Application: ExID-24S-2295865878

zouhir alouach - zouhiralouach1@gmail.com
UM6P Explorer Innovation Fund (MOROCCO)

Summary

ID: ExID-24S-2295865878
Last submitted: Aug 18 2026 17:06 (+01)
Labels: Pending Approved New Application, NOT USED , F24 Continuing, F24 INVITED TO FFB, F24 Pitchathon, F24 Has 1 Reviewer, S25 Continuing MFB Teams, S25 Invited to MFB, S25 MFB, S25 Has one Mentor, F25 Don't Invite to FFB, F25 Has 1 mentor, 2026 Showcase - Booth Only, F26 Invited to MFB , OLD - F26 Invited to FFB, F26 Invited to FFB

Eligibility Criteria

Completed - Feb 24 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 24 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 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 - Feb 25 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: 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

clicktoget

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)

4

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

https://clicktoget.ma/ https://partner.clicktoget.ma/

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.

ClicktoGet (7).png

Filename: ClicktoGet (7).png.png **Size:** 117.6 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	eCommerce
2	Transportation
3	Food

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

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.

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)

CLICKTOGET is a technology platform that connects users with on-demand delivery services for a wide range of products, including food, groceries, , and other goods. The platform addresses several problems and needs:

1. Convenience: CLICKTOGET provides a convenient way for users to access a wide range of products and services without leaving their homes or offices.

2. Time-saving: By offering on-demand delivery services, CLICKTOGET helps users save time by eliminating the need to travel to physical stores or wait in line.

3. Accessibility: CLICKTOGET makes it easier for users to access products and services, particularly for those who may have mobility issues or live in areas with limited access to physical stores.

4 Variety: CLICKTOGET offers a wide range of products and services, allowing users to choose from multiple options and find exactly what they need.

3.2 Proposed Solution

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

CLICKTOGET is a technology platform that offers on-demand delivery services for a wide range of products and services. The platform connects users with a network of delivery partners who can pick up and deliver items from local stores, restaurants, and other businesses. CLICKTOGET solution is designed to provide users with a convenient, accessible, and safe way to access products and services without leaving their homes or offices.

The platform offers a user-friendly interface that allows users to browse and select from a wide range of products and services, including food, groceries, and other goods. Users can place orders through the CLICKTOGET app or website, and track the progress of their deliveries in real-time.

3.3 Who is Your Competition?

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

GLOVO / ORA / YASSIR FOOD

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)

Technical Expertise : A strong team would include members with a deep understanding of the technology stack being used for the CLICKTOGET platform.

Design : A strong design team would be responsible for creating a user-friendly and visually appealing interface for the CLICKTOGET app and website.

Operations : A team of operations experts would be responsible for managing the day-to-day operations of the CLICKTOGET platform, including customer support, logistics, and quality control.

Marketing and Growth : A marketing and growth team would be responsible for promoting the CLICKTOGET platform and attracting new users. This might include digital marketers, growth hackers, and social media experts.

Finance and Accounting : A finance and accounting team would be responsible for managing the Financial aspects of the CLICKTOGET platform, including budgeting, forecasting, and financial reporting.

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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)

Participation in Explorer can provide valuable resources and support to help us further develop and scale our CLICKTOGET project. Specifically, we hope to gain access to funding, mentorship, and networking opportunities that will help us refine our business model, improve our technology platform, and expand our user base. We also hope to gain exposure and recognition within the tech community, which will help us attract top talent and potential partners. Ultimately, our goal is to build a successful and sustainable business that provides a valuable service to our users and contributes positively to the economy and society.

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)

Currently, we are seeking to increase our team members by adding specialists in the field of logistics and finance

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)

CLICKTOGET employ a commission-based model where it takes a percentage of each transaction made through its platform. This could be from the delivery fee, a percentage of the order total, or a combination of both.

Marketing and Advertising : Utilizing digital marketing channels such as social media, search engine optimization (SEO), and paid advertising to reach potential customers.

Partnerships : Forming partnerships with local businesses, restaurants, and stores to offer their products through the CLICKTOGET platform.

User Acquisition : Offering promotions, discounts, or incentives to encourage users to try the CLICKTOGET platform.

Expansion : Gradually expanding the service to new cities and regions, both domestically .

Customer Experience : Focusing on providing an excellent customer experience to encourage repeat business and positive word-of-mouth.

Technology : Continuously improving the technology platform to make it more user-friendly, efficient, and reliable.

Feedback and Iteration : Collecting feedback from users and partners

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)

We have experience in the field of food delivery since 2021 in the city of Dakhla, and we have dealt with more than 50 stores and restaurants. We have also reached and dealt with more than 2000 clients. We have three delivery representatives. The customer contacts us via our phone numbers to request the service.

In the second stage, The project is currently in the Minimum Viable Product (MVP) stage.
we are developing a web application and mobile application. We participated in the second edition of the “MRTB” program.

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)

clicktoget (5).pdf

Filename: clicktoget (5).pdf.pdf **Size:** 3.0 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

Confort et Rapidité :

Diversité des Services :

Flexibilité : CLICKTOGET offre une flexibilité

Expérience Utilisateur Simplifiée :

4.3 Problem Addressed

Limit your response to 50 words

Lots of time and effort

Difficulty in choosing

trust

Limited Delivery Network

4.4 Proposed Solution

Limit your response to 50 words

wide range of restaurant

Real-time order tracking

Delivery Network

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.

No

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source

Explorer Team Budget Plan

Completed - Feb 25 2024

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-24S-2295865878

Team Name: clicktoget clicktoget

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	call center	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Software Total: 20000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	Material information	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Hardware Total: 20000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	web app and mobile app for user and client /mobile app for driver	70000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Web/App Development Total: 70000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	api / Hosting	30000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Materials and Services Total: 30000.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	seo and pay ads and events	50000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Advertising and Marketing Total: 50000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Expansion to new cities	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Travel Total: 20000.0

8. Other Expenses

	Short Description	Amount (MAD)	Click to add item
1	diverse	40000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 40000.0

Project Total: 250000.0

In section 5.2 of your application form, you said your funding request was: 250000 (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 - Aug 18 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-2295865878

Team Name: clicktoget

Team Members: zouhir alouach ABDELLATYF EN-NIEYMY, Ouijdane Rachid, Chaimae Bentahra, Lhousseine Chibani,

Team Members Emails: zouhiralouach1@gmail.com abdlatif22020@gmail.com, wijdanerachid18@gmail.com, ben.chaiimae20@gmail.com, chibanilhousseine1@gmail.com, otmaneaboulghit@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?

Yes

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)?

The one thing I found most helpful about my mentor(s) is that they are a genuinely good person, which makes it easy to communicate and collaborate effectively.

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

There's nothing I'd like to change; I'm happy with how things are

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	5

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

Significantly 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?

Yes

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

ClickToGet initially focused on providing delivery services in Dakhla through Sahrawi Delivery. However, the business model pivoted to a marketplace platform connecting stores with clients, similar to Glovo, and stores with suppliers, similar to Chari. This shift aimed to optimize supply chain management, expand the service region, and enhance localization features to better serve southern Morocco, including Dakhla and Laayoune.

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

Responses Selected:

Customer segment

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?

