M4NATURE

NATURALLY INNOVATIVE, SOCIALLY RESPONSIBLE

M4NATURE

Problem

85%

of **MOROCCANS** report suffering from fatigue.

- **Excessive consumption of imported products**
- **Productivity issues related to digestive health**
- **Well-being and health**



Nom : Sara

Âge : 35 ans

Occupation : Cadre

Ville : Casablanca

Sarah is a dynamic 35-year-old executive based in Casablanca, married with one child. She earns between 30,000 and 40,000 MAD per month and strives to balance her professional and personal life while maintaining a healthy lifestyle.

Key Objectives:	Maintain a healthy work-life balance while reducing stress.
Key Motivations:	Prioritizing health, well-being, and natural solutions.
Pain points:	Stress and time constraints.
Key Opportunities:	M4Nature herbal tea can be positioned as a natural solution for relaxation and well-being, supported by social media campaigns and influencer testimonials.

Solution

ROYAUME DU MAROC
OFFICE MAROCAIN DE LA PROPRIETE INDUSTRIELLE ET COMMERCIALE
(19) OMPIC
المملكة المغربية
المكتب المغربي للملكية الصناعية و التجارية

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(71) Demandeur(s) :
- **MINHAJ MARIAM, MASSAIRA 1, BLOC B, N° 296 MARRAKECH (MA)**
- **KRABTI MOHAMED, MASSIRA 1 B N 296 MARRAKECH (MA)**

(72) Inventeur(s) : **MINHAJ MARIAM ; KRABTI MOHAMED**
(74) Mandataire : **SMANI MOHAMED**

(54) Titre : **Préparation d'une composition active comprenant des extraits naturels et ses utilisations: Utilisation de mucilage de cactus comme solvant d'extraction**

(57) Abrégé : L'invention concerne une composition cosmétique, pharmaceutique ou alimentaire comprenant des extraits naturels, notamment d'origine végétale, avantageusement riche en polysaccarides et en flavonoïdes. La présente invention se situe dans le domaine des ingrédients destinés à l'industrie cosmétique, nutracetiques, alimentaire ou pharmaceutique, préférentiellement dermatologique pour fabriquer des produits innovants et naturels. Ladite préparation est élaborée avec un mélange des extraits actifs avec l'utilisation de mucilage d'opuntia ficus indica comme solvant d'extraction.



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(71) Demandeur(s) :
- **MINHAJ MARIAM, MASSAIRA 1, BLOC B, N° 296 MARRAKECH (MA)**
- **KRABTI MOHAMED, MASSIRA 1 B N 296 MARRAKECH (MA)**

(72) Inventeur(s) : **KRABTI MOHAMED ; MINHAJ MARIAM**
(74) Mandataire : **MOHAMED KRABTI**

(54) Titre : **PROCÉDURE D'OBTENIR UNE PRÉPARATION À BASE DES FLEURS DE CACTUS, ET SON UTILISATION**

(57) Abrégé : L'INVENTION CONCERNE UN PROCÉDÉ D'OBTENTION D'UNE PRÉPARATION À BASE DE FLEURS DE CACTUS ET LA PRÉPARATION AINSI OBTENUE, AINSI QUE L'UTILISATION DE LADITE PRÉPARATION POUR SON INCORPORATION À DES PRODUITS ALIMENTAIRES. L'INVENTION ENTRE DANS LE DOMAINE DE LA VALORISATION DU PRODUIT DU TERROIR, DE L'ÉLABORATION DE PRODUITS, NOTAMMENT ALIMENTAIRES, À BASE DES FLEURS DE CACTUS.

01 NO POVERTY
03 GOOD HEALTH AND WELL-BEING
05 GENDER EQUALITY
07 AFFORDABLE AND CLEAN ENERGY
08 DECENT WORK AND ECONOMIC GROWTH
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
17 PARTNERSHIPS FOR THE GOALS

Market Opportunity

The local processing of aromatic and medicinal plants (AMP) in Morocco offers the opportunity to meet a growing global demand for high-value natural and organic products, while creating a competitive "Made in Morocco" sector.

Potential Revenue

120 Mns MAD

International Market Size

500 Mns $

Business Model

High-Value Finished Products: **We offer a range of processed** products made from Moroccan aromatic and medicinal plants (AMP).

500 MAD / Basket

Our main sources of revenue include:

1. End Consumers
2. Specialized Distributors
3. International Markets

Competitive Landscape

Competitors include:

Local Players

Small producers and individual collectors, as well as agricultural cooperatives, operate in this market. Competition is intense and often price-based, with limited differentiation in terms of quality and traceability.

