

Application: ExID-24S-3255801734

Hamza SALAM - salam.hamza967@gmail.com
UM6P Explorer Innovation Fund (MOROCCO)

Summary

ID: ExID-24S-3255801734

Last submitted: Feb 21 2026 23:06 (+00)

Labels: Pending Approved New Application, NOT USED , F24 Continuing, F24 NOT INVITED TO FFB, S25 Continuing MFB Teams, S25 Invited to MFB, S25 MFB, F25 Don't Invite to FFB, S26 Invited to FFB

Eligibility Criteria

Completed - Feb 7 2024

Eligibility Criteria Form

- **Eligibility Organizations: UM6P, GEP, MASCIR, 1337, YouCode, Hassan II, Al Akhawayn, Mohammad V, Cadi Ayyad, Paset and Technopark students (undergraduate, masters and PhDs) postdocs and researchers**
- Eligible members (see **Eligibility Organizations** above) and their teams that have a startup idea that they are already working on or want to start working on are eligible to apply.
 - All business models are welcome, including non-profit, social ventures, commercialization of eligible organizations (see **Eligibility Organizations** above) research and projects.
 - This does not include internships, charities, or research that you are not actively trying to commercialize or bring to market.
- Teams can have members from any eligible department or organization (see **Eligibility Organizations** above), as well as members from outside the Eligibility Organizations. However:
- A team **must have at least one full-time** member from an eligible organization (see **Eligibility Organizations** above) in **a leadership role (if company is registered, then eligible member has to be one of the registrants)**.
- Upon graduation or terminating affiliation with any of the eligibility organizations (see **Eligibility Organizations** above), a team is no longer eligible to continue within Explorer.
 - Recruiting an eligible member to the team for the sole purpose of continuing the participation in Explorer **will not be accepted** as an eligibility criteria. Such addition to the team **must happen at least ½ a cohort in advance**. Please **consult with the Explorer staff early** about any clarifications required.
- Team members can be added/deleted anytime during the cohort (through Explorer portal).
- Team **absolutely** must be committed to their Business and Completing/Revising LBMC, Customer Segments, Customer Discovery, Early Adopters
- Teams **must disclose** prior or other sources of funding. This will not exclude you from being in the Explorer program in any way **unless your venture has raised more than 500.000. Dhs in equity funding**.

The Reviewer Panel and Funding Board reserve the right to disqualify any entry that in its judgment violates the letter

or the spirit of the guidelines, processes and rules of the Venture Explorer Innovation Fund Program.

Responses Selected:

Yes, I agree with the above terms

Confirm All Team Members Are Added

Completed - Feb 7 2024

Confirmation of Team Members (Collaborators) Form

This is to certify that all team members have been added and have filled out their biographical information.

1. All team members have been added as collaborators on this application (see "Add collaborator" button on this application's main page).

Click on "Back to application" to see add collaborators button

Responses Selected:

Yes

******Each team member should have their own SurveyMonkey account ******

2. All team members are committed to logging into their own Explorer SurveyMonkey account (not the account of the person submitting the application), and filling out their profile. This is a very important commitment. Please make sure all team members are going to do this step.

Responses Selected:

Yes

Explorer Innovation Fund Application

Completed - Feb 26 2024

Explorer Innovation Fund Application Form

Please fill out **all required information before** submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

NOTE: University Staff are only eligible to *participate* in a Team; the Team **must be led** by a student, researcher or post-doc. The lead should submit the Team application and include the university staff member as a “Collaborator” only.

Category Selection

1. Please select the level of funding you are applying for:

Explorer Innovation Fund Between 50.000 - 250.000 Dhs

Terms and Conditions

1. Terms and Conditions

1.1 Program Timeline

Applications deadline: February 27th, 2026

Cohort active: March 2026 - June 2026

Responses Selected:

I agree to the program timeline

1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will **ensure that my team will also abide** by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

[Click Here to see Explorer Participation Guidelines](#)

Responses Selected:

Yes

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

GOOJOO

2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

3

[2.4 Provide a URL to your project/company website if you have one](#)

(No response)

[2.5 Upload your team/company logo](#)

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

[GOOJOO.png](#)

Filename: GOOJOO.png.png **Size:** 16.7 kB

[2.6 Select up to three keywords that apply to your business venture.](#)

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.

if you can't drag the numbers, then make sure you are using a laptop or contact explorer@um6pventures.com for help

1	Information Technology
2	Mobile
3	Artificial Intelligence

Please confirm that you have made ALL three area selections above.

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B2C (Business to Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco

Global

2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

Yes 1337

Proposal Details

3. Proposal Details

Well thought out and written descriptions, in English, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application. Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.

3.1 Problem/Need Addressed by Technology

(150 word maximum)

The car rental sector in Morocco is becoming more and more vast. However, this expansion is proportional to that of the problems encountered in this sector.

Traditional car rental processes are inconvenient, requiring physical visits and paperwork. Customers often grapple with complex contracts and unclear conditions when renting a car. Lack of transparency in pricing and rental terms can lead to dissatisfaction. Limited vehicle options and choices are common struggles in the traditional rental process. Customers face time-consuming procedures and long queues during the rental process.

Rental agencies encounter challenges in customer acquisition, operational efficiencies, visibility among competitors, efficient data management, and handling operational fluctuations tied to seasonal demand.

3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

At Googoo, we understand the year-round challenges for car rental agencies and customers. Our app provides a comprehensive solution for a smoother rental experience, addressing customer acquisition and simplifying complexities.

In our app, we prioritize seamless travel experiences for both business and leisure travelers. Our mission is to simplify car rentals with a convenient online platform—choose, check availability, and securely complete the entire process online. Enjoy peace of mind with a confirmation call, real-time tracking, and a revolutionized car rental experience tailored to the costumers on-the-fly needs.

Goojoo empowers car rental agencies to streamline the rental process. With personalized storefronts, in-app advertising, and access to rental parameters, managers enhance visibility, stand out among competitors, Offering rental agencies valuable seasonal reports for informed decision-making, and improved service to customers.

3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

As of now, currently potential rivals of Goojoo may include already formed car rental chains, mobile apps and also upcoming sites in the field of car rent. Potential competitors emerging in the future could include tech companies as new entrants and those already existing seeking to increase their scope. Keeping track of the market trends, tracking competitors and but always innovating would be a significant aspect to keeping competitive in today's continually very alterable car hire business.

3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Being a CEO and the founder of Goojoo, I have comprehensive programming as well as IT background which utilizes various skills coupled with tools that help in both developing website software application. My qualifications encompass in successfully coaching and ruling a dynamic group, supervising the projects success from IT advancement to procedure showcasing. With the help of a talented team of co founders beside me, Goojoo is guided. The company Chief Operating Officer (COO) is KADDOURI Hicham whois an experienced operations manager with a track record in process improvement and quality daily operation. Strategic leadership by him assures the team when they are able to achieve their goals. As the Chief Technology Officer (CTO), ASKOUR Younes manages our technical initiatives bearing knowledge in software development, system architecture and IT tasks. His knowledge of various computer programming languages and his profound insight into database management are core to Goojoo's technological vitality.

3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

As an explorer, I want to acquire positive knowledge and mentoring from the professionals that will enable me have some wise contacts networking opportunities which include a funding of Goojoo as investment. The program's resources and mentorship will serve as a vital element in perfecting our business strategies, improving market visibility while translating them into relationships with experts within the sector linked to prospective investors. In the long run, I intend to use Explorer program in order for it not only bring strategic partnerships and investments but also contribute towards Goojoo success.

3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

Yes

3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

We follow all UM6P policies.

No

3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

While our founding team at Goojoo is strong in technical and operational expertise, we currently do not have a Chief Financial Officer (CFO). Recognizing the importance of financial leadership, we plan to address this gap by strategically recruiting an experienced CFO who will bring a wealth of financial management and strategic planning skills. This addition to our team will enhance our ability to make informed financial decisions, drive growth, and ensure the long-term financial health of Goojoo.

3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

The next 3 to 6 months will be relatively revenue generating for Goojoo with the application of a syncretic approach. Our commission based income sources are those of the booking fees, and the premium services provided for extra performance. We intend to be customer-centric by means of a well-aimed marketing campaign (through social media, influencers, and community events), thus to grow brand awareness. Besides that, we will be proactive in partnering with tourism bureaus, hotels, and the travel industry to expand both geographically and target audience wise. As we further improve our app based on the users' feedback and locally-based preferences, we are dedicated to offering superiorly personalized and easy car renting experience. And should there be any pits or opportunities in our strategy, let us bear in mind that we are always opened for cooperation to find and make the best path to market.

3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

N/A

3.11 Please upload your business pitch here (slides only in PDF format). If you are asking for over 25.000 Dhs of funding, this is a mandatory field for consideration. It is optional otherwise.

(if you do not have a business pitch, you should not be applying for over 25,000 Dhs. Remember you can apply for no funding in your first cohort and work with your mentors on your business pitch)

[Goojoo_pitch_deck.pdf](#)

Filename: Goojoo pitch deck.pdf.pdf **Size:** 5.0 MB

One Page Pitch

4. One Page Pitch

4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

Responses Selected:

I give permission for the information below and the personal information (Name, Email adress, Phone number) to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Goojoo: Simplifying car rentals with a user-friendly platform. Seamless experience for users, enhanced operations for agencies innovation for hassle-free travel.

4.3 Problem Addressed

Limit your response to 50 words

The booming car rental sector in Morocco is marred by inconveniences: physical visits, complex contracts, unclear conditions, and limited options frustrate customers. Transparency issues in pricing contribute to dissatisfaction. Rental agencies grapple with customer acquisition, operational inefficiencies, and seasonal fluctuations, hindering growth and service optimization.

4.4 Proposed Solution

Limit your response to 50 words

Goojoo is a car rental platform startup that makes the car rental process very easy for the customer and for the rental agency as well, with the help of AI and data analytic.

Funding Details

5. Funding Details

5.1.a Have you received Explorer funds for this venture idea in the past?

No

5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is $(20000 - 8000) + 15000 = 27000$ Dhs. This amount should be in your budget that you will fill out.

250000

5.3 Potential Cumulative Explorer Funding

250000.0 Dhs

5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500.000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

Yes

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source
1	Other	Trophées Ana Mâak (Dar Al Moukawil)	30000	Pending	X
2					X
3					X
4					X
5					X
6					X
7					X
8					X
9					X
10					X

Explorer Team Budget Plan

Completed - Feb 26 2024

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-24S-3255801734

Team Name: GOOJOO GOOJOO

1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required for fill out a budget).

Responses Selected:

I want to submit a budget

2. Software

	Short Description	Amount (MAD)	Click to add item
1	Software licenses, tools, and development resources	40000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Software Total: 40000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	Essential hardware for operations	30000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Hardware Total: 30000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Development and maintenance of the Goojoo platform	60000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Web/App Development Total: 60000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	Call center	20000	✘
2		0	✘
3		0	✘
4		0	✘
5		0	✘
6		0	✘
7		0	✘
8		0	✘
9		0	✘
10		0	✘

Materials and Services Total: 20000.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	Marketing campaigns, promotions, and brand awareness	60000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Advertising and Marketing Total: 60000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Travel expenses related to business operations and networking	10000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Travel Total: 10000.0

8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (MAD)	Click to add item
1	Miscellaneous expenses, stipends	30000	✕
2		0	✕
3		0	✕
4		0	✕
5		0	✕
6		0	✕
7		0	✕
8		0	✕
9		0	✕
10		0	✕

Other Expenses Total: 30000.0

Project Total: 250000.0

In section 5.2 of your application form, you said your funding request was: 100000 (continuing team) or 250000 (new team) - as a reminder, this number must match the Project Total above. By selecting [Mark as Complete](#), you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

Explorer Self-Assessment and Continuation Plan

Completed - Feb 21 2026

If this is your first cohort, see instructions [HERE](#).

If this is NOT your first cohort, see instructions [HERE](#).

Explorer Continuation Application and Self-Assessment Form

Please fill out all required fields before submitting your self-assessment.

Self-Assessment

Team Information

Team ID: ExID-24S-3255801734

Team Name: GOOJOO

Team Members: Hamza SALAM Amal BOUZIT, younes askour, Mohamed Jarboua

Team Members Emails: salam.hamza967@gmail.com bouzitama1008@gmail.com, yaskouraskour@gmail.com, simojarboue24@gmail.com

General Explorer Participation

Please answer these on behalf of your entire team.

1. Did you change team members during the cohort (added or deleted team members)?

Yes

2. How often has your team met with your mentor(s)?

Over 4

3. If you have not met with your mentors(s), please explain why?

(No response)

4. Has your team found your Explorer mentor(s) to be beneficial?

Very much

5. What is the one thing (ONLY ONE please) you found most helpful about your mentor(s)?

Their insightful guidance

6. What is the one thing (ONLY ONE please) that you would like to change about your mentor(s)?

Nothing

7. How many unique workshops/webinars/pitch-a-thons offered by Explorer did your team attend (if two or more attended the same one, count it as 1)?

