Brainfast

Create a new brain, fast.

No-code AI agents that answer customers, book appointments and take action on WhatsApp, Instagram, Messenger and the web, in the customer's own language.

Budget · 51,000 MAD

Amount recommended at the Mock Funding Board

Youssef El Aissaoui · Founder · with co-founders Hamza, Hassan & Mouad

Customers now message businesses, and they leave when nobody answers.

1B+

business conversations open **every day** on WhatsApp, Instagram and Messenger. Chat is the new storefront.

90%

of customers expect an **immediate** answer. Small teams reply by hand. At 23:00 or at peak hours the message waits, and the sale goes to a competitor.

Today's tools don't fit

Support suites are priced per seat and built for big teams with developers. Staff answering 24/7, in every language customers write in, is out of reach for a small business.

Sources: Meta Q3 2025 earnings (daily business conversations across Meta messaging apps) · HubSpot customer service research.

An AI employee trained on your business.

01 **Teach it.** Upload documents, FAQs and your website. It answers only from your knowledge.

02 **Give it tools.** Check availability, book appointments, call your APIs, capture leads.

03 **Put it live.** WhatsApp, Instagram, Messenger, website widget, voice, Slack, Discord.

04 **Stay in control.** Human takeover, escalation alerts, conversation logs, analytics.



WHY BRAINFAST WINS

Speaks like the customer
English, French, Arabic, even Darija.

WhatsApp-native
Official Cloud API, keeps the owner's number.

Acts, not just answers
Books, routes and hands off to a human.

Affordable
From ≈175 MAD/month. No per-seat pricing.

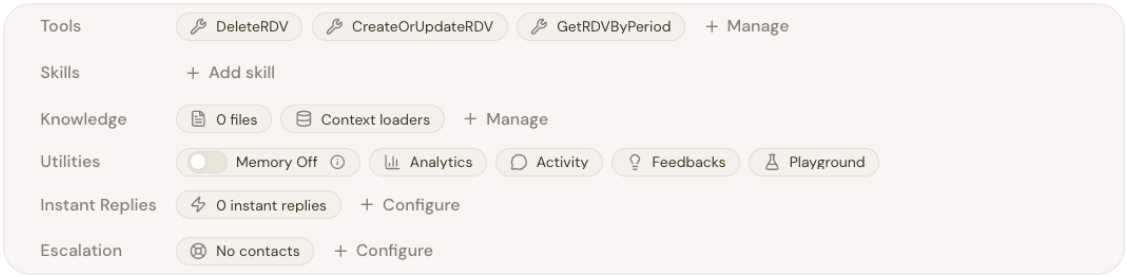
We started with the hardest customer: a medical clinic.

LIVE · ANCHOR CUSTOMER

Dr. Rifay Ophthalmology Clinic

Agents on **WhatsApp, Instagram and Facebook** route each patient to the right specialty, check the doctor's calendar and book the visit. They answer only from the clinic's approved FAQ and never give a medical opinion.

Deployed by **Magnet AI**, an agency that builds on Brainfast and is our first reseller.



What we learned

Owners don't want "a chatbot". They want **bookings and fewer missed messages**. Trust needs strict guardrails and a human takeover button, so we built both.

Discovery so far

20+
business owners interviewed

99
sign-ups on the platform

Plus prospects met at AfterGITEX Marrakech (April 2026).

05 TARGET MARKET & SIZE

Global from day one. We win first where business runs on chat.

TAM · CONVERSATIONAL AI

$49.9B

by 2030, up from $13.2B in 2024 (24.9% CAGR).

SAM · BUSINESSES ON CHAT

200M+

businesses already serve customers through the WhatsApp Business app alone.

SOM · 3 YEARS

1,000

paying businesses ≈ 2.1M MAD a year in subscriptions, plus usage margin.

WHO → Clinics & dentists · Real estate · E-commerce · Hotels & hospitality · Schools & training · Agencies (resellers)

WHERE → Morocco & MENA · home base · Europe · FR / EN · North America · EN

Sources: MarketsandMarkets, Conversational AI 2024-2030 · Meta (WhatsApp Business app, 200M+ monthly users) · 1 USD ≈ 9.2 MAD.

We start narrow, then grow through templates and agencies.

WHERE WE FOCUS FIRST · MONTHS 1-6

01 Clinics & dental practices
Our beachhead. High message volume, every booking has value, and the product is already proven with Dr. Rifay's clinic.

02 Real estate agencies
Leads arrive on WhatsApp and Instagram at all hours. The agent qualifies the buyer and books the visit.