Confort et Rapidité :

Diversité des Services :

Flexibilité : CLICKTOGET offre une flexibilité

Expérience Utilisateur Simplifiée :

Yes

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

Over 4

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

Responses Selected:

Customer Segment

15. How much primary market research have you completed?

A great deal

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

We conducted direct market research through our recent ClickToGet traction, engaging with 43+ merchants and 450+ customers. We analyzed customer demand, ordering behavior, merchant needs, and feedback to validate the local commerce and delivery model.

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?

275,275,000,000

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

122,000,000

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, major 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 most important lesson was that local merchants need a simple, affordable digital platform that helps them increase orders without high commissions. Customer feedback also showed strong demand for convenient local delivery.

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

Over 1000

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.)?

We secured 50,000 MAD in funding from the UM6P Explorer Program and formed successful collaborations with stores in Khouribga

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, we put in a request to Explorer to spend some of our allocated funding, but it's been a long process, and we haven't received any funds yet.

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

https://drive.google.com/file/d/1ONXNiX5y1ZH-JDtWoZP2Ufrr6IbPBQMW/view?usp=drive_link

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

https://partners.clicktoget.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

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?

none

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

the forge

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)?

Yes. Please share with us any feedback on your experience (e.g. any obstacles you encountered? How can Explorer improve our process?)

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.

ABDELLATYF EN-NIEYMY

Continuation Explorer Innovation Fund Application

Completed - Aug 18 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:

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1. Terms and Conditions

1.1 Program Timeline

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Responses Selected:

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Responses Selected:

Yes

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

clicktoget

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

(No response)

2.3 How many people are on your team?

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

5

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

https://clicktoget.ma/ https://partners.clicktoget.ma/

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.

favicon.png

Filename: favicon.png.png **Size:** 69.8 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	eCommerce
2	Transportation
3	Food

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.

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.

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

CLICKTOGET is a technology platform that offers on-demand delivery services for a wide range of products and services. The platform connects users with a network of delivery partners who can pick up and deliver items from local stores, restaurants, and other businesses. CLICKTOGET solution is designed to provide users with a convenient, accessible, and safe way to access products and services without leaving their homes or offices.

The platform offers a user-friendly interface that allows users to browse and select from a wide range of products and services, including food, groceries, and other goods. Users can place orders through the CLICKTOGET app or website, and track the progress of their deliveries in real-time.

3.3 Who is Your Competition?

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

GLOVO / ORA / YASSIR FOOD / Kooul

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)

Technical Expertise : A strong team would include members with a deep understanding of the technology stack being used for the CLICKTOGET platform.

Design : A strong design team would be responsible for creating a user-friendly and visually appealing interface for the CLICKTOGET app and website.

Operations : A team of operations experts would be responsible for managing the day-to-day operations of the CLICKTOGET platform, including customer support, logistics, and quality control.

Marketing and Growth : A marketing and growth team would be responsible for promoting the CLICKTOGET platform and attracting new users. This might include digital marketers, growth hackers, and social media experts.

Finance and Accounting : A finance and accounting team would be responsible for managing the Financial aspects of the CLICKTOGET platform, including budgeting, forecasting, and financial reporting.

.

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)

Participation in Explorer can provide valuable resources and support to help us further develop and scale our CLICKTOGET project. Specifically, we hope to gain access to funding, mentorship, and networking opportunities that will help us refine our business model, improve our technology platform, and expand our user base. We also hope to gain exposure and recognition within the tech community, which will help us attract top talent and potential partners. Ultimately, our goal is to build a successful and sustainable business that provides a valuable service to our users and contributes positively to the economy and society.

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)

Currently, we are seeking to increase our team members by adding specialists in the field of logistics and finance

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)

CLICKTOGET employ a commission-based model where it takes a percentage of each transaction made through its platform. This could be from the delivery fee, a percentage of the order total, or a combination of both.

Marketing and Advertising : Utilizing digital marketing channels such as social media, search engine optimization (SEO), and paid advertising to reach potential customers.

Partnerships : Forming partnerships with local businesses, restaurants, and stores to offer their products through the CLICKTOGET platform.

User Acquisition : Offering promotions, discounts, or incentives to encourage users to try the CLICKTOGET platform.

Expansion : Gradually expanding the service to new cities and regions, both domestically .

Customer Experience : Focusing on providing an excellent customer experience to encourage repeat business and positive word-of-mouth.

Technology : Continuously improving the technology platform to make it more user-friendly, efficient, and reliable.

Feedback and Iteration : Collecting feedback from users and partners

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)

We have experience in the field of food delivery since 2021 in the city of Dakhla, and we have dealt with more than 50 stores and restaurants. We have also reached and dealt with more than 2000 clients. We have three delivery representatives. The customer contacts us via our phone numbers to request the service.

In the second stage, The project is currently in the Minimum Viable Product (MVP) stage.
we are developing a web application and mobile application. We participated in the second edition of the “MRTB” program.

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)

Um6pExplorerclicktoget.ma.pdf

Filename: Um6pExplorerclicktoget.ma.pdf.pdf **Size:** 29.3 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

Confort et Rapidité :

Diversité des Services :

Flexibilité : CLICKTOGET offre une flexibilité

Expérience Utilisateur Simplifiée :

4.3 Problem Addressed

Limit your response to 50 words

Lots of time and effort

Difficulty in choosing

trust

Limited Delivery Network

4.4 Proposed Solution

Limit your response to 50 words

wide range of restaurant

Real-time order tracking

Delivery Network

5. Funding Details

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

Yes

Total Amount (in Dhs).

This is the total amount you have been awarded so far for this project by Explorer in all previous cohorts regardless if you have spent any of it or not.

50000

5.1.b How much did you spend already?

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

This amount is the total that you have already spent or has already been approved for spending by Explorer. For example, if you have already spent 5000 Dhs and Explorer has approved a purchasing request for 2000 Dhs, then this box should contain 7000 Dhs.

0

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.

No

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source

Continuation Explorer Team Budget Plan

Completed - Aug 18 2026

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-24S-2295865878

Team Name: clicktoget clicktoget

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	call center	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Software Total: 20000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	Material information	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Hardware Total: 20000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	web app and mobile app for user and client /mobile app for driver	70000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Web/App Development Total: 70000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	api / Hosting	30000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Materials and Services Total: 30000.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	seo and pay ads and events	50000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Advertising and Marketing Total: 50000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Expansion to new cities(dakhla/benguerir)	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Travel Total: 20000.0

8. Other Expenses

	Short Description	Amount (MAD)	Click to add item
1	specifically for hosting, API integrations, and security measures. as an emergency budget	40000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 40000.0

Project Total: 250000.0

In section 5.2 of your application form, you said your funding request was: 250000 (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.

Accept Funding Form

Completed - Apr 5 2026

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).

clicktoget

0.2 Your Name

zouhair alouach

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

ClicktoGet

غير بكليك كلشي يلحغ ليك

ClicktoGet

PROBLEM USER



- LOTS OF TIME AND EFFORT
- DIFFICULTY IN CHOOSING
- TRUST

ClicktoGet

PROBLEM PARTNER



Grocery / restaurant / cafe / bakeries / Productive families

- Limited Delivery Network
- Limited customer access
- Difficulty in managing orders
- He can't interact with his clients.