5 - 7

8. Did your team find the Explorer workshops/Webinars helpful?

Yes

9. Did you use the Explorer Expert office hours and if so, did you find them helpful?

Yes, we found them very helpful

Team Progress

Please tell us about your progress and achievements.

These questions are merely key milestones in the commercialization activities and our objective is to understand where you are in that process.

Entrepreneurship is not linear and every idea/company needs to focus on what is most important/critical with regards to the technology and market development.

10. Did you have a major pivot?

Yes

11. Please describe the nature of the pivot in 500 characters or less.

Goojoo's pivot focuses on enhancing its core offering from a simple car rental platform to an all-in-one solution tailored to the needs of rental agencies. Initially, we targeted consumers, but we've shifted to prioritizing rental agencies, offering them tools to boost operational efficiency, visibility, and customer acquisition. This pivot allows Goojoo to provide deeper value to agencies while maintaining a seamless, tech-savvy experience for end-users.

12. What would you say is your team's major challenge?

Time-to-Market concerns (e.g. long development cycle)

13. Is your current value proposition still valid?

Goojoo: Simplifying car rentals with a user-friendly platform. Seamless experience for users, enhanced operations for agencies innovation for hassle-free travel.

No, please revise (200 characters or less): Goojoo is more than a booking app, it's a seamless, stress-free car rental experience that empowers agencies and makes travel smooth, transparent, and connected.

14. How many times did you revise your Lean Business Model Canvas AND share those revisions with your mentor(s)?

4

15. How much primary market research have you completed?

A great deal

16. Do you have well defined customer segments?

Yes

17. Have you identified an initial target market or customer type?

Yes

18. Have you identified an early adopter?

Yes, and they have committed to try our solution (e.g. pilot customer or letter of intent)

19. Do you have an estimate of the size of your initial market?

30000000

20. Do you have an estimate of the total addressable market for your product/solution?

4000000

21. How many prospective customers has your team interviewed by phone or in person?

Over 50

22. Have you run online or written customer surveys and/or focus groups and if so how many responses have you received?

101-999

23. Do you have a working prototype (e.g. MVP)?

Yes

24. Do you have paying users/customers?

No

25. Is your idea patentable?

No

26. What core skills does your team still need to develop the technology?

None, our team is good for now

27. Are there any other achievements you would like to share (e.g. revenue, partnerships, licensing deals, etc.)?

We already have interest from both agencies and consumers as early adopters who are excited to be part of Goojoo. Their engagement validates the need for our platform and strengthens our market entry.

27.1 In the past cohort (or any previous cohorts) have you put in a request to Explorer to spend some or all of you allocated funding (regardless if it was allowed or not)?

Yes, I submitted a request to allocate 13,000 DHS from my funding for essential operational tools, and the request has since been reviewed and approved.

28. Do you have a pitch deck? (if so, please include a link to it here)

https://www.canva.com/design/DAGxQS3aK4o/6Zf15lruqFUE_ldaw8BiTQ/view?utm_content=DAGxQS3aK4o&utm_campaign=designshare&utm_medium=link2&utm_source=uniqueLinks&utlId=he5efa79bd4

29. Do you have a website? (if so, please include a link to it here)

<http://goojoo.ma/>

Next Cohort Plans

Please tell us about your plans for the next cohort.

30. What are your plans for Explorer in the next cohort?

Reapply for next Cohort and continue with a request for additional funding

31. Will your team meet the eligibility criteria (i.e. at least one member of the team has to be a full-time student, researcher or post-doc at UB/ BIUST) ?

NOTE: Due to UM6P policies, Explorer [no longer accepts eligibility from staff](#) (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact explorer@um6pventures.com with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Askour younnes, Bouzit Amal, Mohamed Jarboua

Continuation Explorer Innovation Fund Application

Completed - Feb 21 2026

Explorer Innovation Fund Application Form

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1. Terms and Conditions

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Responses Selected:

Yes

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

GOOJOO

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2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

4

2.4 Provide a URL to your project/company website if you have one

(No response)

2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

[GOOJOO.png](#)

Filename: GOOJOO.png **Size:** 16.7 kB

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if you can't drag the numbers, then make sure you are using a laptop or contact explorer@um6pventures.com for help

1	Information Technology
2	Mobile
3	Artificial Intelligence

Please confirm that you have made ALL three area selections above.

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B2C (Business to Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco

Africa

Europe

2.9.a Did your idea come out of your institutions research or project (e.g. your thesis)?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization. Please contact the Explorer office if you have any questions.

Yes 1337

Proposal Details

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3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

As of now, currently potential rivals of Goojoo may include already formed car rental chains, mobile apps and also upcoming sites in the field of car rent. Potential competitors emerging in the future could include tech companies as new entrants and those already existing seeking to increase their scope. Keeping track of the market trends, tracking competitors and but always innovating would be a significant aspect to keeping competitive in today's continually very alterable car hire business.

3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

Being a CEO and the founder of Goojoo, I have comprehensive programming as well as IT background which utilizes various skills coupled with tools that help in both developing website software application. My qualifications encompass in successfully coaching and ruling a dynamic group, supervising the projects success from IT advancement to procedure showcasing. With the help of a talented team of co founders beside me, Goojoo is guided. The company Chief Operating Officer (COO) is KADDOURI Hicham who is an experienced operations manager with a track record in process improvement and quality daily operation. Strategic leadership by him assures the team when they are able to achieve their goals. As the Chief Technology Officer (CTO), ASKOUR Younes manages our technical initiatives bearing knowledge in software development, system architecture and IT tasks. His knowledge of various computer programming languages and his profound insight into database management are core to Goojoo's technological vitality.

3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

As an explorer, I want to acquire positive knowledge and mentoring from the professionals that will enable me have some wise contacts networking opportunities which include a funding of Goojoo as investment. The program's resources and mentorship will serve as a vital element in perfecting our business strategies, improving market visibility while translating them into relationships with experts within the sector linked to prospective investors. In the long run, I intend to use Explorer program in order for it not only bring strategic partnerships and investments but also contribute towards Goojoo success.

3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

Yes

3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

We follow all UM6P policies.

No

3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

While our founding team at Goojoo is strong in technical and operational expertise, we currently do not have a Chief Financial Officer (CFO). Recognizing the importance of financial leadership, we plan to address this gap by strategically recruiting an experienced CFO who will bring a wealth of financial management and strategic planning skills. This addition to our team will enhance our ability to make informed financial decisions, drive growth, and ensure the long-term financial health of Goojoo.

3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

The next 3 to 6 months will be relatively revenue generating for Goojoo with the application of a syncretic approach. Our commission based income sources are those of the booking fees, and the premium services provided for extra performance. We intend to be customer-centric by means of a well-aimed marketing campaign (through social media, influencers, and community events), thus to grow brand awareness. Besides that, we will be proactive in partnering with tourism bureaus, hotels, and the travel industry to expand both geographically and target audience wise. As we further improve our app based on the users' feedback and locally-based preferences, we are dedicated to offering superiorly personalized and easy car renting experience. And should there be any pits or opportunities in our strategy, let us bear in mind that we are always opened for cooperation to find and make the best path to market.

3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

Our team has made significant progress both within and outside the UM6P Explorer program. During the program, we refined our business model, validated our concept through mentorship, and enhanced our pitching skills. We developed a clear roadmap, identified our target market, and established partnerships to support our growth.

Outside Explorer, we completed the USAID Project Management Program, gaining essential business development and teamwork skills. Our recent milestone includes being selected to present Goojoo at the upcoming UM6P Explorer Showcase, providing us with a platform to showcase our solution.

Looking ahead, we aim to join The FORGE Program to accelerate our growth through mentorship, industry connections, and resources. These achievements have equipped us with the skills and confidence to bring Goojoo to market and scale our impact locally and internationally.

3.11 Please upload your business pitch here (slides only in PDF format). If you are asking for over 25.000 Dhs of funding, this is a mandatory field for consideration. It is optional otherwise.

(if you do not have a business pitch, you should not be applying for over 25,000 Dhs. Remember you can apply for no funding in your first cohort and work with your mentors on your business pitch)

[Goojoo Pitch deck.pdf](#)

Filename: Goojoo Pitch deck.pdf.pdf **Size:** 8.0 MB

One Page Pitch

4. One Page Pitch

4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

Responses Selected:

I give permission for the information below and the personal information (Name, Email address, Phone number) to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Goojoo goes beyond booking—it delivers seamless, stress-free rentals, empowering agencies while ensuring transparent, smooth, and connected travel experiences.

4.3 Problem Addressed

Limit your response to 50 words

The booming car rental sector in Morocco is marred by inconveniences: physical visits, complex contracts, unclear conditions, and limited options frustrate customers. Transparency issues in pricing contribute to dissatisfaction. Rental agencies grapple with customer acquisition, operational inefficiencies, and seasonal fluctuations, hindering growth and service optimization.

4.4 Proposed Solution

Limit your response to 50 words

Goojoo is a car rental platform startup that makes the car rental process very easy for the customer and for the rental agency as well, with the help of AI and data analytic.

Funding Details

5. Funding Details

5.1.a Have you received Explorer funds for this venture idea in the past?

No

5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

This amount should include your remaining funds from previous cohorts (Question 5.1a - 5.1b). For example, if you were awarded 20000 Dhs previously (5.1a) and you have spent previously 8000 Dhs (5.1b) AND for this this cohort you are asking for an additional 15000 Dhs, then the answer to this question is $(20000 - 8000) + 15000 = 27000$ Dhs. This amount should be in your budget that you will fill out.

100000

5.3 Potential Cumulative Explorer Funding

100000.0 Dhs

5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500.000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

Yes

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source
1	Other	Trophées Ana Mâak (Dar Al Moukawil)	10000	Received and spent	X
2					X
3					X
4					X
5					X
6					X
7					X
8					X
9					X
10					X

Continuation Explorer Team Budget Plan

Completed - Feb 21 2026

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-24S-3255801734

Team Name: GOOJOO GOOJOO

1. If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required for fill out a budget).

Responses Selected:

I want to submit a budget

2. Software

	Short Description	Amount (MAD)	Click to add item
1	Software licenses, tools, and development resources	20000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Software Total: 20000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	Essential hardware for operations	27000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Hardware Total: 27000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Development and maintenance of the Goojoo platform	30000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Web/App Development Total: 30000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	Call center		X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Materials and Services Total: 0.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	Marketing campaigns, promotions, and brand awareness	60000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Advertising and Marketing Total: 60000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Travel expenses related to business operations and networking		X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

Travel Total: 0.0

8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (MAD)	Click to add item
1	Miscellaneous expenses, stipends		
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 0.0

Project Total: 137000.0

In section 5.2 of your application form, you said your funding request was: 100000 (continuing team) or 250000 (new team) - as a reminder, this number must match the Project Total above. By selecting [Mark as Complete](#), you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

S26 Continuing Funding Board Review (Continuing Teams) for: Marwan Hassoun

Completed - Mar 22 2026
Score: 29% (2/7)

F25 Continuing Funding Board

FUNDING BOARD MEMBER (your name): Marwan Hassoun

email: marwan.hassoun@outlook.com

Team ID: ExID-24S-3255801734

Team Name: GOOJOO

Applicant: Hamza SALAM

Team Members: Amal BOUZIT, younes askour, Mohamed Jarboua

Value Proposition: Goojoo goes beyond booking—it delivers seamless, stress-free rentals, empowering agencies while ensuring transparent, smooth, and connected travel experiences.

Problem Addressed: The booming car rental sector in Morocco is marred by inconveniences: physical visits, complex contracts, unclear conditions, and limited options frustrate customers. Transparency issues in pricing contribute to dissatisfaction. Rental agencies grapple with customer acquisition, operational inefficiencies, and seasonal fluctuations, hindering growth and service optimization.

Proposed Solution: Goojoo is a car rental platform startup that makes the car rental process very easy for the customer and for the rental agency as well, with the help of AI and data analytic.

