

# Application: ExID-25F-1895057952

Abdelhak Mahmoudi - abdelhak.mahmoudi@gmail.com  
UM6P Explorer Innovation Fund (MOROCCO)

## Summary

**ID:** ExID-25F-1895057952

**Last submitted:** Feb 22 2026 23:57 (+00)

**Labels:** Mock and Full FB Review (New Applications), F25 Don't Invite to FFB, 2026 Showcase - Booth Only, S26 Invited to FFB

## Eligibility Criteria

**Completed** - Aug 16 2025

## 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 24 2025

**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 collaborators 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 24 2025

**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: February 27th, 2026

Cohort active: March 2026 - June 2026

#### **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

iPha

### 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)

2

## [2.4 Provide a URL to your project/company website if you have one](#)

<https://alphastra.com/ipha/>

## [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.png](#).

**Filename:** logo.png.png **Size:** 14.8 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](mailto:explorer@um6pventures.com) for help

1	Artificial Intelligence
2	Healthcare
3	Pharmaceuticals

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

### **Responses Selected:**

I have made all three selections

## 2.7 Proposed business model

B2B (Business to Business)

## 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.

Yes Mohammad V

## 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)

The process of accessing prescribed medications remains filled with uncertainty and inefficiency. Patients often leave a doctor's office with little guidance: they may struggle to find the right medication at nearby or on-duty pharmacies, face stock shortages, or lack clarity on drug's dosage, interactions, side effects, generic substitution or reimbursement. Limited pharmacist availability and financial barriers deepen patient frustration, leaving many feeling unsupported.

At the same time, pharmacists must build trust, support patients, and accurately interpret prescriptions while staying updated on constantly evolving drug information. They also need to optimize inventory and manage stock-outs that disrupt operations. Yet, most pharmacy software are limited to stock management and are complex due to legacy design. Very often, they are disconnected from patients, and lacking recent AI-driven capabilities.

As a result, both patients and pharmacists are underserved, creating an urgent opportunity for a modern, intelligent, and patient-centered solution.

## 3.2 Proposed Solution

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

iPha is an AI-powered platform that bridges the gap between patients and pharmacists. As the first point of contact, it automatically interprets prescriptions, reducing errors and ensuring accuracy. For patients, this provides instant clarity on medications and their prices, availability at nearby or on-duty pharmacies, and reliable guidance on generic substitutions or reimbursement options, even before leaving the doctor's office.

For pharmacists, iPha simplifies prescription reading, helping increase received prescriptions while boosting client acquisition and retention. It delivers data-driven inventory recommendations and streamlines daily operations by detecting drug interactions and providing the latest medical information. By anticipating demand and reducing stock-outs, iPha enables smarter purchasing decisions and smoother workflows. Ultimately, it frees up pharmacists' time to focus on patient care, building stronger trust, loyalty, and access to safe, efficient healthcare.

iPha is patient-centered by design. Its API-first architecture enables seamless integration with existing systems, while ensuring security and safeguarding privacy.

## 3.3 Who is Your Competition?

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

The leading pharmacy solutions in Africa focus on stock management, with some starting to integrate AI and structured drug data. While this shows market potential, most remain legacy desktop systems lacking intelligent prescription management and are not patient-centered.

iPha addresses these gaps with a modern, AI-powered platform that connects both sides of the care process. On the patient side, a mobile app provides clarity on drug information such as availability, price, generic substitutions and reimbursement. On the pharmacist side, a web app supports trust-building, accurate prescription interpretation, and improved care delivery. Both are powered by a shared and synchronized backend, ensuring seamless interaction. Unlike existing competitors, iPha is patient-centered by design.

Built with an API-first architecture, iPha integrates seamlessly with existing systems, ensuring privacy and security, while leaving room to incorporate stock management features in the future—positioning iPha as a scalable, complete solution.

### 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 team combines deep expertise in AI, healthcare, and technology execution.

- Abdelhak (Founder & CEO): Over 20 years in AI research and 5+ years as an entrepreneur. Co-Founder of Deepecho, a Moroccan health-tech startup, where he led the tech team to validate deep learning models validated on 12 months clinical trial and resulting in an FDA-approved product.

- Yasine (AI Researcher): 4th-year PhD student in AI for document understanding, contributing to the development of the core iPha AI model.

Together, we blend technical excellence with deep domain knowledge. Looking ahead, we aim to expand our team with a strong marketing lead to drive adoption and scale.

### 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)

Through this program, we aim to accelerate iPha's growth by refining our business model, validating product-market fit, and building strong go-to-market strategies tailored to the African healthcare landscape.

While our team is strong in AI and pharmacy expertise, we seek structured mentorship in startup scaling, regulatory navigation, and health-tech commercialization. We also hope to gain access to an ecosystem of investors, healthcare institutions, and industry partners who can support pilot deployments and open doors for regional expansion.

Finally, we want to strengthen our team with business and marketing expertise to complement our technical and domain strengths. Participation in this program will allow us not only to sharpen our execution capacity but also to position iPha as a leading, patient-centered pharmacy innovation across Morocco and Africa.

### 3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

No

### 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.

Yes

### 3.7a Please list all of the travel details below, including travelers, destination, and estimated cost.

One or Two members will travel to participate in Tech events.

Destination: Africa, Middle East or Europe.

Estimated cost: 15,000 MAD.

### 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)

We want to strengthen our team with business and marketing expertise to complement our technical and domain strengths and ensure iPha's sustainability and scalability.

Our current team is strong in AI, software development, and pharmacy operations. To accelerate growth, we are actively looking for a Business and Marketing profile to help us build brand awareness, design scalable go-to-market strategies, and drive adoption among pharmacies and patients. We also aim to strengthen our Business Development capacity, ideally with someone experienced in healthcare partnerships and regulatory navigation in Morocco and Africa.

We will leverage our startup ecosystem and this acceleration program to identify talented candidates and attract skilled professionals motivated by our mission.

## 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)

The Africa pharma market was estimated at \$28B in 2024 with 300,000 pharmacies and 3.4% annual growth. In Morocco, the market reached \$2.5B in 2024, supported by 11,000 pharmacies. This highlights a growing opportunity for scalable digital solutions.

In the first 3–6 months, we will focus on building a functional MVP, securing regulatory clearance, and validating real-world use. We will engage with the CNDP and relevant government entities to ensure compliance and establish trust in our data privacy and security standards.

On the product side, we will develop the core modules: AI-powered prescription intelligence, pharmacy web app for prescription management, and a patient mobile app that displays drug information. An API framework will also be built to enable pay-per-use integrations.

To validate the solution, we will partner with 2-5 pharmacies to pilot the platform. These will measure prescription accuracy, patient engagement, and operational improvements, providing the evidence for larger-scale adoption.

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## 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 are about to achieve an initial MVP.

**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)**

[iPha-pitch-deck-v4-17-08-2025-UM6P-Explorer.pdf](#)

**Filename:** iPha-pitch-deck-v4-17-08-2025-UM6P-Explorer.pdf.pdf **Size:** 2.0 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

iPha is an AI-powered platform for smart prescription management, boosting pharmacist revenue through patient acquisition and retention.

## 4.3 Problem Addressed

Limit your response to 50 words

Patients face confusion, stock shortages, and limited support when accessing prescriptions, while pharmacists struggle with revenue growth, patient acquisition and retention, and inventory management. Existing software lack patient focus and powerful AI-driven features, leaving both sides underserved. This creates an urgent need for a modern, intelligent and patient-centered solution.

