Application: ExID-26F-9121087136

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UM6P Explorer Innovation Fund (MOROCCO)

Summary

ID: ExID-26F-9121087136
Last submitted: Aug 31 2026 19:42 (+01)
Labels: Requires Executive Director Review, Mock and Full FB Review (New Applications), F26 Invited to MFB , OLD - F26 Invited to FFB, F26 Invited to FFB, F26 NOT Invited to FFB

Eligibility Criteria

Completed - Aug 31 2026

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 31 2026

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 31 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

SAQR

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

(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.

logo SAQR.PNG

Filename: logo SAQR.PNG.png **Size:** 15.7 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	Unmanned Aerial Vehicles / Systems
2	Agriculture
3	Software

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

Other, please specify...: Hybrid

2.8 Target Market

Responses Selected:

Morocco

Africa

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)

Traditional drone training is expensive, dangerous, and inaccessible:

• Financial Risk: A single crash during training costs 30,000–50,000+ DH in direct hardware damage plus lost operational days.

• Safety & Operational Risk: Training live pilots with Heavy drones carries severe physical injury hazards and chemical exposure risks.

• Access Barrier: Real flight training sessions cost 2,000–9,500 DH, making them completely inaccessible for agricultural students or graduates.

While Morocco's Generation Green 2020–2030 strategy commits $10B+ to agricultural modernization, Morocco's 17+ active drone companies suffer from a massive lack of standardized pilot training and certification infrastructure.

3.2 Proposed Solution

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

SAQR is a flight simulator platform engineered to help future pilots and flight schools train without risk and fast-track certification through an all-in-one system operating on the core principle: "Crash here, succeed there."

SAQR connects a 4-step training pipeline:

1. Theory: Online fundamentals (regulations, aerodynamics, safety).
2. Simulation: Virtual flight training with standardized verification exams.
3. Real Flight: Physical training with certified local partner operators (under DGAC licenses).
4. Certification: Verified pilot database connecting graduates to jobs.

Scientifically, simulator training improves real-flight precision by 32% (Somerville et al., UNSW, 2024) and cuts training CO_2 emissions by 70%.

3.3 Who is Your Competition?

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

Global competitors include Srizfly (China, locked to Asian hardware), Zephyr (USA, FAA-focused, $900+), Simlat (Israel, defense-focused, geopolitically incompatible for MENA), and UAV profsim (hidden B2B pricing). Notably, DJI discontinued their Virtual Flight app in March 2024, creating a global vacuum.

SAQR holds 4 structural moats:
1. Sovereignty Moat: Africa's first sovereign drone simulator keeping national data on national infrastructure.
2. DJI Vacuum Moat: Stepping directly into the 3rd-party void left by DJI.
3. Network Effects: Asset-light multi-sided platform where every new partner, student, and employer strengthens the ecosystem.
4. Telemetry Data Moat: Proprietary flight and certification logs.

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 founding team combines 4 complementary co-founders:
• CEO (Chief Executive Officer): Vision, Strategy & Business Development — Certified Specialist in Agricultural Enterprise Management.
• CTO (Chief Technology Officer): Product, Engineering & Architecture — VR & Game Developer | XR Developer |Full Stack Developer | Unity Developer.
• COO (Chief Operating Officer): Operations, Partnerships & Logistics — Certified Specialist in Fruit Tree Production & Agricultural Value Chain Management.
• CMO (Chief Marketing Officer): Growth, Community & Go-To-Market — M2 Marketing & Commercial Action (ENCG Casablanca).

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)

Our Proof of Concept validated strong market demand. Through the UM6P Explorer Innovation Fund, we need structured mentorship, expert networks, and milestone funding to achieve our PoC → MVP Transition (Q4 2026):

1. Deploy the simulator into computer labs across CMC institutes and ITSA agricultural schools.
2. Launch the SAQR Cup (Phase 1 free data engine + Phase 2 paid tournament) to collect 10,000+ hours of flight telemetry.
3. Validate our micro-transaction unit economics and build a version to solve low-spec hardware constraints.