SOLUTION

USER



Time Savings

wide range of restaurant

Real-time order tracking

PARTNER



grocery / restaurant / cafe / bakeries / Productive families

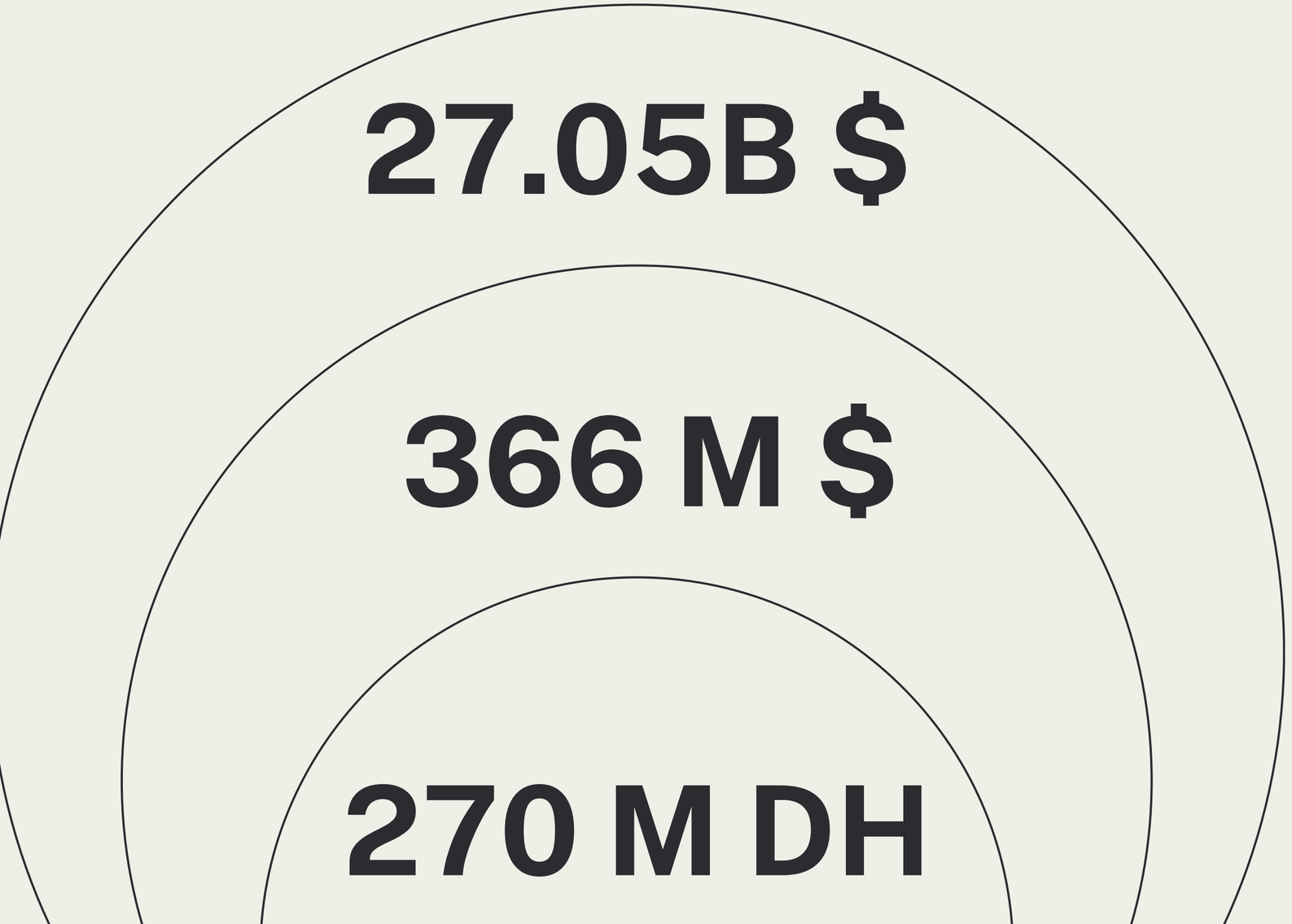
Delivery Network

Point-of-Sale

Ability to interact with his clients.

reach a wider audience

SIZE OF MARKET



TAM

The Middle East and North Africa (MENA) region's online food delivery market is expected to reach USD 27.05 billion by 2030, with a CAGR of 17.79% during the forecast period 2023-2030

SAM

The market size for food delivery in Morocco is estimated to be worth 366 M $ million in 2023.

SOM

The serviceable obtainable market (SOM) for CLICKTOGET in MROCCO is estimated to be 40 M DH

