SAQR

The Drone Pilot Training & Certification Platform

"crash here, succeed there."



THE PROBLEM

Training agricultural drone pilots is hazardous, expensive, and unstructured.

Human & Financial Risk

Drones cost 25k-50k MAD ($2.5k-$5k), 36% loss-of-control rate, 55% incidents with zero recovery attempt (panic freeze due to lack of muscle memory).

Accessibility

Rigid existing training in large cohorts with fixed dates; prohibitive individual cost.

Employability

Difficult job placement; zero official registry of verified telepilots for agricultural estates.

THE SOLUTION

An all-in-one platform combining online theory, high-fidelity simulation, field flights, and certification.

01 → 02 → 03 → 04

THEORY

Online fundamentals : regulations, safety, aerodynamics & weather.

SIMULATION

Virtual training high-fidelity with telemetry and benchmark exams.

FIELD FLIGHT

Hands-on field flight with certified local partners (approved drone operators).

CERTIFICATION

Database of verified pilots and direct matchmaking for agricultural jobs.

KEY CAPABILITIES OF THE SAQR PLATFORM :

- 01. The Simulator: High-fidelity flight dynamics modeling real-world and field conditions, telemetry, and flight exams.
- 02. Integrated LMS: Modular online theoretical coursework + dynamic on-demand booking for in-field practical sessions with certified partners.
- 03. Matching Engine: Algorithmic recruiter connecting certified pilots with job openings, missions, and commercial farm estate requirements.

MARKET OPPORTUNITY

A rigorous bottom-up market sizing aligned with the national 'Génération Green 2020-2030' plan.

TAM (National Market) 9M MAD / year

Total addressable national market (45M MAD 5-year potential):
• 72 institutions (57 Génération Green agritech institutes + 12 CMCs + IAV Hassan II, ENAM, ENFI) equipped with software licenses (3.6M MAD/yr).
• ~1,500 qualified trainees/yr (10% of 15,500 annual agricultural graduates) preparing certification (5.4M MAD/yr).

Sources: Ministry of Agriculture (Génération Green), OFPPT, IAV Hassan II

SAM (Target Market) 3M MAD / year

Directly addressable market:
• 28 tier-1 institutions (12 CMCs with demo farms + 14 ITSAs + IAV/ENAM) @ 40,000 MAD/yr (1.12M MAD/yr).
• 500 high-intent trainees/yr in mechanization, irrigation & agronomy (average pack 3,500 MAD = 1.75M MAD/yr).

Sources: CMC Network Mapping & Specialized Agritech Technical Institutes

SOM (18-24 Mo. Target) 500,000 MAD (~$50K)

Realistic Target
• 4 pilot partner institutions signed (e.g. CMC Casablanca, CMC Souss-Massa, 2 ITSAs) = 140,000 MAD.
• 100 to 120 certified telepilots (average pack 3,000 MAD) = 300,000 to 360,000 MAD.
• Network of 4 to 6 contracted commercial drone operators for hands-on field sessions.

Source: SAQR Commercial Pipeline & Live Demonstration Agreements

COMPETITIVE ANALYSIS

A unique hybrid positioning: virtual safety, field execution, and professional certification.

INTERNATIONAL B2B SIMULATORS

Virtual B2B Competitors

Examples: Zephyr Drone Sim, SimFly, AgroSim, UAV Pro.

- Isolated Software: Purely virtual, lacking theoretical LMS, zero field flight validation, and no connection to jobs.
- Pricing Barrier: Prohibitive enterprise licensing (> $900), tailored strictly for multinational corporations.
- Irrelevant Scenarios: Generic environments, not calibrated for regional African/Moroccan crops or weather.

TRADITIONAL COHORT TRAINING

Local Training Providers

Examples: Commercial drone service providers, local generalist flight schools.