Competing Countries

Turkey, Egypt, India, and some European countries (France, Spain, Bulgaria). These countries can offer more competitive prices or have a better-structured supply chain. Research indicates that Morocco ranks as the 12th largest exporter globally, highlighting significant international competition.

Synthetic Products

Synthetic products, such as synthetic perfumes and synthetic dietary supplements,

Go-to-Market Strategy

For a project aimed at valorizing aromatic and medicinal plants (AMP) in Morocco and transforming them into finished products, M4Nature focuses on the following key elements for an effective go-to-market strategy:



We plan to acquire customers through:

Digital Marketing
Campaigns targeting M4Nature's buyer personas

Partenariats
Through e-commerce platforms such as Marjane Mall

Event Participation
At professional trade shows and local commercial events.

Traction



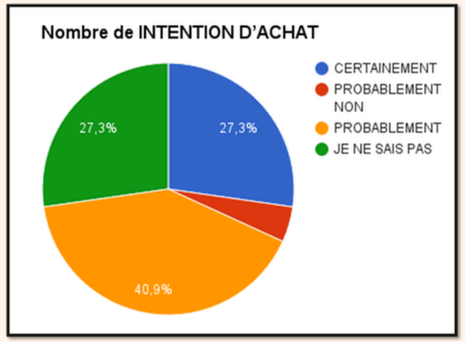
Invest in M4Nature and contribute to the valorization of a national heritage that creates value and employment.

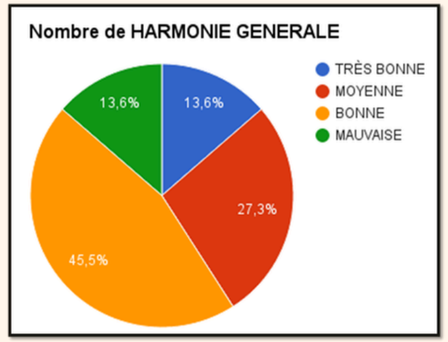
100

Consumers

95%

Customer satisfaction rate based on feedback





Project Overview

This project is built on a diversified funding approach, combining institutional support, self-investment, and acceleration funding to ensure both operational readiness and market success.



300 000

INDH:

Main production equipment + facility setup + capacity scaling

100 000

Self-Funding:

Raw materials + operational support + continuous improvement

+ 50 000

Explorer:

Launch phase (pilot production + market access)

Budget – (Explorer: 50 000 MAD)

Objective: Strengthen M4Nature's brand visibility and digital communication.

Category	Details	Amount (MAD)	Justification
Camera & Lenses	Mirrorless camera, lens, tripod and accessories	25 000	Professional videos and product photography.
Microphones	Wireless and directional microphones	8 000	Clear audio for interviews, testimonials and promotional capsules.
Lighting & Softboxes	LED lights, softboxes and light stands	10 000	High-quality product visuals and video production.
Storage & Accessories	External SSD and production accessories	70 000	Secure content storage and efficient production workflow.

Team Presentation

MARIAM MINHAJ

PhD in Natural Substances Chemistry, with over 10 years of experience in valorizing local products. Passionate about sustainable development.



MOHAMED KRABTI

He leads the marketing strategy, enhances brand visibility, and explores new markets while emphasizing sustainability and authenticity.



SOUKAINA ASSEMAHLI

PhD candidate specializing in Private Law at Cadi Ayyad University, with an academic background in legal research and regulatory frameworks.



LOCAL PARTNERSHIPS

Together, we share a common vision: promoting natural, sustainable, and ethical products that reflect the essence of Moroccan terroir.



Milestones

2026

Paperwork
ONSSA, ISO22716, Web Site, ...

January, 2027

SIAL, Paris
SIAL Paris, le salon international de l'agroalimentaire

December, 2027

Over 5,000
products sold

Testimonials



“ This startup is a true source of pride for the region and the country.”

M. Karim Kassi-Lahlou,
Governor of the Marrakech-Safi Region.

★★★★★



“I was impressed by this startup and its products..”

Ms. Madjara Tiegbana Coulibaly,
Member of the World Bank and IMF Parliamentary Network.

★★★★★



“Here is a remarkable brand that embodies innovation and R&D.”

Adil Lamnini,
Partner at ERA Group.

★★★★★

M4Nature

Pitch Deck





















Testimonials



“We are happy to receive your questions and feedback.”





Please contact us at

+212 663521361 • **contact@m4nature.com**