https://fr.statista.com/
https://www.albawaba.com/

GO TO MARKET

STRATÉGE ONLINE

PROSPECTION DIRECT

inbound marketing

digital marketing

STRATÉGE OFFLINE

Le street marketing

Les campagnes d’affichage

Les supports imprimés

PRODUCT



acheteur

- webapp
- mobiel app

android&ios



vendeur

- webapp
- mobiel app

android&ios

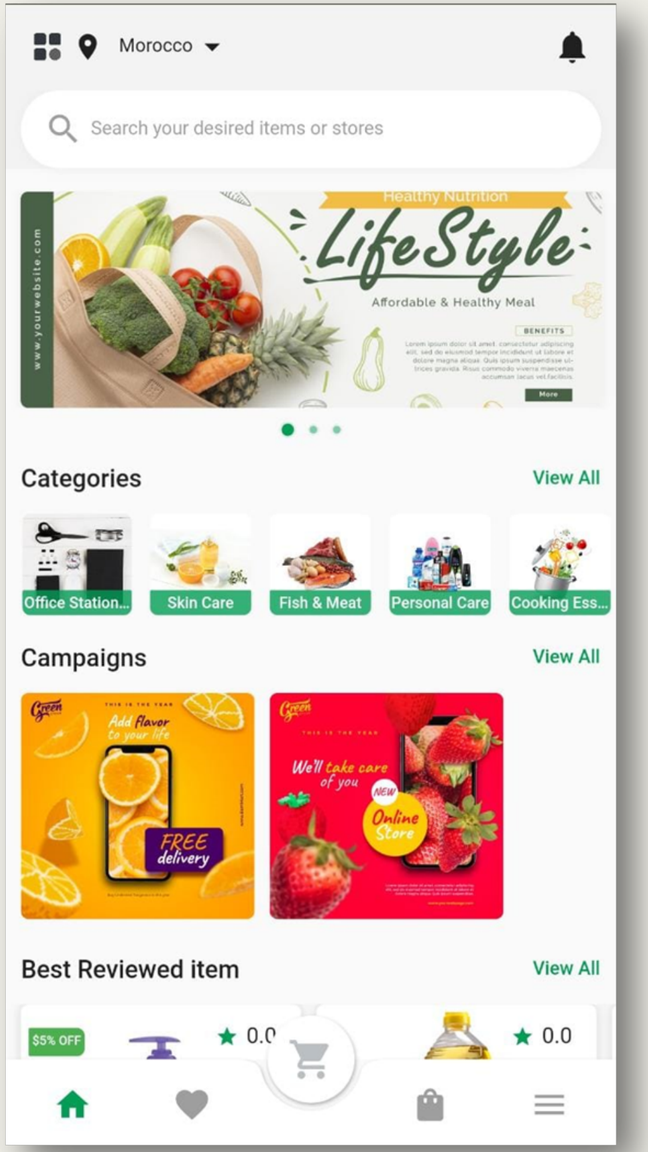


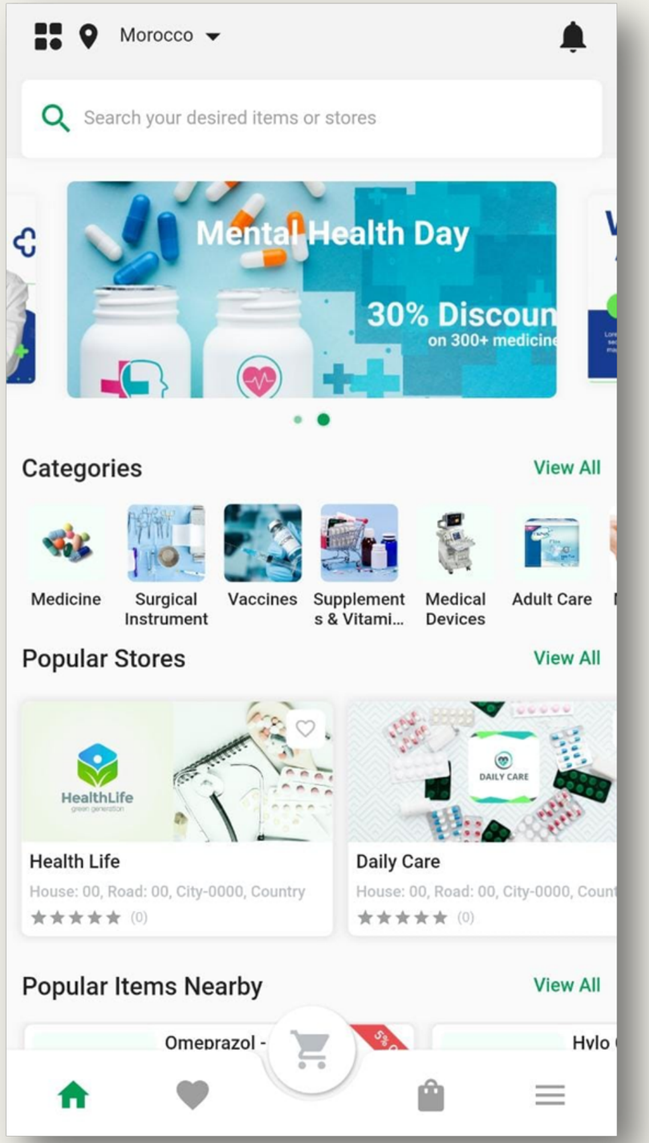
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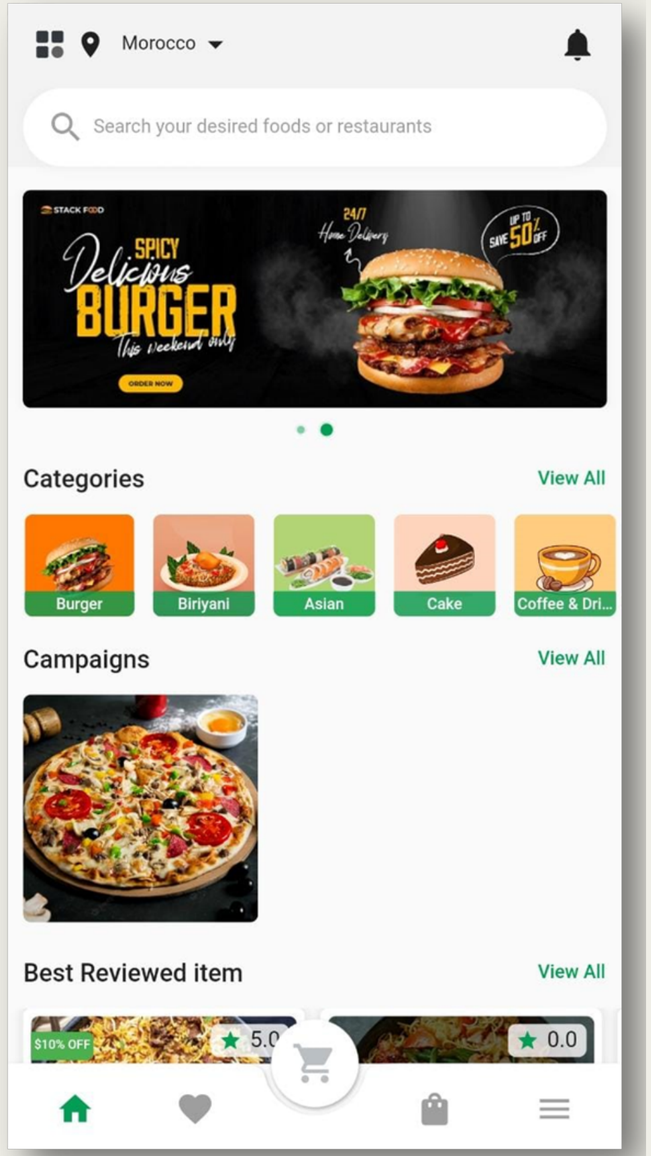
- mobiel app

