Application: ExID-23F-8142648035

Hamza Khotbi - khotbih@gmail.com
(MOROCCO APPLICANTS) Explorer Innovation Fund

Summary

ID: ExID-23F-8142648035
Last submitted: Aug 30 2025 12:15 (+01)
Labels: Requires Executive Director Review, Pending Approved New Application, NOT USED , S24 Invited to FFB, F24 Continuing, F24 INVITED TO FFB, S25 Continuing MFB Teams, S25 Invited to MFB, S25 MFB, S25 Has one Mentor, F25 Don't Invite to FFB

Eligibility Criteria

Completed - Aug 27 2023

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

Add Team Members

Completed - Aug 28 2023

Add Team Members 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 28 2023

Explorer Innovation Fund Application Form

Please fill out all required 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: 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 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.

Category Selection

1. Please select which fund 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: September 1st, 2025

Cohort active: October 2025 - February 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

<>

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 with background_Plan de travail 1.jpg

Filename: logo with background_Plan de travail 1.jpg **Size:** 512.8 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 for help

1	Agriculture
2	Internet of Things
3	Food

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2C (Business to Consumer)

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)

The problem stems from haphazard irrigation and insufficient awareness of crop water requirements, causing agriculture to account for over 80% of global freshwater consumption. This issue is particularly acute in Morocco, where more than 87% of freshwater resources are consumed by the agricultural sector. A staggering 70% of global water usage is attributed to farming, with almost half lost due to inefficient irrigation practices, evaporation, and random water distribution. This predicament affects over a million farmers in Morocco alone. To mitigate this, embracing advanced irrigation methods, leveraging technology for data-driven agriculture, promoting education, and implementing supportive policies are vital steps toward sustainable water management and enhanced agricultural productivity.

3.2 Proposed Solution

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

Our proposed solution involves an intelligent controller integrated with a mobile application. The primary aim is to curtail water usage by precisely delivering the appropriate amount of water to plants and addressing related issues. This innovative system seeks to tackle the problem of water wastage in agriculture, particularly inefficient irrigation practices. By connecting the intelligent controller to the mobile app, users can receive real-time data and insights, enabling them to make informed decisions about irrigation scheduling and water distribution. Ultimately, this technology-driven approach strives to optimize water consumption, enhance plant growth, and contribute to sustainable agricultural practices.

3.3 Who is Your Competition?

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

Hunter

RainBird

NETAFIM

Rachio

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 dynamic team consists of two dedicated members with complementary expertise. One team member is an IoT and smart water management expert, well-versed in harnessing technology to optimize water usage. The other member specializes in irrigation systems, possessing in-depth knowledge of effective water delivery to plants. This powerful combination allows us to merge cutting-edge IoT capabilities with precision irrigation techniques. Our collaboration ensures the development of an intelligent controller linked to a mobile application, enabling farmers to make informed decisions about water distribution. By capitalizing on our individual strengths, we're poised to revolutionize water management in agriculture, curbing wastage and enhancing sustainability.

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)

Networking

Funding

Guiding

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.

Due to COVID-19 restrictions, 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)

As we strive to strengthen our team's capabilities, we are actively seeking professionals in the realm of marketing and communication. We recognize the significance of effectively conveying our solution's value and impact to a wider audience, including farmers, stakeholders, and potential investors. We intend to onboard individuals with expertise in strategic marketing, branding, and communication to craft compelling narratives and outreach strategies. This will involve leveraging various platforms and channels to raise awareness about our intelligent controller and mobile application, fostering engagement and driving adoption. By enhancing our team with marketing and communication specialists, we aim to ensure that our innovative solution reaches its full potential, creating a meaningful impact on water management practices in agriculture.

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)

We envision generating revenue by selling the intelligent controller alongside installation and maintenance services. Subsequently, farmers will subscribe to access real-time data, personalized insights, and remote control functionality for their irrigation systems. This comprehensive approach is designed to optimize water usage and enhance crop yield. In the next 3 to 6 months, our strategy involves engaging with customers through pilot programs conducted on select farms. This initiative aims to gather invaluable feedback, refine our technology, and showcase its effectiveness. Concurrently, we will launch a targeted marketing campaign that focuses on regional agricultural communities. Leveraging social media, agricultural events, and partnerships with local farming associations, we intend to establish a strong presence. By actively involving potential users in our developmental journey, our goal is to tailor our solution to their needs and create a robust foundation for successful market penetration

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)

Our project and team have demonstrated a strong track record of engagement and innovation. Notably, we've actively participated in various events and competitions that highlight our commitment to addressing water management challenges. Our project has contributed to the Round Tables on the role of higher education institutions in the agri-food industry, organized by UM6P Innovation & Entrepreneurship Lab in 2022. We also secured the third-place position in the AgriChallenge hackathon's 2nd edition, part of the Erasmus+ AgriENGAGE project by UM6P and IAV in 2022-2023.

Our team's dedication is evident through our participation in prominent events like the Asian Water Forum in 2022, and the African Young Water Professionals Forum in 2021. Our commitment to innovation and collaboration is highlighted by our engagement in the Watech Innovation Week event 2021, showcasing our expertise in water management.

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)

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

Revolutionizes agriculture with real-time insights, remote control, and resource efficiency, optimizing water use for enhanced crop yield and sustainability.