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)

Based on our UTAUT framework learning showing that 54.6% of students were constrained by hardware specs, we are augmenting our engineering team to:

1. Build an Android version of SAQR to allow accessible training on mobile devices and low-spec hardware.
2. Develop our AI Telemetry & Assessment Engine to process flight session data and automated grading.

We plan to recruit developer talent through Moroccan engineering and coding schools (1337 / UM6P network).

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)

SAQR is an asset-light, multi-sided platform with 4 revenue streams:

1. B2B/B2G Licensing: Annual fees paid by institutes (ENA, IAV, CMC, ITSAs) to deploy simulators in their labs.
2. Marketplace Commission: Fees on physical flight sessions booked with certified partner operators.
3. Certification Fees: Standardized exam fees paid by pilots.
4. Enterprise Recruiting: Subscriptions paid by companies to access our verified pilot database.

Path to Market (Next 3–6 Months): Launch The SAQR Cup (Product-Led Growth). Phase 1 offers free simulation requiring 10+ flight hours; Phase 2 introduces a +50 DH tournament fee delivering top pilots directly to partner hiring pipelines.

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)

SAQR has achieved proven academic, competitive, and field validation:

• 2nd Place — Startup Universe Morocco (SUM'25): National program recognizing high-growth ventures, competing against 100+ startups.

• Accepted — Orange Corners (100% women cohort, with our CMO/Co-founder Sofia cherkani).

• Accepted — Founder Institute (Cyprus / Silicon Valley): Admitted to the world's largest pre-seed accelerator.

• Successful Field PoC — Ben Khlil Khenifra Agricultural Institute (ITSA):

- 97 students registered.

- 14 active pilots (14.4% activation rate, aligning with Rogers' Innovators & Early Adopters curve).

- 78 flight sessions & 400 minutes of total flight time tracked.

- 10 students confirmed Willingness-to-Pay (WTP) at 500 DH for physical sessions.

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)

SAQR_Pitch_Deck_UM6P Explorer Innovation Fund.pdf

Filename: SAQR_Pitch_Deck_UM6P Explorer Innovation Fund.pdf.pdf **Size:** 613.8 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

Crash here, succeed there: flight simulation platform standardizing drone pilot training and certification across Africa starting with agriculture.

4.3 Problem Addressed

Limit your response to 50 words

Traditional drone training is expensive and dangerous. A single training crash costs 30,000–50,000+ DH, creating prohibitive financial and safety barriers. While Morocco modernizes agriculture, the market lacks certified operators because real flight sessions (2,000–9,500 DH) are inaccessible for students and early graduates.

4.4 Proposed Solution

Limit your response to 50 words

SAQR is Africa's first flight simulation platform. We connect theory, virtual simulation, physical partner flights, and certification to take pilots from zero skills to job offers. Simulator training improves real-flight precision by 32% while eliminating crash risks and reducing training CO2 by 70%.

Funding Details

5. Funding Details

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

No

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

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

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

250000

5.3 Potential Cumulative Explorer Funding

250000.0 Dhs

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

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

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

No

5.5 Other Funding

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

Explorer Team Budget Plan

Completed - Aug 31 2026

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-26F-9121087136

Team Name: SAQR

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	Unity Pro licenses, 3D physics simulation assets & cloud telemetry server	40000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Software Total: 40000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	4 Portable simulation stations (RC radio controllers, FPV goggles, testing rigs)	60000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Hardware Total: 60000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Android version development for low-spec devices & pilot assessment portal	45000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Web/App Development Total: 45000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	Deployment in CMC & ITSA computer labs, simulator stress testing & QA	35000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Materials and Services Total: 35000.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	SAQR Cup tournament launch, demo video production & institute acquisition	30000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Advertising and Marketing Total: 30000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Field trial travel to agricultural partner institutes (Khenifra, Souss, Saïss)	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	Legal structuring, IP protection & operational contingency reserve	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 20000.0

Project Total: 250000.0

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

SAQR

The Drone Pilot Training & Certification Platform

"Crash here, succeed there."

Saqrsim | UM6P Explorer Innovation Fund (MOROCCO)
| July 2026

THE PROBLEM

Training drone pilots is dangerous, expensive, and unstructured.

