# Application: ExID-25F-0725822536

OUALID ADNANE - adnane2oualid@gmail.com
UM6P Explorer Innovation Fund (MOROCCO)

**Summary**

**ID:** ExID-25F-0725822536
**Last submitted:** Aug 25 2026 17:22 (+01)
**Labels:** Pending Approved New Application, 2026 Showcase - Booth Only, S26 Not Invited to FFB, F26 Invited to MFB , OLD - F26 Invited to FFB, F26 Invited to FFB

## Eligibility Criteria

**Completed** - Aug 19 2025

# 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** - Aug 19 2025

# 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 collborators 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** - Aug 20 2025

# 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: August 31st, 2026

Cohort active: October 2026 - January 2027

**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

<>

## 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)

1

## 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.

amghare-logo (1).pdf

**Filename:** amghare-logo (1).pdf.pdf **Size:** 295.7 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 | Food |
| 2 | eCommerce |
| 3 | Agriculture |

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

## 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.

No

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 Moroccan market for dried fruits and spices faces several challenges, including low quality, product adulteration, lack of hygiene standards, and poor packaging that fails to preserve flavor or nutritional value while not meeting modern consumer expectations. Customers also struggle to find natural and authentic blends that combine traditional taste with health standards.

The Amghare project addresses this gap by applying modern selection and preservation methods, along with innovative packaging solutions that ensure freshness and authentic flavors, while providing transparent information about origin and health benefits. In addition, we aim to build a distinctive e-commerce website that allows customers to easily explore our products and shop online with confidence and security.

Through technology, we enhance reliability, maintain consistent quality, and strengthen consumer trust. This meets the growing demand for safe, natural food products and positions Amghar as a model that bridges authenticity with modern standards.

# 3.2 Proposed Solution

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

The proposed solution develops an integrated production chain for dried fruits and spices, focusing on high quality, careful selection, and modern preservation and packaging techniques to ensure freshness, authentic flavor, and nutritional value. Innovative packaging combines hygiene with attractive design to meet consumer expectations.

A key element is the use of modern machinery that complies with international food safety standards, enabling processing in a contamination-free environment with precise temperature and humidity control. This reduces manual handling, minimizes errors, and ensures consistent quality.

Additionally, a dedicated e-commerce platform will showcase products, provide transparent information about their origin and benefits, and allow safe, user-friendly online purchases. Customer reviews and personalized recommendations enhance the shopping experience.

This approach addresses market challenges of adulteration and low quality, builds consumer trust, and meets growing demand for natural, healthy products that comply with international standards.

## 3.3 Who is Your Competition?

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

The Moroccan dried fruit and spice market is contested by multiple sources. Traditional vendors and small shops often offer products of varying quality, sometimes lacking proper hygiene and standardized packaging. Supermarkets and retail chains offer branded products, but many are imported, which compromises their authenticity and freshness, or contain additives to extend their shelf life.

There are also companies specializing in natural and organic products, but their availability, variety, and digital presence are limited, leaving a gap for consumers seeking high-quality, reliable, and accessible options.

The project combines careful selection of raw materials, modern machinery that meets food safety standards, innovative packaging, raw material washing, and a strong digital presence via an e-commerce platform. This integrated approach provides authentic, fresh, and safe products, with transparency, convenience, and an enhanced customer experience.

## 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)

Our team consists of passionate professionals with complementary skills in food production, quality control, marketing, and e-commerce. The core team includes experts in selecting and processing dried fruits and spices, ensuring adherence to food safety standards and maintaining product authenticity.
One team member specializes in operations and supply chain management, optimizing sourcing, storage, and packaging processes. Another member brings strong expertise in digital marketing and e-commerce, responsible for building and managing a user-friendly online platform that enhances customer engagement and drives sales.
The team’s strengths lie in combining technical knowledge, practical experience, and business acumen. We are committed to delivering high-quality, safe, and authentic products while creating a seamless and trustworthy customer experience. Our approach is built on collaboration, innovation, and dedication, enabling us to respond effectively to market needs and achieve sustainable growth.