## 4.4 Proposed Solution

Limit your response to 50 words

iPha is an AI-powered, patient-centered platform that streamlines prescription workflows, helping pharmacists boost revenue and optimize inventory. It increases patient acquisition and retention by providing them with immediate and reliable information about drugs and pharmacies. iPha's API-first architecture enables seamless integration with existing systems, while ensuring security and safeguarding privacy.

## 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 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					<b>X</b>
2					<b>X</b>
3					<b>X</b>
4					<b>X</b>
5					<b>X</b>
6					<b>X</b>
7					<b>X</b>
8					<b>X</b>
9					<b>X</b>
10					<b>X</b>

### Explorer Team Budget Plan

Completed - Aug 24 2025

### Explorer Team Budget Plan Form

## [Explorer Team Budget Plan](#)

Team ID: ExID-25F-1895057952

Team Name: iPha iPha

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**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	Essential Licenses for tools of development, communication, and productivity (e.g., project management, design tools)	10000	✘
2		0	✔
3	Consuming specific APIs	10000	✔
4	Cloud Hosting & Computing (AWS/Azure), Server costs, database, and GPU time for model training and testing	20000	✘
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	Testing devices to ensure smooth development and cross-platform compatibility (Android/iOS testing devices, tablets)	15000	✓
2	Laptops development devices	15000	✗
3		0	✗
4		0	✗
5		0	✗
6		0	✗
7		0	✗
8		0	✗
9		0	✗
10		0	✗

**Hardware Total: 30000.0**

## 4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Lead Developer for building and refining the web and mobile, including backend and APIs. Critical for security and integration	40000	✓
2	Founder Stipends, basic living expenses to allow focus on the project	30000	✓
3	UC/UI front developer	30000	✗
4		0	✗
5		0	✗
6		0	✗
7		0	✗
8		0	✗
9		0	✗
10		0	✗

**Web/App Development Total: 100000.0**

# 5. Materials and Services

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

**Materials and Services Total: 0.0**

## 6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	Initial campaigns to attract early adopters, both patients and pharmacies (digital ads, social media, and printed pharmacy materials)	30000	✓
2	User Testing & Feedback, Incentives for patients and pharmacists to participate in prototype testing interviews	20000	✗
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	Travel for team meetings with potential clients, pilot pharmacies, and partners to secure early adoption	15000	<b>X</b>
2		0	<b>X</b>
3		0	<b>X</b>
4		0	<b>X</b>
5		0	<b>X</b>
6		0	<b>X</b>
7		0	<b>X</b>
8		0	<b>X</b>
9		0	<b>X</b>
10		0	<b>X</b>

**Travel Total: 15000.0**

## 8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (MAD)	Click to add item
1	Contingency fund for unforeseen operational needs (maintenance, extra licenses, or emergency costs)	15000	<input checked="" type="checkbox"/>
2		0	<input checked="" type="checkbox"/>
3		0	<input checked="" type="checkbox"/>
4		0	<input checked="" type="checkbox"/>
5		0	<input checked="" type="checkbox"/>
6		0	<input checked="" type="checkbox"/>
7		0	<input checked="" type="checkbox"/>
8		0	<input checked="" type="checkbox"/>
9		0	<input checked="" type="checkbox"/>
10		0	<input checked="" type="checkbox"/>

**Other Expenses Total: 15000.0**

**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**

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-25F-1895057952

Team Name: iPha

Team Members: Abdelhak Mahmoudi Yasine Lehmiani, Saad Frihi

Team Members Emails: abdelhak.mahmoudi@gmail.com yasine.lehmiani@gmail.com, saad.frihi@gmail.com

## General Explorer Participation

Please answer these on behalf of your entire team.

**1. Did you change team members during the cohort (added or deleted team members)?**

Yes

## 2. How often has your team met with your mentor(s)?

Over 4

## 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?

Very much

## 5. What is the one thing (ONLY ONE please) you found most helpful about your mentor(s)?

Both Jake and Fabrizio gave us great feedback about our customer discovery and the features on which we need to focus on for our MVP.

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

Nothing

**7. How many unique workshops/webinars/pitch-a-thons offered by Explorer did your team attend (if two or more attended the same one, count it as 1)?**

2 - 5

**8. Did your team find the Explorer workshops/Webinars helpful?**

Yes

**9. Did you use the Explorer Expert office hours and if so, did you find them helpful?**

No, we did not attend any

## **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?

No

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

(No response)

## 12. What would you say is your team's major challenge?

Product Cost/Pricing

## 13. Is your current value proposition still valid?

iPha is an AI-powered platform for smart prescription management, boosting pharmacist revenue through patient acquisition and retention.

Yes

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

3

## 15. How much primary market research have you completed?

A great deal

## 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, but no commitment yet from them

## 19. Do you have an estimate of the size of your initial market?

30M MAD

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

6M MAD

## 21. How many prospective customers has your team interviewed by phone or in person?

Over 50

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

1-100

**23. Do you have a working prototype (e.g. MVP)?**

Yes

**24. Do you have paying users/customers?**

No

**25. Is your idea patentable?**

Yes, and we have not filed yet

**26. What core skills does your team still need to develop the technology?**

We are currently recruiting

**27. Are there any other achievements you would like to share (e.g. revenue, partnerships, licensing deals, etc.)?**

We started AB Testing.

## 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)?

No. Please elaborate on why you chose not use your funding this cohort (e.g. startup too early? Mentors advised you to wait? Didn't have time? Pivoted?): Found difficulties to spend on travels and hotel

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

<https://docs.google.com/presentation/d/1kZqcMMYHbOJSry7s4I76rDHGSEraGeonquyRY6WzyWU/edit?usp=sharing>

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

<https://www.alphastra.com/ipha>

# 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

## 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). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact [explorer@um6pventures.com](mailto: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.

Mahmoudi, Lehmiani, Frihi

### Continuation Explorer Innovation Fund Application

Completed - Feb 22 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: February 27th, 2026

Cohort active: March 2026 - June 2026

### 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

iPha

## 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)

3

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

<https://alphastra.com/ipha/>

## 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.

[7.png](#)

**Filename:** 7.png.png **Size:** 35.5 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](mailto:explorer@um6pventures.com) for help

1	Artificial Intelligence
2	Healthcare
3	Pharmaceuticals

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

### **Responses Selected:**

I have made all three selections

## 2.7 Proposed business model

B2B (Business to Business)

## 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.

Yes Mohammad V

### 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)

The process of accessing prescribed medications remains filled with uncertainty and inefficiency. Patients often leave a doctor's office with little guidance: they may struggle to find the right medication at nearby or on-duty pharmacies, face stock shortages, or lack clarity on drug's dosage, interactions, side effects, generic substitution or reimbursement. Limited pharmacist availability and financial barriers deepen patient frustration, leaving many feeling unsupported.

At the same time, pharmacists must build trust, support patients, and accurately interpret prescriptions while staying updated on constantly evolving drug information. They also need to optimize inventory and manage stock-outs that disrupt operations. Yet, most pharmacy software are limited to stock management and are complex due to legacy design. Very often, they are disconnected from patients, and lacking recent AI-driven capabilities.

As a result, both patients and pharmacists are underserved, creating an urgent opportunity for a modern, intelligent, and patient-centered solution.

