Application: ExID-26F-3638707349

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UM6P Explorer Innovation Fund (MOROCCO)

Summary

ID: ExID-26F-3638707349
Last submitted: Aug 26 2026 14:45 (+01)
Labels: Mock and Full FB Review (New Applications), F26 Invited to MFB , OLD - F26 Invited to FFB, F26 Invited to FFB, F26 NOT Invited to FFB

Eligibility Criteria

Completed - Aug 26 2026

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

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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 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

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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: August 31st, 2026

Cohort active: October 2026 - January 2027

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

Brainfast

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

none

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://www.brainfast.ai

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.

WhatsApp Image 2026-03-26 at 12.45.23.jpeg

Filename: WhatsApp Image 2026-03-26 at 12.45.23.jpeg.jpeg **Size:** 32.8 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	Artificial Intelligence
2	Software
3	Information Technology

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:

Global

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)

Businesses, especially SMEs in MENA and Europe, struggle to efficiently manage and convert leads across fragmented communication channels such as WhatsApp, websites, email, and social media. Existing tools are either too technical, require heavy integrations, or fail to provide real-time, intelligent engagement. As a result, companies lose potential customers due to slow response times, poor qualification, and lack of automation. Additionally, non-technical teams cannot easily build or customize AI-driven workflows, creating a dependency on developers and increasing operational costs. There is a clear need for a simple, scalable solution that enables businesses to deploy intelligent agents capable of automating conversations, qualifying leads, and executing tasks across multiple platforms without requiring coding expertise.

3.2 Proposed Solution

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

Brainfast.ai is a no-code platform that enables businesses to create, customize, and deploy AI agents across channels like WhatsApp, websites, and CRM systems. Positioned as a “WordPress for AI agents,” it allows users to design agents that can engage customers, qualify leads, answer questions, and trigger workflows in real time. The platform integrates with tools like Slack, Notion, and CRM systems to centralize operations and automate repetitive tasks. By leveraging multiple AI models through a flexible credit system, Brainfast provides both affordability and performance optimization. Our goal is to simplify AI adoption for businesses by making agent creation intuitive, fast, and scalable, reducing manual workload while improving conversion rates and customer experience.

3.3 Who is Your Competition?

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

Our competition includes conversational AI platforms like Intercom, Drift, and Tidio, which focus primarily on chat-based customer support but lack deep multi-channel automation and flexibility. Tools like Zapier and Make offer workflow automation but are not specialized in AI-driven conversations. Emerging AI agent platforms such as Chatbase and Voiceflow provide chatbot creation but often require technical setup or lack seamless integrations for business workflows. Additionally, large ecosystems like OpenAI or Google provide APIs but not end-to-end business-ready solutions. Brainfast differentiates itself by combining no-code usability, multi-channel deployment (especially WhatsApp), and workflow execution into a single platform tailored for non-technical users and SMEs.

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 is composed of builders with strong technical and product-oriented backgrounds. I am a Full Stack Developer specializing in AI integrations, backend systems (FastAPI, MongoDB), and modern frontend frameworks. I have experience building scalable SaaS products and automation tools. My teammates complement this with expertise in software development, system design, and execution. As a team, we are highly execution-driven, capable of rapidly prototyping and iterating based on user feedback. We have already collaborated on AI-driven projects and hackathons, demonstrating strong problem-solving skills and the ability to deliver under pressure. Our strength lies in combining technical depth with a clear understanding of real business needs.

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)

We aim to validate Brainfast.ai with real users, refine our product-market fit, and accelerate our go-to-market strategy. Through Explorer, we hope to gain mentorship on scaling SaaS products, structuring our business model, and improving our positioning. Access to funding will allow us to enhance product development, improve infrastructure, and run targeted user acquisition experiments. We are also looking to leverage the network to connect with potential partners, early adopters, and industry experts. Ultimately, our goal is to transition from pilot projects to a scalable product with measurable traction.

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.

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)

We are looking to expand our team by adding profiles in growth/marketing and AI engineering. Specifically, we need someone experienced in B2B SaaS growth to help us acquire and convert users, as well as an AI engineer to optimize agent performance and model orchestration. We plan to recruit through our network, startup communities, and university ecosystems such as UM6P and 1337. Additionally, we aim to attract talent by offering hands-on experience in building a real AI product with strong growth potential.

