Application: ExID-25F-2179441657

kawtar elbejjaji - kawtarelbejjaji59@gmail.com
UM6P Explorer Innovation Fund (MOROCCO)

Summary

ID: ExID-25F-2179441657
Last submitted: Aug 22 2026 13:20 (+01)
Labels: Pending Approved New Application, 2026 Invited to Mock Showcase, S26 Didn't fill self assesment (Recommended to showcase), OLD, OLD 2026 Showcase, 2026 Showcase - On Stage Teams, F26 Invited to MFB , OLD - F26 Invited to FFB, F26 Invited to FFB

Eligibility Criteria

Completed - Aug 15 2025

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

Completed - Aug 23 2025

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

Completed - Aug 23 2025

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

mendari

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)

1

2.4 Provide a URL to your project/company website if you have one

https://www.mendari.me

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.

mendari logo (4).png

Filename: mendari logo (4).png.png **Size:** 83.6 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	eCommerce
2	Social Entrepreneurship
3	Artificial Intelligence

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

Other, please specify...: c2c

2.8 Target Market

Responses Selected:

Morocco

Africa

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)

Women artisans and service providers in Morocco face invisibility and limited access to markets. Most work informally, with no digital presence, which restricts their income and prevents financial independence. At the same time, clients often struggle to find trustworthy, nearby services at affordable prices. The gap between supply and demand is wide, especially in local neighborhoods, where potential economic activity remains untapped. There is a strong need for a simple, accessible, and culturally adapted platform that builds trust, visibility, and sustainable opportunities for women.

3.2 Proposed Solution

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

MenDari is a digital platform designed as a community marketplace where women can showcase their skills and services (cooking, embroidery, beauty, childcare, etc.) and clients can easily book them. The platform functions as a C2C peer-to-peer marketplace, with a focus on trust, proximity, and simplicity. Unlike complex e-commerce sites, MenDari requires minimal technical skills, using WhatsApp integration and simple profiles. The platform empowers women by giving them visibility, generating income, and building financial autonomy. It also creates social impact by fostering solidarity and trust between neighbors.

3.3 Who is Your Competition?

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

Currently, there are general e-commerce platforms in Morocco such as Jumia or Avito, but they are not adapted to women service providers at the neighborhood level. Informal Facebook and WhatsApp groups also act as substitutes, yet they lack structure, security, and visibility. Some NGOs or cooperatives provide local marketplaces, but they are not scalable and lack technology integration. MenDari differentiates itself as a socially driven, hyperlocal platform tailored for women, combining simplicity, trust, and accessibility with long-term scalability.

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)

Currently, MenDari is led by Kawtar Elbejjaji, a student in Artificial Intelligence with strong entrepreneurial experience through hackathons and innovation programs. Strengths include project leadership, digital innovation, and understanding of social challenges faced by Moroccan women. Though starting as a solo founder, MenDari will seek to expand by recruiting technical partners for platform development and business partners for scaling. The unique strength of the project lies in combining technical knowledge, social vision, and community engagement.

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)

Through Explorer, MenDari seeks mentorship, funding, and visibility to move from idea to an operational digital platform. The goal is to prototype the marketplace, onboard the first group of women service providers, and validate the model with real clients. Explorer's resources will accelerate product development, provide access to networks, and help design a sustainable business model. Ultimately, participation will strengthen MenDari's social impact and position it as a scalable solution empowering women in Morocco and Africa.

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)

MenDari aims to recruit additional team members to strengthen both technology and business. The goal is to bring in a software developer to accelerate platform design, a business/marketing profile to lead client acquisition, and potentially a social impact partner with experience in women empowerment programs. This team expansion will ensure balanced skills between technical, business, and community outreach.

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)

MenDari will launch as a marketplace platform with a commission-based model (small fee per transaction). In the first 3–6 months, the focus is on Casablanca neighborhoods to onboard at least 100 women service providers and test client adoption. Engagement will be built through WhatsApp integration, local awareness campaigns, and partnerships with women associations. Revenue will grow through scaling users, and later a freemium model (premium visibility, ads, certifications). The long-term path is to expand across Morocco and Africa as a trusted social marketplace.

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)

MenDari is a new project inspired by prior entrepreneurial experiences in hackathons, social innovation, and AI projects. The idea was developed based on direct observations of women's challenges in Morocco and through participation in programs such as DigiGirlz DCC and AI hackathons. While it is still at the early stage, strong groundwork has been laid in terms of research, community insights, and vision for scalability. MenDari is ready to move from concept to implementation with the support of Explorer.

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)

ang version mendari.pdf

Filename: ang version mendari.pdf.pdf **Size:** 9.1 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

Empowering Moroccan women artisans by transforming hidden household talents into trusted, visible, and income-generating digital opportunities.