## 3.2 Proposed Solution

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

iPha is an AI-powered platform that bridges the gap between patients and pharmacists. As the first point of contact, it automatically interprets prescriptions, reducing errors and ensuring accuracy. For patients, this provides instant clarity on medications and their prices, availability at nearby or on-duty pharmacies, and reliable guidance on generic substitutions or reimbursement options, even before leaving the doctor's office.

For pharmacists, iPha simplifies prescription reading, helping increase received prescriptions while boosting client acquisition and retention. It delivers data-driven inventory recommendations and streamlines daily operations by detecting drug interactions and providing the latest medical information. By anticipating demand and reducing stock-outs, iPha enables smarter purchasing decisions and smoother workflows. Ultimately, it frees up pharmacists' time to focus on patient care, building stronger trust, loyalty, and access to safe, efficient healthcare.

iPha is patient-centered by design. Its API-first architecture enables seamless integration with existing systems, while ensuring security and safeguarding privacy.

## 3.3 Who is Your Competition?

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

The leading pharmacy solutions in Africa focus on stock management, with some starting to integrate AI and structured drug data. While this shows market potential, most remain legacy desktop systems lacking intelligent prescription management and are not patient-centered.

iPha addresses these gaps with a modern, AI-powered platform that connects both sides of the care process. On the patient side, a mobile app provides clarity on drug information such as availability, price, generic substitutions and reimbursement. On the pharmacist side, a web app supports trust-building, accurate prescription interpretation, and improved care delivery. Both are powered by a shared and synchronized backend, ensuring seamless interaction. Unlike existing competitors, iPha is patient-centered by design.

Built with an API-first architecture, iPha integrates seamlessly with existing systems, ensuring privacy and security, while leaving room to incorporate stock management features in the future—positioning iPha as a scalable, complete solution.

### 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 team combines deep expertise in AI, healthcare, and technology execution.

- Abdelhak (Founder & CEO): Over 20 years in AI research and 5+ years as an entrepreneur. Co-Founder of Deepecho, a Moroccan health-tech startup, where he led the tech team to validate deep learning models validated on 12 months clinical trial and resulting in an FDA-approved product.
- Yasine (AI Researcher): 4th-year PhD student in AI for document understanding, contributing to the development of the core iPha AI model.
- Saad Frihi, PhD Student and Cloud Engineer.

Together, we blend technical excellence with deep domain knowledge. Looking ahead, we aim to expand our team with a strong marketing lead to drive adoption and scale.

### 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)

Through this program, we aim to accelerate iPha's growth by refining our business model, validating product-market fit, and building strong go-to-market strategies tailored to the African healthcare landscape.

While our team is strong in AI and pharmacy expertise, we seek structured mentorship in startup scaling, regulatory navigation, and health-tech commercialization. We also hope to gain access to an ecosystem of investors, healthcare institutions, and industry partners who can support pilot deployments and open doors for regional expansion.

Finally, we want to strengthen our team with business and marketing expertise to complement our technical and domain strengths. Participation in this program will allow us not only to sharpen our execution capacity but also to position iPha as a leading, patient-centered pharmacy innovation across Morocco and Africa.

### 3.6 Do you plan to use any of your funds as for a summer stipend ?

- Up to two team members can request up to 2.000 Dhs/Month for a maximum of three months during the summer
- Only Students are eligible and will be employed as interns with UM6P
- The team members **MUST** be planning on making working on the project their highest priority during the summer.
- Potential interns **MUST** have authorization from their academic departments to allow them to take an internship during the summer
- Team will have to make a presentation to Explorer to justify the request
- **If you plan to request a stipend it should be clearly INCLUDED and JUSTIFIED in your budget. Separate line items should be included for each student requesting a stipend. (On Explorer Team Budget Plan)**

No

### 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.

Yes

### 3.7a Please list all of the travel details below, including travelers, destination, and estimated cost.

One or Two members will travel to participate in Tech events.

Destination: Africa, Middle East or Europe.

Estimated cost: 15,000 MAD.

### 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)

We want to strengthen our team with business and marketing expertise to complement our technical and domain strengths and ensure iPha's sustainability and scalability.

Our current team is strong in AI, software development, and pharmacy operations. To accelerate growth, we are actively looking for a Business and Marketing profile to help us build brand awareness, design scalable go-to-market strategies, and drive adoption among pharmacies and patients. We also aim to strengthen our Business Development capacity, ideally with someone experienced in healthcare partnerships and regulatory navigation in Morocco and Africa.

We will leverage our startup ecosystem and this acceleration program to identify talented candidates and attract skilled professionals motivated by our mission.

## 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)

The Africa pharma market was estimated at \$28B in 2024 with 300,000 pharmacies and 3.4% annual growth. In Morocco, the market reached \$2.5B in 2024, supported by 11,000 pharmacies. This highlights a growing opportunity for scalable digital solutions.

In the first 3–6 months, we will focus on building a functional MVP, securing regulatory clearance, and validating real-world use. We will engage with the CNDP and relevant government entities to ensure compliance and establish trust in our data privacy and security standards.

On the product side, we will develop the core modules: AI-powered prescription intelligence, pharmacy web app for prescription management, and a patient mobile app that displays drug information. An API framework will also be built to enable pay-per-use integrations.

To validate the solution, we will partner with 2-5 pharmacies to pilot the platform. These will measure prescription accuracy, patient engagement, and operational improvements, providing the evidence for larger-scale adoption.

## 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 are testing our MVP.

**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)**

[Pitch-Deck-v20260216.pdf](#)

**Filename:** Pitch-Deck-v20260216.pdf.pdf **Size:** 879.8 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

iPha helps pharmacies retain and attract new patients by providing automated, continuous and trusted support.

## 4.3 Problem Addressed

Limit your response to 50 words

Pharmacies are losing patients in a digital world ! pharmacies miss patient opportunities due to poor digital visibility, wasting time to answer margin questions in the counter. They primarily rely on phone calls to handle patient queries which leads to a tremendous patients loss.

## 4.4 Proposed Solution

Limit your response to 50 words

iPha helps pharmacies win patients back and keep them through the proposition of services related to pharmacy proximity, direction to location, work hours, etc. Patient loyalty is increased through continuous digital follow-up and secure relationship. This is achieved through simple onboarding with a secure and automated messaging.

## 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 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					<b>X</b>
2					<b>X</b>
3					<b>X</b>
4					<b>X</b>
5					<b>X</b>
6					<b>X</b>
7					<b>X</b>
8					<b>X</b>
9					<b>X</b>
10					<b>X</b>

### Continuation Explorer Team Budget Plan

Completed - Feb 19 2026

### Explorer Team Budget Plan Form

## [Explorer Team Budget Plan](#)

Team ID: ExID-25F-1895057952

Team Name: iPha iPha

---

**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	Essential Licenses for tools of development, communication, and productivity (e.g., project management, design tools)	10000	✘
2		0	✓
3	Consuming specific APIs	10000	✓
4	Cloud Hosting & Computing (AWS/Azure), Server costs, database, and GPU time for model training and testing	20000	✘
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	Testing devices to ensure smooth development and cross-platform compatibility (Android/iOS testing devices, tablets)	15000	✓
2	Laptops development devices	15000	✗
3		0	✗
4		0	✗
5		0	✗
6		0	✗
7		0	✗
8		0	✗
9		0	✗
10		0	✗

