Mendari

من داري

Turning invisible talent into sustainable income.

A trusted digital marketplace for Moroccan women to sell their products and services.



TWO WOMEN.
ONE MISSION.

20 YEARS OF TALENT.

She doesn’t need followers.
She needs visibility.





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Hidden value.
Broken system.

3,000 MAD
Product selling price

300 MAD
What she actually earns

Traditional systems take most of the value.

Mendari gives them 90% every time.

THE PROBLEM

The market exists. But the path from skill to income is broken.

For home-based women, the barrier is not talent — it is being discovered, trusted and paid through one simple journey.



WHERE THE JOURNEY BREAKS

01 DISCOVERABILITY

Visibility often stops at personal contacts and social posts. Reaching new local customers is irregular and difficult to scale.

02 TRUST

Buyers cannot consistently verify identity, quality, reviews or availability — so a good product alone does not close the sale.

03 TRANSACTION

Messages, listings, orders, bookings and follow-up live across separate tools, creating friction for both the seller and the buyer.

23%	cite weak demand as a major problem	30%	of women UPI leaders struggle with work–family balance	52	MenDari customer-discovery conversations

Sources: HCP Informal Sector Survey 2023/2024; MenDari customer discovery: 27 online surveys, 20 phone calls and 5 in-person interviews.

The result: valuable work stays invisible, informal and underpaid.

Plateforme pour artisanes marocaines

Transformez votre talent en revenu durable

MenDari connecte les artisanes et coopératives féminines aux clients. Vendez vos produits, gérez vos commandes et développez votre activité — assistée par notre IA.

Commencer gratuitement →

Découvrir nos artisanes

17+
Artisanes actives

0+
Coopératives

0+
Commandes livrées



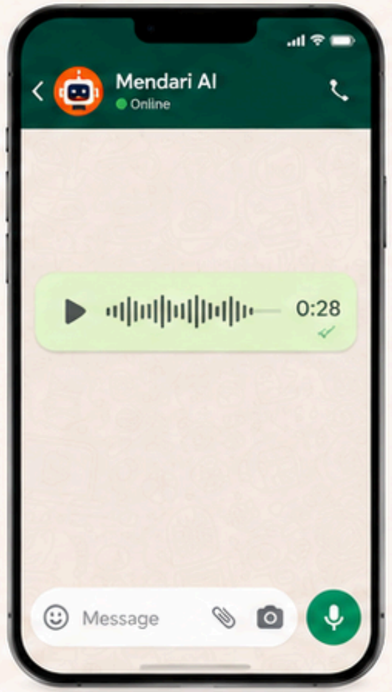
Assistant IA
Aide à la publication

Real product.

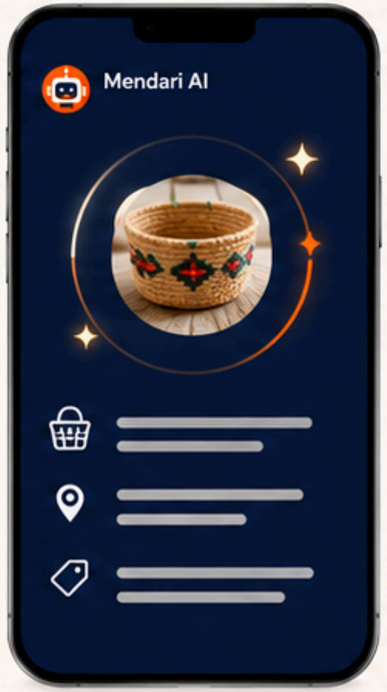
Real users. Real momentum.

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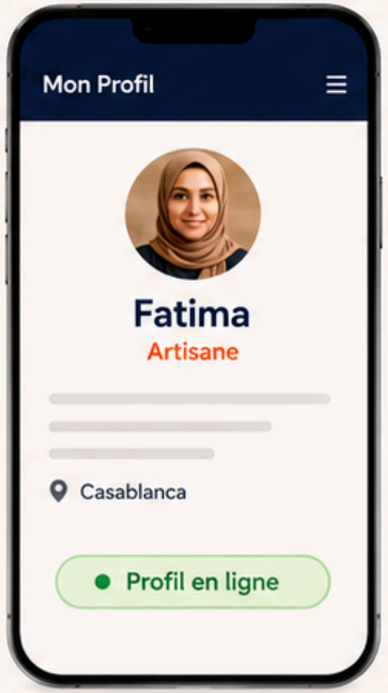
1 She sends a voice message



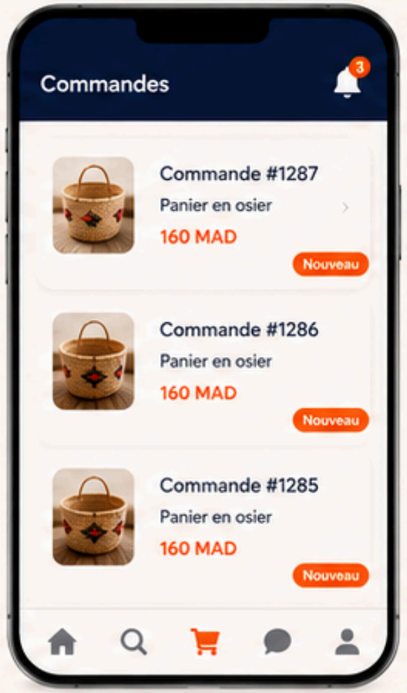
2 AI agent creates her profile



3 Her profile is live



4 Orders come to her



5 AI agent confirms & notifies



50+ artisans ready for launch | Validated by **real women** in Morocco

MARKET OPPORTUNITY

A large potential pool. A proven base of women already selling.