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)

Brainfast will operate on a subscription and usage-based (credit) model. Businesses will pay monthly for access to the platform and additional credits based on AI usage. Our initial go-to-market strategy focuses on SMEs in sectors like telecom, insurance, and e-commerce, where lead management is critical. Over the next 3–6 months, we will onboard pilot customers, refine our offering, and scale through outbound sales, partnerships, and targeted digital marketing. WhatsApp automation will be a key entry point to capture demand in MENA markets.

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 have already built a functional version of Brainfast and tested it through pilot use cases with businesses such as EVA Seguros, Dr. Refai, and Africa E-commerce. These pilots validated our ability to automate lead capture, customer interactions, and workflow execution. Additionally, our team has participated in innovation programs and hackathons, demonstrating our ability to build and deliver AI solutions. While still early-stage, we have initial traction, real use cases, and a clear roadmap for growth.

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)

BrainFast Pitch Deck.pdf

Filename: BrainFast Pitch Deck.pdf.pdf **Size:** 747.7 kB

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

No-code platform to create unlimited AI agents that answer customer needs across channels quickly and easily.

4.3 Problem Addressed

Limit your response to 50 words

Businesses struggle to handle growing customer inquiries efficiently. Existing tools are limited, complex, or restrict scalability, making it difficult to deploy multiple AI agents tailored to different use cases without technical expertise or high costs.

4.4 Proposed Solution

Limit your response to 50 words

Brainfast.ai offers a no-code platform where businesses can easily create and manage unlimited AI agents tailored to different needs, deployed across channels like websites and WhatsApp, enabling scalable, instant, and cost-effective customer interaction without technical complexity.

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.

51000

5.3 Potential Cumulative Explorer Funding

51000.0 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 26 2026

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-26F-3638707349

Team Name: Brainfast

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	OpenAI / LLM API usage (GPT models for agents)	10000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Software Total: 10000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	Laptop / dev hardware support (minor upgrade or peripherals)	5000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Hardware Total: 5000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Cloud hosting (Vercel, AWS, backend servers)	5000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Web/App Development Total: 5000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	Legal / company setup / admin costs	5000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Materials and Services Total: 5000.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	Customer acquisition (ads, lead gen experiments)	20000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Advertising and Marketing Total: 20000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Local travel for meetings, pilots, partners	2000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Travel Total: 2000.0

8. Other Expenses

	Short Description	Amount (MAD)	Click to add item
1	Contingency buffer (unexpected costs, API spikes)	4000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 4000.0

Project Total: 51000.0

In section 5.2 of your application form, you said your funding request was: (continuing team) or 51000 (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.

brainfast.

The AI Agent
Automation Platform

BETA

2025 · Investor Deck

Unlike chatbots that just answer questions, Brainfast takes action.

3 Plans

Starting at $25/mo

7-Day

Free trial, all plans

24/7

Autonomous operation

AI potential is trapped in demos, not deployed in real workflows.

Complex Integration

Teams spend months connecting AI to internal tools, APIs, and data sources before seeing any ROI.

Fragmented Tooling

Businesses juggle 5+ AI tools with no unified layer to orchestrate agents across workflows.

Manual Bottlenecks

High-value professionals still perform repetitive tasks that capable AI agents could handle autonomously.

THE SOLUTION

One platform to build, deploy, and manage AI agents at scale.

1. **Train on your knowledge**
   Upload docs, FAQs, websites
2. **Customize & connect**
   Style, conversations, integrations
3. **Deploy everywhere**
   Any channel, 24/7 autonomous
4. **Monitor & optimize**
   Analytics & continuous improvement

No-Code Agent Builder

Real-Time AI Support

Seamless Integrations

Instant Accurate Answers

Three layers, infinite possibilities.

1

Layer 1: Agent Studio

Visual no-code builder for designing agent logic, triggers, and decision flows — train on your PDFs, websites, Google Docs and videos instantly.

2

Layer 2: Workflow Engine

Connect agents to your CRM, calendar, payment gateways, and communication platforms. Set up once; everything stays in sync automatically.

3

Layer 3: Autonomy Runtime

Agents run 24/7 — booking appointments, processing payments, closing deals, and escalating edge cases to humans when needed.

A massive, fast-growing market.

$47B

AI Automation Market by 2027

CAGR 38%

67%

Enterprises plan agent adoption by 2026

Gartner, 2024

10M+

Knowledge workers underserved by AI tools

Target Addressable Market

🔑 Unlike chatbots that just answer questions — Brainfast takes action. Books appointments, processes payments, and drives revenue, automatically.

Early signals — and growing fast.