android&ios

PRODUCT USER

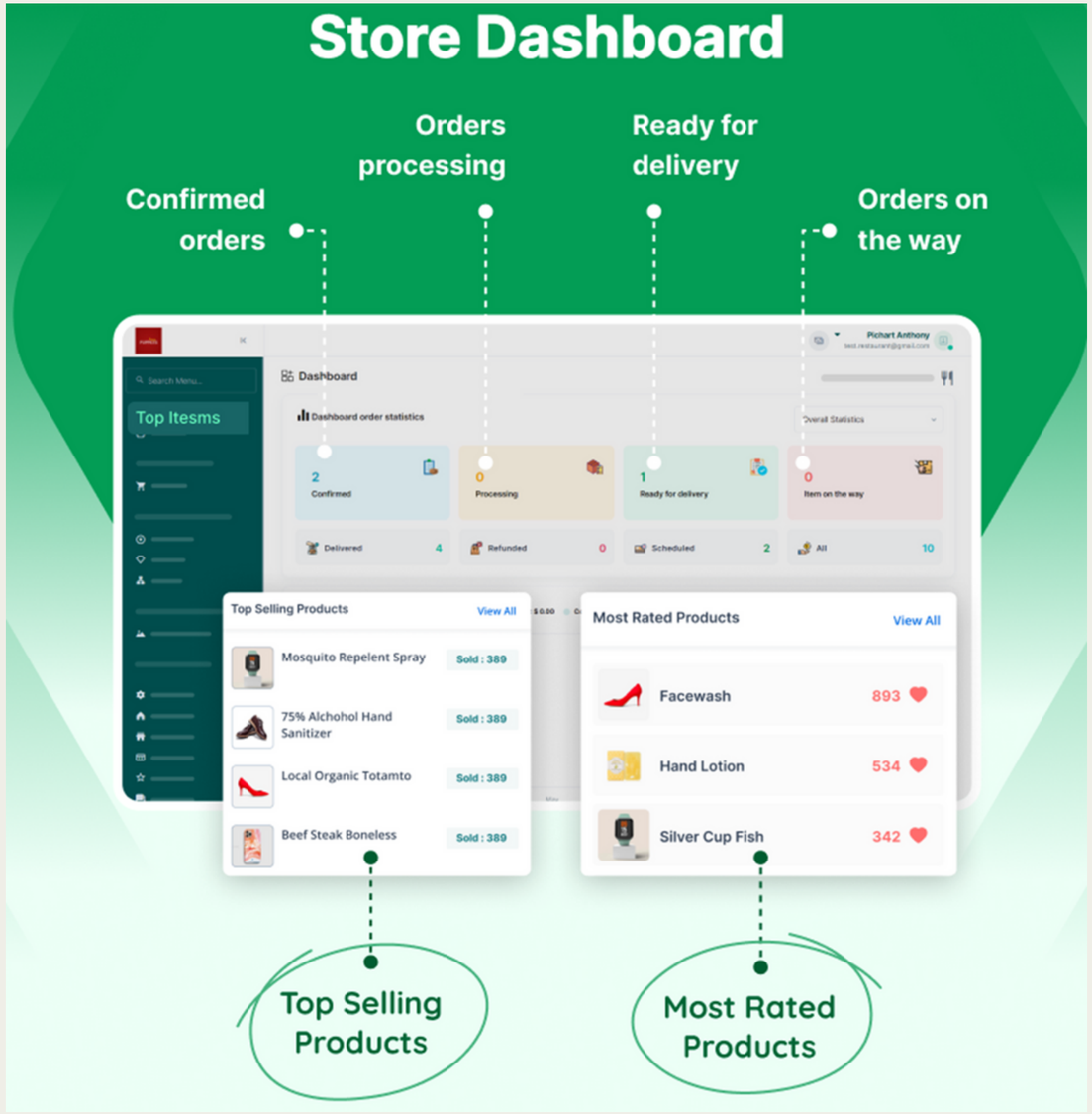






PRODUCT PARTNER

- STORE
- WALLET ELECTRONIQ
- COUSTEM COUPON
- CAMPAIGN
- LIVE CHAT



BUSINESS MODEL FIRST-YEAR

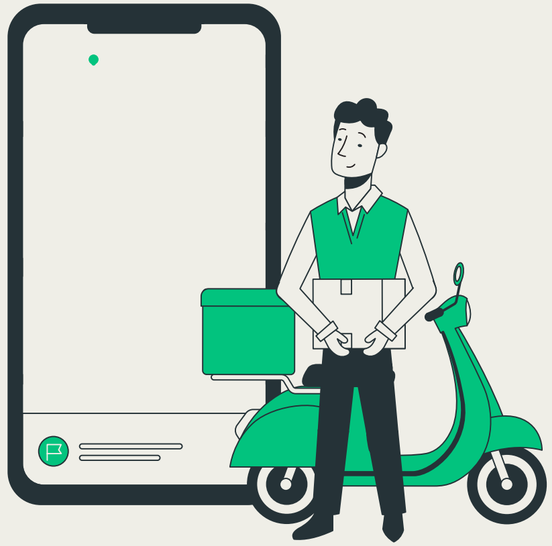
Restaurants



une commission pour toutes les transactions d'achat effectuées

13 %

Livreurs



Commission sur chaque commande livrée.

20%

BUSINESS MODEL

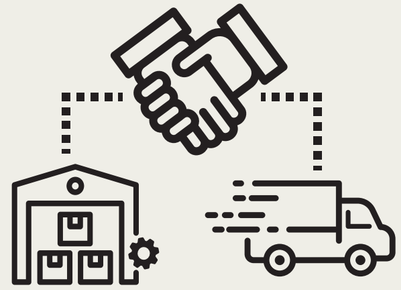
Restaurants



une commission pour toutes les transactions d'achat effectuées

13 %

suppliers



subscription

company DELIVERY



subscription

BUSINESS MODEL

south of Morocco (Dakhla-Oued ed Dahab \Laayoune-Sakia el Hamra \Guelmim-Oued Noun)

Feature	Glovo	Yassir Food	clicktoget
Delivery Areas	1(Laayoune)	0	9
Restaurant Partners	yes(11)	None	yes (40)
Additional Services	FOOD delivery Grocery delivery, parapharmacy delivery,	None	FOOD delivery Grocery delivery, parapharmacy delivery, clothing
Intuitive navigation			

ROADMAP

2024

LUNCH

- SOUTH MOROCCO

100 STORES

CA 21 M DH

2025

DEVELOPMENT

- Expand to all Moroccan region
- Personalize the customer journey
- Connecting our partners with suppliers
- Delivery Network services for delivery companys

400 STORES

CA 86 M DH

+ 1M DH \ subscriptions

2026

EXPANSION

- Expand to ITALIA
- Personalize the customer journey
- Connecting our partners with suppliers
- Delivery Network services for delivery companys

1000 STORES

CA 163 M DH

+ 1M DH \ subscriptions

MEET THE TEAM

Founder & CEO
ALOUACH ZOUHIR

CO-Founder & CTO
ABDELATYF EN NEIYMY

CO-Founder & CMO
KARIMA BOUYAGHSSANE

Thank you!