Official data separates the national opportunity, the home-based supply and MenDari's achievable launch target.



TAM

NATIONAL POTENTIAL

≈11.4M

women outside the labor force

SAM

PROVEN WOMEN-LED SUPPLY

≈154K

women-led informal production units

≈48K already operate from home

SOM

24-MONTH MENDARI TARGET

500

active sellers in Casablanca

1.8% of 27,695 women-led establishments in the region

The market already exists: ≈48K women already run an informal activity from home.

FROM ARTISAN DISCOVERY TO MARKETPLACE READINESS

OUR PROGRESS SO FAR

80+

WOMEN ARTISANS

reached through conversations

50+

SHARED INITIAL DATA

shared their initial information

17

ONBOARDED

artisans onboarded to MENDARI

80+ reached → 50+ shared data → 17 onboarded

NEXT MILESTONE

80–100

ARTISANS — CURRENT PHASE TARGET

Complete artisan acquisition and onboarding, then shift our primary focus to customer acquisition and demand validation.

TARGET — NOT CURRENT ONBOARDING

PRODUCT DEVELOPMENT

AI-POWERED ONBOARDING

Our first AI agent version is nearing completion. It is being developed to help artisans create their accounts through a simpler onboarding experience.

TEAM DEVELOPMENT

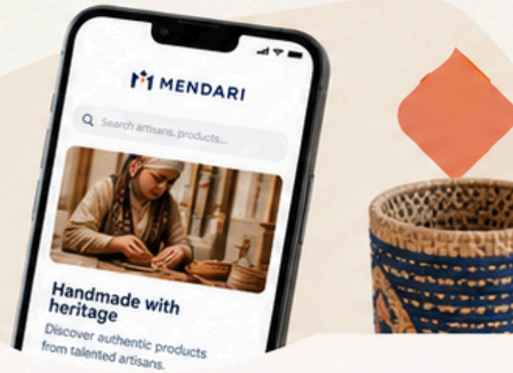
MARKETING LEADERSHIP

Strengthening our team with a new marketing strategy lead.

MENDARI • SUPPLY VALIDATION FIRST → CUSTOMER ACQUISITION NEXT

A Marketplace Built to Grow with Its Sellers

MENDARI creates value for artisans and customers while generating revenue through transactions and optional digital services.



REVENUE MODEL

PRIMARY REVENUE STREAM

15%

TRANSACTION COMMISSION

15% commission on completed sales.
Our primary proposed revenue stream.

PROPOSED MONETIZATION OFFER

MENDARI PRO BADGE

200 MAD

Proposed subscription price.

POTENTIAL FUTURE REVENUE

AI AGENT

200 MAD

Potential future paid plan, to be validated after the first version is launched and its value is demonstrated. The first version is currently nearing completion.

VALUE PROPOSITION

FOR ARTISANS

- ✓ Greater discoverability
- ✓ Simplified digital onboarding
- ✓ Access to potential customers

FOR CUSTOMERS

- ✓ Discover local products and services in one marketplace
- ✓ A more structured discovery and ordering experience

COMPETITIVE ADVANTAGE

MENDARI combines local artisan discovery, accessible onboarding and a structured marketplace experience.

COMPETITION

The market is active. The journey is fragmented.

Each platform solves part of the journey - none combines all six layers for women.

PLATFORM	WOMEN-FIRST	PRODUCTS	LOCAL SERVICES	TRUST & VERIFICATION	ORDER + BOOKING	WHATSAPP / AI
MyTindy	✗	✓	✗	✓	~	•
Anou	~	✓	•	✓	~	~
AtLine Market	✓	✓	~	~	•	✗
Mouhim	✗	✓	✓	~	✓	~
Etsy	✗	✓	✗	✓	~	✗
MenDari	✓	✓	✓	✓	✓	✓

✓ Strong match ~ Partial match • Limited match ✗ Not a match

Public platform features and terms reviewed 29 Aug 2026. MenDari reflects the MVP scope presented in this deck.

Others cover pieces. MenDari connects the full local journey.

MENDARI

60,000 MAD to Validate Demand and Acquire Our First Customers

From building the platform to proving market demand.

FUNDING REQUEST

60,000 MAD

5 focused validation workstreams

HOW THE BUDGET WILL BE USED

01 RESEARCH

Customer discovery

15,000 MAD

25%

Interviews and field research to uncover needs, buying barriers and category demand.

02 GROWTH

Marketing experiments

18,000 MAD

30%

Targeted ad tests across Meta, Instagram and TikTok to measure interest and acquisition cost.

03 CONTENT

Photo & content

10,000 MAD

16.7%

Product photos and short artisan videos to test which listings and stories attract attention.

04 TECH

Legal Structuring, Company Registration & Brand Protection

10,000 MAD

16.7%

Creation of the society, legal regulations and protection of the MENDARI brand.

05 ENABLE

Artisan onboarding

7,000 MAD

11.6%

Listing support and practical training so artisans can present products and handle orders.

WHAT THIS FUNDING WILL PROVE

01 **Customer demand**

Understand needs, interest and purchase barriers

02 **Acquisition efficiency**

Compare audience, message and channel performance

03 **Path to first transactions**

Use evidence to prioritize next steps toward initial orders

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Let’s grow real impact together.

Partner with us to empower women and build Morocco’s trusted marketplace.

More women empowered

More real orders

More economic impact

Scan to connect with us