WAPE

Work Accurately. Proactively, and Efficiently

DIGITAL FOR THE CONSTRUCTION INDUSTRY

From a developed product to first recurring revenue.

Run your sites. Control your costs. Stay in control.

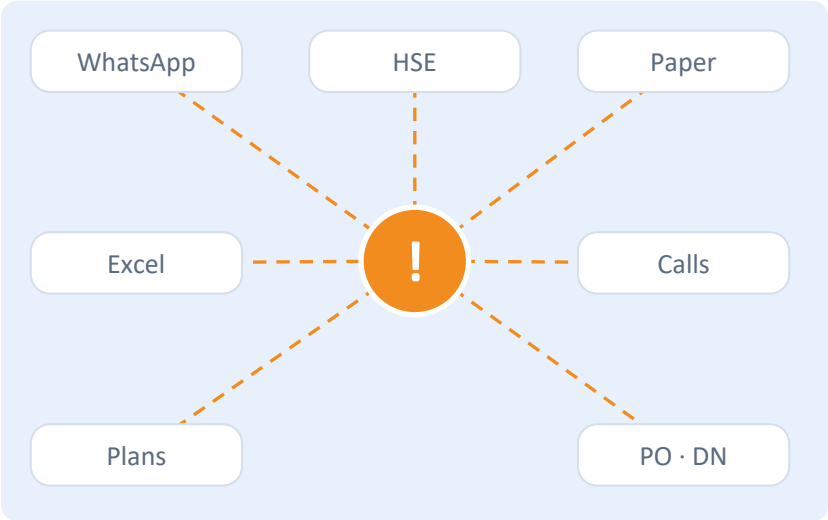
FUNDING REQUEST

50,000 DH

6 months · supervised pilots · structured prospecting · first paying customers



On a construction site, information is everywhere. Except in the right place.



01 Delays
Late tasks are hard to spot

02 Budget
Gaps between planned and committed

03 Stock
Losses and lack of visibility

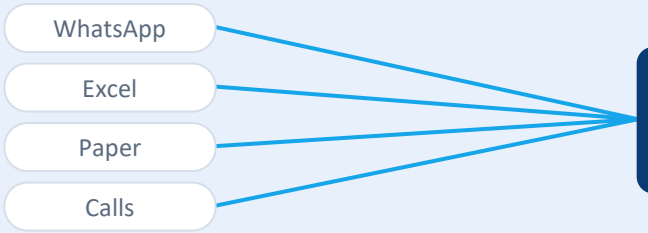
04 Non-conformities
Issues hard to track

05 Documents
POs, delivery notes, plans, HSE scattered

06 Teams
Time tracking hard to centralize

The problem isn't a lack of information. It's not having it in the right place, at the right time.

One platform to run your operations.



WAPE

Clear visibility
Faster decisions

01
Projects
Teams, information and documents centralized

02
Planning
Progress and delays made visible

03
Stock
Receipts, issues, actual consumption

04
Staff & time tracking
Employees and attendance in one place

05
Purchasing
Supplier orders and deliveries

06
Budget
Planned vs committed spend

07
Documents
POs, delivery notes, plans, HSE found quickly

08
Non-conformities
Document, assign, track to resolution

A real need, validated by 35+ construction professionals.

MARKET

Moroccan construction sector: 40,000 construction companies, 10,000 design offices, 6,000 developers.

INITIAL TARGET

15,000 structured SMEs want to go digital: several sites, teams and suppliers to coordinate

ENTRY POINT

10 pilots → 7 to 15 paying customers

35+ construction professionals interviewed during customer discovery

What we heard

- Information scattered across WhatsApp, Excel and paper
- Lack of visibility between site ↔ management
- Insufficient stock and document traceability
- Prospecting underway: calls, meetings, pilot discussions

What we learned from 35+ interviews.

A Product & customer needs

Sharper thinking on:

- Stock & real consumption
- Material reservations
- Expense tracking
- Non-conformities
- Project history & insights
- Alerts & indicators

B Pricing & willingness to pay

Companies hesitate to commit a large upfront sum to software they have not yet experienced.

