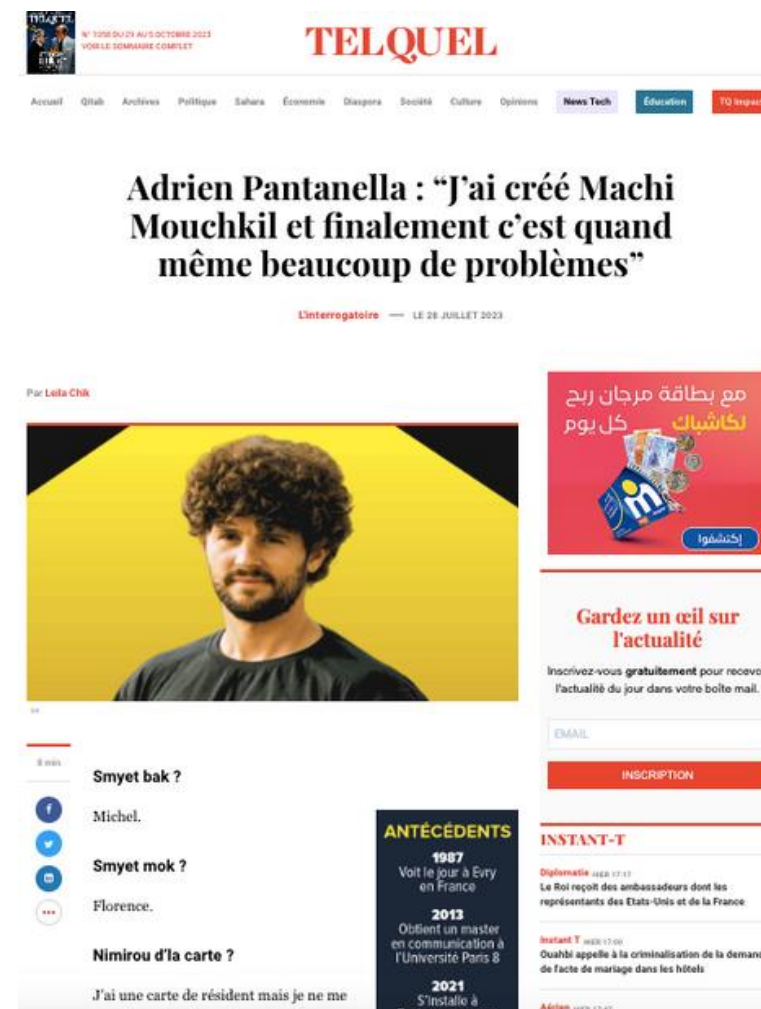
Other

Pop up of 3 month in
Hyatt Place Taghazout Bay

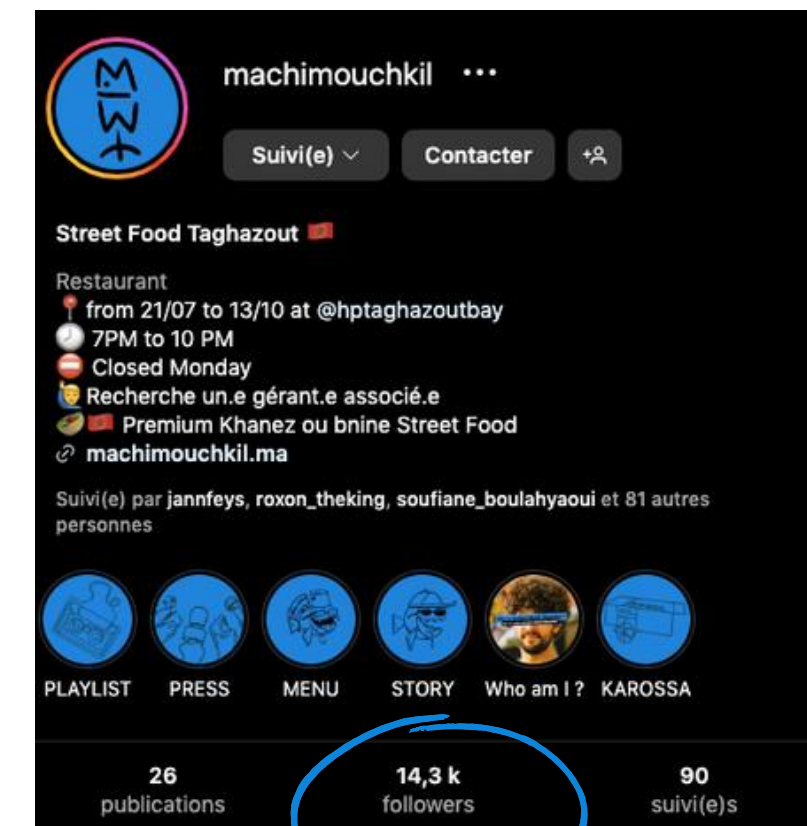


Taghazout Bay

Interview in main magazine
Tel Quel (august 2023)



Community of 14k followers
on Instagram with a reel that have
reach 1/2 millions views



Thank you
Eskerrik

شكرا

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