4.3 Problem Addressed

Limit your response to 50 words

Inefficient irrigation wastes water in agriculture, exacerbating resource depletion. Farmers lack real-time data and control. Our solution optimizes water use, enhances crop yield, and fosters sustainability.

4.4 Proposed Solution

Limit your response to 50 words

Our solution combines an intelligent irrigation controller with a user-friendly mobile app. Real-time data, remote control, and insights empower farmers to optimize water distribution, curbing waste, enhancing crop yield, and promoting sustainable agriculture.

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.

227773

5.3 Potential Cumulative Explorer Funding

227773.0 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

Explorer Team Budget Plan

Completed - Aug 28 2023

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-23F-8142648035

Team Name: Agrilogy <>

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 (Dhs)	Click to add item
1	Buy server of your controller	5000	✔
2	Maintenance of our mobile application	6000	✖

Software Total: 11000.0

3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1	Buy pcb & components of our controller	15000	✖

Hardware Total: 15000.0

4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1	Development of a CRM web app focused on data integration, organization, and management for farm-related activities	14000	✖

Web/App Development Total: 14000.0

5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	installation equipment for irrigation & iot systems	12000	✔
2	PC server	10773	✔
3	Station Météorologique a pièces Anémomètre Sonique (1P) Pyranomètre SP-421-SS (1P) Capteur Climatique (1P) Pluviomètre 0,2 mm (1P)	25000	✔
4	Capteur de humidité du sol, 3 en 1; l'humidité, température et CE du sol/Datalogger/Compteur multijet	30000	✔
5	Drone Dji Mavic 3 Multispectral :to calculate ndvi for evapotranspiration that we use to irrigate, at the same tame service scans and analyze crop growth with total clarity.	60000	✖

Materials and Services Total: 137773.0

6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1	Service - Marketing réseaux sociaux	7500	✔
2	Budget Campagne digitale sur les réseaux sociaux	10000	✔
3	Service - SEO	2500	✖

Advertising and Marketing Total: 20000.0

7. Travel

	Short Description	Amount (Dhs)	Click to add item
1	To navigate to customers and provide product and services	10000	✖

Travel Total: 10000.0

8. Other Expenses

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

	Short Description	Amount (Dhs)	Click to add item
1	charges variables	20000	✖

Other Expenses Total: 20000.0

Project Total: 227773.0

In section 5.2 of your application form, you said your funding request was: 239000 (continuing team) or 227773 (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.

S25 Group Review Stage (Final Reviews) for: Sarah Ouakim

Incomplete
Score:

S25 Final Mentor Review Form

Mentor Review Form

1. Your name:

(No response)

2. Your email:

(No response)

3. Team Name:

(No response)

4. List the team members who attended mentorship sessions.

Team Members are: Hamza Khotbi , anass boufi, zakaria makhkhas

(No response)

5.0 How many times have you met with this team this cohort?

(No response)

5.1 Has the team shared with you/presented/achieved these mile stones:

The above is applicable to both Group and 1on1 format and the Session # (i.e. when they shared this) is of course up to you, so this has not to be done in order. The purpose is for us to be able to make sure we place the teams in the correct mentoring format the next cohort.

No Responses Selected

6.0 Were you able to collectively agree on goals and/or milestones during the sessions?

(No response)

7.0 What level of progress would you say this team has achieved in terms of understanding their target market?

(No response)

8.0 How coachable is this team?

(No response)

9.0 How committed to the project is this team?

(No response)

10.0 Did this team identify an initial target market, customer type or early adopter?

(No response)

10.1 Did this team pivot?

(No response)

10.2 Did the team conduct customer interviews (not online surveys)?

(No response)

10.3 What stage is the team currently at in their product development? (pick the most advanced choice)

(No response)

10.4 If any team members apply for a summer stipend, would you recommend they receive it?

(No response)

11. If they request more funding would you support their request?

(No response)

12. Did your team share with you their plans for next cohort , in particular their request for additional funding from Explorer including a high-level project/budget plan?

(No response)

13. Did the team present a 5-minute pitch to you?

(If **no**, please elaborate under question 16 why AND make sure you answer No to question 12)

(No response)

14. If you support their application for additional funding, do you think they are ready to pitch to the Funding Board for a cumulative amount over 50.000 Dhs?

(No response)

15. Would you like to continue mentoring this team through the next cohort?

We would like to keep as many teams working with their current mentors as possible throughout the calendar year.

(No response)

16. Please elaborate on your answer above and provide general feedback to help us understand the progress this team has made this cohort.

(No response)

17. Please provide feedback that we can share with the teams (This can be duplicate from the previous question).

(No response)

Explorer Self-Assessment and Continuation Plan

Completed - Aug 30 2025

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-23F-8142648035

Team Name: <> Agriology

Team Members: Hamza Khotbi anass boufi, zakaria makhkhas

Team Members Emails: khotbih@gmail.com anassboufi1999@gmail.com, makhkhas.zakaria1@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)?

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)?

They have already worked on real projects (Entrepreneurs)

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

I would appreciate more timely feedback on the progress of my project so that I can make adjustments more quickly and effectively.

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?