## 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)

By participating in Explorer, we aim to accelerate the growth and impact of our project in the dried fruits and spices sector. Our primary goal is to enhance our production and processing capabilities using modern technology while maintaining the highest standards of quality and food safety.
We also hope to leverage Explorer's resources to develop a professional e-commerce platform, improving accessibility and customer experience, and to expand our digital marketing reach to attract more consumers.
Additionally, we seek mentorship, training, and networking opportunities that Explorer offers, which will help us refine our business strategies, improve operational efficiency, and strengthen our brand presence both locally and internationally.
Ultimately, the Explorer program will enable us to scale sustainably, increase market trust, and provide consumers with reliable, authentic, and high-quality products, while building the knowledge and skills necessary to grow our business long-term.

## 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)

Our core team is experienced and fully capable of managing current operations efficiently. However, we welcome opportunities to exchange expertise with specialists in food technology or digital marketing and e-commerce, as their insights and ideas could support project development, enhance product quality, and improve the customer experience.
We are committed to expanding our knowledge and strategies through collaboration and partnerships with experts, without a direct need for additional hires. This approach allows us to benefit from external skills and experience in a flexible manner while maintaining the strength and efficiency of our existing team.

## 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)

Our revenue model is based on selling high-quality dried fruits and natural spices through both direct and online channels. We generate income by offering premium products with attractive packaging and competitive pricing, appealing to health-conscious consumers seeking authentic and safe options.
In the next 3 to 6 months, our primary path to market will focus on expanding our digital presence through a user-friendly e-commerce platform, allowing customers to browse, select, and purchase products conveniently online. We will also leverage social media marketing and collaborations with influencers to build brand awareness and engage directly with our target audience.
Offline, we will continue to serve existing retail partners and explore partnerships with specialty stores to increase distribution.
We aim to continuously refine this strategy by improving marketing efforts, product offerings, and customer experience, while also seeking mentorship and guidance to enhance our market approach.

## 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 project is already established, but its development has been gradual. We have built a solid foundation, including sourcing high-quality dried fruits and spices, implementing proper processing and packaging methods, and engaging with early customers to understand their needs and preferences.
However, growth has been slower than expected due to limited resources and the need to refine operational and marketing strategies. Therefore, we decided to participate in the Explorer program, as we believe its mentorship, resources, and networking opportunities will help us accelerate development, enhance our digital presence, and improve operational processes.
Through participation in this program, we aim to transform steady progress into rapid, sustainable growth, strengthen our team's capabilities, expand market reach, and deliver high-quality, authentic products to a broader customer base.

## 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)**

business pitch amghare.pdf

**Filename:** business pitch amghare.pdf.pdf **Size:** 37.2 kB

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

Premium, authentic dried fruits and spices with high-quality, hygienic packaging, delivered via user-friendly e-commerce, ensuring trust, freshness, and health.

# 4.3 Problem Addressed

Limit your response to 50 words

Consumers face inconsistent quality, adulterated products, and poor packaging in dried fruits and spices. There is a clear demand for authentic, safe, and high-quality products that provide reliable taste, nutritional value, and a trustworthy shopping experience, both online and offline, meeting growing health-conscious consumer expectations.

# 4.4 Proposed Solution

Limit your response to 50 words

Our solution delivers carefully selected, high-quality dried fruits and spices using modern processing and hygienic packaging. A user-friendly e-commerce platform enables safe, convenient online purchases, with transparent product information, customer reviews, and personalized recommendations, ensuring authenticity, freshness, and trust while meeting the growing demand for healthy, natural products.

