We empower Moroccan retailers to compete and grow in the digital economy

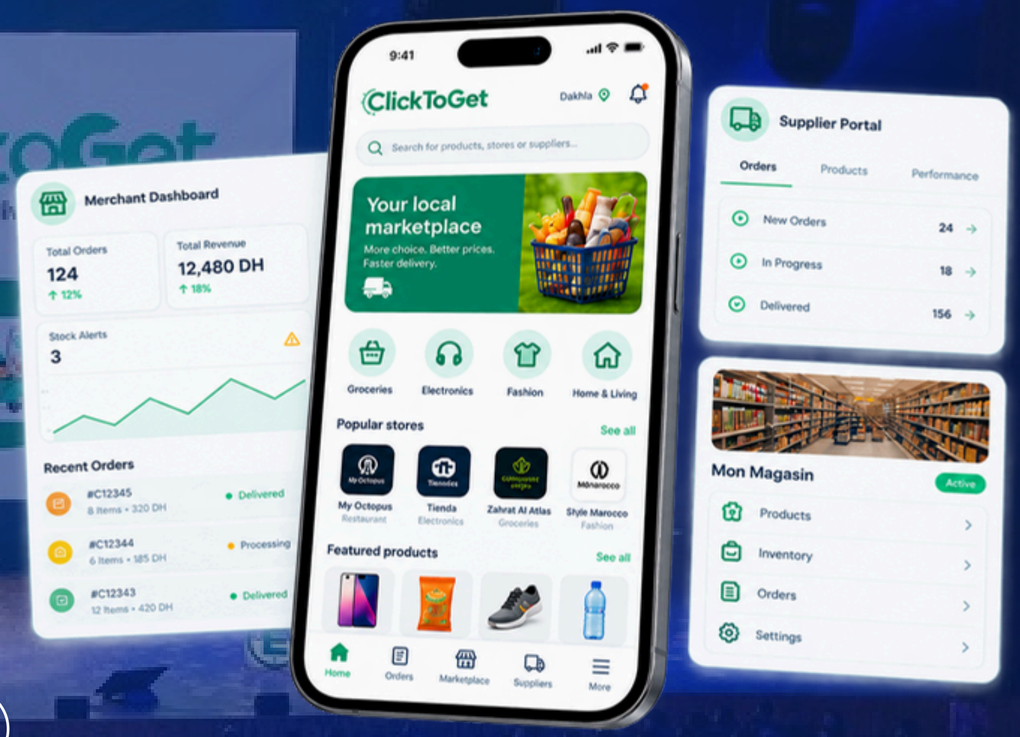
An all-in-one RetailTech ecosystem connecting retailers, suppliers, and customers through B2C commerce, B2B supply, and digital tools.

« Building the future of local commerce. »

Made in Dakhla · since 2025

Live · Early Traction

RetailTech · B2B Supply · B2C Marketplace · SaaS



Local stores lack the tools to buy, manage, and sell online.

+144 BIM
New stores opened in 2025

80 %

of Morocco's food retail sales come through traditional trade.

Source : Moroccan Competition Council, Report A/1/25, 2025.

TODAY, FOR THE RETAILER

1. Manual ordering & fragmented suppliers
2. No integrated stock or digital sales tools
3. Lost time, missed sales & limited reach
4. Harder to compete and grow