Project Total:

PREVIOUS FUNDING VALUES:

F20 Funding Decision:

S21 Funding Decision:

F21 Funding Decision:

F21 Amount Spent :

F21 Amount Approved BUT NOT Spent :

S22 Funding Decision:

S22 Amount Spent :

S22 Amount Approved BUT NOT Spent :

F22 Funding decision :

F22 Amount Spent :

F22 Amount Approved BUT NOT Spent :

S23 Funding decision :

S23 Amount Spent : 0

S23 Amount Approved BUT NOT Spent : 0

F23 Funding decision (Custom Awarded Amount) :

F23 Amount Spent :

F23 Amount Approved BUT NOT Spent :

S24 Funding decision (Custom Awarded Amount) : 5000

S24 Amount Spent :

S24 Amount Approved BUT NOT Spent :

F24 Custom Awarded amount : 10000

S25 Custom Awarded amount : 100000

F25 Custom Awarded amount : 45000

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

F25 Mentors :

- Jake Swent
- Abderrahman Bennani

F25-->S26 Mentor Continuation Feedback (External):

- It was great to mentor you this cohort! I think you have a great idea and team, demonstrated interest from both agencies and consumers, and a clear path to market viability. I look forward to seeing what you all accomplish!
- Team highly engaged, and focused on delivering value to their customers.
Product launch is imminent after onboarding agencies (60), and testing with around 400 individuals. Some aspects to address for a successful launch:
 - Make sure to include early tests feedback in the new version of the platform
 - Prepare capacities to manage customer success: customer support, tech support, agencies training..etc
 - Structure usage tracking and feedback for future updates
 - Make sure to have (automated) billing system in place
 - Plan for new major releases with the associated business model & Pricing (to handle expectations..etc)

F25-->S26 Mentor Continuation Feedback (Internal):

- Great team, very motivated and clear vision. Significant traction and customer interviews with agencies and users. Validated idea. They are currently working on their MVP and preparing to start pilot.
- Team highly engaged, and focused on delivering value to their customers.
Product launch is imminent after onboarding agencies (60), and testing with around 400 individuals. Some aspects to address for a successful launch:
 - Make sure to include early tests feedback in the new version of the platform
 - Prepare capacities to manage customer success: customer support, tech support, agencies training..etc
 - Structure usage tracking and feedback for future updates
 - Make sure to have (automated) billing system in place
 - Plan for new major releases with the associated business model & Pricing (to handle expectations..etc)

F25-->S26 [Mentor Continuation More Funding \(Did the team present a 5-minute pitch to you?\)](#):

- Yes
- Yes

F25-->S26 [Mentor Recommended Funding \(If they request more funding would you support their request?\)](#) :

- Yes
- Yes

F25-->S26 [Mentor Continuation Pitch to FB \(over 50K\) \(Do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?\)](#):

- Yes
- Yes

F25-->S26 Has the team shared with you/presented/achieved these mile stones (NOTE IF YOU SEE THE SESSION MENTIONED THAT MEANS MENTOR INDICATED THAT THEY ACHEIVED THAT MILESTONE, IGNORE THE "?"):

- Session 1 deliverable - Problem, Solution and Customer Segments in LBMC ?, Session 2 deliverable - At least 2 major business assumptions ?, Session 3 deliverable - Conducted customer interviews ?, Session 4 deliverable - Business Pitch ?
- Session 1 deliverable - Problem, Solution and Customer Segments in LBMC ?, Session 2 deliverable - At least 2 major business assumptions ?, Session 3 deliverable - Conducted customer interviews ?, Session 4 deliverable - Business Pitch ?

<>

Invite to Mock Funding Board?

YES

RECOMMENDED FUNDING LEVEL:

Requested Amount : 137000

100000

Internal Feedback (if any, to EXPLORER Administration):

Both mentors love the team.

Keep in Group Format?

(No response)

External Feedback (TO CANDIDATES):

(Use external feedback from mentors included above to fill out plus add any specific additional comments regarding budget and/or slides submitted)

- It was great to mentor you this cohort! I think you have a great idea and team, demonstrated interest from both agencies and consumers, and a clear path to market viability. I look forward to seeing what you all accomplish! Team highly engaged, and focused on delivering value to their customers. Product launch is imminent after onboarding agencies (60), and testing with around 400 individuals. Some aspects to address for a successful launch:

- Make sure to include early tests feedback in the new version of the platform
- Prepare capacities to manage customer success: customer support, tech support, agencies training..etc
- Structure usage tracking and feedback for future updates
- Make sure to have (automated) billing system in place
- Plan for new major releases with the associated business model & Pricing (to handle expectations..etc)

Accept Funding Form

Completed - Apr 11 2024

Please answer all the questions to accept to participate in the Explorer program.

Participation Acceptance

Please review Explorer Guidelines [here](#) before submitting this form.

Explorer Guidelines, Participation & Award Acceptance

0.1 Team Name

(Do not change your team name here. If the name is incorrect, contact explorer@um6pventures.com to change your team name).

GOOJOO

0.2 Your Name

Hamza SALAM

1.0 **Every member** of your team is committed to attending the Explorer Kickoff Session (April 10th, 6pm Morocco Time) ?

Instructions: All participants (**every team member**) in Explorer are required to attend the kickoff session.

Yes

2.0 EXPLORER GUIDELINES: Do you and all your team members agree to the Explorer Guidelines?

Click [here](#) to review the Explorer Guidelines.

Yes

3.0 FUNDING ACCEPTANCE: Do you accept your invitation to participate in Explorer and accept your funding award for the current cohort?

NOTE: You will not be considered an active Explorer team for this cohort if you choose any option that is a No response.

Yes

4.0 Our Team is committing to participate and attend EVERY mentor meeting scheduled? We understand that failure to attend a scheduled meeting with a mentor may result in termination from the program and/or withdrawal of your funding.

NOTE: You will not be considered an active Explorer team for this cohort if you choose any option that is a No response.

Yes

5.0 Our Team is committing to watch the recording of the Lean Lanchpad Webinar by Roman Lubynsky before session 1. Here is the link

NOTE: You will not be considered an active Explorer team for this cohort if you choose any option that is a No response.

Yes





Introduction

Goojoo is a car rental platform startup that makes the car rental process very easy for the customer and for the rental agency as well.

But how?

Problems

The car rental sector in Morocco is becoming more and more vast. However, this expansion is proportional to that of the problems encountered in this sector.

Problem 1



Complex paperwork and unclear contracts hinder customer experience.

Problem 2



Pricing opacity and limited vehicle options lead to dissatisfaction.

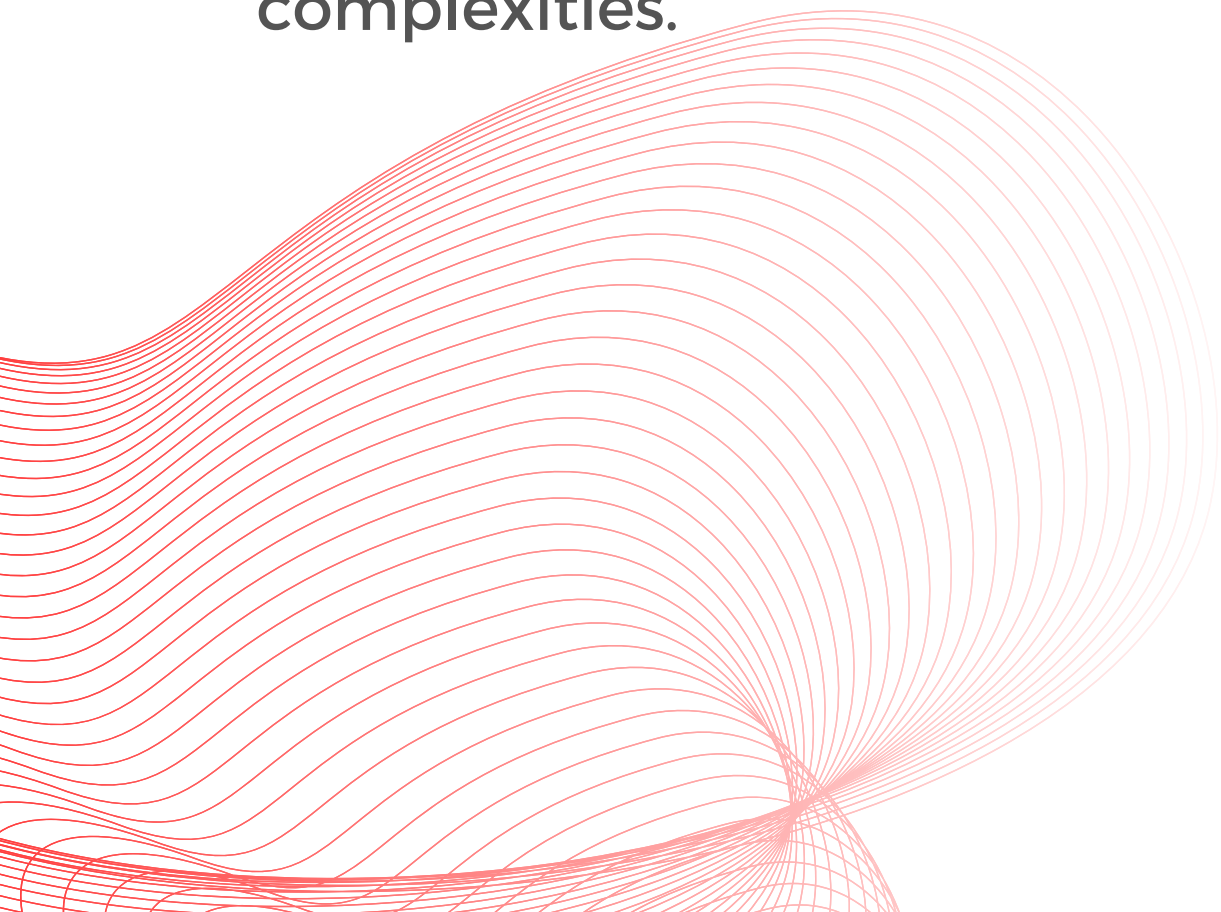
Problem 3



Rental agencies struggle with inefficiencies and seasonal fluctuations.

Solutions

At Googoo, we understand the year-round challenges for car rental agencies and customers. Our app provides a comprehensive solution for a smoother rental experience, addressing customer acquisition and simplifying complexities.