## 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.**

222000

## 5.3 Potential Cumulative Explorer Funding

222000.0 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 | Government | forsa | 90000 | Active | ✔ |
| 2 | Government | indh | 60000 | Active | ✖ |

## Explorer Team Budget Plan

**Completed** - Aug 20 2025

# Explorer Team Budget Plan Form

# Explorer Team Budget Plan

Team ID: ExID-25F-0725822536

Team Name: <> <>

## 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 will not be submitting a budget (you may skip the reminder of this budget)

# Project Total: 0.0

In section 5.2 of your application form, you said your funding request was: 222000 (continuing team) or 222000 (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** - Aug 25 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-25F-0725822536

Team Name: <>

Team Members: OUALID ADNANE

Team Members Emails: adnane2oualid@gmail.com

# General Explorer Participation

Please answer these on behalf of your entire team.

## 1. Did you add or delete team members during the cohort?

No

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

3

## 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?

Extremely beneficial

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

Accurate analysis helps in understanding the market.

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

Nothing will deter them; they provided us with all the support and knowledge.

## 7. How many unique workshops/webinars/office hours or other program events offered by Explorer did your team attend (if two or more team members attended the same one, count it as 1)?

2 - 5

## 8. Please rate EACH of the following program elements you found most valuable on a scale of 1-5 with 5 being highest. If you did not take part in any of the below, please indicate NA.

| | Activity |
|---|---|
| Mentorship | 5 |
| Office Hours | 5 |
| Workshops | 5 |
| Interaction with Peer Teams | 5 |
| Funding | 4 |
| Pitching at the Mock Funding Board or the Funding Board | 4 |

### 9a. Compared to before Explorer, how has your confidence changed in your ability to interact with customers and build a startup or entrepreneurial project?

Somewhat increased

### 9b. On a scale from 0–10 with 10 being highly likely, how likely are you to recommend the Explorer Program to another student entrepreneur interested in innovation or entrepreneurship?

10

# 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?

No

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

(No response)

## 11.a. What specifically changed?  Check all that apply.

**Responses Selected:**

Distribution channel

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

Development Costs

## 13. Is your current value proposition still valid?

Premium, authentic dried fruits and spices with high-quality, hygienic packaging, delivered via user-friendly e-commerce, ensuring trust, freshness, and health.

Yes

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

2

## 14. Which section of your Lean Canvas changed the most?

**Responses Selected:**

| |
|---|
| Value Proposition |
| Key Metrics |

## 15. How much primary market research have you completed?

A moderate amount

## 15.a. What primary market research have you completed? Please detail:

We have conducted extensive primary market research through direct engagement with potential customers, including households, grocery stores, restaurants, cafés, and catering businesses in Morocco. We also interviewed spice retailers and suppliers to better understand current market challenges, customer preferences, and purchasing behavior. To further validate our concept, we opened a pilot retail storewhere we interact directly with customers, observe purchasing behavior, test different products and packaging, and collect continuous feedback. This has provided valuable insights into customer preferences, pricing expectations, and market demand. Our research revealed a strong demand for clean, hygienically processed, and professionally packaged spices and dried fruits. Customers consistently expressed concerns about product cleanliness, quality consistency, and food safety in traditional markets. In addition, we tested our product concept with potential buyers and gathered feedback on packaging, product presentation, pricing, and the added value of a processing model focused on cleaning, washing, drying, and premium packaging. These insights have validated our business concept and helped refine our product positioning and future growth strategy.

## 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?

No

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

Yes, please specify in MAD

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

Over 50

## 21.a. Did customer interviews cause your team to change any assumptions?

Yes, minor changes

## 21.b. Which assumptions have you validated? (Select all that apply)

**Responses Selected:**

| |
|---|
| The problem exists |
| Customers experience significant pain |
| Customers are willing to pay |
| Customers can be reached efficiently |
| Pricing assumptions are realistic |
| Customer acquisition channels are viable |
| Technical feasibility has been demonstrated |

## 21.c. What was the single most important thing you learned from customer discovery?

The single most important insight we gained from customer discovery is that customers are willing to pay more for spices and dried fruits if they trust the product's cleanliness, safety, and quality. While price remains important, consumers consistently told us that hygienic processing, reliable quality, and professional packaging significantly increase their confidence and purchasing decisions. This validated our focus on cleaning, washing, drying, and packaging as our core value proposition, rather than competing on price alone.