$20K–50K

Price of a single agricultural drone

Source: DJI Agras T50/T40 market pricing, 2024–2025

36%

Of all UAV accidents are Loss of Control in Flight

Source: El Safany & Bromfield, Aeronautical Journal, 2025

55%

Of crash events: pilot never attempted recovery

Source: El Safany & Bromfield — startle/freeze response

90–99%

Pesticide exposure reduction when switching to drones

Source: Kuster et al., ACS Agric. Sci. Technol., 2023

The Core Problem:

There is no unified global platform that takes a student from zero experience through virtual simulation, real-world field training, professional certification, and into employment. Flight schools lack pre-qualified students. Employers lack verified pilots. Students lack affordable access.

In Morocco specifically: strict DGAC/Interior Ministry drone regulations, 54% of students have 32-bit PCs (our PoC data), and individual training sessions cost 2000–7500 DH — inaccessible for most agricultural students.

THE SOLUTION

SAQR is developing a flight simulator platform to help future pilots and flight schools train without risk and fast-track certification through an all-in-one system that takes users from zero skills to real job offers.

01	02	03	04
THEORY	**SIMULATION**	**REAL FLIGHT**	**CERTIFICATION**
Online fundamentals: regulatory knowledge, aerodynamics, safety	Virtual flight training with verification exams	Physical training with certified local partners (partner operators)	Verified pilot database for job opportunities & freelance work

Why Simulation is "Must-Have" (Not "Nice-to-Have"):

Simulator-trained pilots show 32% better precision in real flight (Somerville et al., UNSW Canberra, 2024). Simulation reduces training CO_2 emissions by 70% (Maciejewska et al., 2024). Gamified simulation reduces cognitive anxiety measured by EEG brain signals (Koc et al., Istanbul University, 2021).

MARKET OPPORTUNITY

A $12B agricultural drone market growing at 18.8% CAGR.

TAM
$12B by 2030

Global agricultural drone market (spraying, mapping, monitoring). Agriculture could account for up to 80% of the global commercial drone market. Japan: 40% of rice crop treated by drones. South Korea: 30% of agricultural spraying.

Source: AUVSI; MarketsandMarkets, 2024–2026

SAM
$4.2B

Global drone pilot training, simulation software, and certification market. Includes commercial flight schools, simulator licensing, and professional certification bodies across all verticals (agriculture, energy, construction, security).

Source: MarketsandMarkets, Global Commercial Drone Services Market, 2024

SOM
$120M

Morocco + Francophone Africa drone pilot training market within 3 years. Based on: 17+ active drone operators mapped in Morocco, 40% of Morocco's workforce in agriculture, and the Generation Green 2020–2030 national investment strategy ($10B+).

Source: SAQR B2B Market Intelligence Sheet (17 companies mapped); World Bank Morocco Agricultural Workforce Data

TRACTION & VALIDATION

Proof of Concept validated with real users in real conditions.

97	14	78	+400 min	10
Students Registered	Active Pilots (14.4% activation)	Flight Sessions Logged	Total Flight Time Tracked	Students Committed to Pay 500 DH

Academic Validation (Rogers' Diffusion of Innovations)

- 14.4% activation rate aligns exactly with Rogers' first two adoption categories: Innovators (2.5%) + Early Adopters (13.5%) = 16%.
- Our top pilot (Marwane Assaf, 88 min) entered the muscle-memory automation phase — scientifically proven to improve real-flight precision by 32% (Somerville et al., UNSW, 2024).
- 10 students (10.3%) confirmed willingness to pay 500 DH for physical training sessions — validating Willingness-To-Pay (WTP) signal at the PoC stage.

Source: Rogers, E.M. (2003). Diffusion of Innovations, 5th ed.

Key Learnings (UTAUT Framework Analysis)

- Performance Expectancy: HIGH — active users averaged 25 min/user, showing sustained engagement.
- Facilitating Conditions: THE BOTTLENECK — 54.6% of students blocked by 32-bit Windows or missing controller drivers. Solution: deploy to institute computer labs + build Android version.
- Social Influence: STRONG — WhatsApp community of 65 members created peer-to-peer support and organic engagement.