Solution 1



Seamless User Experience

Solution 2



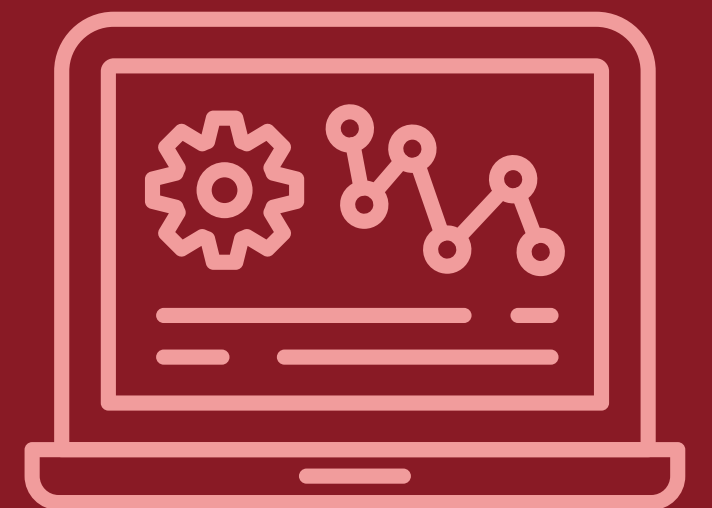
Empowered Agencies

Solution 3



Transparency and Convenience

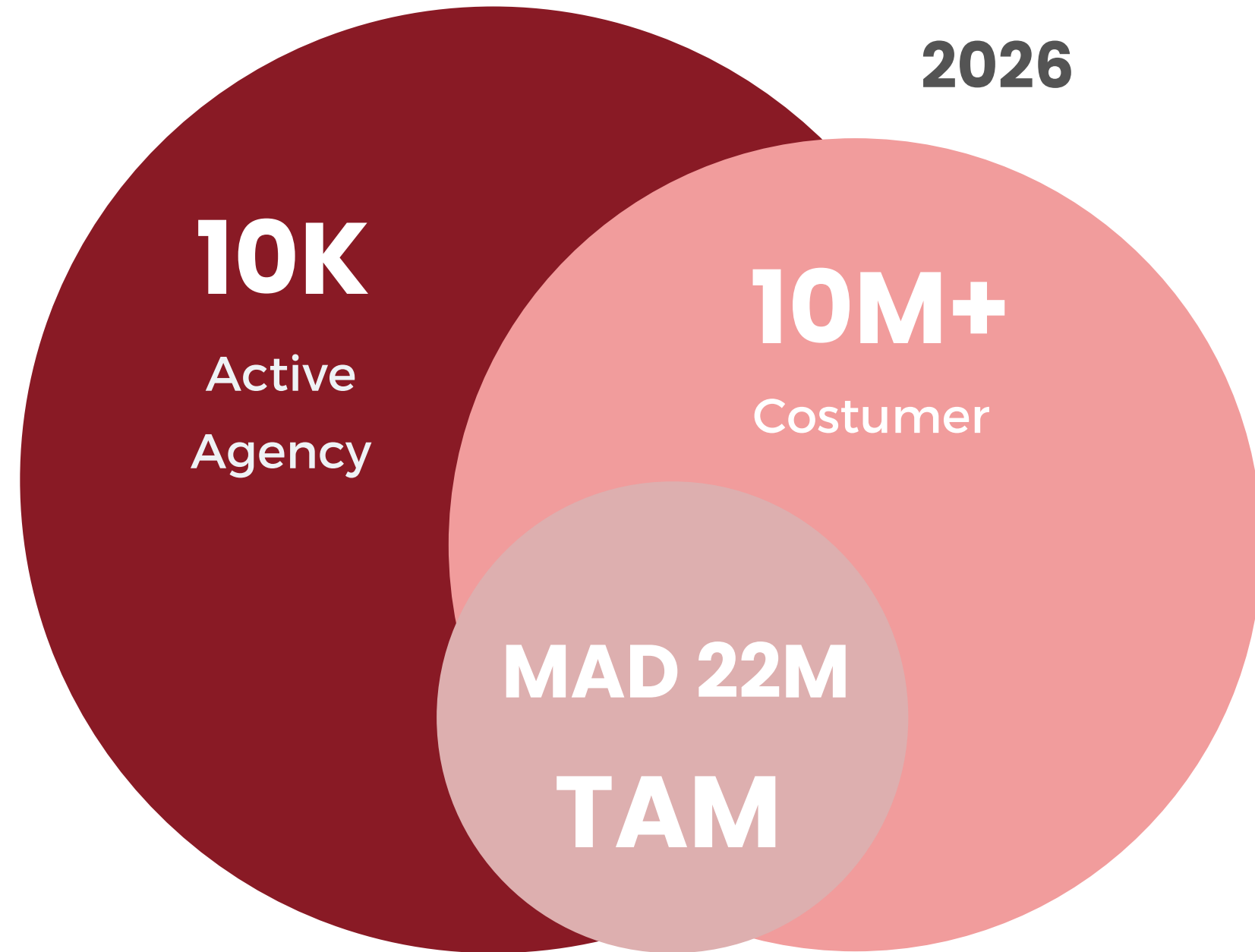
Solution 4



Data-Driven Insights

2026

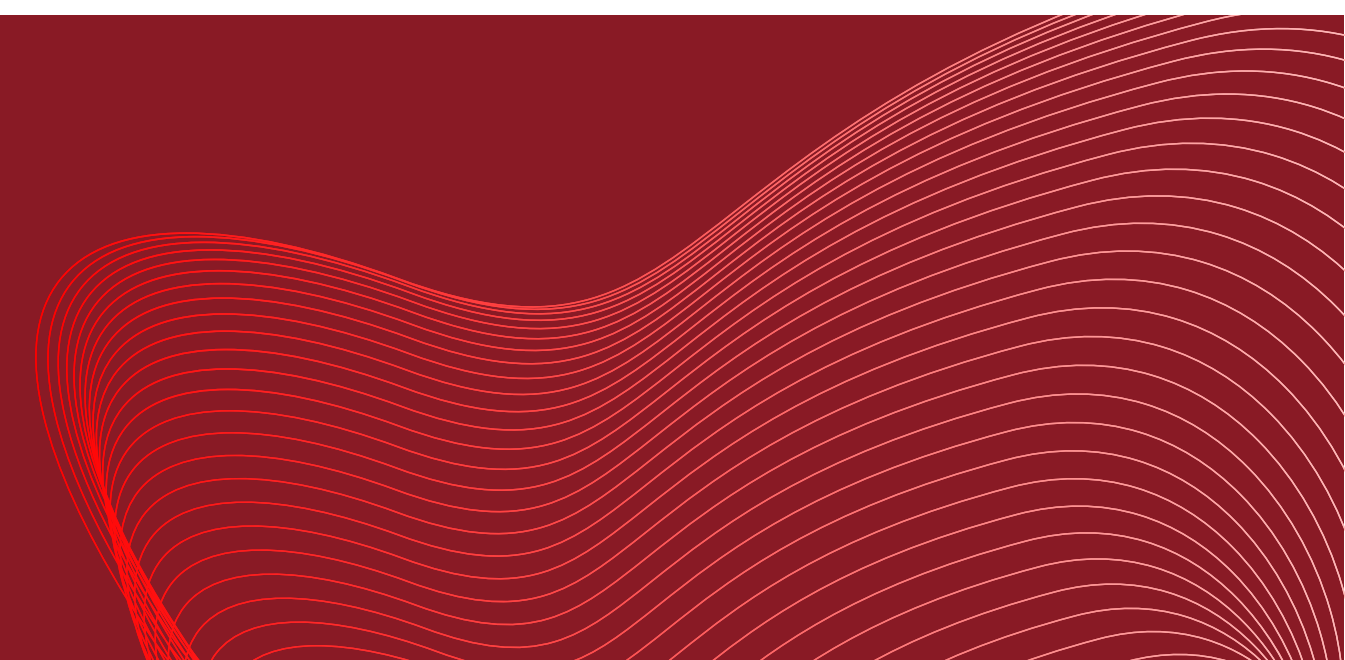
2030



CAGR 22.7%



Market Size



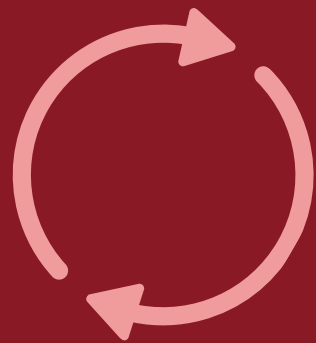
Business model

Revenue generating from the start

B2C



Fee for each successful
car rental transaction
MAD 50 / short trip



Membership or
monthly subscription

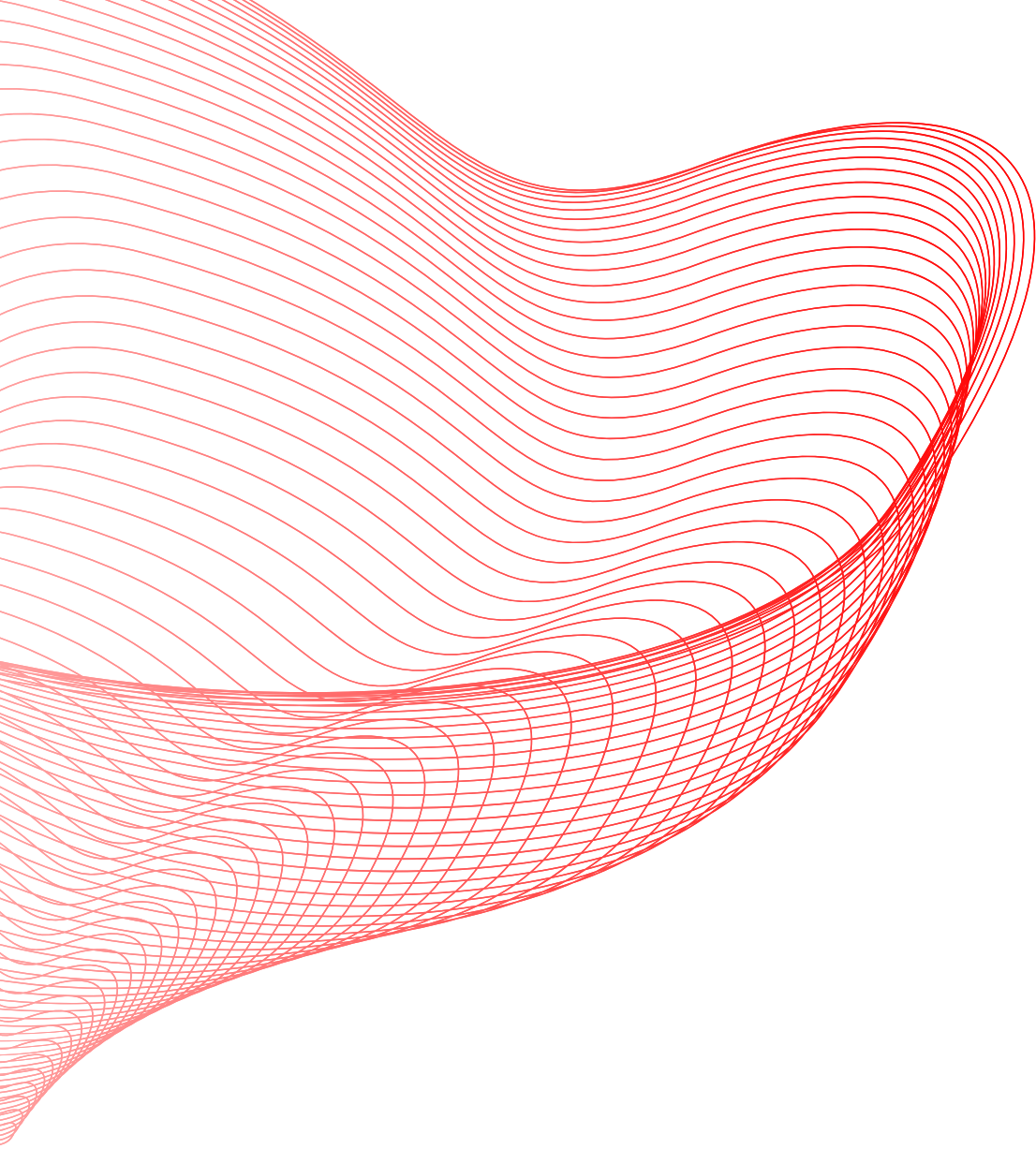
B2BC



Monthly
subscription for
premium services



Advertising revenue
inside the app



Marketing Strategy

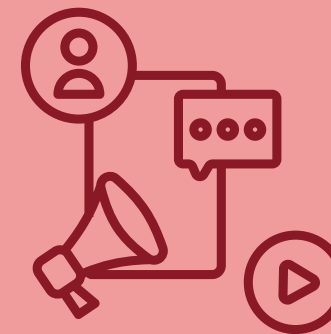
our steps to become successful startup

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

Our Team

The people changing the future of renting car industry



SALAM HAMZA

CEO & Founder

STRATEGY, SERVICE,
BUSINESS DEVELOPMENT

**The entrepreneurial
mastermind**



KADDOURI HICHAM

COO & Co-founder

OPERATIONS, DESIGNS,
COMMUNICATIONS

**The operational
rockstar**



ASKOUR YOUNES

CTO & Co-founder

SERVICE & SOFTWARE
DEVELOPMENT

**The technology and data
wizard**



More members
in the team



Financial
Support



Strategic
Guidance



Network and
Partnerships



Market
Validation



Risk
Mitigation

**What are we
looking for ?**



Contact Us

Phone Number

+212 688117419

Email Address

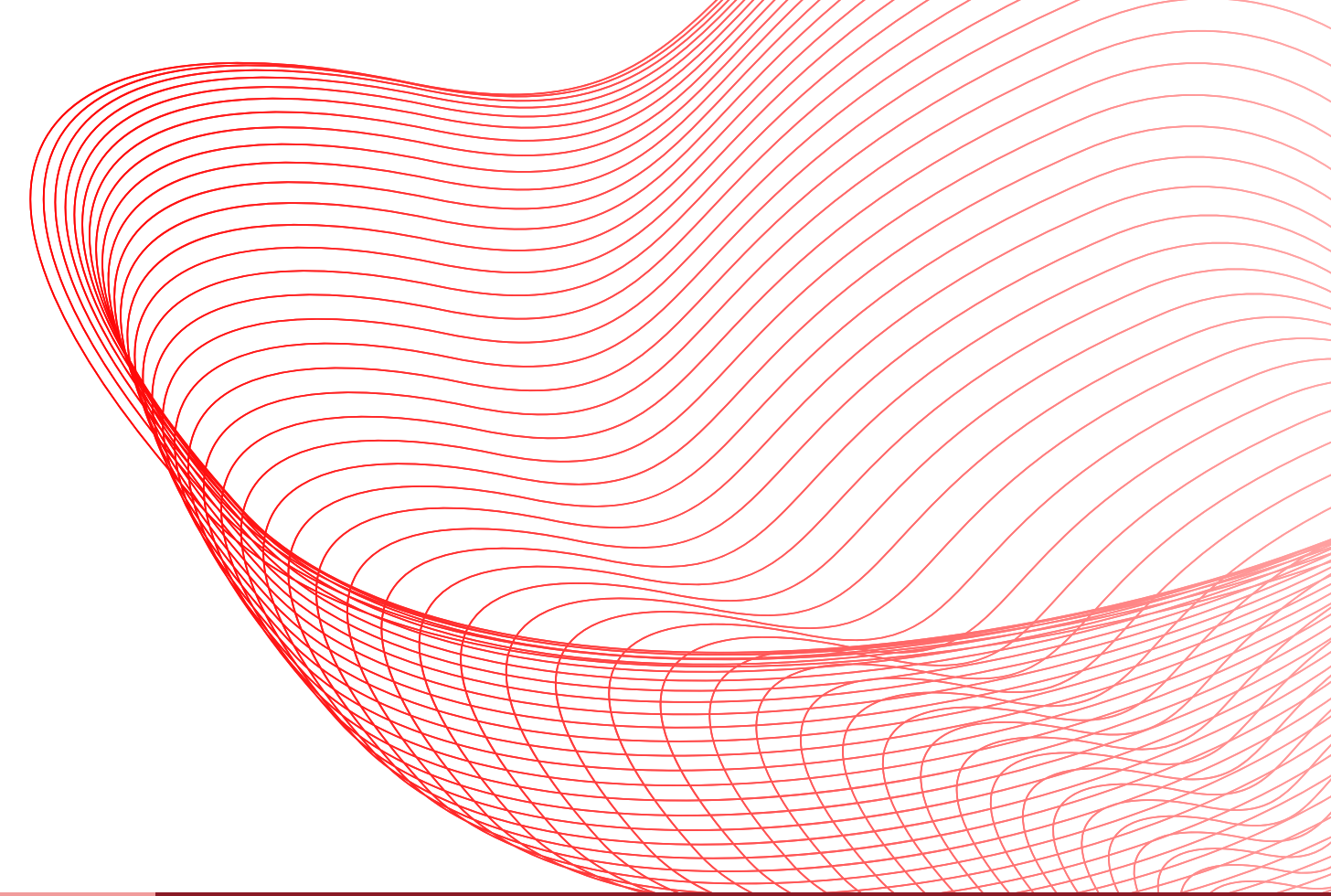
salam.hamza967@gmail.com



G **GOOJOO**

CONNECT. RENT. EXPLORE.

