cosphi

Moroccan factories overpay for electricity they cannot see.
We read their bills and meters, and price the waste.

INDUSTRIAL ENERGY VISIBILITY · UM6P EXPLORER · NOVEMBER 2026

ORIGIN

We started by killing our own idea

Version one sold CBAM emissions metering to exporters facing the EU carbon border tax. We checked it against sources. Three load-bearing claims failed. Rated 4.5/10, then dropped.

What we assumed	What we found
Escalating default penalties force exporters to measure	Fertilizers carry only 1% throughout. Our biggest segment, the OCP ecosystem, had almost no forcing function.
Morocco’s grid is clean, so actual data beats EU defaults	Inverted: about 644 gCO_2/kWh against an EU average of 210 to 250. Real Scope 2 data can make a Moroccan plant look worse.
Electricity submetering drives the CBAM number	Scope 2 is priced only for cement and fertilizers. CBAM is calculated from source streams, not electrical panels.

Also: the legal obligation sits with the EU importer, and verification needs an accredited site visit.

THE PROBLEM

Three gaps between the bill and the machine

01

Nobody reads the bill

The MT bill shows time bands, subscribed vs called power and reactive energy. It goes to the accountant, not the engineer.

02

No data past the meter

A plant that knows its peak is high can’t name the shift, line or motor that caused it.

03

Audits are snapshots

Mandatory every five years. Two weeks of clipboard data, one report, then savings drift back within two quarters.

The gap is organisational, not technical: the data already exists.

WHERE THE MONEY IS

Three levers, all on the bill

1.9×

Peak band shifting

Peak kWh costs nearly twice off-peak*. Move the load, cut the price.

494

Oversized subscribed power

DH per kVA per year*, paid whether used or not. Most plants never revisit it.

Months

Reactive energy penalties

Payback on a capacitor bank. Poor power factor is billed every month.

* MT tariffs from Kherba (secondary), not yet verified with ONEE. TURT and TSS (~13 c/kWh) can’t be shifted.

THE DOOR-OPENER

A plant manager can check their power factor in 60 seconds, on last month’s invoice.

That’s our first meeting: give us your bill, get a report.

WHY NOW

Three domestic forces, none from Brussels

Décret 2-17-746	Mandatory energy audit every five years above 1500 toe/year, plus an annual declaration to AMEE. Enforced and recurring.
ANRE reform, March 2027	Industrial tariffs unchanged since 2015, expected to move toward real production cost. Higher prices raise the value of knowing where each kWh goes.
Tatwir Croissance Verte	Reportedly covers up to 80% (PME) or 90% (TPE) of technical expertise, naming IoT energy monitoring. 2026 status unconfirmed.

PRODUCT

Three stages, each one funds the next

STAGE 0 · NOW

AI bill parser

Upload a PDF invoice, get the three biggest savings in dirhams. No hardware, no permits. Sellable in a month.

STAGE 1 · NEXT

Meter gateway

One device reads the existing meter. Monthly totals become ten-minute load curves, and the value becomes continuous.

STAGE 2 · LATER

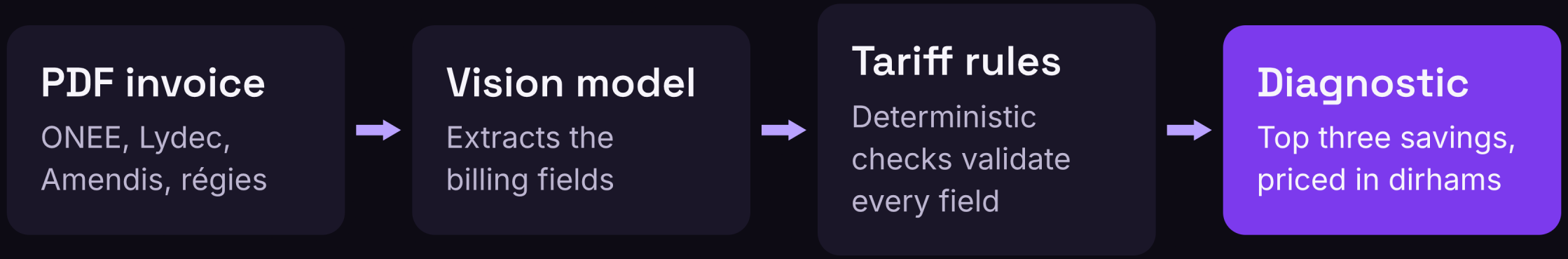
Per-line submetering

CT clamps, with a licensed electrical contractor. Output: energy cost per tonne produced.

Stage 2 only after paying customers and a licensed contractor partner.