**Hardware Total: 30000.0**

## 4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Lead Developer for building and refining the web and mobile, including backend and APIs. Critical for security and integration	40000	✓
2	Founder Stipends, basic living expenses to allow focus on the project	30000	✓
3	UC/UI front developer	30000	✗
4		0	✗
5		0	✗
6		0	✗
7		0	✗
8		0	✗
9		0	✗
10		0	✗

**Web/App Development Total: 100000.0**

# 5. Materials and Services

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

**Materials and Services Total: 0.0**

## 6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	Initial campaigns to attract early adopters, both patients and pharmacies (digital ads, social media, and printed pharmacy materials)	30000	✓
2	User Testing & Feedback, Incentives for patients and pharmacists to participate in prototype testing interviews	20000	✗
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	Travel for team meetings with potential clients, pilot pharmacies, and partners to secure early adoption	15000	<b>X</b>
2		0	<b>X</b>
3		0	<b>X</b>
4		0	<b>X</b>
5		0	<b>X</b>
6		0	<b>X</b>
7		0	<b>X</b>
8		0	<b>X</b>
9		0	<b>X</b>
10		0	<b>X</b>

**Travel Total: 15000.0**

## 8. Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (MAD)	Click to add item
1	Contingency fund for unforeseen operational needs (maintenance, extra licenses, or emergency costs)	15000	X
2		0	X
3		0	X
4		0	X
5		0	X
6		0	X
7		0	X
8		0	X
9		0	X
10		0	X

**Other Expenses Total: 15000.0**

**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.**

**S26 Continuing Funding Board Review (Continuing Teams) for: Dillon Muhly-Alexander**

Completed - Mar 17 2026  
Score: 71% (5/7)

## F25 Continuing Funding Board

**FUNDING BOARD MEMBER (your name):** Dillon Muhly-Alexander

**email:** dillonma@mit.edu

---

**Team ID:** ExID-25F-1895057952

**Team Name:** iPha

**Applicant:** Abdelhak Mahmoudi

**Team Members:** Yasmine Lehmiani, Saad Frihi

**Value Proposition:** iPha helps pharmacies retain and attract new patients by providing automated, continuous and trusted support.

**Problem Addressed:** Pharmacies are losing patients in a digital world ! pharmacies miss patient opportunities due to poor digital visibility, wasting time to answer margin questions in the counter. They primarily rely on phone calls to handle patient queries which leads to a tremendous patients loss.

**Proposed Solution:** iPha helps pharmacies win patients back and keep them through the proposition of services related to pharmacy proximity, direction to location, work hours, etc. Patient loyalty is increased through continuous digital follow-up and secure relationship. This is achieved through simple onboarding with a secure and automated messaging.

**Project Total:**

**PREVIOUS FUNDING VALUES:**

F20 Funding Decision:

S21 Funding Decision:

F21 Funding Decision:

F21 Amount Spent :

F21 Amount Approved BUT NOT Spent :

S22 Funding Decision:

S22 Amount Spent :

S22 Amount Approved BUT NOT Spent :

F22 Funding decision :

F22 Amount Spent :

F22 Amount Approved BUT NOT Spent :

S23 Funding decision :

S23 Amount Spent : 0

S23 Amount Approved BUT NOT Spent : 0

F23 Funding decision (Custom Awarded Amount) :

F23 Amount Spent :

F23 Amount Approved BUT NOT Spent :

S24 Funding decision (Custom Awarded Amount) :

S24 Amount Spent :

S24 Amount Approved BUT NOT Spent :

F24 Custom Awarded amount :

S25 Custom Awarded amount :

F25 Custom Awarded amount : 30000

## MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

F25 Mentors :

- Jake Swent
- Fabrizio Germani

F25-->S26 Mentor Continuation Feedback (External):

- You've made great progress this cohort towards conducting user interviews, refining your value proposition, and understanding your business model. I look forward to seeing what you all achieve!
- The team started from a a generic level of framing the problem to a deep dive process of understanding the pharmacists needs and willing to pay. Their progress has been sensible and all the team showed great commitment toward bring the product forward.

F25-->S26 Mentor Continuation Feedback (Internal):

- I think they have a good idea but need to focus more on the business side. They are tech people so the instinct is to jump into development, but I don't think they have enough information to accurately pursue that as of now.
- The team started from a a generic level of framing the problem to a deep dive process of understanding the pharmacists needs and willing to pay. Their progress has been sensible and all the team showed great commitment toward bring the product forward.

F25-->S26 [Mentor Continuation More Funding \(Did the team present a 5-minute pitch to you?\)](#):

- Yes
- Yes

F25-->S26 [Mentor Recommended Funding \(If they request more funding would you support their request?\)](#) :

- Other,Current funding is suitable for now, yes in future
- Yes

F25-->S26 [Mentor Continuation Pitch to FB \(over 50K\) \(Do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?\)](#):

- No
- Yes

F25-->S26 Has the team shared with you/presented/achieved these mile stones (NOTE IF YOU SEE THE SESSION MENTIONED THAT MEANS MENTOR INDICATED THAT THEY ACHEIVED THAT MILESTONE, IGNORE THE "?"):

- Session 1 deliverable - Problem, Solution and Customer Segments in LBMC ?, Session 2 deliverable - At least 2 major business assumptions ?, Session 3 deliverable - Conducted customer interviews ?, Session 4 deliverable - Business Pitch ?
- Session 1 deliverable - Problem, Solution and Customer Segments in LBMC ?, Session 2 deliverable - At least 2 major business assumptions ?, Session 3 deliverable - Conducted customer interviews ?, Session 4 deliverable - Business Pitch ?

<>

Invite to Mock Funding Board?

YES

**RECOMMENDED FUNDING LEVEL:**

**Requested Amount : 250000**

Partial Amount: 50000

**Internal Feedback (if any, to EXPLORER Administration):**

One mentor said no to Mock, one said yes. Their budget is way too much for current stage but both mentors were constructive on team.

Keep in Group Format?

1 on 2

**External Feedback (TO CANDIDATES):**

(Use external feedback from mentors included above to fill out plus add any specific additional comments regarding budget and/or slides submitted)

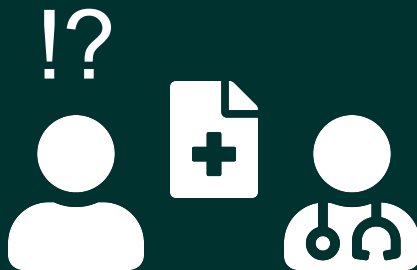
Keep up the great work! You seem to be making really strong progress. Remember to keep working on your customer discovery!