Yes

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

Initially, Agrilogy focused solely on optimizing water usage through smart irrigation. However, we pivoted to include energy consumption monitoring using advanced IoT sensors. This allows us to track solar energy production and pump energy usage in real-time, ensuring optimized energy efficiency and preventing system overloading, which extends the lifespan of both the solar panels and pumps while reducing operational costs.

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

Development Costs

13. Is your current value proposition still valid?

Revolutionizes agriculture with real-time insights, remote control, and resource efficiency, optimizing water use for enhanced crop yield and sustainability.

Yes

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

2

15. How much primary market research have you completed?

A moderate amount

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, and they have committed to try our solution (e.g. pilot customer or letter of intent)

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

500,000,000

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

12,000,000,000

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

11-49

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?

Not sure yet what our team needs

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

providing smart irrigation system installation and maintenance for clients. Train youth in smart agriculture through partnerships with the Regional Directorate of Agriculture and German Cooperation.

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)?

Yes. My experience with the funding request process was generally positive, but I did encounter a few obstacles. The main challenge was the length of time it took to get approval, which sometimes delayed the implementation of crucial project components. It would be helpful if the process could be streamlined, perhaps with clearer guidelines on required documentation and a more transparent timeline for approval. This would help in planning and executing project activities more effectively.

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

https://drive.google.com/drive/folders/1m5cgBi4XWEPgUqRuSNMct9ob11jMM9Of?usp=drive_link

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

http://agrilogy-pi.com/

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 the next Cohort and continue with the current funding level

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 UM6P, GEP, MASciR, 1337, YouCode, Cadi Ayyad, Hassan II, Mohammed V, PASET, Al Akhawayn or Technopark)?

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 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.

Zakaria Makhkhas

Continuation Explorer Innovation Fund Application

Completed - Aug 30 2025

Explorer Innovation Fund Application Form

Please fill out all required 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: 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 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.

Category Selection

1. Please select which fund 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: September 1st, 2025

Cohort active: October 2025 - February 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

Agrilogy

2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

Name of project: Agrilogy

Company: AgroGo

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

https://agrilogy-pi.com/

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.

agrilogy.png

Filename: agrilogy.png **Size:** 114.6 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	Agriculture
2	Food
3	Internet of Things

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2C (Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco

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)

The problem stems from haphazard irrigation and insufficient awareness of crop water requirements, causing agriculture to account for over 80% of global freshwater consumption. This issue is particularly acute in Morocco, where more than 87% of freshwater resources are consumed by the agricultural sector. A staggering 70% of global water usage is attributed to farming, with almost half lost due to inefficient irrigation practices, evaporation, and random water distribution. This predicament affects over a million farmers in Morocco alone. To mitigate this, embracing advanced irrigation methods, leveraging technology for data-driven agriculture, promoting education, and implementing supportive policies are vital steps toward sustainable water management and enhanced agricultural productivity.

3.2 Proposed Solution

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

Our proposed solution involves an intelligent controller integrated with a mobile application. The primary aim is to curtail water usage by precisely delivering the appropriate amount of water to plants and addressing related issues. This innovative system seeks to tackle the problem of water wastage in agriculture, particularly inefficient irrigation practices. By connecting the intelligent controller to the mobile app, users can receive real-time data and insights, enabling them to make informed decisions about irrigation scheduling and water distribution. Ultimately, this technology-driven approach strives to optimize water consumption, enhance plant growth, and contribute to sustainable agricultural practices.

3.3 Who is Your Competition?

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

Rainbird

Hunter

Rivulis

Netafim

Rachio

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 dynamic team consists of 5 professionals with complementary experience. One of the team members is an expert in IoT and smart water management and is well-versed in harnessing technology to improve water use. The other member specializes in irrigation systems and has in-depth knowledge to deliver water effectively to plants. The third Awad is an agricultural engineer specializing in precision irrigation. The fourth Awad specializes in data analysis and artificial intelligence, and the last one specializes in hardware and software. This powerful combination allows us to combine cutting-edge IoT capabilities with precision irrigation technologies. Our collaboration ensures the development of a smart controller linked to a mobile application, enabling farmers to make informed decisions on water distribution. By leveraging our individual strengths, we are poised to revolutionize water management in agriculture, reduce waste, and promote sustainability.

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)

Funding
Guiding

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.

Due to COVID-19 restrictions, 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)

As we strive to strengthen our team's capabilities, we are actively seeking professionals in the realm of marketing and communication. We recognize the significance of effectively conveying our solution's value and impact to a wider audience, including farmers, stakeholders, and potential investors. We intend to onboard individuals with expertise in strategic marketing, branding, and communication to craft compelling narratives and outreach strategies. This will involve leveraging various platforms and channels to raise awareness about our intelligent controller and mobile application, fostering engagement and driving adoption. By enhancing our team with marketing and communication specialists, we aim to ensure that our innovative solution reaches its full potential, creating a meaningful impact on water management practices in agriculture.