ClicktoGet

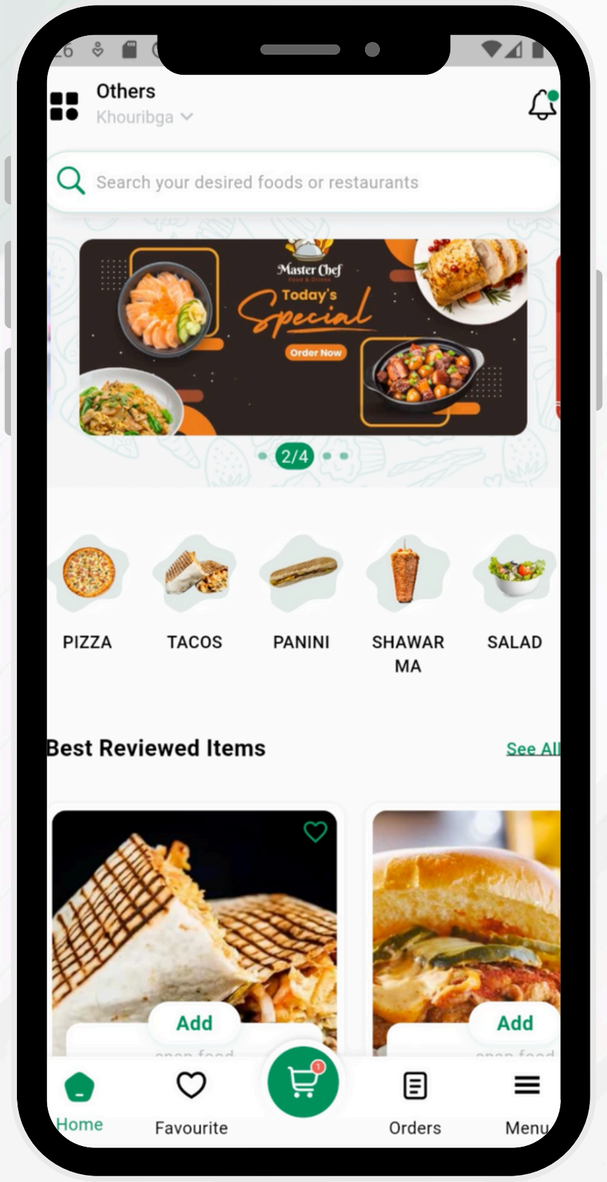
غير بكليك كلشي يلحق ليك

Contact Us

06 29 78 15 79

https://clicktoget.ma
https://partner.clicktoget.ma

zouhir@clicktoget.ma



ClicktoGet

On-demand delivery platform

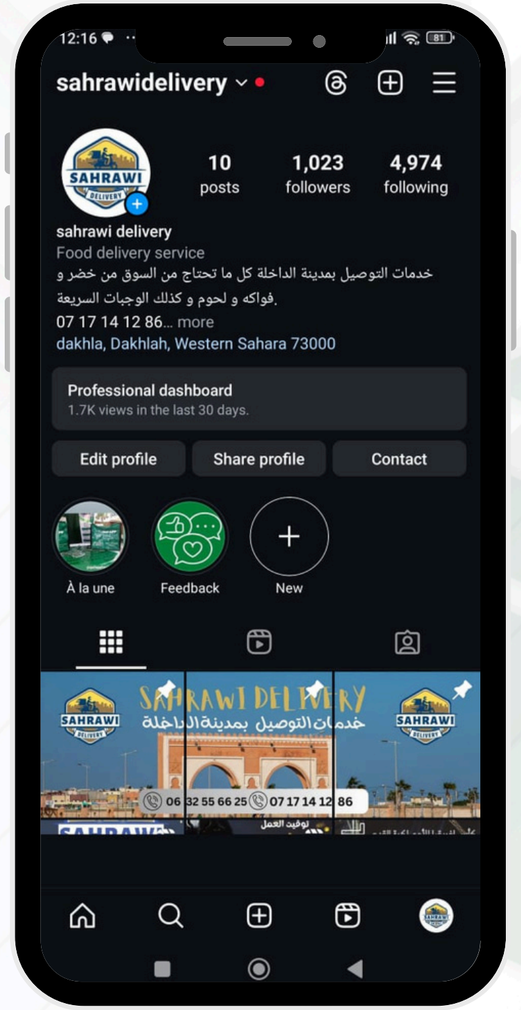






SAHRAWI DELIVERY

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



ClicktoGet

PROBLEM PARTNER



Grocery / restaurant / cafe / bakery / Productive families

- **Limited Delivery Network**
- **Limited customer access**
- **Difficulty in managing orders**
- **Challenges in handling client interactions.**