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

We did not run any online or customer surveys

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

Yes

## 24. Do you have paying users/customers?

Yes

## 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.)?

Our customers were impressed with the idea we presented to you regarding washing, cleaning, drying, and packaging spices, and they expect us to work faster to achieve it....

## 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)?

No. Please elaborate on on why you chose not use your funding this cohort (e.g. startup too early? Mentors advised you to wait? Didn't have time? Pivoted?): I was asked to send the start-up requirements, but I still haven't received any response.

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

Yes, please specify URL

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

No

# 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 the next Cohort and continue with the current funding level

## 30.a. If your team plans to continue, how committed is the team to working on the venture over the next 12 months?

Extremely committed

## 30.b. What other entrepreneurship programs have you taken part in during this year?

We did not participate

## 30.c. What other entrepreneurship programs will you apply for in the next 6 months?

marocpme.

## 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 of if it was allowed or not)?

No. Please elaborate on why you chose not use your funding this cohort (e.g. Startup too early? Mentors advised you to wait? Didn’t have time? Pivoted?)

## 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).
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.

No

### Continuation Explorer Innovation Fund Application

**Completed** - Aug 25 2026

# 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: August 31st, 2026

Cohort active:  October 2026 - January 2027

**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

<>

## 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)

1

## 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.

amghare-logo (1).pdf

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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 | Food |
| 2 | eCommerce |
| 3 | Agriculture |

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

## 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.

No

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 Moroccan market for dried fruits and spices faces several challenges, including low quality, product adulteration, lack of hygiene standards, and poor packaging that fails to preserve flavor or nutritional value while not meeting modern consumer expectations. Customers also struggle to find natural and authentic blends that combine traditional taste with health standards.
The Amghare project addresses this gap by applying modern selection and preservation methods, along with innovative packaging solutions that ensure freshness and authentic flavors, while providing transparent information about origin and health benefits. In addition, we aim to build a distinctive e-commerce website that allows customers to easily explore our products and shop online with confidence and security.
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Provide a description of your proposed solution (150 word maximum)

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A key element is the use of modern machinery that complies with international food safety standards, enabling processing in a contamination-free environment with precise temperature and humidity control. This reduces manual handling, minimizes errors, and ensures consistent quality.
Additionally, a dedicated e-commerce platform will showcase products, provide transparent information about their origin and benefits, and allow safe, user-friendly online purchases. Customer reviews and personalized recommendations enhance the shopping experience.
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## 3.3 Who is Your Competition?

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

The Moroccan dried fruit and spice market is contested by multiple sources. Traditional vendors and small shops often offer products of varying quality, sometimes lacking proper hygiene and standardized packaging. Supermarkets and retail chains offer branded products, but many are imported, which compromises their authenticity and freshness, or contain additives to extend their shelf life.

There are also companies specializing in natural and organic products, but their availability, variety, and digital presence are limited, leaving a gap for consumers seeking high-quality, reliable, and accessible options.

The project combines careful selection of raw materials, modern machinery that meets food safety standards, innovative packaging, raw material washing, and a strong digital presence via an e-commerce platform. This integrated approach provides authentic, fresh, and safe products, with transparency, convenience, and an enhanced customer experience.

## 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)

Our team consists of passionate professionals with complementary skills in food production, quality control, marketing, and e-commerce. The core team includes experts in selecting and processing dried fruits and spices, ensuring adherence to food safety standards and maintaining product authenticity.
One team member specializes in operations and supply chain management, optimizing sourcing, storage, and packaging processes. Another member brings strong expertise in digital marketing and e-commerce, responsible for building and managing a user-friendly online platform that enhances customer engagement and drives sales.
The team's strengths lie in combining technical knowledge, practical experience, and business acumen. We are committed to delivering high-quality, safe, and authentic products while creating a seamless and trustworthy customer experience. Our approach is built on collaboration, innovation, and dedication, enabling us to respond effectively to market needs and achieve sustainable growth.