Store owner

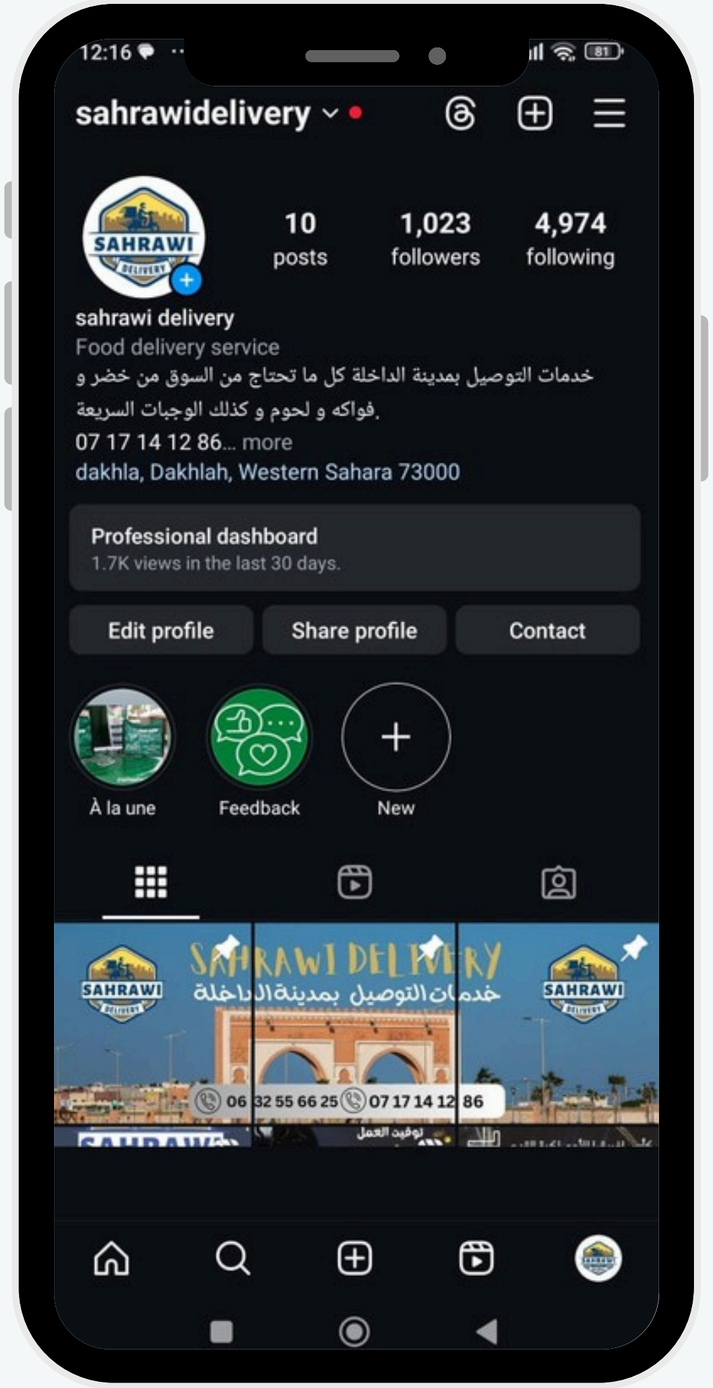
Casablanca–Settat

I need an easier way to buy stock, manage my store, and reach more customers.

Barriers: Limited budget, time, and digital skills.

SAHRAWI DELIVERY

We have worked with over 40 stores and more than 2000 clients in Dakhla-Morocco



03 · THE SOLUTION

ClickToGet connects local commerce — from suppliers to stores to customers.



1

01 · ClickToGet B2C

Shop locally, order easily.

Connect customers with local stores through digital ordering and delivery.

2

02 · ClickToGet Supply

Simplify business supply.

Connect suppliers and cooperatives with retailers through digital purchasing.

3

03 · Retail Tools

Help stores operate digitally.

Manage orders, inventory, and digital sales in one ecosystem.

BEFORE :
Fragmented supply · Manual orders · Limited digital reach

WITH CLICKTOGET
Connected supply · Digital shopping · Smarter local commerce

One integrated ecosystem for local commerce.