ClicktoGet

PROBLEM USER



- Time Constraints
- Variety and Accessibility
- Immediate Needs

ClicktoGet

SOLUTION



Store

To

ClicktoGet



Suppliers

To

ClicktoGet

To



Delivery man

To

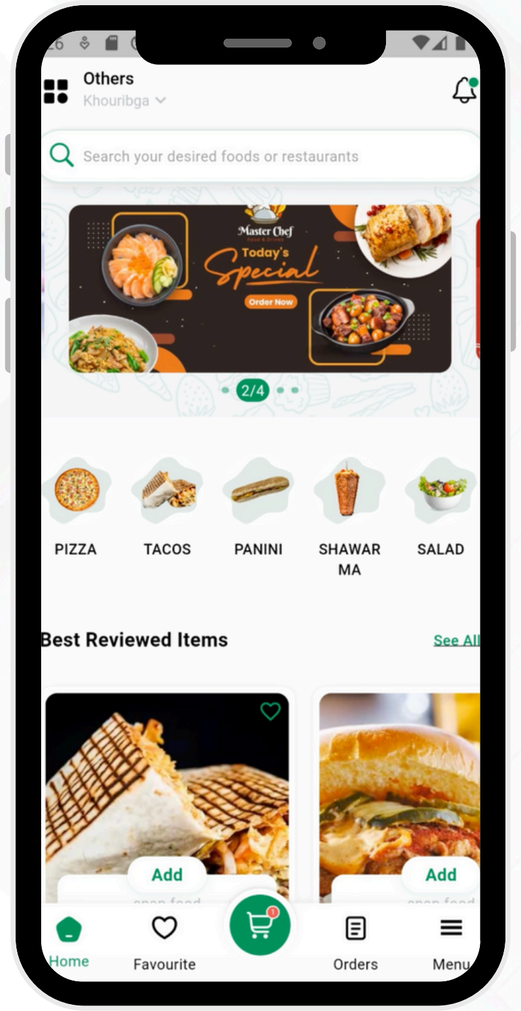


Customers

ClicktoGet

ClicktoGet
partners

clicktoget
partners

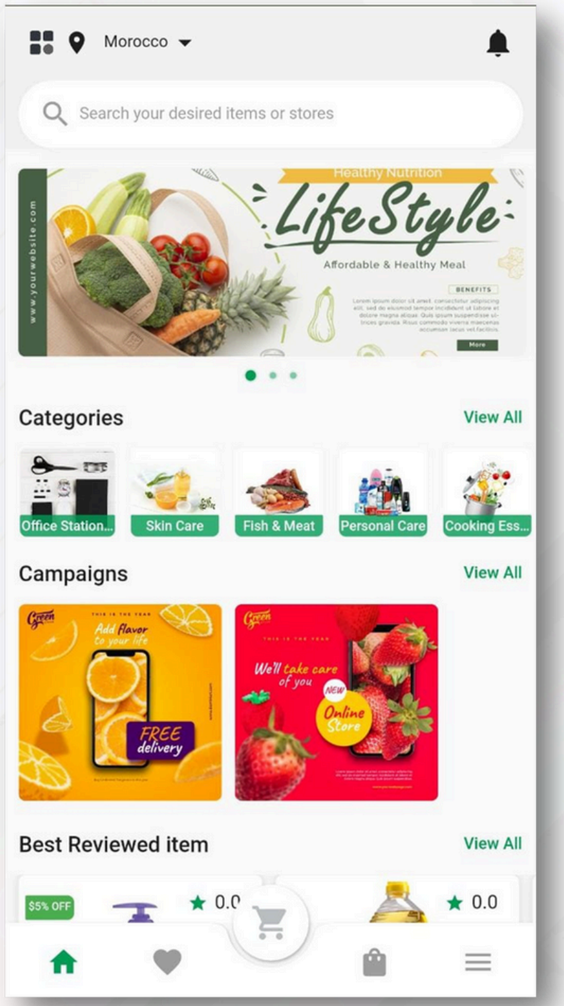


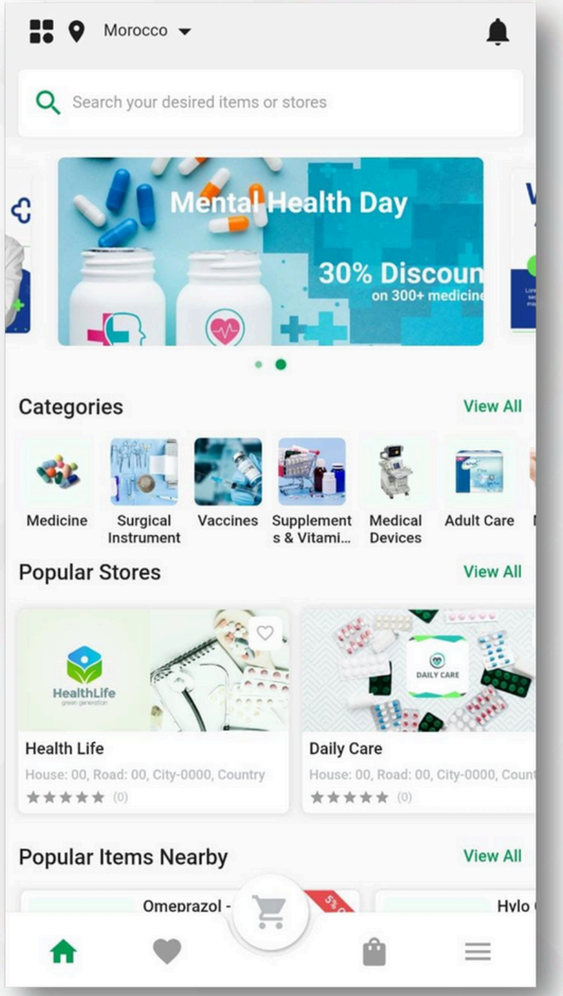
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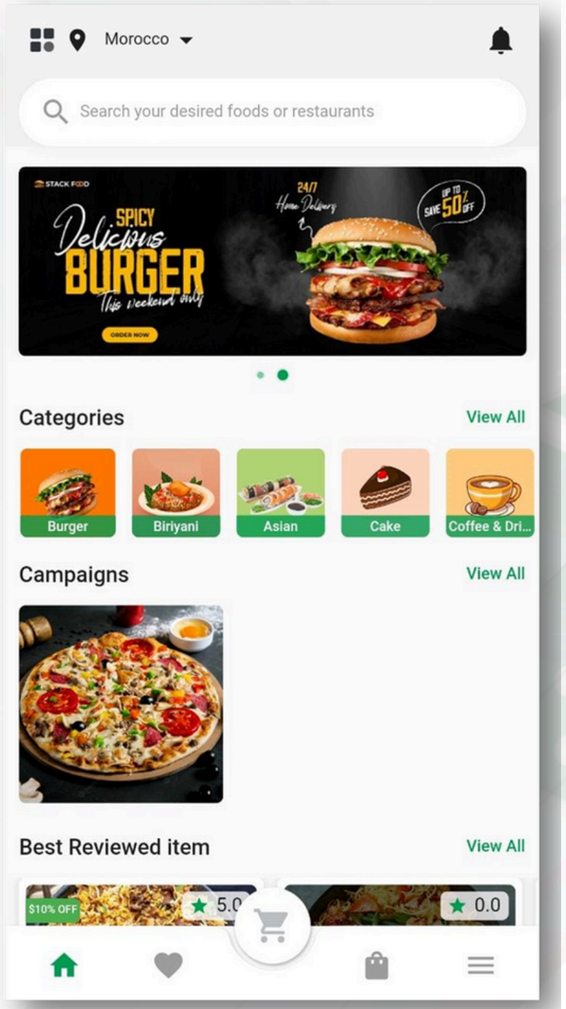
clicktoget