**The pharmacy at your fingertips!**

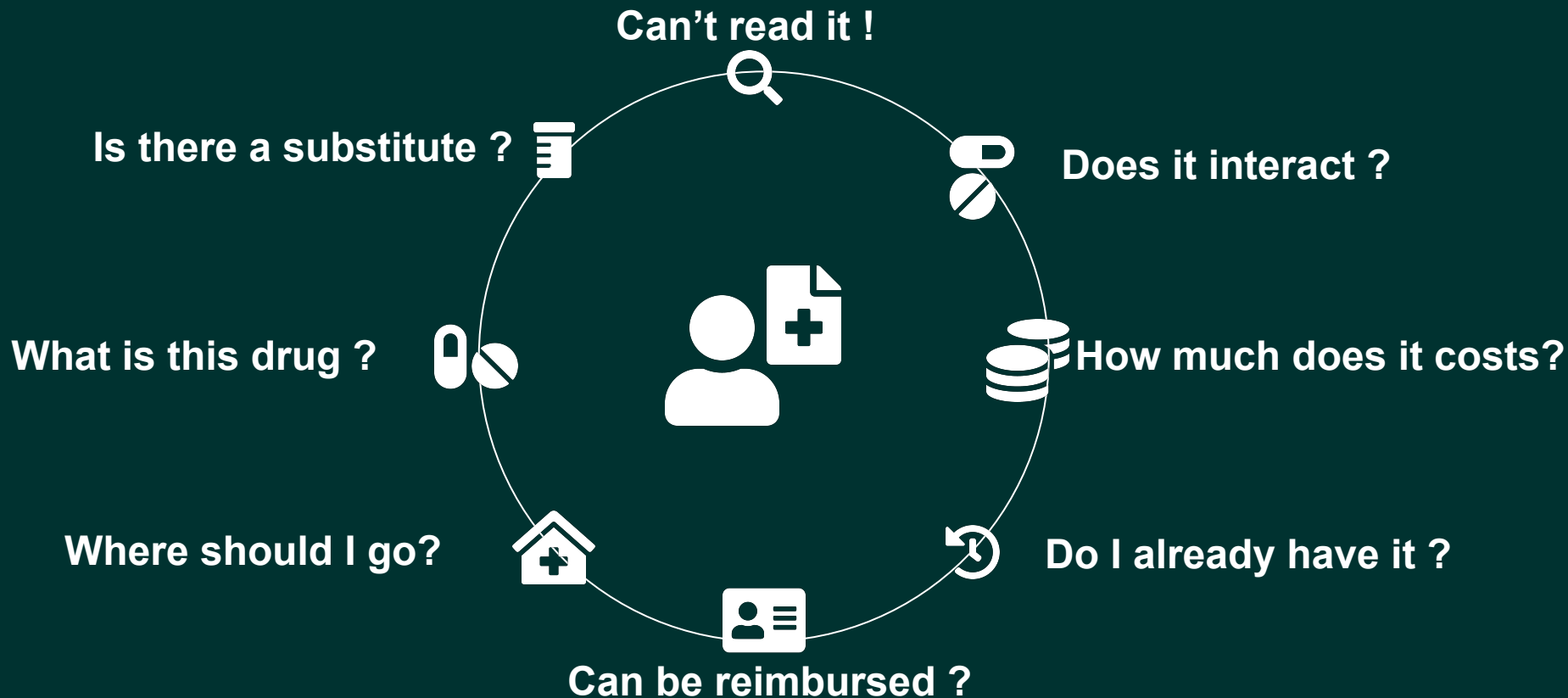


“I am always struggling with my doctor’s prescription !”





# .. All people struggle !





.. and pharmacists too !





# .. and pharmacists too !





# Save labor, time and money !

Manage prescriptions ?



Patients  
acquisition/retention

What to buy next ?

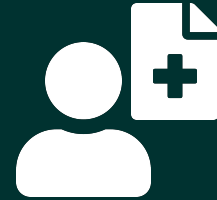


Manage inventory





# iPha solves it !



**iPha manage prescriptions allowing pharmacist to grow revenue through patient acquisition and retention.**

## Welcome to IPHA

Sign up with Google

Sign up with Microsoft

Sign up with Apple

or

By registering, you agree with our Terms and Conditions.  
Please read our privacy policy.

Already have an account?

Sign in



The pharmacy at your fingertips !



The pharmacy at your fingertips !

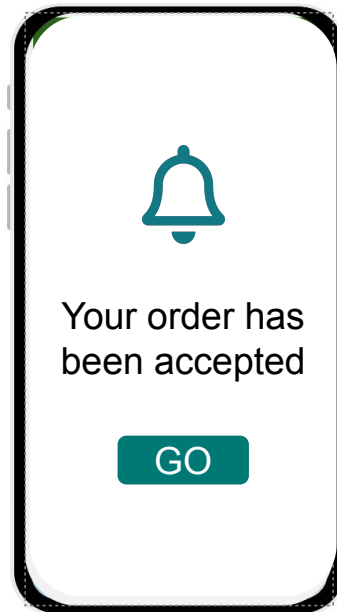
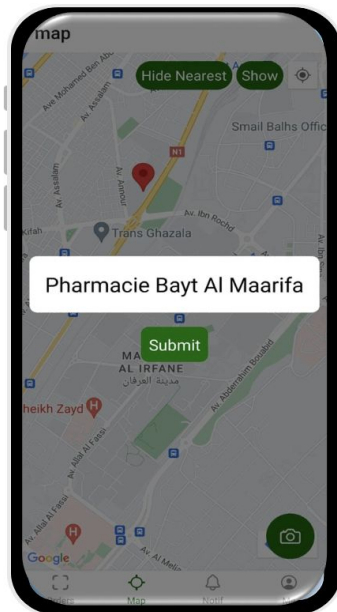
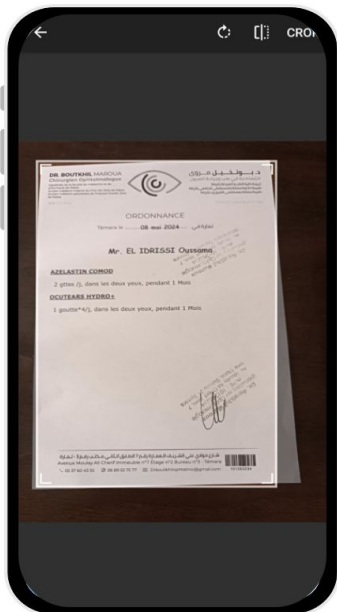
Login