04 · TRACTION · MADE IN DAKHLA

Proven in Dakhla since 2021, ready to scale

23,000+
manual orders delivered by Sahrawi Delivery, 2021–2025

450
customers on the ClickToGet app in Dakhla

43
partner stores live on the platform

6
platforms built in-house, ≈100,000 DH in kind

2021 — Sahrawi Delivery starts in Dakhla

OCT 2025 — ClickToGet app launches

APR 2026 — MVP: 242 orders in Dakhla

MAR–APR 2026 — SARL AU incorporated

SEP 2026 — Green Pitch Day: 3rd place and 16,865 DH

Backed by: GITEX Africa Morocco 300 · UM6P Explorer · Boost Up Lab (Technopark Casablanca) · Bidaya incubator – Um6p explorer – MRTB

A 66 Md DH market in Morocco, of which 6 Md DH is within our reach

66.1 Md

TAM · total market, year 3

8.5 M B2C × 871 DH + 587 k B2B × 100,000 DH · year 1: 64.8 Md

6.2 Md

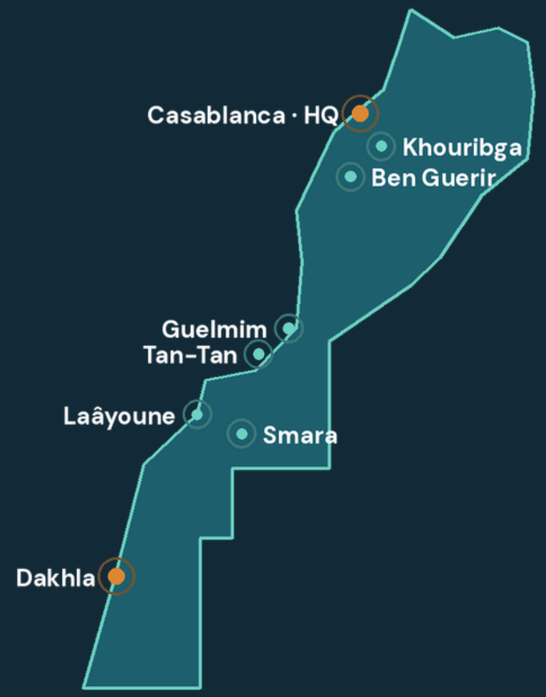
SAM · served market, year 3

9.35% of TAM · year 1: 6.1 Md DH

61.8 M

SOM · year 3

1.00% of SAM · year 1: 15.8 M



Source: ClickToGet business plan, market-sizing tab. B2C spend = 12 orders × 60 DH = 720 DH a year (+10% a year). Details in annex A1.

We earn on every order: 13% + 4 DH on the marketplace, 30% margin on Supply

SUPPLY · MAIN REVENUE

1,500 DH
basket per store, per week

30 %
margin on Supply sales (plan hypothesis)

Marketplace commission	13% of a 60 DH basket = 7.8 DH
Delivery fee	4 DH per order
Revenue per order	7.8 + 4 = 11.8 DH
Payment terms	stores pay on delivery

Where year-3 revenue will come from: 25.0 M DH



Gross margin
31.4 % → 31.0 %

Recurring revenue
96 % of year-3 revenue is weekly Supply orders

Supply revenue = sales to stores. Marketplace revenue = commission + 4 DH per order. Figures from the 3-year business plan.

08 · THE ASK AND THE VISION

We need 200,000 DH to go from pre-seed to seed

PHASE 1 · 12 MONTHS

200 k DH

to prove the model, then raise a seed of 3–4 M DH

Invested: 100,000 DH in kind

Secured: 16,865 DH prize

Cash to fund: 100,000 DH

Use of the 200 k DH



- Platforms (in kind) · 100 k
- 2 e-motos · 36 k
- Marketing · 22 k
- Reusable bags and crates · 20 k
- Call-center equipment · 12 k
- Payment and back-office module · 10 k

What it delivers by December 2027

SUPPLY · CASABLANCA

≈114 stores ordering weekly · 5.5 M DH revenue

DAKHLA RELAUNCH

40 partner stores · 500 users · 2 e-motos

THEN

Open Laâyoune, Guelmim, Tan-Tan and Smara

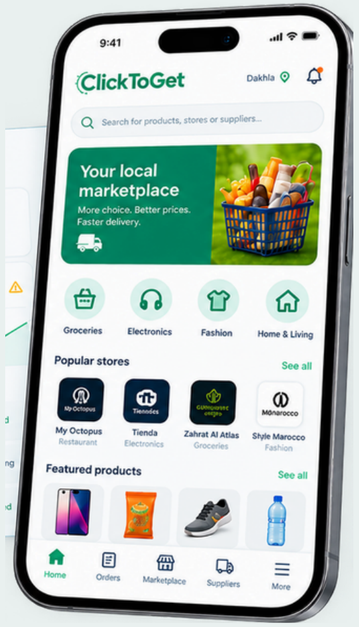
THE VISION

From Dakhla to the whole of Morocco, then West Africa: the digital infrastructure of local commerce, connecting cooperatives, stores and customers.