## 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)

By participating in Explorer, we aim to accelerate the growth and impact of our project in the dried fruits and spices sector. Our primary goal is to enhance our production and processing capabilities using modern technology while maintaining the highest standards of quality and food safety.
We also hope to leverage Explorer's resources to develop a professional e-commerce platform, improving accessibility and customer experience, and to expand our digital marketing reach to attract more consumers.
Additionally, we seek mentorship, training, and networking opportunities that Explorer offers, which will help us refine our business strategies, improve operational efficiency, and strengthen our brand presence both locally and internationally.
Ultimately, the Explorer program will enable us to scale sustainably, increase market trust, and provide consumers with reliable, authentic, and high-quality products, while building the knowledge and skills necessary to grow our business long-term.

## 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)

Our core team is experienced and fully capable of managing current operations efficiently. However, we welcome opportunities to exchange expertise with specialists in food technology or digital marketing and e-commerce, as their insights and ideas could support project development, enhance product quality, and improve the customer experience.
We are committed to expanding our knowledge and strategies through collaboration and partnerships with experts, without a direct need for additional hires. This approach allows us to benefit from external skills and experience in a flexible manner while maintaining the strength and efficiency of our existing team.

## 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)

Our revenue model is based on selling high-quality dried fruits and natural spices through both direct and online channels. We generate income by offering premium products with attractive packaging and competitive pricing, appealing to health-conscious consumers seeking authentic and safe options.
In the next 3 to 6 months, our primary path to market will focus on expanding our digital presence through a user-friendly e-commerce platform, allowing customers to browse, select, and purchase products conveniently online. We will also leverage social media marketing and collaborations with influencers to build brand awareness and engage directly with our target audience.
Offline, we will continue to serve existing retail partners and explore partnerships with specialty stores to increase distribution.
We aim to continuously refine this strategy by improving marketing efforts, product offerings, and customer experience, while also seeking mentorship and guidance to enhance our market approach.

## 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 project is already established, but its development has been gradual. We have built a solid foundation, including sourcing high-quality dried fruits and spices, implementing proper processing and packaging methods, and engaging with early customers to understand their needs and preferences.
However, growth has been slower than expected due to limited resources and the need to refine operational and marketing strategies. Therefore, we decided to participate in the Explorer program, as we believe its mentorship, resources, and networking opportunities will help us accelerate development, enhance our digital presence, and improve operational processes.
Through participation in this program, we aim to transform steady progress into rapid, sustainable growth, strengthen our team’s capabilities, expand market reach, and deliver high-quality, authentic products to a broader customer base.

## 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)**

business pitch amghare.pdf

**Filename:** business pitch amghare.pdf.pdf **Size:** 37.2 kB

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

Premium, authentic dried fruits and spices with high-quality, hygienic packaging, delivered via user-friendly e-commerce, ensuring trust, freshness, and health.

## 4.3 Problem Addressed

Limit your response to 50 words

Consumers face inconsistent quality, adulterated products, and poor packaging in dried fruits and spices. There is a clear demand for authentic, safe, and high-quality products that provide reliable taste, nutritional value, and a trustworthy shopping experience, both online and offline, meeting growing health-conscious consumer expectations.

## 4.4 Proposed Solution

Limit your response to 50 words

Our solution delivers carefully selected, high-quality dried fruits and spices using modern processing and hygienic packaging. A user-friendly e-commerce platform enables safe, convenient online purchases, with transparent product information, customer reviews, and personalized recommendations, ensuring authenticity, freshness, and trust while meeting the growing demand for healthy, natural products.