Moroccan car rental is broken



Hidden Fees &
Unclear Pricing



Outdated & Inefficient
Booking and Pickup



Limited
Availability

Moroccan Agencies Struggle



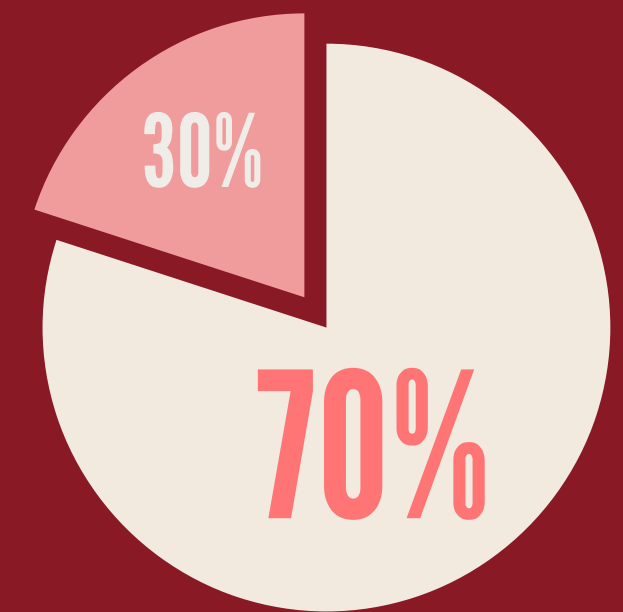
Low Consumer Trust



Lack of Customer Insights



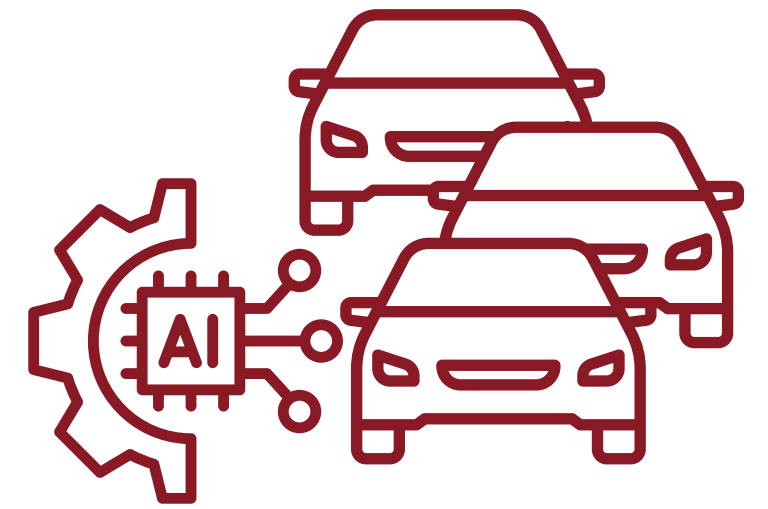
Seasonal Struggles



Limited Market Share



**Seamless &
Transparent Online
Booking**



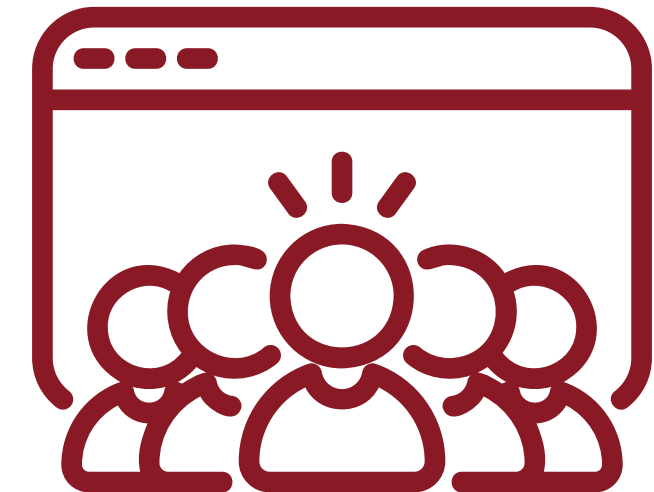
**AI-Driven Fleet
Management &
Optimization**



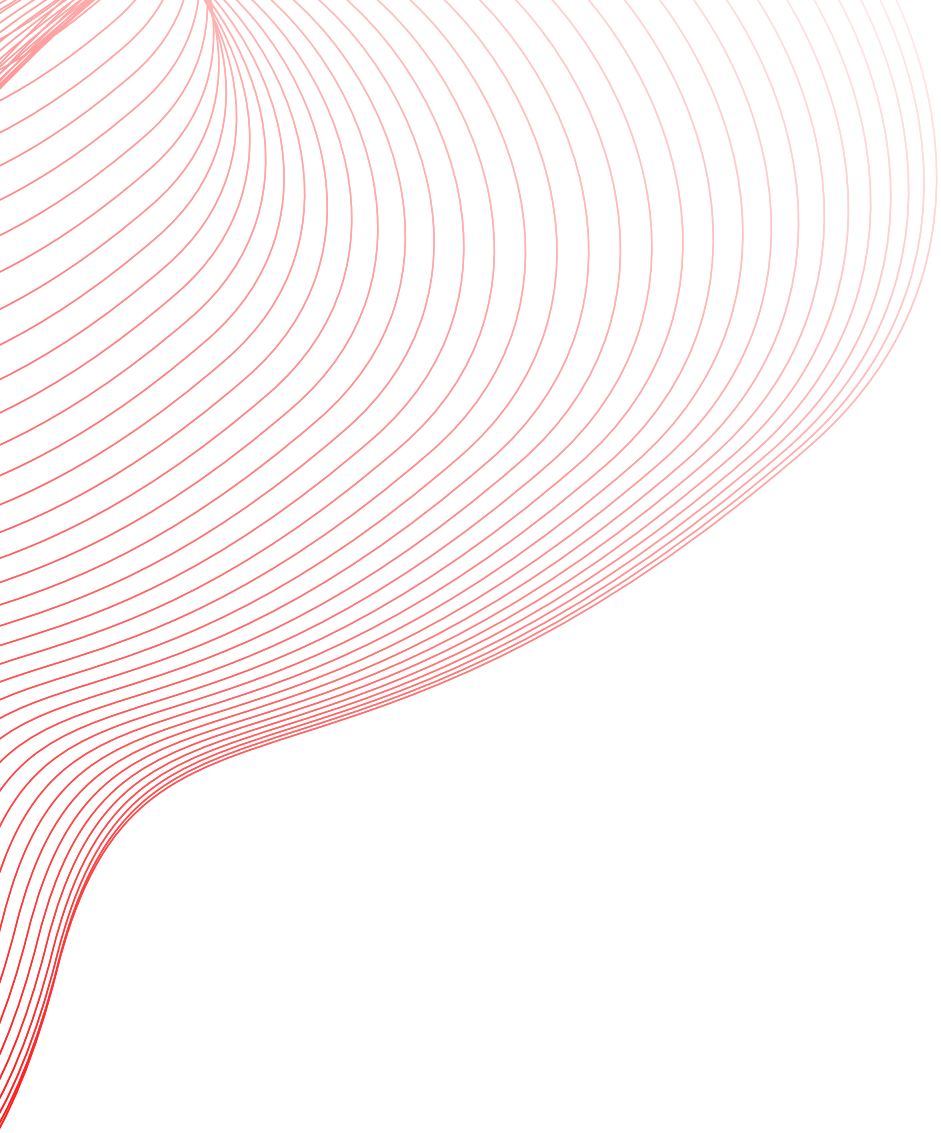
**On-demand
Convenience**



**Hassle-free Car
Delivery**



**Increased Visibility &
Customer Reach**



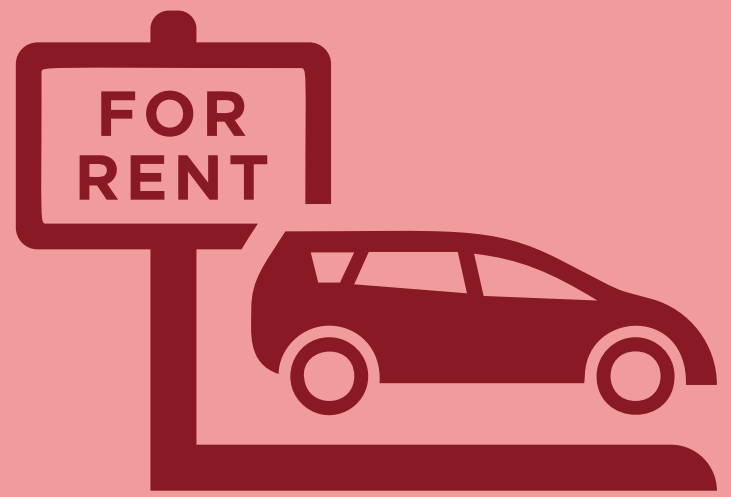
Customer Segments



Tourists & Travelers



Local Residents



Car Rental Agencies



Business Travelers

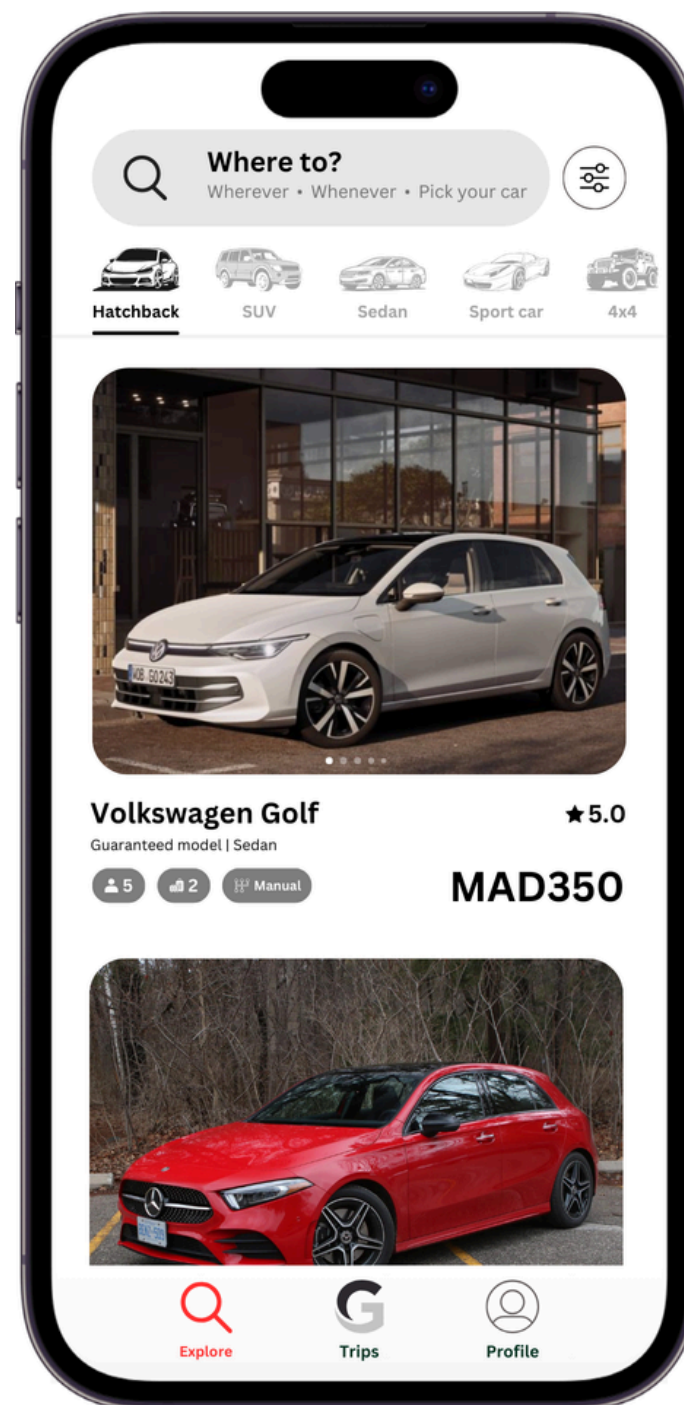
What Sets Goojoo Apart?