- Massive Cohorts: 20 to 30 students sharing a single physical drone; minimal stick time (< 1 hr per student).
- Critical Risk: Severe financial and physical risk of crashing expensive commercial drones.
- Rigid Schedule: Fixed dates, exorbitant individual pricing, and zero objective telemetry scoring.

GAMING & FPV SIMULATORS

Indirect Gaming Competitors

Examples: Liftoff, DCL The Game, Uncrashed.

- Entertainment: Consumer gaming focused on acrobatic freestyle and high-speed drone racing.
- Non-Industrial Physics: Zero physics modeling for heavy agricultural drones (Agras payload, spray dynamics, ground effect).
- Zero Career Value: No industrial telemetry logging, professional accreditation, or verified credentials.

BUSINESS MODEL

A modular 'Pay-As-You-Need' model: affordable for students, highly scalable for institutions.

B2C CERTIFICATION PACKS
2,000 to 5,000 MAD / pilot ($200-$500)

Tailored modular training packs:
• Standard Core: Online theory + Simulator (standard validation) + 3 field flight sessions (included) + Verified Certificate.
• Paid Add-ons: Advanced virtual telemetry analytics, additional hands-on field sessions, and fast-track job placement matching.

B2G / B2B INSTITUTIONAL SAAS
30,000 to 100,000 MAD / year ($3K-$10K/yr)

Annual SaaS subscription for CMCs & Agricultural Technical Institutes:
• Custom tier based on student enrollment, required simulation modules, and negotiated certification quotas.
• Integrated LMS to track student-pilot performance metrics + Instructor dashboard and classroom analytics.

HYBRID PARTNER NETWORK
100% Asset-Light (Revenue Share)

Zero Drone CAPEX for SAQR:
• 200 MAD (~$20) paid per physical flight session to our 20+ certified partner operators for on-field hands-on supervision.

RECRUITMENT & TALENT MATCHING
2,500 to 5,000 MAD ($250-$500)

Monetizing the verified pilot talent pool:
• Matchmaking fee & success commission charged to commercial farm estates, agribusinesses, and cooperatives hiring verified telepilots.

TRACTION & VALIDATION

Strong traction signals and technological validation with key ecosystem partners. (ITSA- benkhelil khenifra)

97	14	78	+400 min	10
Registered Students	Active Pilots (Sim Validated)	Flight Sessions Completed	Total Logged Flight Time	Firm Pre-orders (500 MAD Pack)

INSTITUTIONAL VALIDATION & ACCELERATION PARTNERS

Startup Universe Morocco

MFM RADIO

Agri FoodTech INCUBATOR

EXPLORER

ORANGE CORNERS
AN INITIATIVE OF THE KINGDOM OF THE NETHERLANDS

A clear milestone execution plan.

VALIDATE (Q4 2026 - Q1 2027)
Simulator Engine & Go-To-Market

- Finalize simulator release (high-fidelity flight physics & 50Hz WebSockets telemetry) for market rollout
- Host the 1st National SAQR Cup as an acquisition magnet and tech showcase
- Official live demonstration at CMC Casablanca (verbal agreement secured with Head of Agriculture)

DEPLOY (Q1 - Q2 2027)
CMC Rollout & Partner Network

- Deploy initial 3 regional pilots: CMC Casablanca, Béni Mellal, and Tangier
- Onboard first network of certified commercial drone operators for hands-on field sessions
- Launch full MVP platform: Online Theory + Integrated Sim + Field Booking + Algorithmic Certification

SCALE (2027 - 2028)
Matching Engine & Regional Expansion

- Deploy Automated Matching & Job Placement engine leveraging verified pilot credentials
- Expand institutional contracts to 10+ agricultural institutes and national CMCs
- Expand across Francophone Africa (Senegal, Côte d'Ivoire) and into critical infrastructure inspection

UM6P Explorer Financial Plan: 60,000 MAD / $5,882 USD (100% Asset-Light)