→ **Led directly to our monthly SaaS model**

C Understanding the Moroccan market

A great product is not always enough. Trust, recommendations, proximity and relationships weigh heavily in purchasing.

→ **Shapes how we sell: relationship-first**

D Networking & new opportunities

Interviewees introduced us to other companies and decision-makers, and pointed us to professional events.

→ **New contacts and pilot opportunities**

Discovery did not just validate the problem. It shaped our product, pricing, commercial approach and network.

Where we stand today: product built, pilots in sight.

DONE

- **Company incorporated in Morocco**
- **Software product developed**
  React · NestJS · PostgreSQL · Redis
- **35+ interviews with construction professionals**
  Field customer discovery
- **Sales prospecting launched**
  Calls, meetings, pilot opportunities identified

PILOT PIPELINE · OPPORTUNITIES IDENTIFIED

4 — Morocco
3 companies in the Agadir region + 1 prospect in Bouskoura, near Casablanca

2 — France
2 potential pilots, via a partner with an established network and a local representative

3 — Côte d'Ivoire
3 potential pilots; local representative identified

FROM IDENTIFIED TO PAYING

1. **Identified**
2. Pilot commitment
3. Deployed pilot
4. Paying customer

In discussion: deployment, training, onboarding. **No signed contracts or paying customers yet.**

Monthly SaaS pricing, shaped by 35+ interviews.

STARTER	PRO	BUSINESS
990 DH / month	1,990 DH / month	3,990 DH / month

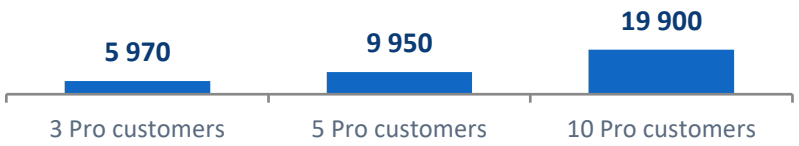
Current pricing structure, informed by customer discovery and still subject to commercial validation.

WHY A MONTHLY SaaS MODEL? A LONG-TERM PARTNERSHIP, NOT JUST A PRICE

35+ interviews: SMEs hesitate to invest heavily upfront in software whose value they have not yet experienced.

1. Lower the financial barrier to adoption
2. No large upfront investment required
3. Adopt progressively, by company size and needs
4. Long-term relationship with each customer
5. Continuous support, training and updates
6. Product improved with real customer feedback

Theoretical monthly recurring revenue (DH), illustrative scenario



WHY IT SCALES

- Same product, N customers: growing margin
- Cloud ≈ 670 DH/month planned (4,000 DH over 6 months)
- Upgrade path Starter → Pro → Business
- Before costs, taxes and churn: an assumption, not a forecast

How we measure impact: hours recovered on site

EXAMPLE 1 · STOCK: A SITE WITH 20 WORKERS

BEFORE WAPE

13 h 20 / day

20 workers × 4 visits × 10 min
= 800 min per day

WITH WAPE · TARGET

2 h / day

20 workers × 2 visits × 3 min
= 120 min per day

–85%

11 h 20 min recovered per day
≈ 249 working hours per month, per site (22 days)

HOW WAPE GETS THERE

- Materials reserved in advance, per planned task
- Withdrawals scanned by smartphone (or selected manually) and logged in WAPE
- Better preparation means fewer trips: 4 visits become 2

EXAMPLE 2 · 5 SITE ENGINEERS

BEFORE WAPE
collecting information — **30 min** / day

WITH WAPE
target — **10 min** / day

1 h 40 **recovered daily**
≈ 36 h 40 / month

(30 – 10) min × 5 engineers = 100 min/day

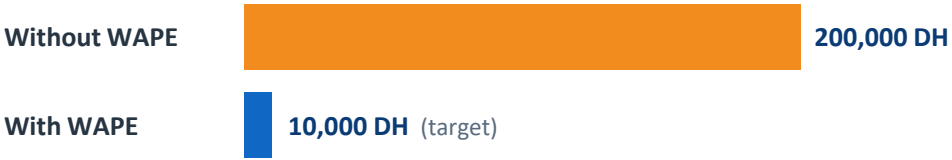
- Tasks, photos and documents in one place
- Less chasing across WhatsApp, Excel and paper