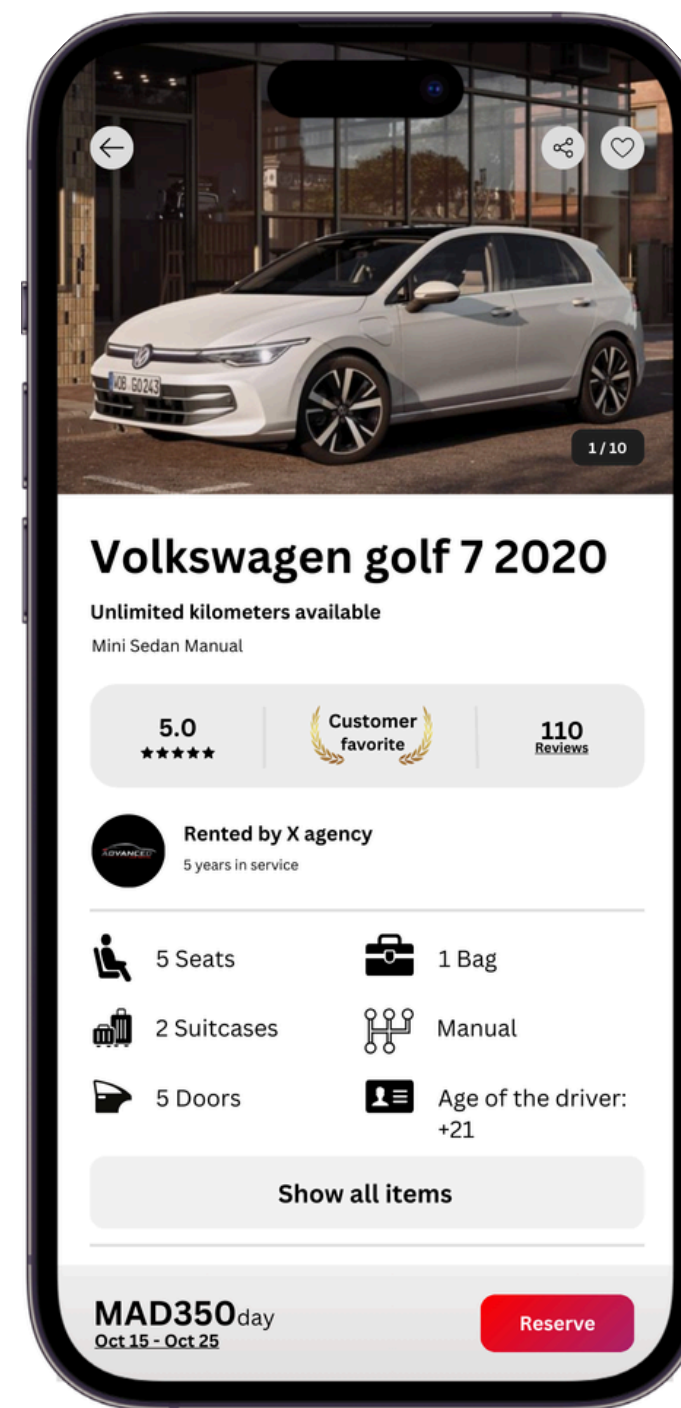
M.V.P.

Seamless Car Discovery and Booking ✓

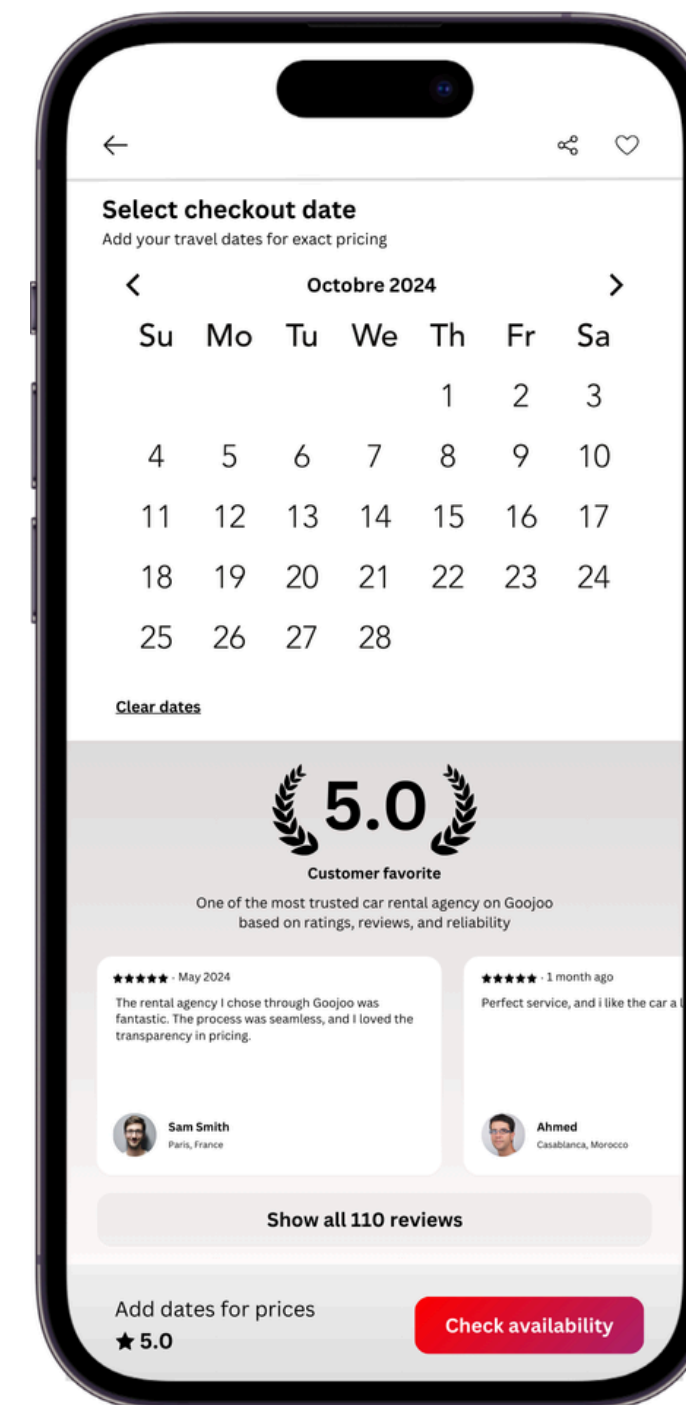
Simple, Smooth, Trusted ✓



Discover

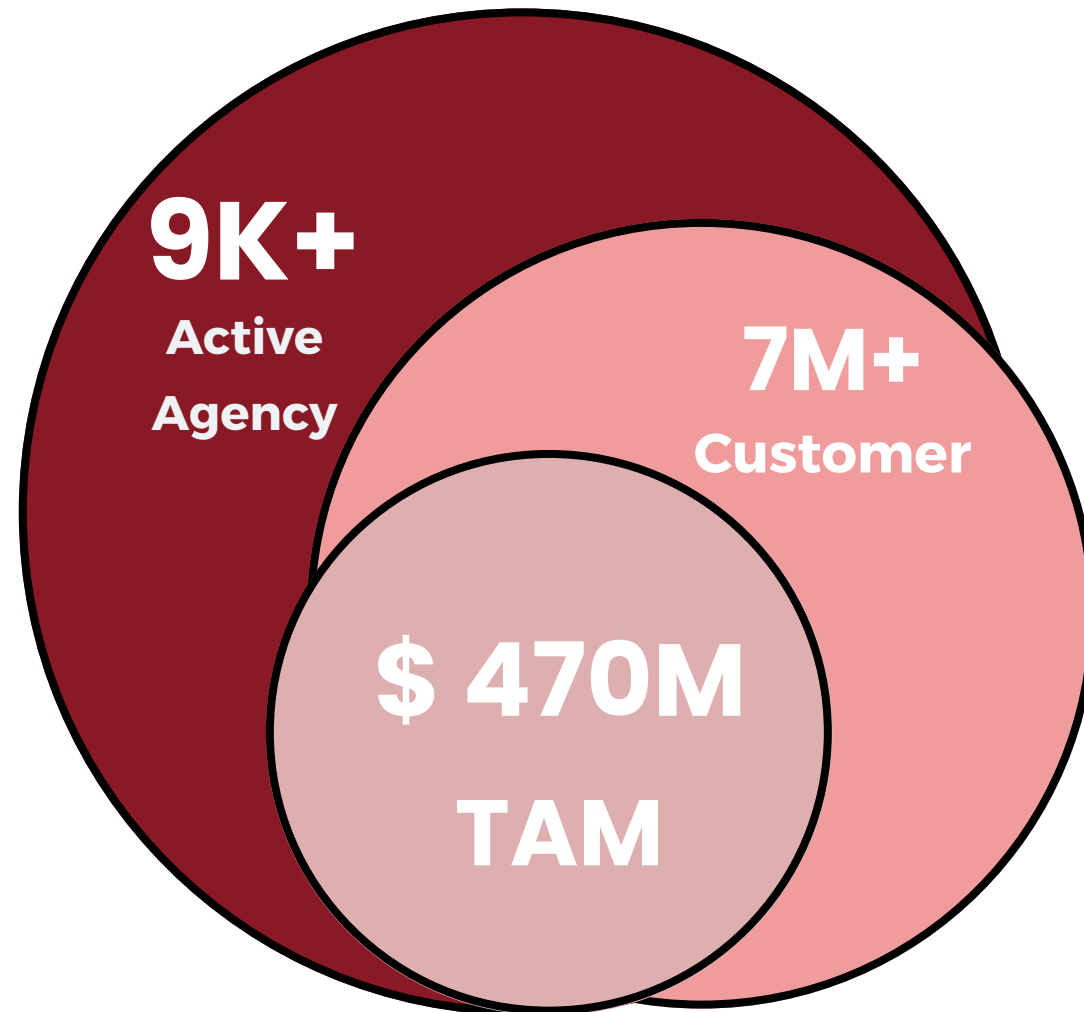


Check



Booking

2025



2030



CAGR 4.48% →

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.**

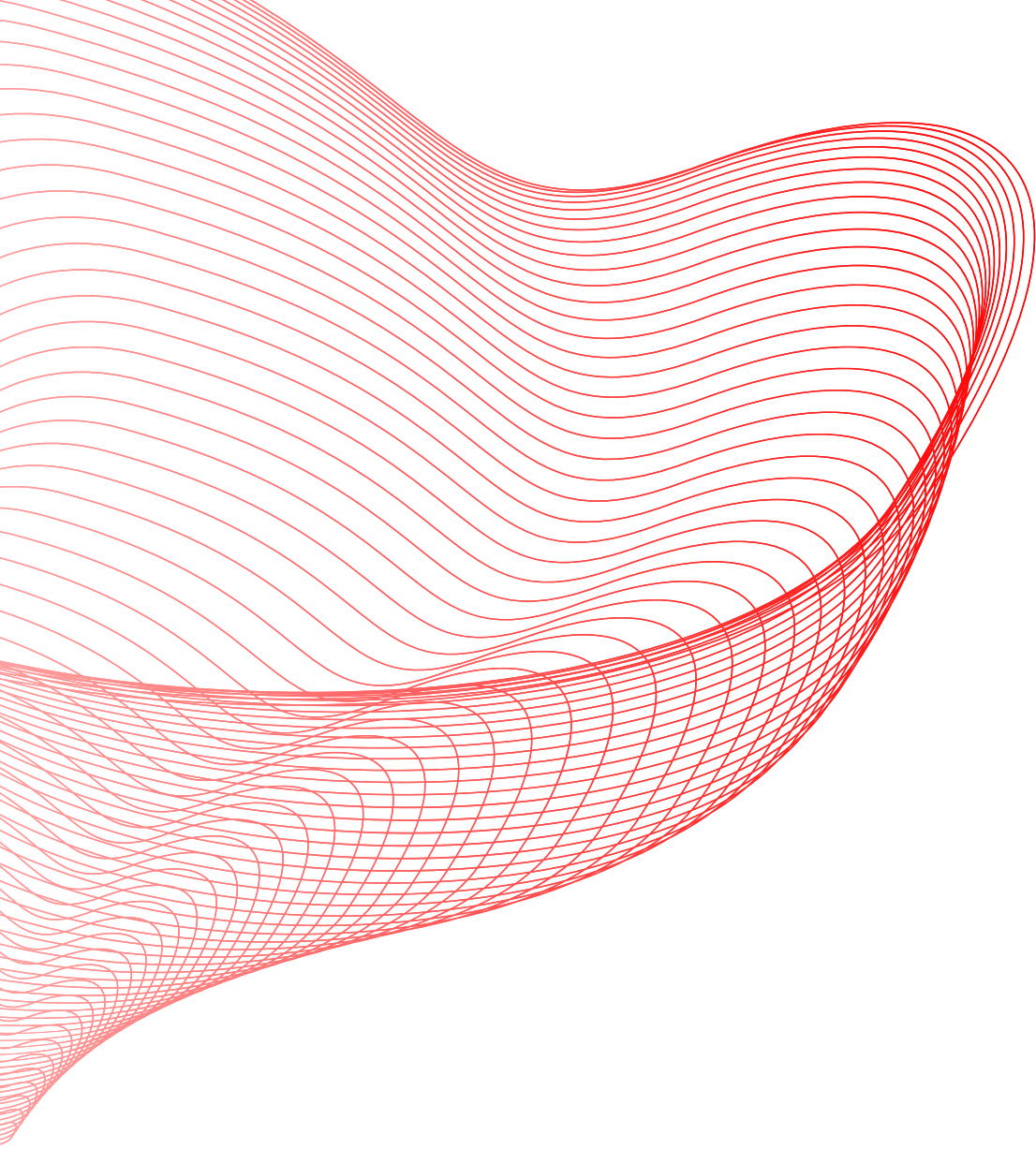
LAM

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

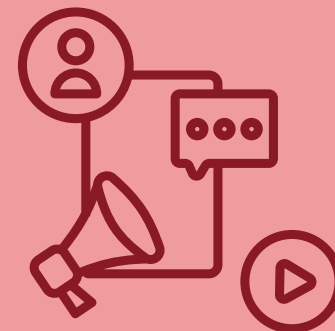
Our steps
to become successful startup

Partnership



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

Marketing Campaigns



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

User-Centric Innovation



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- 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