Source: Venkatesh, V. et al. (2003). MIS Quarterly, 27(3).

BUSINESS MODEL

Asset-light, multi-sided platform with 4 revenue streams.

B2B/B2G LICENSING	MARKETPLACE COMMISSION	CERTIFICATION FEES	ENTERPRISE RECRUITING
Annual licensing fees paid by institutes (ENA, IAV, CMC; ITSA's) to deploy simulators in their labs.	Transaction fees on every physical flight session booked with our certified partners.	One-time fee paid by pilots for the standardized exam and certification.	Subscriptions paid by companies to access our verified pilot database for hiring.

Why This Model Works in Morocco (Osterwalder Multi-Sided Platform):

- Students don't pay directly (B2C fails in Morocco) — institutions and large operators fund training via Generation Green budgets.
- SAQR never buys or flies drones — certified partners handle all physical operations under their own DGAC licenses.
- Each new partner, student, and employer strengthens the network for everyone else (Flywheel Effect — Collins, 2001).

GO-TO-MARKET STRATEGY

The SAQR Cup: a zero-CAC, self-funding acquisition funnel.

Model: B2B2C | Engine: Product-Led Growth (PLG) | Many active drone operators mapped in Morocco

PHASE 1: FREE BETA — THE DATA ENGINE

Launch the next version of the SAQR Simulator for free.

Deploy through CMC institutes & ITSA agriculture schools.

- Hook: Compete for a chance to win an official Drone Certification, valued at 2,000+ DH).
- Constraint: Users MUST log For exmp: 10+ flight hours to become eligible for the SAQR Cup.
- Value: 1,000 users × 10 hrs = 10,000 hours of free AI telemetry data to train SAQR's autonomous models.
- Lock-In: "Sunk Cost Fallacy" — users who invest 10 hrs will not walk away when Phase 2 hits.
- Infrastructure Stress-Test: Hundreds of users testing for free.

PHASE 2: THE SAQR CUP — PAYWALL & B2B PIPELINE

Free training window closes. Eligible pilots pay to compete.

Micro-entry fee: For exmp: 50 DH per pilot.

- User ROI: Pay 50 DH for a chance to win 2,000+ DH certificate + guaranteed job pipeline. Even losers keep the muscle memory.
- Revenue: 500 users × 50 DH = 25,000 DH of pure, zero-CAC cash flow.
- B2B Delivery: SAQR filters top 3–5 pilots and delivers them directly to partners for certification and opportunities.

Morocco's Drone Market Context:

Morocco has a rapidly growing drone sector fueled by the Generation Green 2020–2030 strategy ($10B+ in agricultural modernization). We have identified and mapped 17+ active drone companies across agriculture, training, and services — a market with zero standardized pilot certification infrastructure. SAQR launches with CMC institutes (agricultural training centers) and ITSA (Instituts de Techniciens Spécialisés en Agriculture) to capture the pipeline at the source.

COMPETITIVE ADVANTAGE

Africa has no sovereign drone simulation platform. SAQR fills the vacuum.

GLOBAL COMPETITOR MAP

Srizfly (China)	Simlat (Israel)	Zephyr (USA)	UAV profsim	DJI Virtual Flight (China)
Embedded in Asian hardware ecosystems	Defense/Enterprise. Geopolitically incompatible for MENA institutions	US collegiate/FAA market. Tailored to US regulations	Commercial training. Pricing hidden behind "Contact Us"	DISCONTINUED March 2024. DJI tells users: find 3rd-party sims

SAQR'S STRUCTURAL MOATS

SOVEREIGNTY MOAT	DJI VACUUM MOAT	NETWORK EFFECTS	TELEMETRY DATA MOAT
Africa's first sovereign,drone sim. National data stays on national infrastructure.	DJI discontinued accessible sim software. SAQR steps into the exact vacuum DJI created for 3rd-party sims.	Every new partner, student, and employer strengthens the platform. Competitors cannot replicate a network.	Proprietary flight data, skill progression, and certification records — no competitor can access or replicate.