SignUp

1. Scan Prescription

2. Connect with Pharmacies

3. Get Information

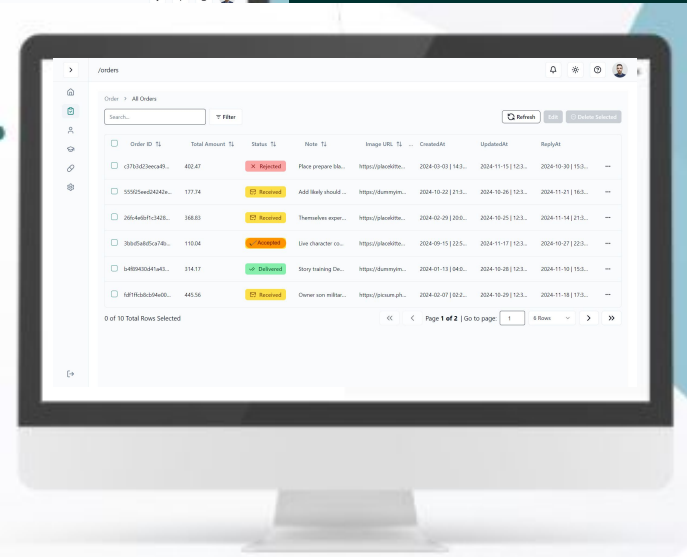
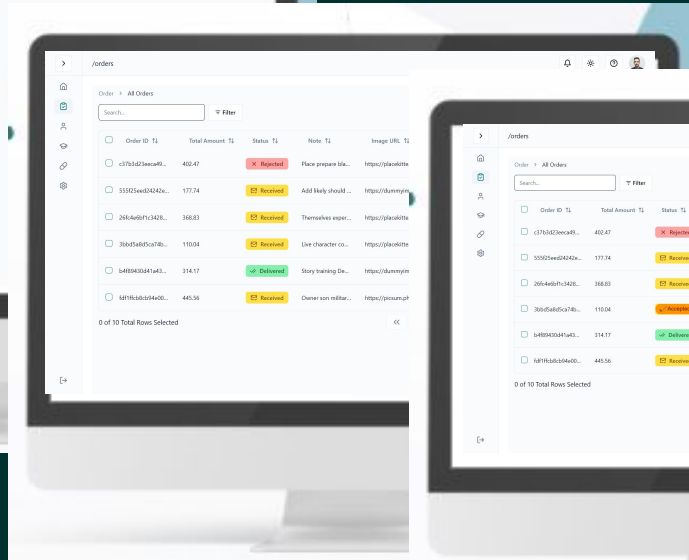
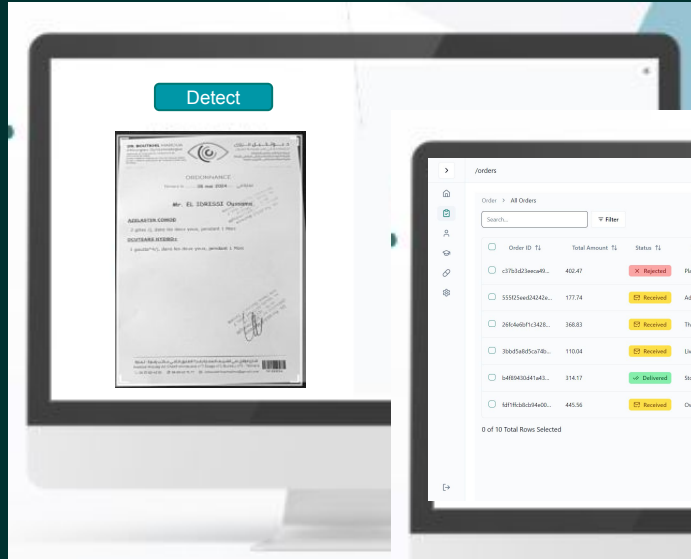
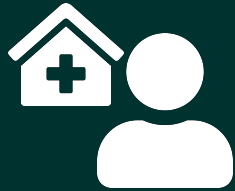