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)

We envision generating revenue by selling the intelligent controller alongside installation, maintenance services, consulting, and courses. Subsequently, farmers will subscribe to access real-time data, personalized insights, and remote control functionality for their irrigation systems. This comprehensive approach is designed to optimize water usage and enhance crop yield. In the next 3 to 6 months, our strategy involves engaging with customers through pilot programs conducted on select farms. This initiative aims to gather invaluable feedback, refine our technology, and showcase its effectiveness. Concurrently, we will launch a targeted marketing campaign that focuses on regional agricultural communities. Leveraging social media, agricultural events, and partnerships with local farming associations, we intend to establish a strong presence. By actively involving potential users in our developmental journey, our goal is to tailor our solution to their needs and create a robust foundation for successful market penetration

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)

Our project and team have demonstrated a strong track record of engagement and innovation. Notably, we've actively participated in various events and competitions that highlight our commitment to addressing water management challenges. Our project has contributed to the Round Tables on the role of higher education institutions in the agri-food industry, organized by UM6P Innovation & Entrepreneurship Lab in 2022. We also secured the third-place position in the AgriChallenge hackathon's 2nd edition, part of the Erasmus+ AgriENGAGE project by UM6P and IAV in 2022-2023.
Our team's dedication is evident through our participation in prominent events like the Asian Water Forum in 2022, and the African Young Water Professionals Forum in 2021. Our commitment to innovation and collaboration is highlighted by our engagement in the Watech Innovation Week event 2021, showcasing our expertise in water management.

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)

agrilogy pitch11.pdf

Filename: agrilogy pitch11.pdf **Size:** 6.2 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

Revolutionizes agriculture with real-time insights, remote control, and resource efficiency, optimizing water use for enhanced crop yield and sustainability.

4.3 Problem Addressed

Limit your response to 50 words

Inefficient irrigation wastes water in agriculture, exacerbating resource depletion. Farmers lack real-time data and control. Our solution optimizes water use, enhances crop yield, and fosters sustainability.

4.4 Proposed Solution

Limit your response to 50 words

Our solution combines an intelligent irrigation controller with a user-friendly mobile app. Real-time data, remote control, and insights empower farmers to optimize water distribution, curbing waste, enhancing crop yield, and promoting sustainable agriculture.

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.

239000

5.3 Potential Cumulative Explorer Funding

239000.0 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

Continuation Explorer Team Budget Plan

Completed - Aug 30 2025

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-23F-8142648035

Team Name: Agrilogy <>

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 (Dhs)	Click to add item
1	Rent a server	5000	✖

Software Total: 5000.0

3. Hardware

	Short Description	Amount (Dhs)	Click to add item
1	Weather station Its containe, radiation sensor, rainfull sensor, Atmospheric temperature, and humidity pressure sensor, Wind speed sensor Wind direction sensor. All this for providing weather data to make the irrigation process more precision.	20000	✔
2	IoT Controller	5000	✔
3	Data Logger	5000	✔
4	Wireless Data Transmitter (LoRaWAN/GSM)	3000	✔
5	Battery Storage (Lithium-Ion, 48V)	2500	✔
6	Voltage Sensors	3000	✔
7	Smart Energy Monitoring System (IoT-Based)	4000	✔
8	Digital Power Analyzer	2000	✖

Hardware Total: 44500.0

4. Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1	Development of a CRM web app focused on data integration, organization, and management for farm-related activities	50000	✖

Web/App Development Total: 50000.0

5. Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	Drone for agriculture services (Dji Mavic 3 Multispectral)	75000	✔
2	Hand tool case 147pcs	2250	✔
3	220/380v generator	4500	✔
4	580w solar panels	6000	✔
5	speed variator	8000	✔
6	Immersed pump	6000	✔
7	Drip Irrigation Kit	3000	✖

Materials and Services Total: 104750.0

6. Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1	Marketing Videos	4000	✔
2	Design graphic for digital marketing posts and capsules on social networks	5000	✔
3	Design and development of a web site store	8000	✔
4		0	✖

Advertising and Marketing Total: 17000.0

7. Travel

	Short Description	Amount (Dhs)	Click to add item
1	visiting the clients (farmers)	10000	✔
2		0	✖

Travel Total: 10000.0

8. Other Expenses

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

	Short Description	Amount (Dhs)	Click to add item
1	Research Experimental Farm	10000	✖

Other Expenses Total: 10000.0

Project Total: 241250.0

In section 5.2 of your application form, you said your funding request was: 239000 (continuing team) or 227773 (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.

F25 Continuing Funding Board Review (Continuing Teams) for: Marwan Hassoun

Completed - Sep 17 2025
Score: 43% (3/7)

F25 Continuing Funding Board

FUNDING BOARD MEMBER (your name): **Marwan Hassoun**

email: **marwan.hassoun@outlook.com**

Team ID: ExID-23F-8142648035

Team Name: Agrilogy

Applicant: Hamza Khotbi

Team Members: anass boufi, zakaria makhkhas

Value Proposition: Revolutionizes agriculture with real-time insights, remote control, and resource efficiency, optimizing water use for enhanced crop yield and sustainability.

Problem Addressed: Inefficient irrigation wastes water in agriculture, exacerbating resource depletion. Farmers lack real-time data and control. Our solution optimizes water use, enhances crop yield, and fosters sustainability.