Zouhair Alouach
zouhair@clicktoget.ma

BACKUP B1 · THE PRODUCT IN ACTION

From first order to restocked shelf, in four steps



Customer app · Dakhla



Merchant dashboard

1. **Step 1: the customer orders from local stores**
   Groceries, food, parapharmacy, shopping: cash or digital payment
2. **Step 2: the order reaches the store and a rider**
   Call center + app route it; the store prepares, an e-moto delivers
3. **Step 3: the store “gets it”**
   Orders, stock alerts and sales in one dashboard; reorder in one click
4. **Step 4: the shelf is restocked**
   ClickToGet Supply delivers cooperative and FMCG products weekly

Ready
B2C live: 450 customers, 43 stores

In progress
Supply ordering site · Casablanca

Jan 2028
ClickToGet Pay (wallet)

IMPACT & VISION

JOBS CREATED

· 8 FTES IN 2026
· 25 FTES IN 2027
· 80 FTES IN 2028
· + INDEPENDENT DELIVERY PARTNERS

WOMEN ENTREPRENEURS

· 600+ WOMEN PRODUCERS INTEGRATED
· DIGITAL MARKET ACCESS
· FORMALIZED INCOME STREAMS
· PLATFORM INCLUSION PROGRAM

GREEN LOGISTICS

· ELECTRIC SCOOTER FLEET (2027)
· AI ROUTE OPTIMIZATION
· CARBON FOOTPRINT TRACKING
· REDUCED URBAN EMISSIONS



BACKUP B2 · WHY NOW

Three changes open the window now

A FRAGMENTED CHAIN, FLAGGED IN 2025

3–4

intermediaries between producer and consumer; traditional trade = ~80% of food turnover (Competition Council, July 2025)

A direct cooperative → store channel removes links and lifts margins.

Source : Conseil de la Concurrence, avis A/1/25 (2025)

PAYMENTS GO DIGITAL

13.8 M

payment accounts at end-2024, +33% in one year (Bank Al-Maghrib)

Cash-only stores can finally collect digital payments: ClickToGet Pay.

Source : Bank Al-Maghrib, via FNH, July 2025

SHOPPERS ALREADY BUY ONLINE

22 Md DH

of online transactions in 2023, +30% a year since 2019

Customers are online; neighbourhood stores are missing from the screen.

Source : Ministry of Industry and Commerce, 2023

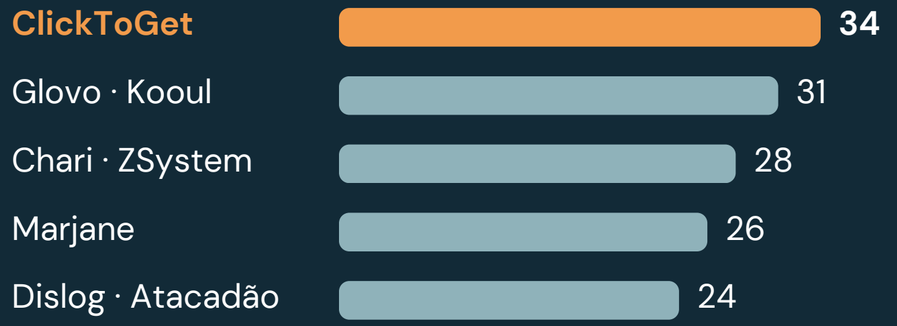
2021 Sahrawi Delivery starts in Dakhla — **2025** ClickToGet launches (Oct) — **2027** **Supply scales in Casablanca**

BACKUP B5 · COMPETITION

Against phone-and-WhatsApp ordering and national platforms



Our internal assessment on 9 customer criteria



Hard to copy

Field network built since 2021 (23,000+ manual orders) · cooperative sourcing · presence in southern cities · Supply + B2C + Pay in one stack

Assumed weakness: brand awareness and fleet size, hence door-to-door sales and a city-by-city rollout.