Beta	Active	Strong	Growing
Live & onboarding early customers	Enterprise pilots in progress	NPS from beta users	Waitlist of teams

KEY MILESTONES

- ✓ Platform v1.0 launched — fully functional agent builder with no-code interface
- ✓ First enterprise pilots onboarded — feedback extremely positive
- Expanding integrations library (Salesforce, HubSpot, Slack, Notion, calendars)
- SOON Series A fundraise to accelerate GTM and engineering capacity

Recurring revenue. 7-day free trial on every plan.

Starter

$25/month

- ✓ 1 AI agent
- ✓ 500 free credits/month
- ✓ Pay-as-you-go at provider rates
- ✓ 20 MB storage
- ✓ 7-day free trial
- ✓ Email support

★ Popular

Pro

$80/month

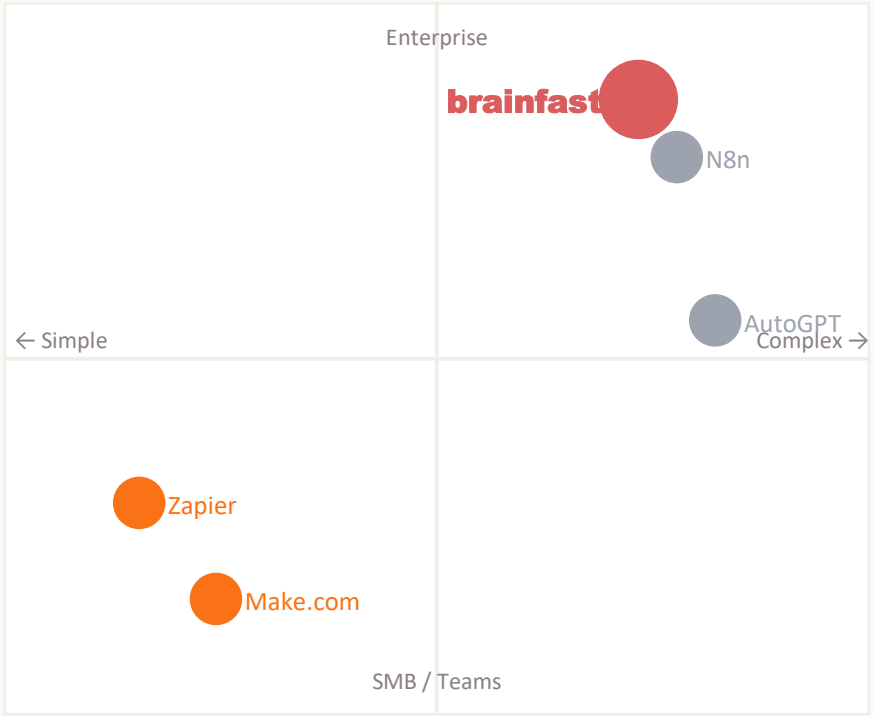
- ✓ 3 AI agents
- ✓ 1,000 free credits/month
- ✓ Pay-as-you-go at provider rates
- ✓ 50 MB storage
- ✓ Audio & image processing
- ✓ API integrations
- ✓ Email support

Business

$199/month

- ✓ 6 AI agents
- ✓ 3,000 free credits/month
- ✓ Pay-as-you-go at provider rates
- ✓ 200 MB storage
- ✓ Audio & image processing
- ✓ API integrations
- ✓ Remove branding

We sit where others don't.



Why Brainfast Wins

Enterprise power + ease of use

No-code builder meets enterprise reliability

True autonomy

Books, pays, sells — without human input

Action, not just answers

Unlike chatbots, Brainfast executes workflows

Native observability

Monitor, debug, and audit every agent action

4 co-founders. All software engineers.

Yusuf el aissaoui

Co-Founder

Product & Vision

Full-stack engineer. Leads product architecture, roadmap, and overall company strategy.

Mouad sodor

Co-Founder

Backend & AI

Backend engineer. Owns the AI engine, workflow orchestration, and platform infrastructure.

Hassan Oigag

Co-Founder

Frontend & UX

Frontend engineer. Builds the no-code agent builder and all customer-facing interfaces.

Hamza Talhaouia

Co-Founder

ML & Integrations

ML engineer. Designs agent reasoning, data pipelines, and third-party integration layer.

The future of work is autonomous.

Brainfast.ai is the platform that gets you there —
booking appointments, processing payments, closing deals, automatically.

Build Your AI

brainfast.ai · contact@brainfast.ai