03 Digital agencies, as resellers
One agency brings many clients. Magnet AI is the first; we target 3 by month 6.

NEXT → Hotels & tourism · E-commerce · Schools & training

WHY IT SCALES

Self-serve, no code
Customers build their own agents. Each setup that works, like the clinic booking flow, becomes a reusable template for the next customer in that segment.

Agencies multiply sales
Partners sell and onboard their own clients. We earn the subscription and usage margin without adding sales staff.

Costs grow slower than revenue
One shared platform: hosting is ≈ 21 MAD per customer a month at 40 customers, and falls as we grow. Customers pay for their own AI usage at cost + 20%.

New countries without a rebuild
English, French, Arabic and Darija, on 7 channels, are already built in.

PHASE 1 · MONTHS 1-6 · THIS GRANT
Morocco · clinics + real estate · direct + 3 agencies → **40 paying**

PHASE 2 · MONTHS 7-18
Add hotels, e-commerce and schools · more agencies · French-speaking markets

PHASE 3 · YEAR 3
Europe through partner agencies → **1,000 paying** (≈ 2.1M MAD a year)

Free to build. Pay to go live. Earn on every conversation.

FREE

0

Build and preview one agent. This is our acquisition funnel.

PRO

$19/mo

≈175 MAD. Live channels, agents and storage. $190 a year.

ADD-ONS

$10–39

Extra agents ($10/mo) · remove Brainfast branding ($39/mo).

USAGE WALLET

+20%

All AI usage (chat, voice, transcription) billed at provider cost + 20%.

Two ways we sell

Direct: self-serve sign-up from ads and content. **Partners:** agencies like Magnet AI build agents for their clients on Brainfast. We earn the subscription and usage margin without the sales cost.

Set up for 12,800 MAD. Win a customer for ≈ 650 MAD.

ONE-TIME SETUP COSTS · PAID IN MONTH 1

Moroccan company registration	2,500
CNDP data-protection filing & privacy documents	1,300
Test phones, SIM cards & voice-call kit	5,000
Demo videos & content in Darija, French, English	3,000
Agency partner kit: demo accounts, co-marketing	1,000
Total setup · 25% of the budget	**12,800**

THEN, COST TO SERVE ONE CUSTOMER

≈ **21 MAD a month** of hosting at 40 customers (5,000 ÷ 6 ÷ 40), falling as we grow. The customer pays for their own AI usage.

Already paid by us, not in this request: 16 months of product development by the four founders, and our US company (Motkan LLC).

COST TO ACQUIRE ONE PAYING CUSTOMER · TO US

ACQUISITION SPEND	SIGN-UPS	PAYING
20,000	300	40
	≈ 67 MAD each	≈ 13% of sign-ups

Ads, outbound & content (20,000 ÷ 40)	500
Free-pilot AI cost (6,000 ÷ 40)	150
Fully loaded cost to win one customer	**650 MAD**

PAYBACK

Under 4 months on the 175 MAD Pro plan, before usage margin.

CHEAPEST CHANNEL

Agency clients: the partner sells, so we mostly pay the pilot AI cost.

A builder team that has already shipped the product.

Youssef El Aissaoui	Founder
Hamza Talhaouia	Co-founder
Hassan Oigag	Co-founder
Mouad Sodor	Co-founder

We built every line of the platform ourselves, with no agency and no outsourced code.

16 mo
building since July 2025

1,200+
changes shipped to production

7
live channels, including the WhatsApp Cloud API and voice

Live
payments, agency partner and anchor clinic

SINCE THE MOCK FUNDING BOARD

Sign-ups grew from **92 to 99** on the platform.

We rebuilt the budget **line by line** with a month-by-month plan.

0 MAD of grant money spent so far: none has been paid out yet.

10 BUDGET · 51,000 MAD · 6 MONTHS

6 of every 10 dirhams go to getting customers and serving them.

CATEGORY	WHY WE NEED IT	MAD	%
Customer acquisition	Find the channel that brings paying customers	20,000	39%
AI (LLM) usage	Free pilots on the customer's real WhatsApp	10,000	20%
Cloud hosting	Keep the platform running for 6 months	5,000	10%
Legal & company	Register the company and file data protection (CNDP)	5,000	10%
Hardware	Every WhatsApp channel needs a real phone and number	5,000	10%
Contingency	Exchange rate and AI usage spikes	4,000	8%
Travel	On-site onboarding of clinics and agencies	2,000	4%
Total		**51,000**	**100%**



59%

goes to acquisition and AI usage, the two things that turn the product we already built into paying customers.

0 MAD

goes to salaries or outsourced development. The team builds the product, and the grant pays for traction.