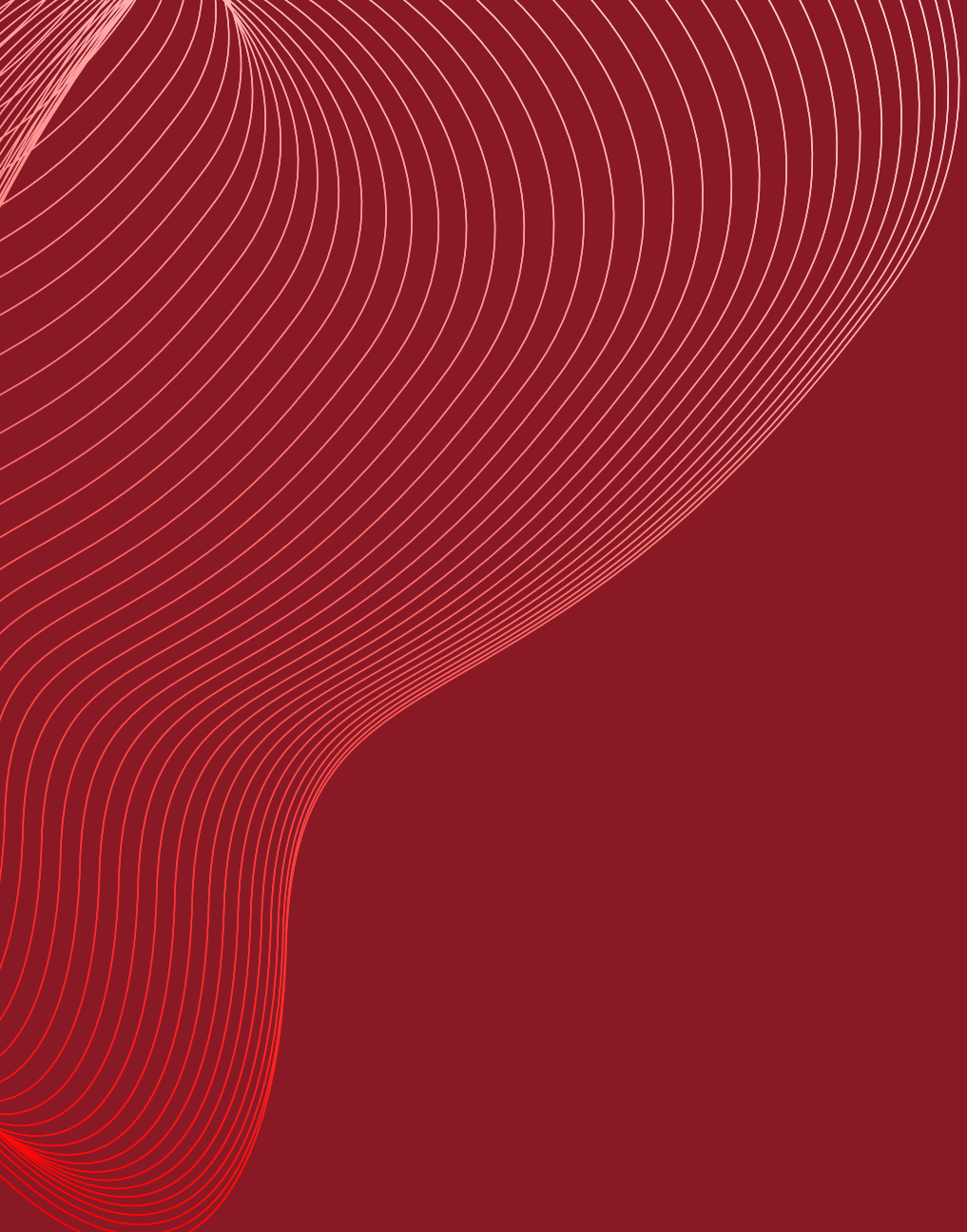
B2B2C



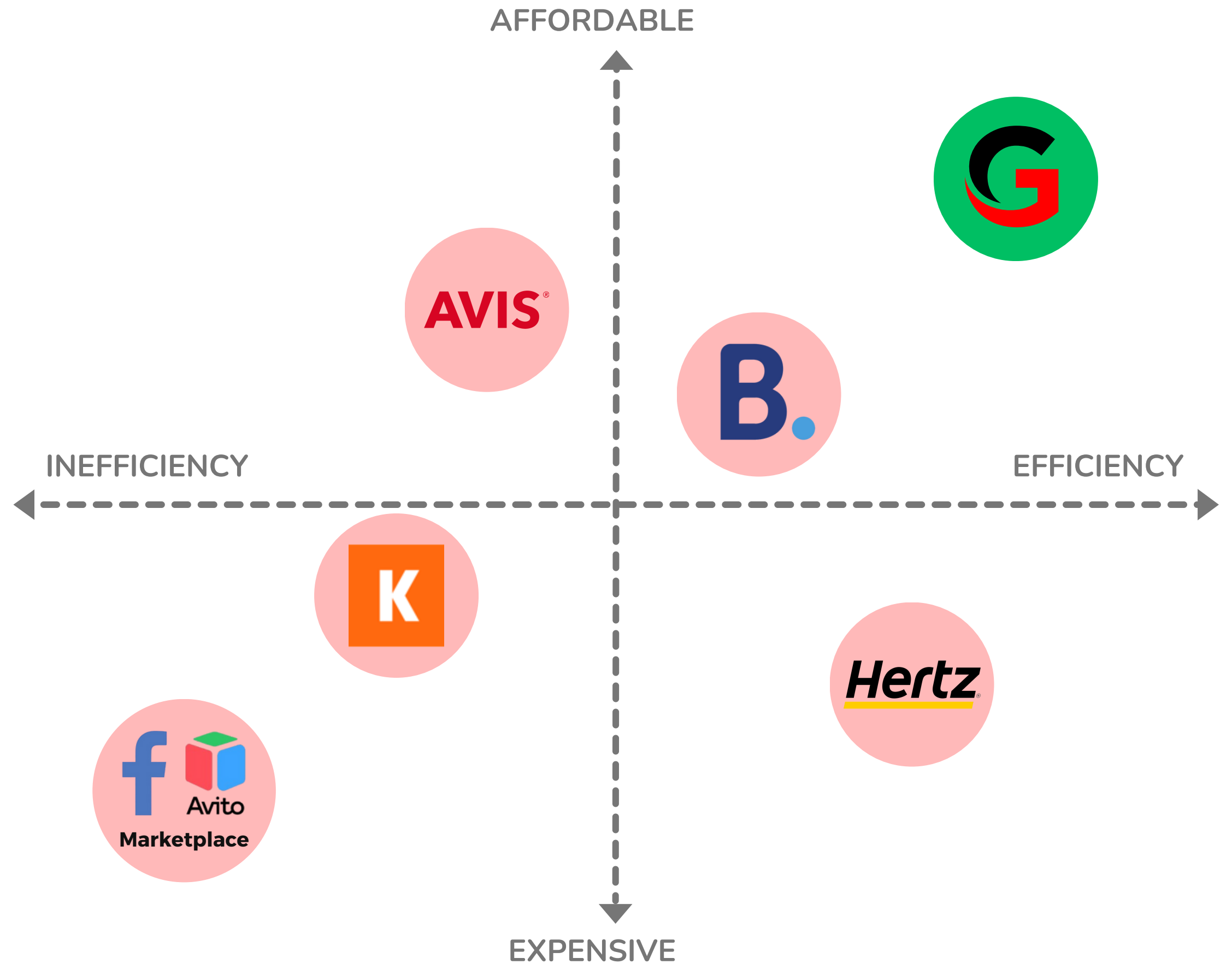
Monthly subscription for premium services