Proposed Solution: **Our solution combines an intelligent irrigation controller with a user-friendly mobile app. Real-time data, remote control, and insights empower farmers to optimize water distribution, curbing waste, enhancing crop yield, and promoting sustainable agriculture.**

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 : 0

S23 Amount Spent : 0

S23 Amount Approved BUT NOT Spent : 0

F23 Funding decision (Custom Awarded Amount) : 0

F23 Amount Spent :

F23 Amount Approved BUT NOT Spent :

S24 Funding decision (Custom Awarded Amount) : 227000

S24 Amount Spent :

S24 Amount Approved BUT NOT Spent :

F24 Custom Awarded amount : 130000

S25 Custom Awarded amount : 0

MENTOR REVIEWERS RECOMMENDED AMOUNT(S) AND JUSTIFICATION:

S25 Mentors :

S25-->F25 Mentor Continuation Feedback (External):

S25-->F25 Mentor Continuation Feedback (Internal):

S25-->F25 Mentor Continuation More Funding (Did the team present a 5-minute pitch to you?):

S25-->F25 Mentor Recommended Funding (If they request more funding would you support their request?) :

S25-->F25 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?):

S25-->F25 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 "?"):

<>

Invite to Mock Funding Board?

YES

RECOMMENDED FUNDING LEVEL:

Requested Amount : 241250

Partial Amount: 100000

Internal Feedback (if any, to EXPLORER Administration):

Eliminated the drone request.

Keep in Group Format?

(No response)

External Feedback (TO CANDIDATES):

(Use internal feedback from above to fill out)

- It's impressive to see your progress
- Make sure your slides include details about your customer discovery
- Revise your budget, Explorer will not support a drone purchase. Please get creative on how you are going to prove the technology with the drone.
- Use funds for customer discovery and update your slides to show your customer discovery results and future plans. Without that it would be hard for Explorer to justify additional funding.

Accept Funding Form

Completed - Oct 18 2023

Please answer all the questions to accept to participate in the Explorer program.

Participation Acceptance

Please review Explorer Guidelines here before submitting this form.

Explorer Guidelines, Participation & Award Acceptance

0.1 Team Name

(Do not change your team name here. If the name is incorrect, contact explorer@um6pventures.com to change your team name).

<>

0.2 Your Name

anass boufi

1.0 Every member of your team is committed to attending the Explorer Kickoff Session (October 9th, 6pm Morocco Time) ?

Instructions: All participants (**every team member**) in Explorer **are required** to attend the kickoff session.

Yes

2.0 EXPLORER GUIDELINES: Do you and all your team members agree to the Explorer Guidelines?

Click here to review the Explorer Guidelines.

Yes

3.0 FUNDING ACCEPTANCE: Do you accept your invitation to participate in Explorer and accept your funding award for the current cohort?

NOTE: You will not be considered an active Explorer team for this cohort if you choose any option that is a No response.

Yes

4.0 Our Team is committing to participate and attend EVERY mentor meeting scheduled? We understand that failure to attend a scheduled meeting with a mentor may result in termination from the program and/or withdrawal of your funding.

NOTE: You will not be considered an active Explorer team for this cohort if you choose any option that is a No response.

Yes

5.0 Our Team is committing to watch the recording of the Lean Lanchpad Webinar by Roman Lubynsky before session 1. Here is the link

NOTE: You will not be considered an active Explorer team for this cohort if you choose any option that is a No response.

Yes


Agrílogy

9 Billion cubic meters per year

87,8% of total water consumed

Source:Une étude réalisée par le Haut-Commissariat au Plan

1

40% of water is lost in the irrigation process



2

Random irrigation, lack of information, and evaporation

3

Crop yields decrease by 11% and prices increase by up to 20%

SOLUTION:

A smart Controller connected to the irrigation system and linked to a mobile application, and It's essential goal reduce time, money, and resources for the farmer.









Remote control and monitoring of the irrigation system from anywhere with precision.