BACKUP B7 · UNIT ECONOMICS · YEAR 3

A B2C customer repays its acquisition cost in 6 months

LTV / CAC

2.0×

Benchmark: ≥ 3× · direct CAC

CAC

60 DH

Promo codes, cashback, referral

LTV

123 DH

On margin: 9.8 DH × 1 order ÷ 8% churn

CAC PAYBACK

6.1 months

Benchmark: < 12 months

REVENUE / CUSTOMER

11.8 DH

Per month: 1 order × 11.8 DH

Margin per order:

9.8 DH

Company-wide · trade 25–50 %

MONTHLY CHURN

8 %

B2C customers (hypothesis)

INVESTMENT ASK

50,000 MAD from UM6P Explorer



Finance, Accounting & Legal Accounting, legal, brand registration	**7,750 MAD**	15.5%
Hosting Hostinger KVM 8 · 24 months	**14,090 MAD**	28.2%
Delivery Equipment 30 jackets × 250 MAD + 15 delivery boxes × 650 MAD	**17,250 MAD**	34.5%
Marketing & Merchant Acquisition Funded by UM6P Explorer, plus the grant	**7,685 MAD**	15.4%
cPanel License 12-month license	**3,225 MAD**	6.4%
Total ask	**50,000 MAD**	100%

Marketing & Merchant Acquisition

Funded by UM6P Explorer, plus the grant

29549,5 MAD in total.

GREEN PITCH DAY GRANT 🥉 3rd place

+16,864.50 MAD

Awarded, and added to Marketing & Merchant Acquisition.



MOROCCAN SAHARA INNOVATION CHALLENGE (LAÂYOUNE) 🥉 3rd place

+5 000 MAD

Awarded, and added to Marketing & Merchant Acquisition.





Alouach zouhair

Founder & CEO
Sales and Marketing
1337,coding school



Ouijdane Rachid

Communication
& branding Manager



Chaima Bentahra

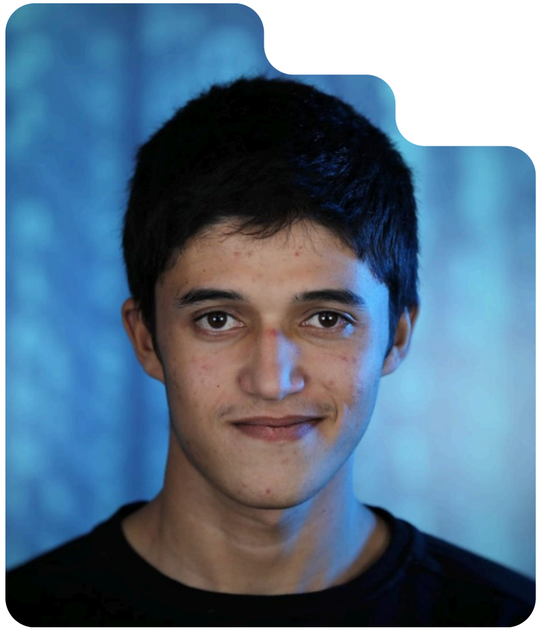
support team
Economics and
Business Management.