Every line has a quantity, a unit cost and a reason.

Customer acquisition		**20,000**
Meta ads: Instagram, Facebook, click-to-WhatsApp	4 tests × 2,000	**8,000**
Google Search ads	2 tests × 2,000	**4,000**
Outbound: email domains, mailboxes, lead data	≈ 670 / month	**4,000**
Demo videos & content (Darija, French, English)	6 videos × 500	**3,000**
Agency partner kit: demo accounts, co-marketing	one-off	**1,000**
AI (LLM) usage		**10,000**
Free 30-day pilots: chat AI cost	25 pilots × 240	**6,000**
Voice calls & voice-note transcription in pilots	≈ 330 / month	**2,000**
Quality tests: Darija, Arabic, French, model choice	≈ 330 / month	**2,000**
Cloud hosting		**5,000**
API server & background workers	300 × 6 months	**1,800**
Database (Postgres) & cache (Redis)	200 × 6 months	**1,200**
Vector search (Qdrant) for knowledge bases	150 × 6 months	**900**
WhatsApp gateway, file storage, domains, email	≈ 185 / month	**1,100**

Legal & company		**5,000**
Company registration: certificat négatif, statuts, RC, ICE, legal notice	one-off	**2,500**
CNDP declaration (Law 09-08), privacy policy & data agreement	one-off	**1,300**
Domiciliation (registered address)	200 × 6 months	**1,200**
Hardware		**5,000**
Android test phones for WhatsApp & Instagram channels	2 × 1,800	**3,600**
SIM cards with 6 months of credit	4 × 200	**800**
Headset & mic for voice-call QA, cables	one-off	**600**
Travel		**2,000**
On-site onboarding in Casablanca, Rabat, Marrakech	8 trips × 250	**2,000**
Contingency (≈ 8%)		**4,000**
Held in reserve: USD/MAD exchange moves (most vendors bill in USD) and AI usage spikes. Used only with a reason in the monthly report.	reserve	**4,000**
Total requested		**51,000**

12 TIMELINE · WHEN THE MONEY IS SPENT

One-off costs in month 1, then steady, milestone-gated spending.

MAD	M1	M2	M3	M4	M5	M6	TOTAL
Customer acquisition	**4,000**	3,000	3,000	**3,500**	**3,500**	3,000	**20,000**
AI (LLM) usage	1,000	1,500	1,500	2,000	2,000	2,000	**10,000**
Cloud hosting	850	850	850	850	800	800	**5,000**
Legal & company	**4,000**	200	200	200	200	200	**5,000**
Hardware	**5,000**	0	0	0	0	0	**5,000**
Travel	0	400	400	400	400	400	**2,000**
Planned spend	**14,850**	**5,950**	**5,950**	**6,950**	**6,900**	**6,400**	**47,000**
Cumulative spend	14,850	20,800	26,750	33,700	40,600	47,000	
Contingency reserve, released only if needed							**+ 4,000**

M1 · MAJOR ONE-OFFS

Company + CNDP (3,800), phones & SIMs (5,000) and demo videos (3,000) are paid once, at the start.

M2-M3 · FIND THE CHANNEL

Ads go out in 2,000 MAD tests across Meta, Google and outbound. The cheapest channel per paying customer wins.

M4-M6 · SCALE WHAT WORKS

Ad spend rises on the winning channel only. AI usage grows with the number of pilots.

Every major spend is tied to a milestone we will report on.

END OF MONTH 1

- ✓ Company registered
- ✓ CNDP declaration filed
- ✓ 10 pilot businesses live

END OF MONTH 3

- ✓ 150 sign-ups
- ✓ 15 paying businesses
- ✓ Winning channel chosen

END OF MONTH 6

- ✓ 300 sign-ups
- ✓ **40 paying businesses**
- ✓ 3 agency partners

COST PER CUSTOMER

500 MAD of acquisition per paying business, **650 MAD** with pilot AI costs.

PAYBACK

Pro is ≈175 MAD a month, so it pays back in **3–4 months**, even with pilot AI costs.

COST PER SIGN-UP

20,000 ÷ 300 ≈ 67 MAD. Our ceiling is 70 MAD.

Released in tranches

Ad money goes out in 2,000 MAD tests, never in one block.

Clear kill rule

We stop a channel if a sign-up costs more than 70 MAD after its first test.

Monthly report

Spend by budget line against plan, sign-ups, paying customers and cost per customer.

51,000 MAD

turns a finished product into **40 paying businesses** in six months, and gives us the numbers to raise our next round.

brainfast.ai

contact@brainfast.ai