# 1. Receive Prescription

# 2. Detect Medications

# 3. Send Information





# How we did it !

**We created the biggest secured and private prescriptions database**



**Deep Understanding of ML Foundation Models**

**Adapted an Outstanding SOTA Research Paper**





# The Best Solution

Efficiency

**91%**

Speed

**2min t2r**

Security



Simplicity



Integrability



Privacy

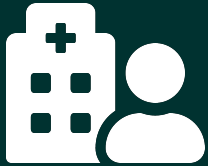




# IPHA on the Race !



\$50 /person /year

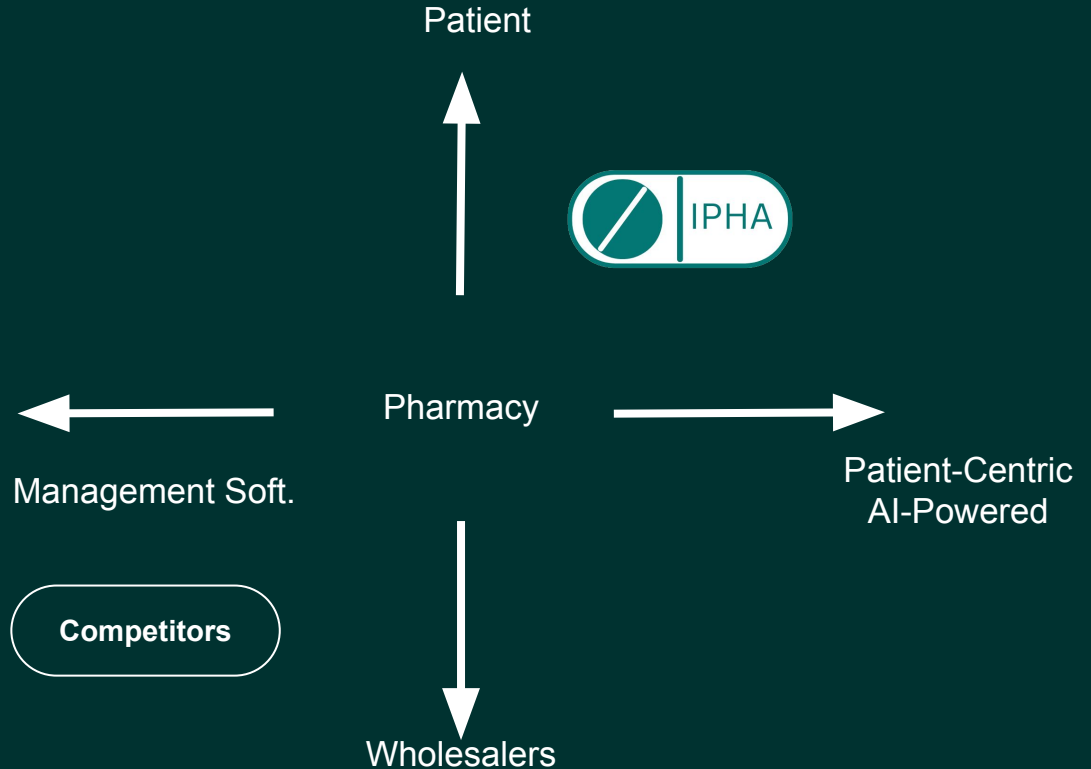


\$2.5B Market

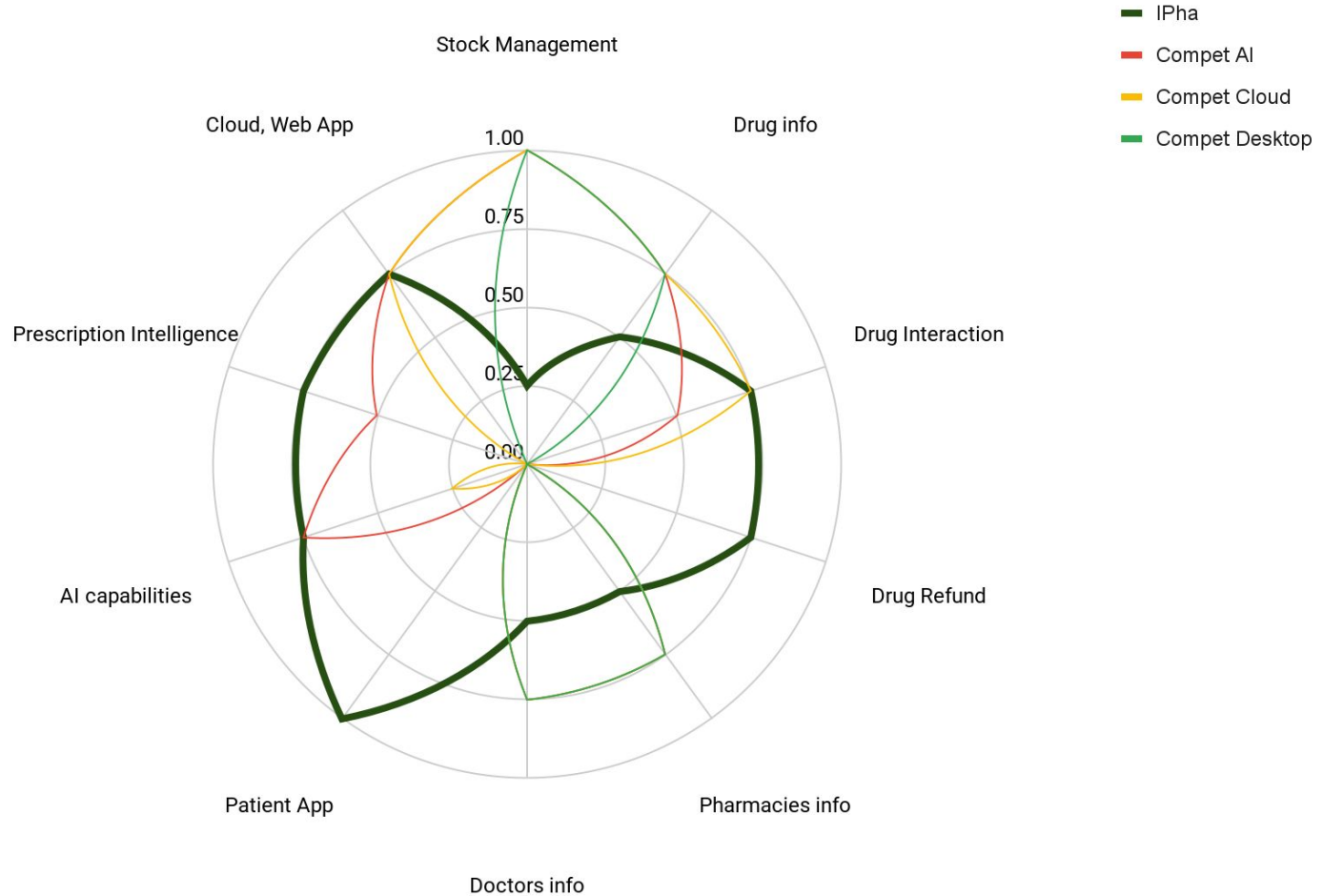


11000 Pharmacies

\*sante.gov.ma



# iPha on the Race !





# SaaS Subscription

Monthly

**49** MAD

/100 presc.

Start one month free trial

Annual

**559** MAD

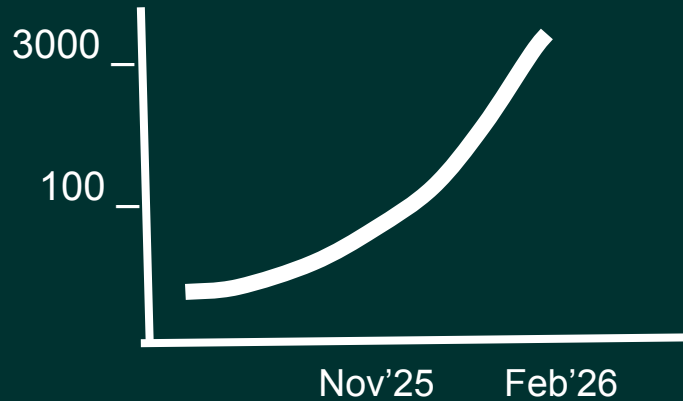
/1200 presc.



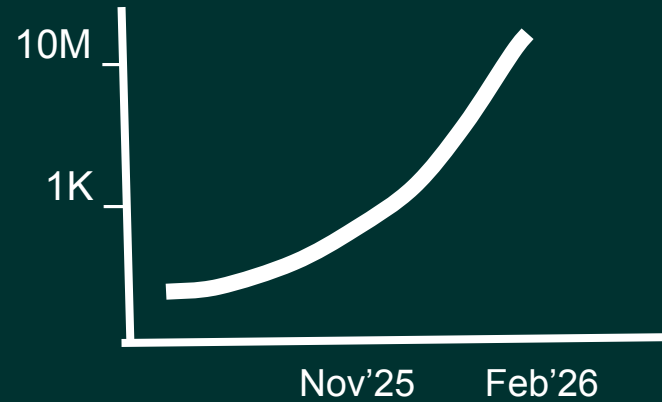
# Milestones



# Subscriptions



# Downloads





# What we want

\$100k for 2%

Will hire 1 Dev, 1 Design and 2 Marketing

**Milestones hit in 6 months**



# Who we are ?



Abdelhak Mahmoudi, PhD

Co-Founder, CEO  
AI Researcher/Entrepreneur,  
20y exp,



Dr. Omar Mahmoudi

Co-Founder, CPO  
Pharmacist, 20y exp.



**The pharmacy at your fingertips!**



Turn your pharmacy into your  
patients' first choice !