Lhousseine Chibani

support team
,Mobile developer ,
1337,coding school

MEET TEAM



Otmane Aboulghit

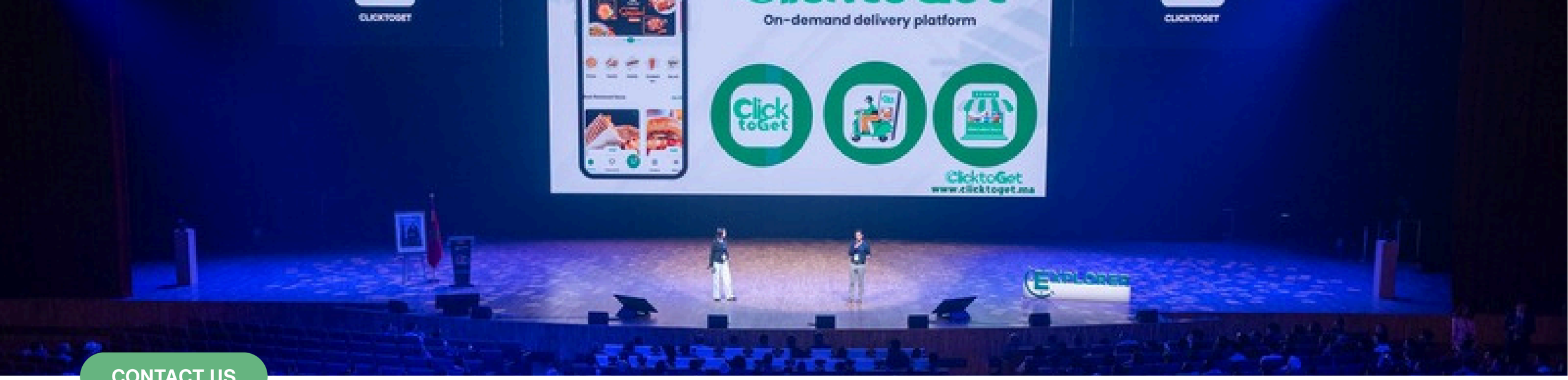
back-end developer
,1337,coding school



Abdellatyf EnNeiymy

Mobile developer ,
1337,coding school

MEET TEAM



CONTACT US

Let’s Build the Future Together

App store

Play store

Website

www.clicktoget.ma

E-mail

contact@clicktoget.ma

ANNEX A2 · OUR TYPICAL CUSTOMERS

Four personas, four segments

SA — Sara, 29

Tourism or admin employee, Dakhla

Their needs
Save time, order local and be delivered fast

What holds them back
Distrust of a new platform; delivery fees

Where to find them
Instagram, TikTok, Snapchat, WhatsApp

Budget and frequency
Basket of about 60 DH, several orders a month

Marketplace · commission + delivery

HA — Hassan, 42

Grocery or restaurant owner, Ben Guerir

Their needs
Attract more customers and sell his products without excessive commission

What holds them back
Little digital habit; commission

Where to find them
Field visit, WhatsApp, word of mouth

Budget and frequency
Supplies products, a few orders a week

Marketplace · merchant side

KA — Karim, 45

Hanout owner, Casablanca

Their needs
Restock simply, without travelling, at good prices

What holds them back
Habit of ordering from his wholesaler; pays on delivery

Where to find them
Door-to-door, WhatsApp

Budget and frequency
About 1,500 DH a week

Supply · weekly order

FA — Fatima, 38

Cooperative president, Ben Guerir

Their needs
Showcase her production and earn a regular income

What holds them back
Market access, cash flow, transport

Where to find them
Direct visit, WhatsApp, neighbouring cooperatives

Budget and frequency
Sells through Supply, depending on production

Supply · cooperative side

Personas from the ClickToGet business plan. Names are illustrative; profiles to be confirmed with field interviews.

Selected, trained and awarded by Morocco’s leading programs

GITEX Africa 2026
Selected among 300 startups (Morocco 300)

Ecotech Expo 2025
Exhibited and invited to speak

UM6P Explorer
Exhibitor at the Showcase 2026 ·

Green Entrepreneurship Bootcamp
3rd place at the Green Challenge Pitch Day, Rabat · 16,865 DH prize

Global Platform Morocco · Incubateur Bidaya · IncubUP by PerformUP · DAPP YIEP

MRTB
Program completed

Boost Up Lab
Technopark Casablanca · 3 bootcamps,