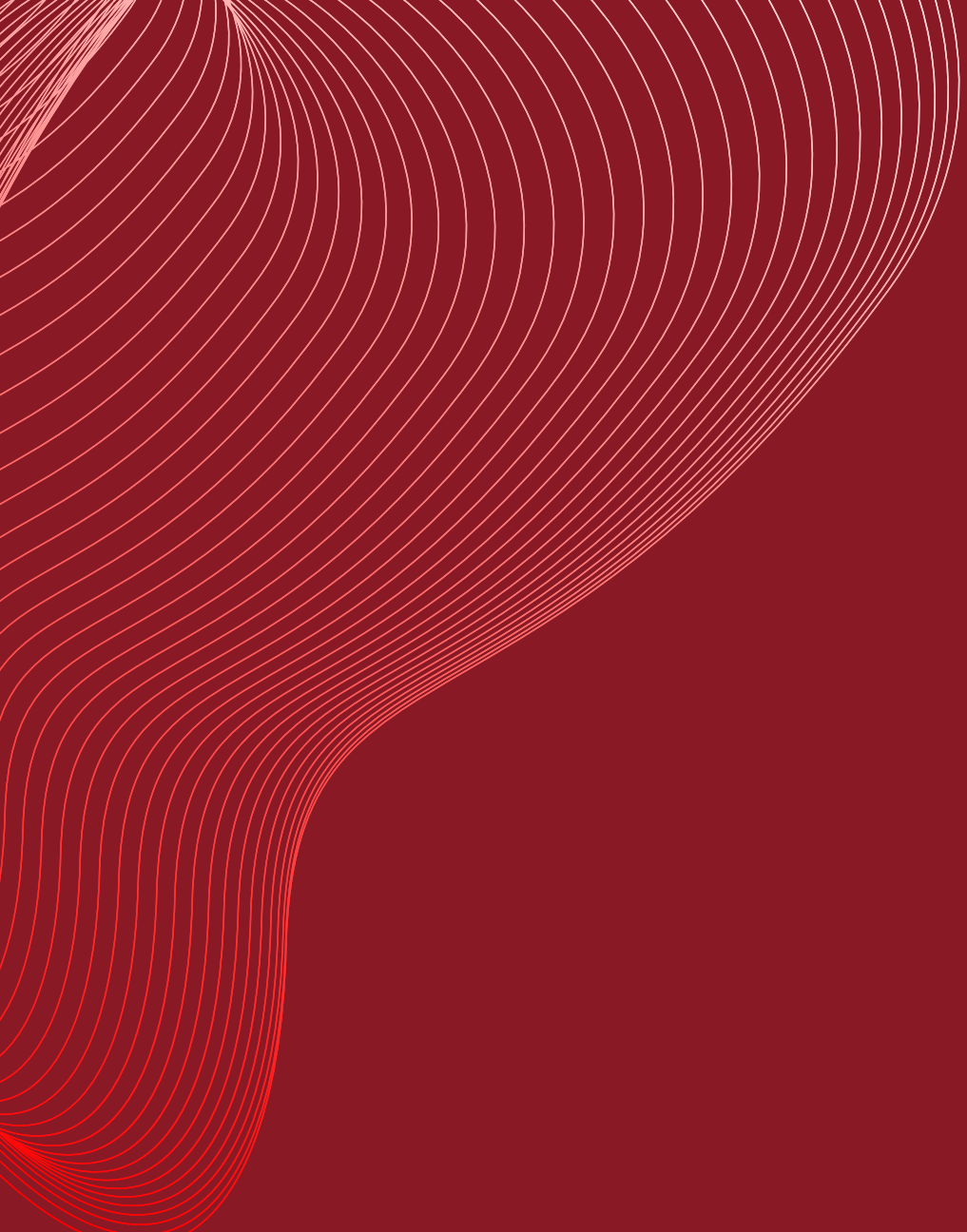


Strategic business partnerships



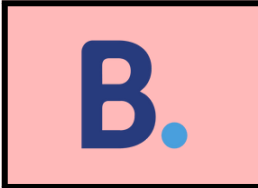



























Unique Advantage

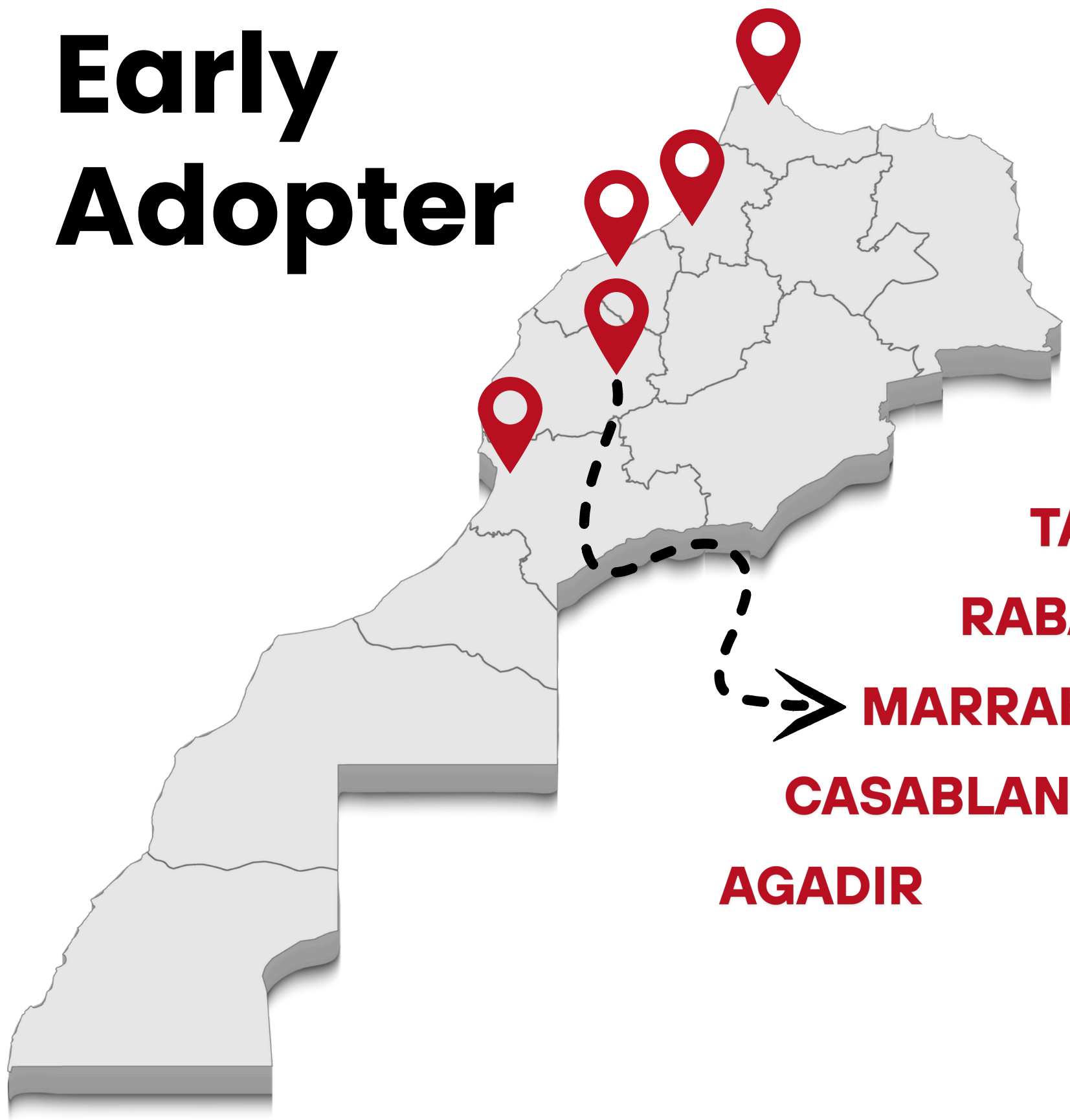




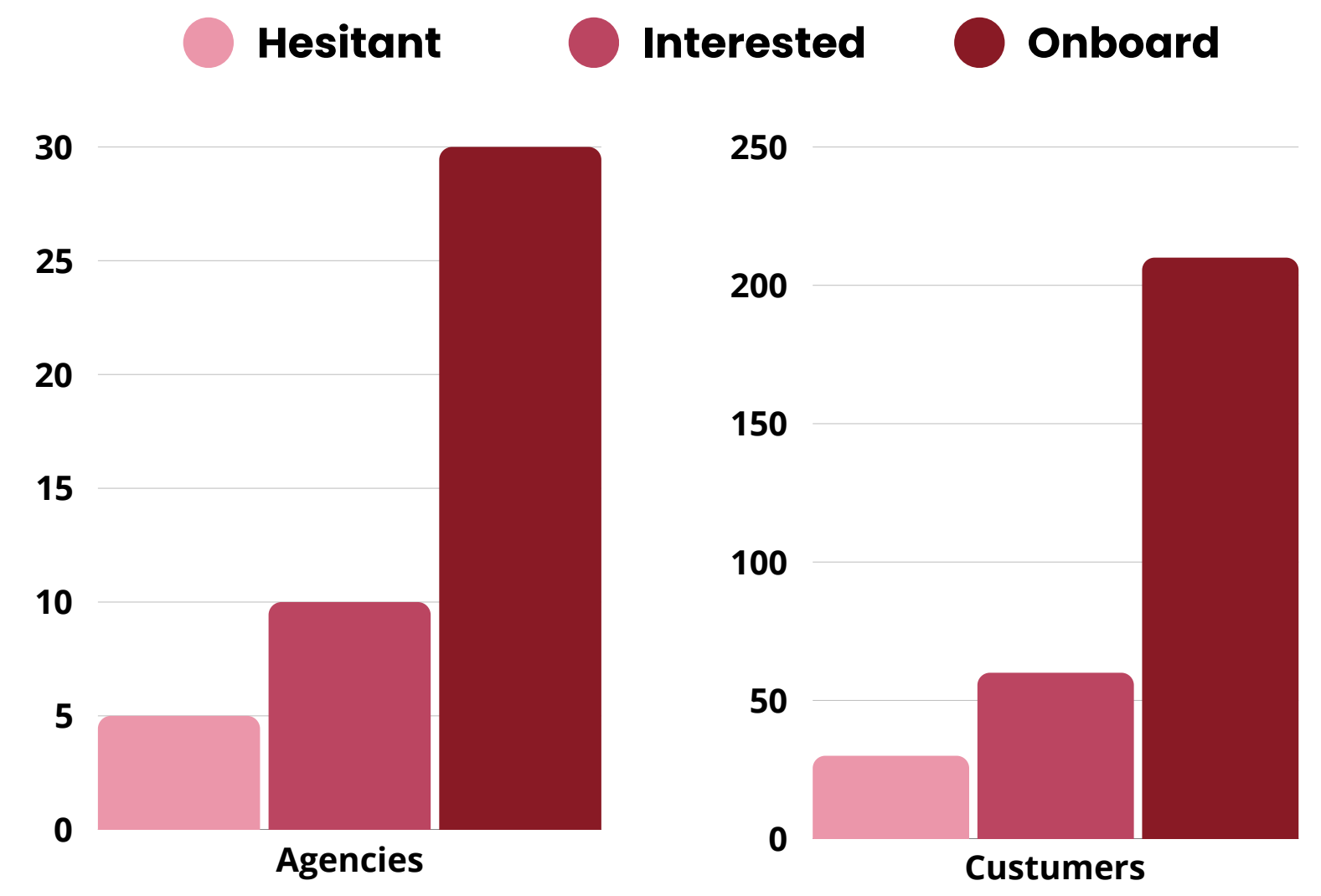
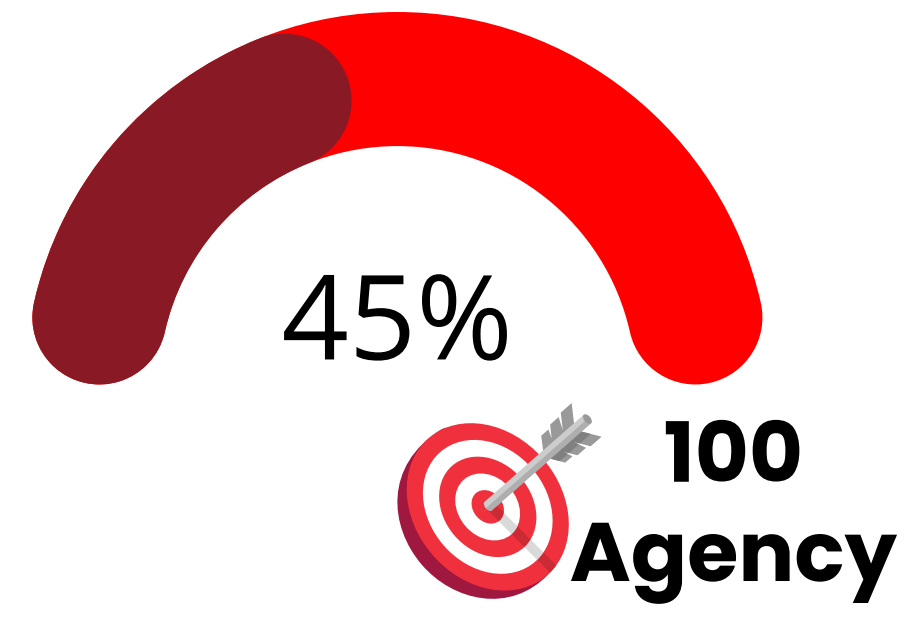
Unique Advantage

						
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						

Early Adopter



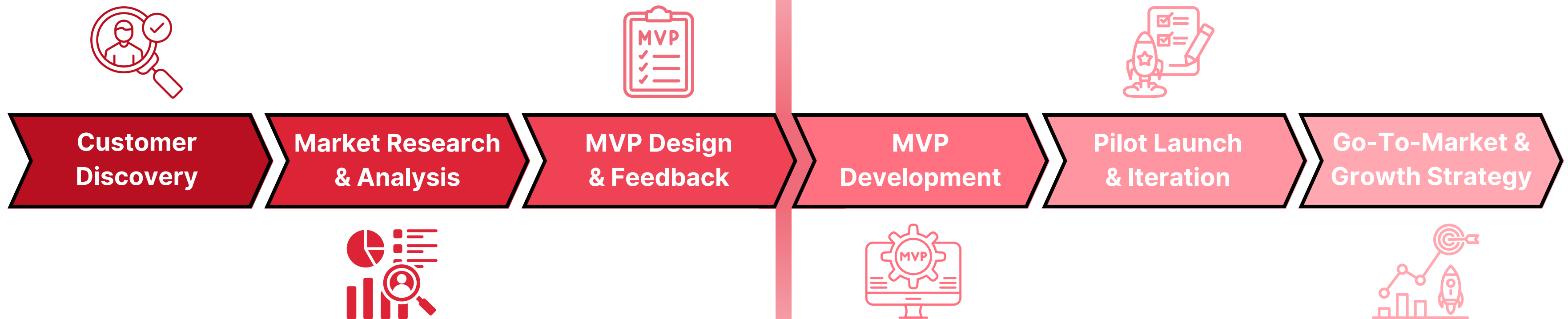
TANGER
RABAT
MARRAKECH
CASABLANCA
AGADIR



Ready For Pilot

To Date

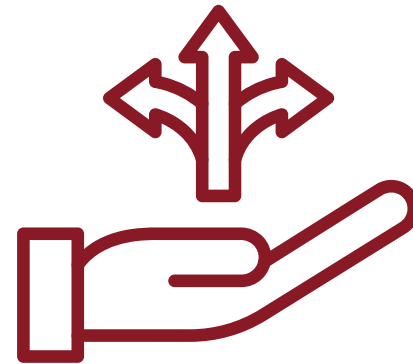
Next 15 Months



We Are Looking For



Financial
Support



Strategic
Guidance



Network and
Partnerships

Our Team

1337 Entrepreneurs Revolutionizing the Moroccan

UM6P

University
Mohammed VI
Polytechnic

Car Rental Industry



HAMZA SALAM

CEO & Founder

**Entrepreneurial
Mastermind**



YOUNES ASKOUR

CTO & Co-founder

**Technology &
Data Wizard**



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Thank You