STAGE 0 · HOW IT WORKS

The model reads. The arithmetic stays auditable.



Why a model and not templates: every distributor uses a different layout. Even so, v0 must cover 3 to 5 layouts across our beachhead.

FOCUS

What we deliberately don’t build

Hardware first

It burns capital and needs electrical licensing we don’t hold.

A CBAM module in year one

A later feature on the same data, not a product.

Sales to OCP or cement majors

Procurement cycles of 12 to 24 months that require prior references.

A dashboard before the parser

A dashboard without data is an empty page.

MARKET AND CHANNEL

Start where we can visit every week

CUSTOMER

Textile and agro-food SMEs

Steam- and motor-heavy plants, often with poor power factor. Casablanca (Ain Sebaa, Bouskoura), Berrechid and Settat: within weekly reach of Khouribga.

CHANNEL

AMEE-accredited bureaux d’études

Required inside larger plants every five years, and collecting data on clipboards today. We are their instrumentation layer, not their competitor.

B2B: the factory pays. The bureau d’études is a channel, not the customer.

COMPETITION

The real competitor: a spreadsheet

Who	Why they don’t cover this
Schneider, Siemens	Built for large plants: euro pricing, months of integration, an in-house team.
Bureaux d’études	Sell a five-yearly mission, not a system. A channel, not a competitor.
Solar installers	Free monitoring of generation only, never of where energy is wasted.
Global energy SaaS	No Moroccan tariff logic: time bands, kVA premium, reactive penalty.
Capacitor installers	Read bills to sell a power-factor fix. One sale, not a system.

A 40M MAD turnover SME sits outside the incumbents’ market. The status quo is a spreadsheet, or nothing.

BUSINESS MODEL

The factory pays. How is still a test.

OPTION A · SUBSCRIPTION

2,500 MAD per month

Fits Stage 1, where load curves keep finding waste. Risk: once the fixes are made, the bill alone shows no new money.

OPTION B · SUCCESS FEE

[__]% of verified savings

Paid once the drop shows on the bill. Fits late-paying SMEs and one-off fixes: capacitors, subscribed kVA, tariff option.

The first five real bills decide: if most savings recur, subscription. If they are mostly one-off, success fee.

KNOWN LIMITS

What could make this smaller

Low ceiling

A 5 to 15M MAD/year company, not a global one. Neighbouring markets with similar MT tariffs are the way past it, still to verify.

Late payment

Moroccan SMEs pay chronically late. A monthly fee may land four months out.

Slow sales

Two to four months from first contact to first dirham, even with a free offer.

One-off savings

Capacitors, kVA and tariff option are fixed once. The reason to stay must be that savings stay found.

Channel threshold

The audit mandate starts at 1500 toe/year. Many target SMEs may sit below it.

Meter access

Stage 1 reads the distributor’s sealed meter. Permission is unconfirmed.

VERIFY BEFORE BUILDING

Open questions, ranked by impact

01	One real MT bill, verso included. It settles most of what follows.
02	Reactive penalty formula: sources differ by about 2×, and the cos φ threshold may be contractual.
03	MT tariff figures: the structure is confirmed on ONEE pages, the numbers are not.
04	Tatwir Croissance Verte in 2026: is it open, and does a monitoring subscription qualify?
05	Tariff option arbitrage: possibly a better first hook than power factor, with no hardware at all.
06	Bottom-up customer count: 40 customers or 400?

NEXT FIVE MONTHS

Data before code

FIRST ACTION

Collect five real MT invoices. Analyse them by hand.

If each shows more than 100,000 MAD in savings, there is a company here. If we can't collect five, that is the most valuable signal of all.

01 Customer discovery: 30 SMEs in the Casa–Berrechid–Settat corridor, real invoices analysed

02 Channel test: do bureaux d'études adopt an instrumentation layer or defend the clipboard?

03 First build: the bill parser, not the dashboard

04 Recruit a third member with energy engineering or industrial operations experience

THE ASK

50,000 MAD for five months



Web development and advertising: 0 MAD. We build the software ourselves, and no ads before a validated segment.

Fallback: 32,000 MAD if no pilot site is named in time, dropping the 18,000 MAD of hardware and installation.

All figures in MAD. Funding tier 0 to 50,000 MAD. No prior or concurrent funding.

TEAM

One builder from 1337, one seat open

FOUNDER

Mohamed Amine Ichou

1337 Khouribga, 2023 cohort

RECRUITING

2nd member

Energy engineering or industrial operations experience: credibility in front of plant engineers.

Eligibility ends with 1337 affiliation. Both founders share a cohort, so we will pick the Explorer cohort date with that in mind.

cosphi

Give us your bill. Get a report priced in dirhams.