The Pricing Counter-Play:
Competitors charge $900+ or hide pricing behind "Contact Us" (B2B dinosaur model). Zero digital community. SAQR offers transparent offers trough Product-Led Growth through social media, Discord, and the SAQR Cup virtual tournaments.

Framework: Porter's Five Forces (1979); Resource-Based View (Barney, 1991); Blue Ocean Strategy (Kim & Mauborgne, 2005)

STRATEGIC ROADMAP

From PoC to product-market fit — guided by structured mentorship.

Methodology: Lean Startup "Build-Measure-Learn" Loop (Ries, 2011) + Ansoff Matrix

VALIDATE (NOW → Q4 2026)

PoC → MVP Transition

- Join TechnoVentures incubation program to structure roadmap
- Deploy V5 simulator in CMC & ITSA institute computer labs
- Launch the SAQR Cup (Phase 1: free + Phase 2: paid)
- Validate unit economics (50 DH micro-transactions)
- Build Android version for low-spec hardware access

SCALE (Q1 → Q4 2027)

Morocco Market Penetration

- Sign first B2B licensing deals with 3–5 institutional partners
- Expand to 10+ institutes across Morocco
- Integrate DGAC compliance framework into certification
- Build employer-side dashboard (pilot database access)
- Reach 1,000+ active users on the platform

EXPAND (2028+)

Francophone Africa + MENA

- Localize platform for Senegal, Côte d'Ivoire, Kenya
- Adapt certification module to local drone regulations
- Add Energy, Construction & Security training verticals
- Explore Gulf States market (UAE, Saudi Arabia)
- Pursue Series A funding

Why We Need This Program: Our PoC validated demand. We now need structured mentorship, expert networks, and operational support to build a rigorous execution roadmap and transition from prototype to scalable product.

Framework: Lean Startup (Ries, 2011); Ansoff Growth Matrix (1957); Blank, S. (2013). The Four Steps to the Epiphany.

ACHIEVEMENTS & RECOGNITION

Already vetted, awarded, and deployed.

🏆 2ND PLACE

Startup Universe Morocco

National startup programme recognizing innovative Moroccan ventures with high growth potential. Competed against 100+ startups.

🎓 ACCEPTED

Founder Institute (Cyprus)

World's largest pre-seed accelerator (Silicon Valley). Admitted to Cyprus cohort; now moving to the next cohort for strategic flexibility.

🚀 SUCCESSFUL LAUNCH

Ben Khlil Khenifra Institute

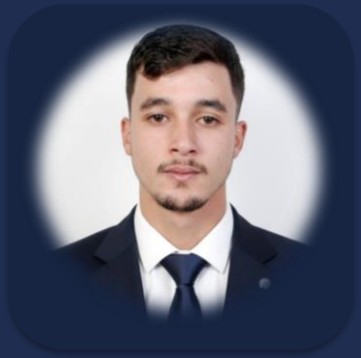
Successful soft-launch deployment with agricultural students.
97 registrations, 14 active pilots,
349 minutes of flight time logged.

Timeline of Milestones

2025 — Concept validation & first prototype built → 2026— 2nd Place at Startup Universe Morocco → Accepted to Founder Institute (Silicon Valley) → Successful PoC launch at Ben Khlil Khenifra with 97 registered students → 10 students confirmed WTP at 500 DH for physical training

THE TEAM

4 co-founders. One mission.



CEO

Ayoub Bejjat

Vision, Strategy & Business Development

Technicien spécialisé en gestion des entreprises agricoles



COO

Azzedine Abid

Operations, Partnerships & Logistics

Technicien spécialisé en production d'arbres fruitiers et gestion de la chaîne de valeur



CMO

Sofia cherkani

Growth, Community & Go-To-Market

M2 Marketing et action commerciale & ENCG casablanca



CTO

Moussaab el mahraoui

Product, Engineering & Architecture

VR & Game Developer | XR Developer | Full Stack Developer | Unity Developer

« Crash here, succeed there."



SAQR

"Crash here, succeed there."

Standardizing drone pilot training and certification from Morocco to the world.