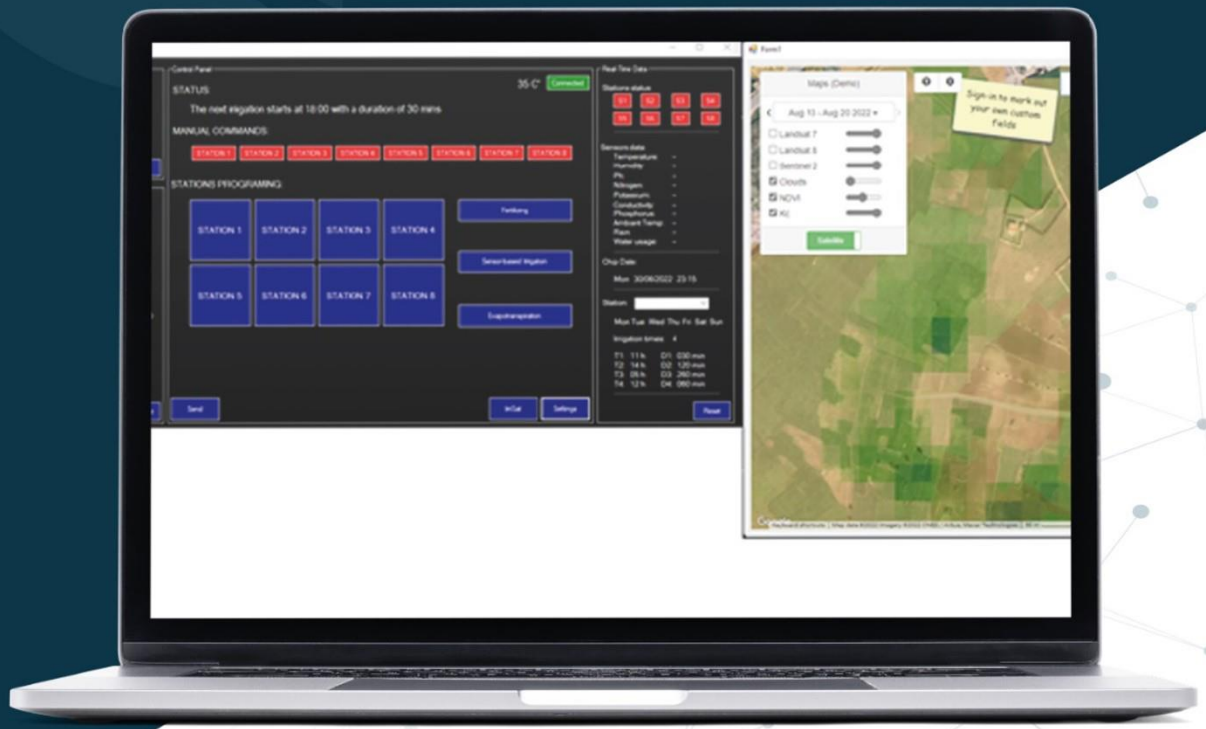


Smart irrigation schedules.

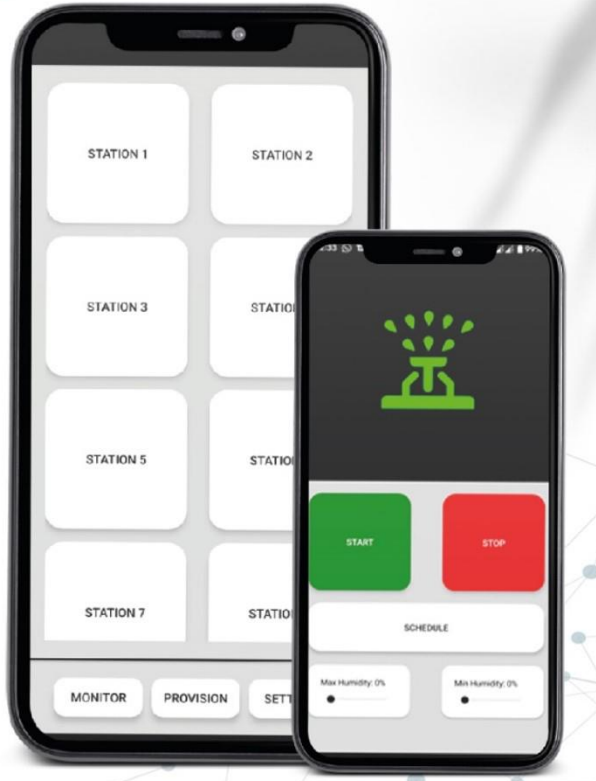
Alert and predict the impact of extreme weather conditions.

OUR APPLICATIONS:

WINDOWS APPLICATION



MOBILE APPLICATION




AgriLogy




AgriLogy


AgriLogy




AgriLogy




AgriLogy


AgriLogy



CLIENTS SEGMENTS:

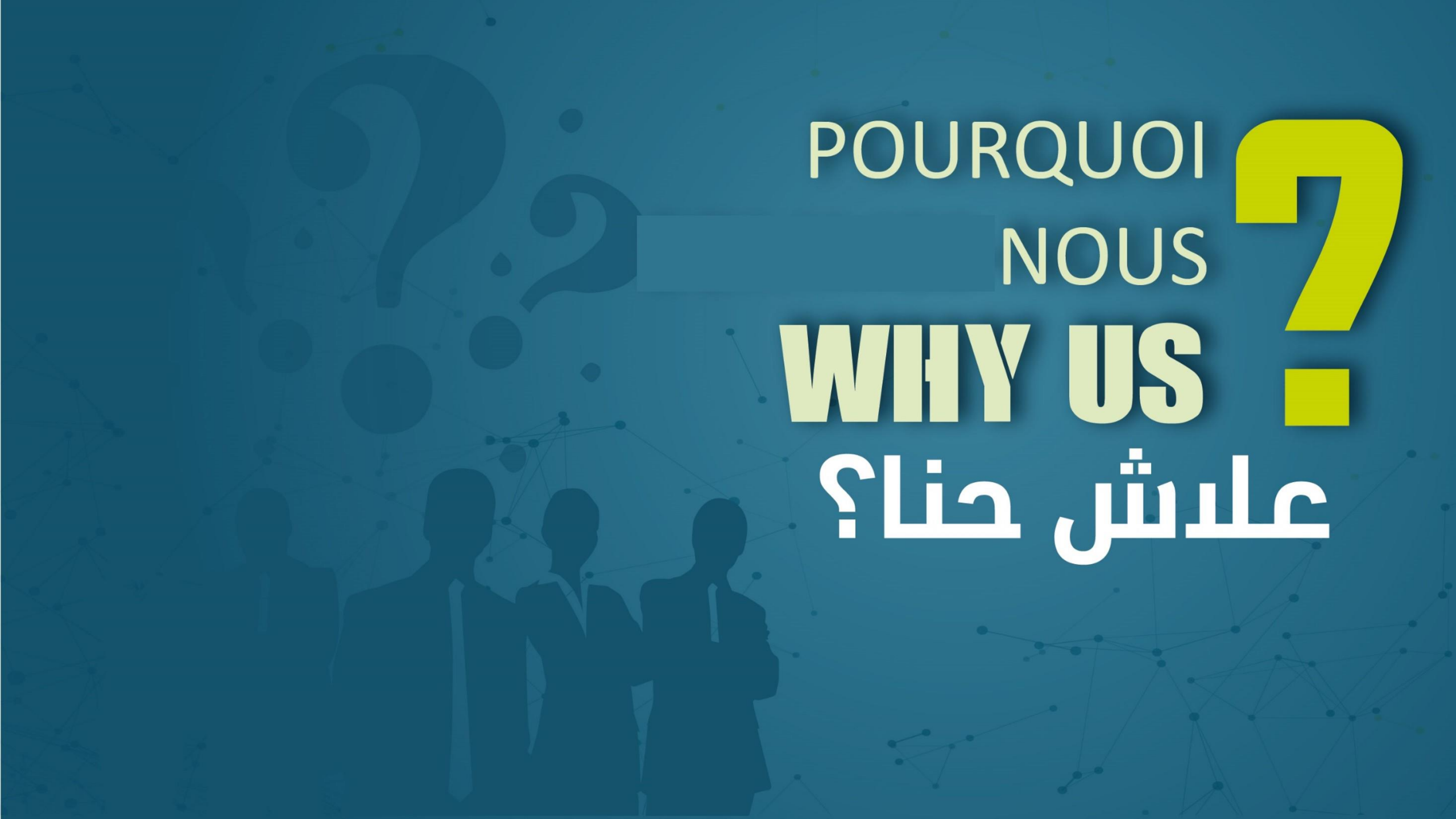


Small and medium farmers



Water stress and Plants

consume a lot of water


POURQUOI
NOUS
WHY US
?
علاش حنا؟



Precision irrigation up to 30%



Competitive Price

Added Value

improve crop yield



heat wave forecast



	Before précision irrigation	After précision irrigation	Saved
Water consumption	7500m3/ha/year	5107,5m3/ha/year	2392,5m3/ha/year -31.9%
Energy consumption	517,5KWH/ha/year 825,80DH/ha/year	394,34KWH/ha/year 629,3DH/ha/year	123,16KWH/ha/year 196,5DH/ha/year
Time	-----	-----	≈80%
labor power/1	9600DH/Year	0DH/Year	9600DH/Year



AGRILOGY PACK



CONTROLLER

INSTALLATION

MAINTENANCE

AgriLogy Accessories






اجري لوجي ديما مع الفلاح
Agrilogy
GUARANTEE
Agrilogy
Connect Now
Wi-Fi
WITH AGRILOGY MONITOR AND SAVE YOUR MONEY AND YOUR TIME
AGRILOGY IS A SMART IRRIGATION SYSTEM WITH A MOBILE PHONE APP
اجري لوجي هو نظام ري ذكي
مع تطبيق للهاتف المحمول

COMPETITORS

CRITERIA

	HARDWARE CONTROLLER	SOFTWARE APP	PRECISION IRRIGATION	EASY USAGE	COMMUNICATION TOUCH SCREEN	PRICE
Agrilogy	✓	✓	✓	✓	✓	✓
Hunter	✓	✓	✗	✗	✗	✗
Rain Bird	✓	✓	✗	✗	✗	✗
Netafim	✓	✓	✓	✗	✗	✗
rachio	✓	✓	✗	✓	✗	✗

OUR ACHIEVEMENT

Utility of the Future Program

3

odyssée régional de l'entrepreneuriat

1

African water professional forum(Af-YWPF)

TOP 10

MEET OUR TEAM



Anass BOUFI
TECHNICAL CHIEF



Hamza KHOTBI
Water Management Professional



Zakaria Makhas
Data scientist


Our partners
Agrilogy
FAO
FIAT PANIS
Pôle Digital
DE L'AGRICULTURE, DE LA FORÊT
ET OBSERVATOIRE DE LA SÉCHERESSE
TECH-57
وكالة التنمية الفلاحية
AGENCE POUR LE DEVELOPPEMENT AGRICOLE
ESPRESSIF
AMADAL
GLOBAL SYSTEMS
TAKACHI
المملكة المغربية
Royaume du Maroc
وزارة الفلاحة والصيد البحري
والتنمية القروية والمياه والغابات
Ministère de l'Agriculture, de la Pêche Maritime
J@LC JLCPCB