How we measure impact: protecting project margin

EXAMPLE 3 · ILLUSTRATIVE SCENARIO: NON-CONFORMITIES ON A 1,000,000 DH PROJECT

PROJECT VALUE		ASSUMED LOSSES		WITHOUT WAPE	
1,000,000 DH	×	20%	=	200,000 DH	Rework, wasted materials, delays, idle workers and equipment, lower productivity

OPERATIONAL LOSSES ON THE PROJECT



POTENTIAL SAVINGS · TARGET

190,000 DH

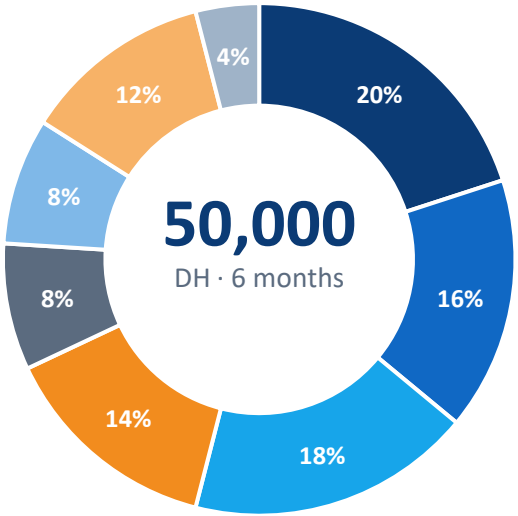
200,000 – 10,000 DH

Target: 95% fewer losses

HOW WAPE HELPS PROTECT THE MARGIN

- Real-time non-conformity reporting
- Photos and precise location on plans
- Assignment of responsible employees
- Notifications and resolution tracking
- Intervention history
- Resolution validation

50,000 DH: every dirham has a job to do.





Where the money goes, and what it delivers.

Category	DH	Breakdown (DH)	Expected outcome
■ Product & quality	10,000	Fixes 3,000 · Tests 2,000 · UX 2,000 · Security/backups 2,000 · Documentation 1,000	Reliable product for pilots
■ Pilots & training	8,000	Setup 1,500 · Installation 2,000 · Training 1,500 · Site visits 1,800 · Feedback 700 · Kick-off 500	Quality deployments (2–3 days/customer)
■ Sales prospecting	9,000	Part-time sales support 4,000 · Lists 1,200 · Follow-ups 1,000 · Materials 800 · Phone 600 · CRM 400 · Buffer 1,000	Qualified meetings, demos, pipeline
■ Legal & accounting	7,000	Accountant 2,400 · Tax/year-end 1,200 · Legal 1,500 · SaaS contracts 1,200 · Data/CNDP 700	Customer contracts, compliance
■ Cloud & tools	4,000	Server 1,500 · Database & backups 900 · Storage 500 · Domain/alerts 300 · Buffer 800	Stable, backed-up platform
■ Marketing & visibility	4,000	Demo video 1,000 · Meta ads 1,500 · Materials 700 · Content 500 · Tests 300	Qualified demo requests
■ Trade shows & travel	6,000	Trade show as visitor 1,000 · Local 1,000 · Intercity 1,500 · Lodging/meals 1,800 · Buffer 700	Meetings with decision-makers
■ Safety reserve	2,000	Unforeseen only; unspent = stays in cash	Financial security
TOTAL	50,000	Amounts to be confirmed by quotes · unbilled internal time = not disbursed	

Next 6 months: validate in the field, then convert.