ClicktoGet

PRODUCT USER



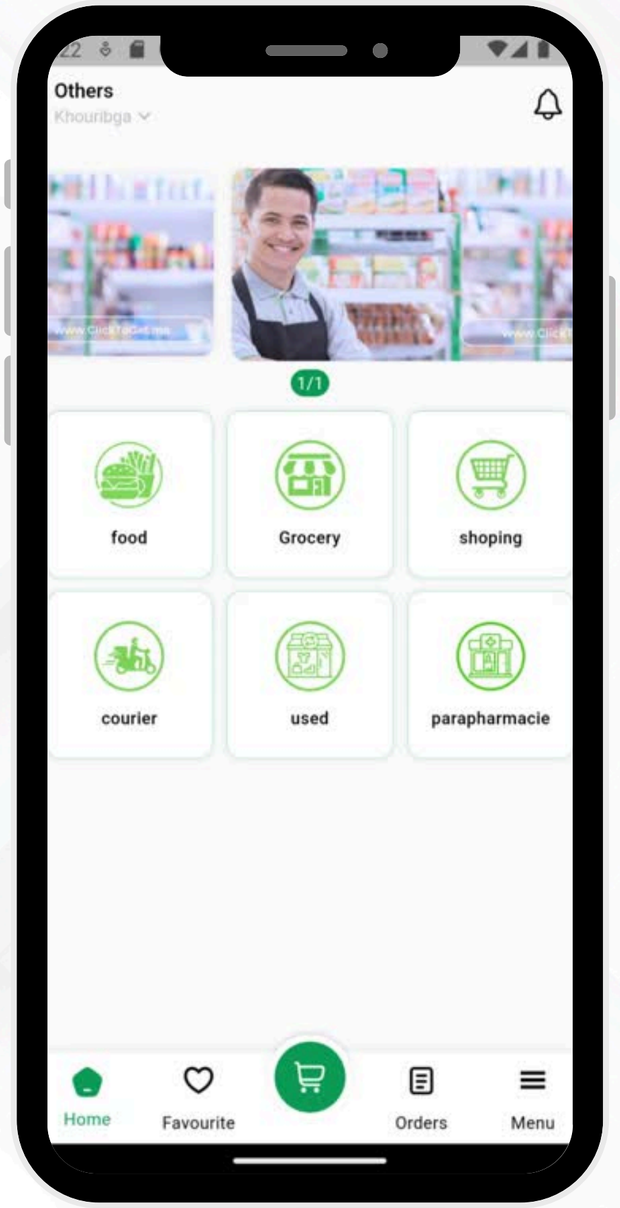




Different interfaces for different categories

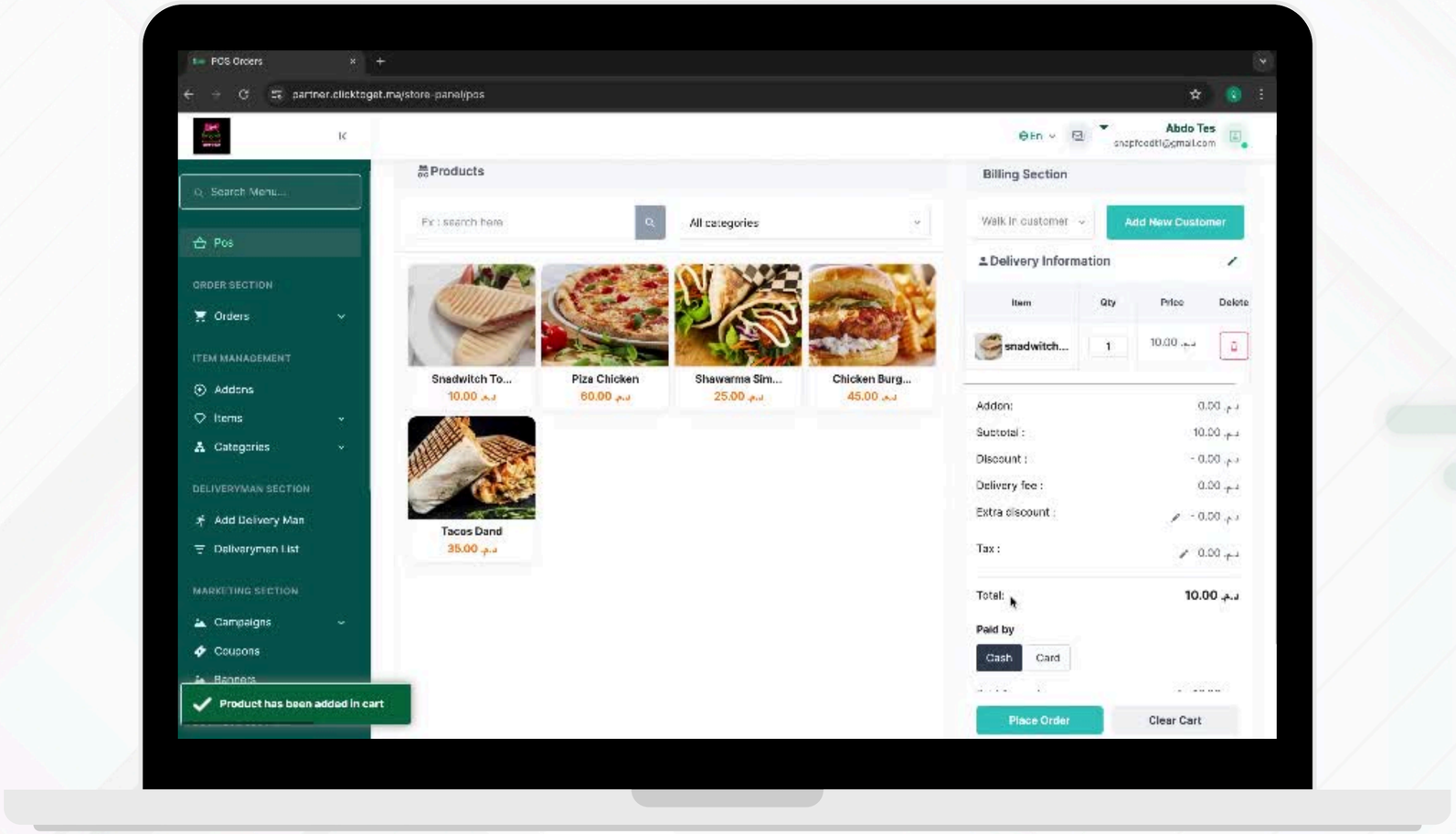
ClicktoGet

Mobile App Presentation



ClicktoGet

PRODUCT PARTNER



SIZE OF MARKET

27.05B $

455.90 M $

122 M DH

TAM

The Middle East and North Africa (MENA) region's online food delivery market is expected to reach USD 27.05 billion by 2030, with a CAGR of 17.79% during the forecast period 2023-2030

SAM

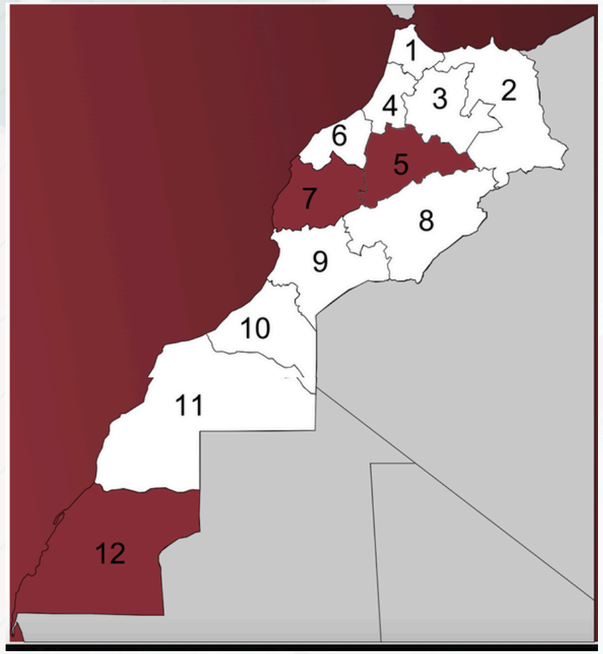
In 2024, the Online Food Delivery market in Morocco is projected to reach a revenue of US$455.90m.
It is expected to show an annual growth rate (CAGR 2024-2029) of 7.44%, resulting in a projected market volume of US$652.80m by 2029.

SOM

The serviceable obtainable market (SOM) for CLICKTOGET in MROCCO is estimated to be 122 M DH

https://fr.statista.com/
https://www.albawaba.com/

ClicktoGet



Location	Population	Early Adopters
Béni Mellal-Khenifra (khouribga)	2,581,703	Student 1337 Khouribga
Marrakesh-Safi (Ben Guerir)	4,687,947	Student UM6P Benguerir
Dakhla-Oued Ed-Dahab	165,250	Customers from the Sahrawi Delivery project in Dakhla.

ClicktoGet

ONLINE STATEGY

Digital marketing & advertising

Social media

Mobile app & website

Seo content

Loyalty program & promotions

Programmatic advertising & retargeting

OFFLINE STRATEGY





Partnerships with restaurants & stores

Street marketing & events

Public relations & press





ClicktoGet

Business Model- First year

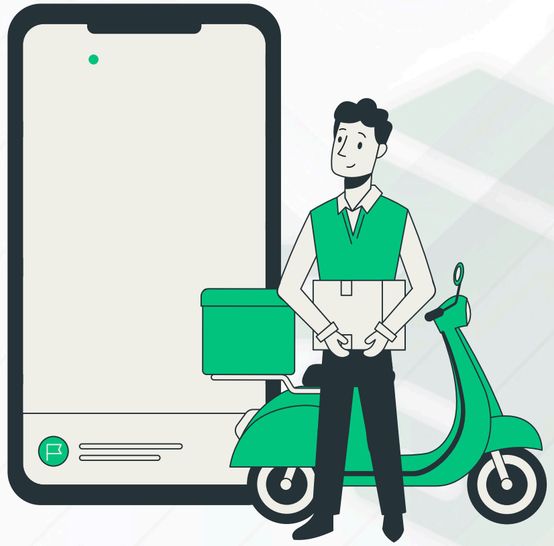
Restaurants



A commission for all purchase transactions made

13 %

Delivery person



Comission on each delivred order

20%

ClicktoGet

Business Model- Second Year

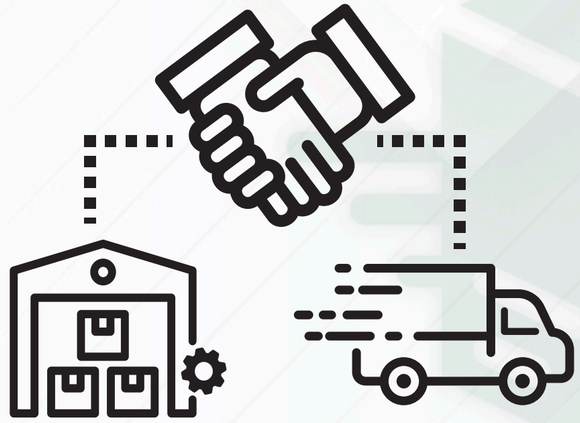
Restaurants



A commission for all purchase transactions made

13 %

Suppliers



subscription

ClicktoGet

competitors

Feature	Glovo	Yassir Food	clicktoget
commission for store	20% to 30%	10% and 20%	8 % and 13 %
Partner Support	✗	✗	✓
Supplier Integration	✗	✗	✓
Delivery man	Lower Profitability	Lower Profitability	Higher Profitability

ClicktoGet

ROADMAP

2025

LAUNCH

- Khouribga
- benguerir
- DAKHLA

100 STORES

CA 9 M DH

2026

DEVELOPMENT

- Expand to all Moroccan region
- Personalize the customer journey
- Connecting our partners with suppliers
- provide tools to support businesses in both marketing and operations.

300 STORES

CA 35 M DH

+ 180 K DH \ subscriptions

2027

EXPANSION

- Expand to ITALIA
- Personalize the customer journey
- Connecting our partners with suppliers

600 STORES

CA 78 M DH

+ 400 K DH \ subscriptions

ClicktoGet

ClicktoGet's team

Development Team

Abdellatyf EnNeiymy

Mobile developer ,1337,coding school

Issame Dryab

back-end developer ,1337,coding school

support team & project manager

Ouijdane rachid

ClicktoGet

Founder & CEO

Marketing & Sales Team

Alouach zouhir

technicien spécialisé en commerce
1337,coding school

Finance Team

SOUKAINA BENTAHRA

Bachelor’s degree in economics & management

ClicktoGet

Let's revolutionize commerce together—invest in our vision and help us scale to new heights!

Thank you!

CONTACT

06 29 78 15 79

https://clicktoget.ma
https://partners.clicktoget.ma

contact@clicktoget.ma

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