**Pharmacies don't lose patients  
loudly.**

**They lose them silently — to the  
pharmacy next door.**

**Pharmacies are losing patients  
in a digital world !**



### Poor Visibility

82% of pharmacies miss patient opportunities due to poor digital visibility



### Waste of Time

15% of work time per day to answer margin questions in the counter



### Traditional Coms

84% of pharmacies rely primarily on phone calls to handle patient queries



### Patients Loss

80% of pharmacies are looking for a digital solution to retain patients

**iPha helps pharmacies win patients  
back and keep them.**



## Attract New Patients

Proximity, direction to location, work hours, on-duty status



## Increase Loyalty

Digital follow-up, secure and personalized relationship



## Modern Experience

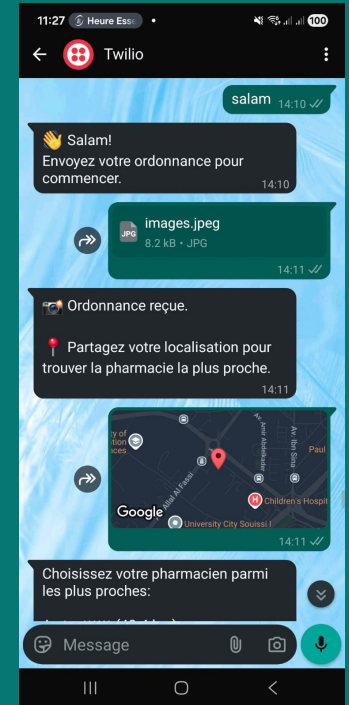
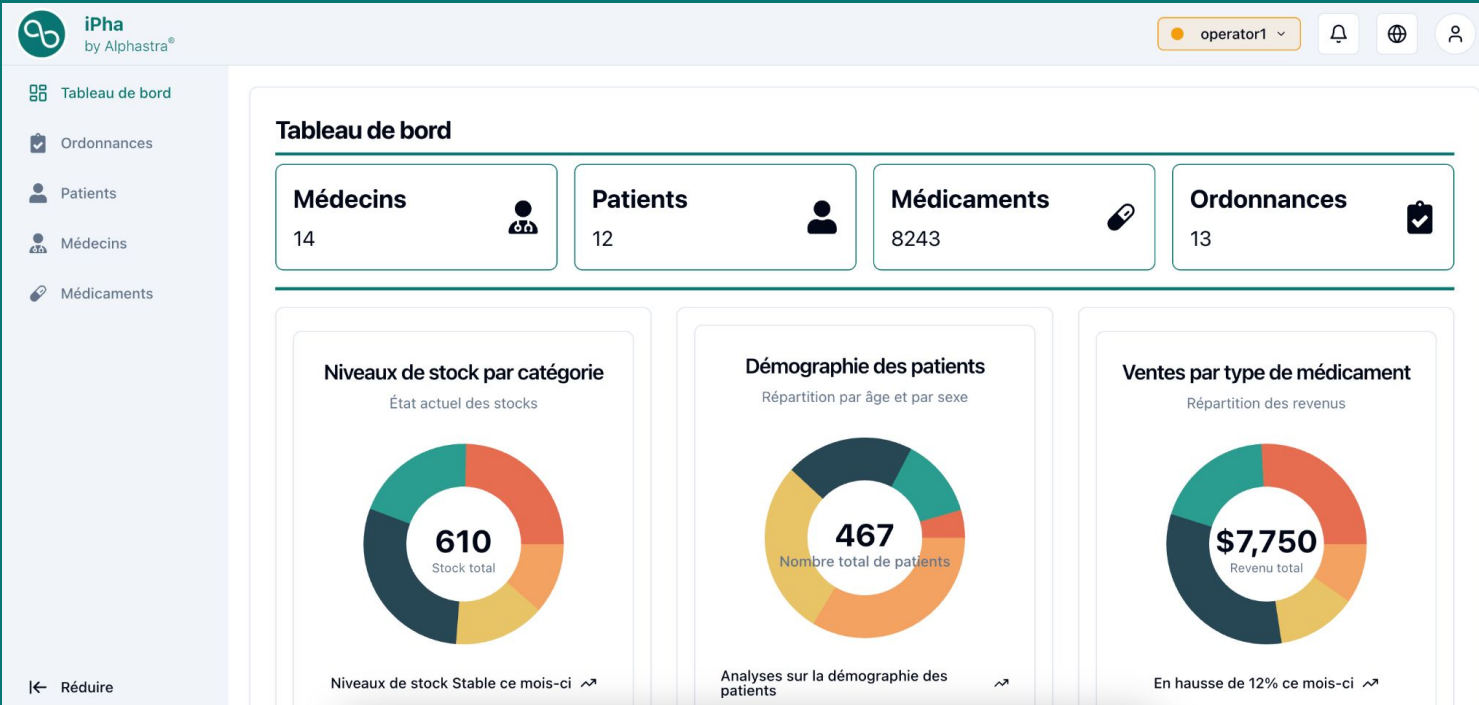
Simple onboarding, structured requests, secure messaging, faster response



## Manage Patients

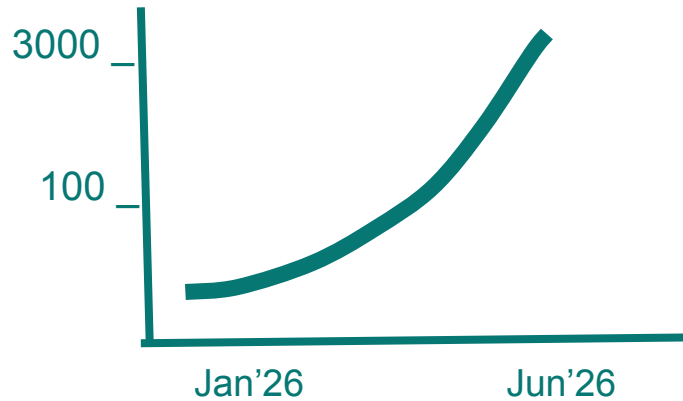
Segment patients, access structured patient profiles, personalized engagement

# How it Works

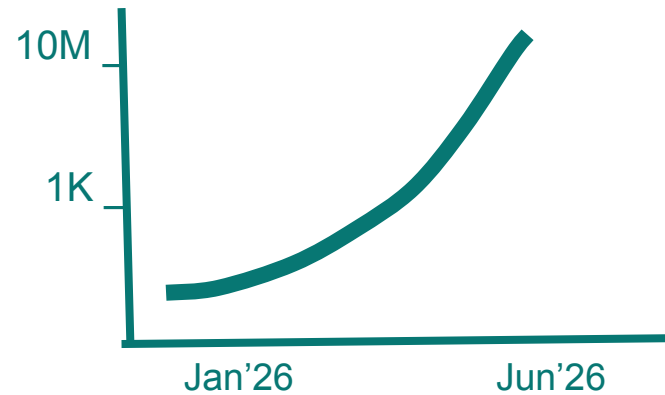


# Both Pharmacies and Patients want iPha

# Pharmacies



# Patients



**All Companies are  
using us**

# iPha is Patient Centric



27M patients



\$50/patient /year

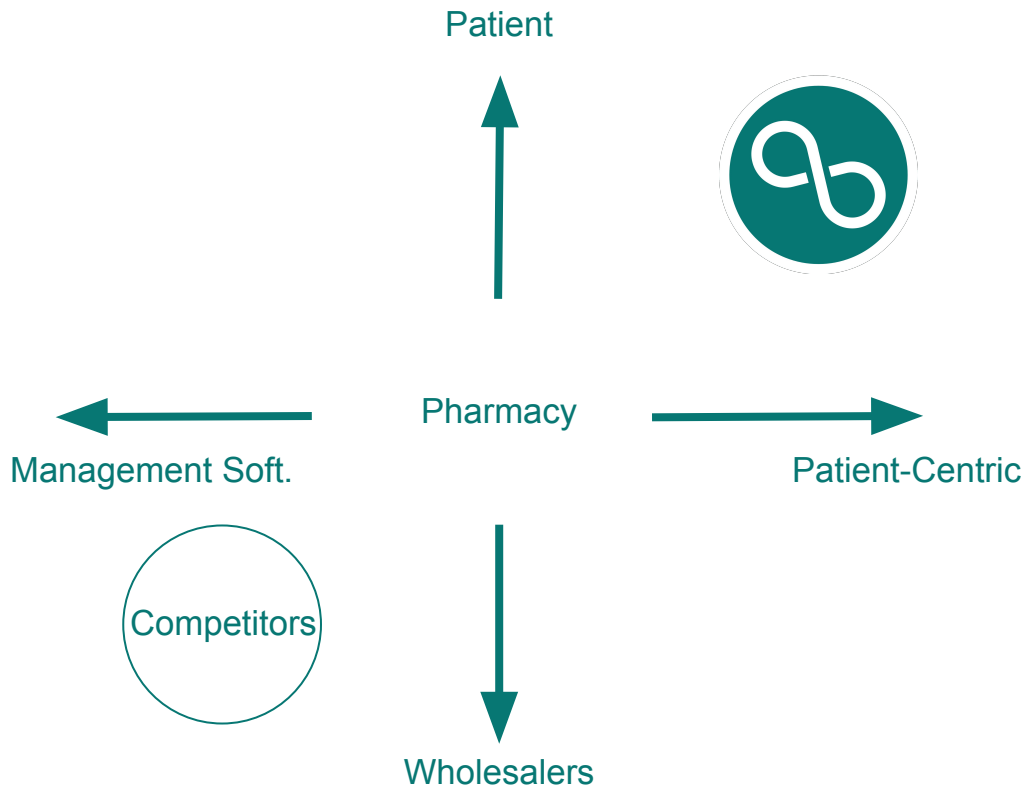


11k Pharmacies



\$2.5B  
Pharma Market

\*sante.gov.ma



# SaaS Subscription

Monthly

**290** MAD

Start one month free trial

Annual

**2900** MAD

We make money on  
every onboarded  
patient



Abdelhak Mahmoudi, PhD  
CEO



Saad Frihi  
Cloud Engineer



Ysine Lehmiani  
AI engineer