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.**

222000

# 5.3 Potential Cumulative Explorer Funding

222000.0 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 | Government | forsa | 90000 | Active | ✔ |
| 2 | Government | indh | 60000 | Active | ✖ |

### Continuation Explorer Team Budget Plan

**Completed** - Aug 25 2026

## Explorer Team Budget Plan Form

# Explorer Team Budget Plan

Team ID: ExID-25F-0725822536

Team Name: <> <>

## 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 | | 0 | ✖ |
| 2 | | 0 | |
| 3 | | 0 | |
| 4 | | 0 | |
| 5 | | 0 | |
| 6 | | 0 | |
| 7 | | 0 | |
| 8 | | 0 | |
| 9 | | 0 | |
| 10 | | 0 | |

## Software Total: 0.0

# 3. Hardware

| | Short Description | Amount (MAD) | Click to add item |
|---|---|---|---|
| 1 | | 0 | ✖ |
| 2 | | 0 | |
| 3 | | 0 | |
| 4 | | 0 | |
| 5 | | 0 | |
| 6 | | 0 | |
| 7 | | 0 | |
| 8 | | 0 | |
| 9 | | 0 | |
| 10 | | 0 | |

## Hardware Total: 0.0

# 4. Web/App Development

| | Short Description | Amount (MAD) | Click to add item |
|---|---|---|---|
| 1 | Creating a professional online platform | 10000 | ✖ |
| 2 | | 0 | |
| 3 | | 0 | |
| 4 | | 0 | |
| 5 | | 0 | |
| 6 | | 0 | |
| 7 | | 0 | |
| 8 | | 0 | |
| 9 | | 0 | |
| 10 | | 0 | |

## Web/App Development Total: 10000.0

# 5. Materials and Services

| | Short Description | Amount (MAD) | Click to add item |
|---|---|---|---|
| 1 | Cleaning, packaging, washing and weighing equipment | 200000 | ✖ |
| 2 | | 0 | |
| 3 | | 0 | |
| 4 | | 0 | |
| 5 | | 0 | |
| 6 | | 0 | |
| 7 | | 0 | |
| 8 | | 0 | |
| 9 | | 0 | |
| 10 | | 0 | |

## Materials and Services Total: 200000.0

# 6. Advertising and Marketing

| | Short Description | Amount (MAD) | Click to add item |
|---|---|---|---|
| 1 | Digital marketing and content creation | 15000 | ✖ |
| 2 | | 0 | |
| 3 | | 0 | |
| 4 | | 0 | |
| 5 | | 0 | |
| 6 | | 0 | |
| 7 | | 0 | |
| 8 | | 0 | |
| 9 | | 0 | |
| 10 | | 0 | |

## Advertising and Marketing Total: 15000.0

# 7. Travel

| | Short Description | Amount (MAD) | Click to add item |
|---|---|---|---|
| 1 | Participation in professional exhibitions | 5000 | ✖ |
| 2 | | 0 | |
| 3 | | 0 | |
| 4 | | 0 | |
| 5 | | 0 | |
| 6 | | 0 | |
| 7 | | 0 | |
| 8 | | 0 | |
| 9 | | 0 | |
| 10 | | 0 | |

## Travel Total: 5000.0

## 8. Other Expenses

| | Short Description | Amount (MAD) | Click to add item |
|---|---|---|---|
| 1 | | 0 | ✖ |
| 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: 230000.0

In section 5.2 of your application form, you said your funding request was: 222000 (continuing team) or 222000 (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.

### Accept Funding Form

**Completed** - Oct 10 2025

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).

<>

## 0.2 Your Name

OUALID ADNANE

## 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

# business pitch

Amghare offers premium, authentic dried fruits and natural spices, carefully selected for top quality, safety, and flavor. We fill a clear gap in the Moroccan market, where consumers often .face inconsistent, adulterated, or poorly packaged products

Our solution combines modern processing, strict quality control, and a user-friendly e-commerce platform to provide a reliable and convenient shopping experience. We also .leverage digital marketing and social media to reach a wider audience and build brand trust

Our revenue comes from selling high-quality products online and directly, with competitive pricing and attractive packaging. With a dedicated and skilled team, Amghar aims to grow sustainably, strengthen its market presence, and become the go-to brand for authentic, healthy dried fruits and spices in Morocco and beyond



# AMGHARE

LA QUALITÉ PARLE

# business pitch

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# AMGHARE

LA QUALITÉ PARLE