R&D SOFTWARE, ARTIFICIAL INTELLIGENCE & CLOUD

Annual Subscriptions & Real-Time Cloud Infrastructure (44,000.00 MAD / $4,313.73 USD)

- **Anthropic Claude Team : 12,240 MAD ($1,200)** (4 dev seats × 12 mos, 200k context, Unity C# & FastAPI co-pilot)
- **AWS Cloud Compute & WebSockets : 6,120 MAD ($600)** (ECS containers for 50Hz real-time telemetry + S3 logs)
- **LinkedIn Premium Business : 5,507 MAD ($540)** (B2B outreach & recruitment for commercial farms & pilot estates)
- **Figma Professional : 4,896 MAD ($480)** (1 Full + 2 Dev seats, simulator HUD & Next.js portal)
- **Unity AI Toolchain : 3,672 MAD ($360)** (Procedural generation of Moroccan orchards & wind dynamics)
- **Supabase Pro Database : 3,060 MAD ($300)** (PostgreSQL + pgvector for trajectory cosine similarity scoring)
- **Google Workspace Business : 2,938 MAD ($288)** (4 professional accounts (@saqrtechnologies.com), 2TB Drive, Meet rec)
- **Meta Verified & Campaigns : 1,835 MAD ($180)** (Verified badge & targeted pilot beta-tester acquisition)
- **CapCut Teams Video Suite : 1,285 MAD ($126)** (2 seats for tutorial reels & simulation crash video reviews)
- **Weather & Scoring LLM APIs : 1,224 MAD ($120)** (Tokens OpenAI/Claude & live weather feed (OpenWeatherMap))
- **FX Currency Volatility Buffer : 1,228 MAD ($120)** (Bank buffer for USD/MAD rate swings (secured up to 12.80 MAD/$))

R&D HARDWARE & CTO CALIBRATION BENCH

Engineering Workstations & Unity 6 Flight Physics Tooling (16,000.00 MAD / $1,568.63 USD)

1. CTO Unity 6 R&D Workstation : 14,470.00 MAD ($1,418.63 USD)

Complete Turn-Key Desktop Tower (Setup Game SARL / UltraPC, ICE: 002707188000080)

- CPU: AMD Ryzen 7 7700X (8 cores / 16 threads, up to 5.4 GHz)
- GPU: NVIDIA GeForce RTX 4060 Ti 16GB GDDR6 (60 fps URP)
- RAM: 32GB (2x16GB) DDR5 6000 MHz Corsair Vengeance
- SSD: 1TB NVMe M.2 PCIe 4.0 Gen4 (7,000 MB/s)
- PSU & Cooler: 750W 80+ Gold Modular + 240mm Liquid AIO
- Pro assembly, 24h stress test & 12-24 month warranty included

2. CTO R&D Calibration Controller : 1,530.00 MAD ($150.00 USD)

- Model: RadioMaster Boxer/TX12 Hall Sensors Edition (Mode 2)
- Magnetic Hall-effect gimbals 4096 steps (0 mechanical wear)
- Direct wired USB-C HID mode (0 RF module, 0 antenna, 0 LiPo)
- Customs Code 9504.50.00.00 (ANRT Telecom-Exempt Dahir 24-96)
- Role: Precise calibration of exponential stick curves & physics

TOTAL GRANT : **60,000.00 MAD ($5,882.36 USD)** | RATIO : **73.3% SAAS / 26.7% HARDWARE** | DOCTRINE : **100% ASSET-LIGHT (0 DRONE CAPEX)**

Complementary skills, agritech domain expertise, and deep software engineering.



Ayoub Bejjat

Chief Executive Officer (CEO)

Specialized Technician in Agricultural Business Management



Azzedine Abda

Chief Operating Officer (COO)

Specialized Technician in Fruit Tree Production & Agritech Value Chain



Sofia Cherkani

Chief Marketing Officer (CMO)

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Chief Technology Officer (CTO)

VR & XR Developer | Unity Developer | Full Stack Developer