Agrilogy
ديما مع الفلاح
THANK YOU
agrilogy
contact.agrilogy@gmail.com

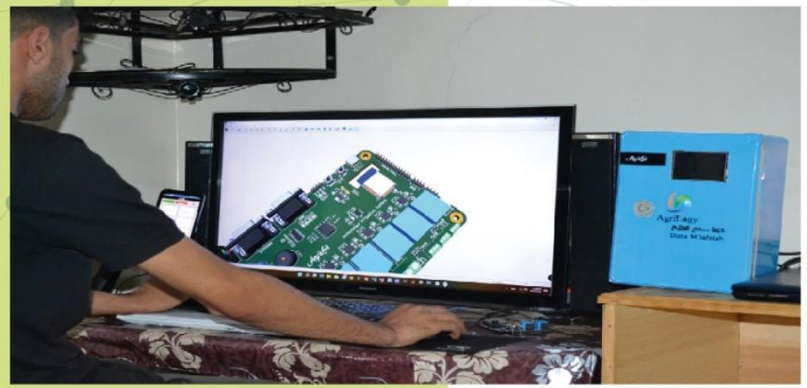

Agrilogy
ديما
مع
الفلاح

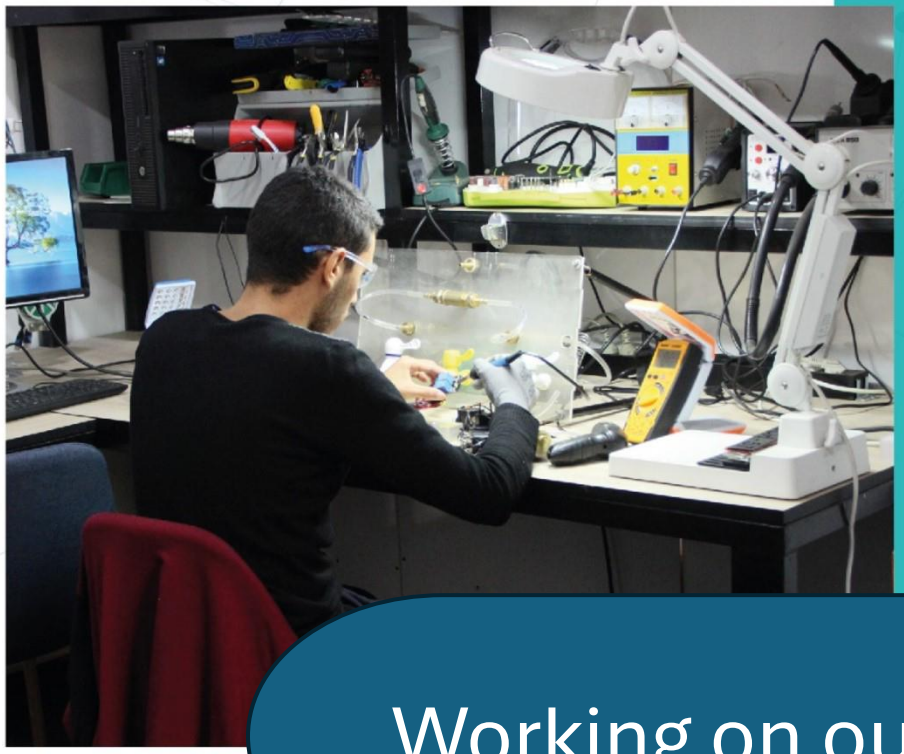

Agrilogy
ديما
مع
الفلاح

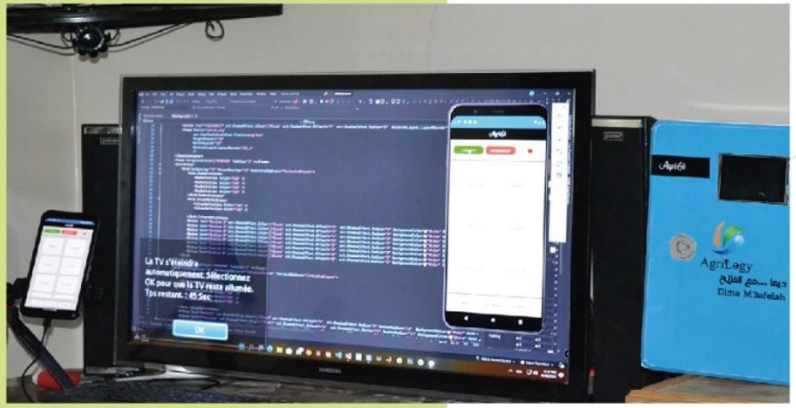

Agrilogy


Agrilogy
GUARANTEE
WITH
AGRILOGY
MONITOR
AND SAVE YOUR MONEY
AND YOUR TIME


Agrilogy
ADVANTAGES
GUARANTEE
WITH AGRILOGY MONITOR
A New Way t
field withFewe
consumption. G
Irrigation Schedule
and monitor and contro
irrigation process, "Agrilogy
helps you give your fields the
water they need
automatically.
طريقة جديدة لسقي مزرعتك
باستهلاك اقل للموارد. احصل على
جداول الري الخاصة بك ,يساعدك
"اجري لوجي" بمراقبة عملية الري
والتحكم فيها عن بعد و تزويد حقلك
بالمياه التي يحتاجها تلقائيا وبدون
ضياع للموارد
ITH
RILOGY
R AND SAVE
R MONEY
YOUR TIME
054 +212615735697
2626170488







Working on our Prototype





IMPACT



Optimize water consumption



Protect the environment



Reduce the impact of heat waves on crop yield and quality

SUSTAINABLE DEVELOPMENT GOALS

2 FAIM «ZÉRO»

6 EAU PROPRE ET ASSAINISSEMENT

8 TRAVAIL DÉCENT ET CROISSANCE ÉCONOMIQUE

12 CONSOMMATION ET PRODUCTION RESPONSABLES

13 CLIMATE ACTION