MONTH 1 | MONTHS 2–3 | MONTHS 4–5 | MONTH 6 | NEXT

Stabilize

- Stabilize the product
- Prepare pilot setup
- Build the sales pipeline

Deploy

- Deploy with pilots
- Train and support users
- Track real usage

Convert

- Collect feedback
- Improve the product
- Pilots → paid plans

Measure

- Results vs. targets
- Conversions and MRR
- Decide next steps

Expand

- Structured sales in Morocco
- Explore international options

6-MONTH SUCCESS INDICATORS · TARGETS, NOT ACHIEVED RESULTS

15 pilot companies deployed	**15–20** paying customers	**50–60** additional qualified meetings	**10+** documented use cases	**Monthly recurring revenue (MRR)** target set from pilot baseline
Active users target set from pilot baseline	**Module adoption rate** target set from pilot baseline	**Time saved per operation** target set from pilot baseline	**Stock discrepancy reduction** target set from pilot baseline	**Avg. non-conformity resolution time** target set from pilot baseline

The team turning the product into proof.



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A developed product. An identified need. 50,000 DH to step up to commercial scale.

> “We are not asking for 50,000 DH to fund an idea. We are asking for the means to turn a developed product and an identified need into a measurable, lasting business.”
>
> Today we launch WAPE, tomorrow we will transform an entire industry.

1. **Product already developed**
   not just a concept
2. **Validated need**
   35+ construction professionals interviewed
3. **Precise, tracked budget**
   50,000 DH, 6 months, tracked with supporting documents
4. **Recurring SaaS model**
   scalable, controlled hosting costs
5. **Measurable targets**
   pilots, paying customers, MRR

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Comparatif fonctionnel — vue d'ensemble

Critère	WAPE	MAB ERP	DigitalBTP	BATIPRO	SmartChantier	EBP Bâtiment
Origine / positionnement	**Startup marocaine ; pilotage opérationnel terrain**	ERP orienté BTP / VRD	Solution orientée BTP marocain	Gestion BTP / bâtiment	Pilotage et suivi de chantier	Éditeur international ; offre bâtiment
Cible principale	**TPE et PME BTP et promoteurs**	BTP, VRD, génie civil, TP	Entreprises BTP	Entrepreneurs et PME bâtiment	Entreprises BTP / promoteurs	Artisans et PME bâtiment
Projets / chantiers	**Oui — Avancé**	Oui annoncé	Oui annoncé	Oui annoncé	Oui annoncé	Selon édition
Planning / tâches	**Tâches + Gantt**	Oui	Planning / Gantt annoncé	Oui mais pas avec Gantt	Suivi chantier annoncé	Selon édition
Plans / documents	**Plans et documents centralisés**	Oui	Documents annoncés	Non	Oui	Selon édition
Stocks / achats	**Stock, réservations, consommations ; BC et réceptions**	Stocks et achats annoncés	Stocks et cycle d'achat annoncés	-	Achats / suivi	Selon modules
Personnel / pointage	**Pointage et personnel**	À vérifier	RH / pointage annoncés	RH annoncées	-	Selon édition
Budget / dépenses	**Budget vs dépenses**	Gestion financière annoncée	Fonctions de gestion annoncées	-	Budget / achats	Selon édition
Non-conformités terrain	**Photos, repères sur plan, Kanban**	-	-	-	-	-
Prix public	**Pack selon le besoin**	Sur devis	Sur devis	À vérifier	Essai / prix à confirmer	Selon offre

PRICING

What you can track	ESSENTIEL 990 DH/mois	PROFESSIONNEL 1 990 DH/mois	ENTREPRISE 3 990 DH/mois
Projects, tasks, and scheduling (Gantt)	✓	✓	✓
Personnel and Timekeeping	✓	✓	✓
Document Management	✓	✓	✓
Traceability of stock and consumption	-	✓	✓
Orders and receipts	-	✓	✓
Clients, suppliers, and subcontractors	-	✓	✓
Visibility into recorded expenses	-	✓	✓
Approved plans and modifications	-	-	✓
Tool management	-	-	✓
Non-conformities (drawings, photos, Kanban)	-	-	✓
Users, projects, storage	5 util, 1 projet	*20 util, 5 projet*	*50 util, 15 projet*
Idéal for	Structuring the foundations: projects, teams, documents	Add traceability for inventory, purchases, and expenses	Mastering plans, tools, and non-conformities