4.3 Problem Addressed

Limit your response to 50 words

Millions of Moroccan women have valuable skills (cooking, sewing, beauty) but lack visibility, digital access, and financial inclusion. Most remain underpaid, informal, and excluded from markets. Clients, meanwhile, struggle to find reliable, local, and trustworthy services. The gap leaves women invisible and communities underserved.

4.4 Proposed Solution

Limit your response to 50 words

MenDari is a hybrid digital platform (WhatsApp + Instagram + web) connecting women artisans with nearby clients. Through verified profiles, trust badges, and simple booking tools, it empowers women to generate stable income, gain visibility, and build autonomy while offering clients accessible, high-quality local services.

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.

50000

5.3 Potential Cumulative Explorer Funding

50000.0 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 23 2025

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-25F-2179441657

Team Name: MENDARI mendari

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	Licenses & tools (Figma Pro, Canva Pro, Landbot, Zoom, domain email, etc)	3000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Software Total: 3000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1	Laptop upgrades or tablet for field onboarding of artisans (photos, registrations)	5000	✔
2	Smartphone (for WhatsApp/Instagram management & testing app)	2000	✖
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Hardware Total: 7000.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	MVP platform (React + WhatsApp integration + backend)	12000	✔
2	Mobile App (Android beta for artisans/clients)	8000	✔
3	Hosting, domain, SSL	2000	✖
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Web/App Development Total: 22000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1	Branding, design kit, flyers, logo	3000	✔
2	Legal/registration + accounting setup	2000	✖
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	Social media ads (Instagram, Facebook)	7000	✔
2	Local awareness campaigns (flyers, WhatsApp promotions)	2000	✖
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Advertising and Marketing Total: 9000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Field visits Casablanca, Rabat, Fès	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	Training workshops (digital tools, empowerment)	2000	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 2000.0

Project Total: 50000.0

In section 5.2 of your application form, you said your funding request was: 145000 (continuing team) or 50000 (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.

Explorer Self-Assessment and Continuation Plan

Completed - Aug 22 2026

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-25F-2179441657

Team Name: MENDARI

Team Members: kawtar elbejjaji Kawtar Elbejjaji

Team Members Emails: kawtarelbejjaji59@gmail.com kawtarelbejjaji037@gmail.com

General Explorer Participation

Please answer these on behalf of your entire team.

1. Did you add or delete team members during the cohort?

Yes

2. How often has your team met with your mentor(s)?

Over 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?

Extremely beneficial

5. What is the one thing (ONLY ONE please) you found most helpful about your mentor(s)?

flexible

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

ive meet just one mentor so ms zinber iv never meet here if we can make the session where every mentor is eleigible

7. How many unique workshops/webinars/office hours or other program events offered by Explorer did your team attend (if two or more team members attended the same one, count it as 1)?

8 or more

8. Please rate EACH of the following program elements you found most valuable on a scale of 1-5 with 5 being highest. If you did not take part in any of the below, please indicate NA.

	Activity
Mentorship	5
Office Hours	5
Workshops	3
Interaction with Peer Teams	5
Funding	3
Pitching at the Mock Funding Board or the Funding Board	NA

9a. Compared to before Explorer, how has your confidence changed in your ability to interact with customers and build a startup or entrepreneurial project?

Significantly increased

9b. On a scale from 0–10 with 10 being highly likely, how likely are you to recommend the Explorer Program to another student entrepreneur interested in innovation or entrepreneurship?

10

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.

MenDari evolved from a broad marketplace concept into a trust-focused, AI-assisted marketplace for women artisans, home-based entrepreneurs and cooperatives. Customer discovery showed that the challenge is not only seller visibility but also customer trust, transparent pricing, product discovery and reliable transactions. We therefore prioritized verified profiles, reviews, clear pricing, delivery information and a WhatsApp AI Assistant.

11.a. What specifically changed? Check all that apply.

Responses Selected:

- Customer segment
- Problem
- Solution
- Technology

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

Customer Discovery

13. Is your current value proposition still valid?

Empowering Moroccan women artisans by transforming hidden household talents into trusted, visible, and income-generating digital opportunities.

No, please revise (200 characters or less): Empowering Moroccan women entrepreneurs to sell online easily while helping customers discover and trust authentic local products and services through an AI-powered marketplace.

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

Over 4

14. Which section of your Lean Canvas changed the most?

Responses Selected:

Customer Segment

15. How much primary market research have you completed?

A moderate amount

15.a. What primary market research have you completed? Please detail:

We conducted customer discovery through an online questionnaire and direct conversations with potential users. We collected responses on purchasing habits, preferred product categories, spending, purchasing frequency, discovery channels, trust, delivery, payment and pricing challenges. We also discussed MenDari with potential customers and entrepreneurs to understand their current buying and selling experiences. The findings were analyzed and used to refine our customer segments and MVP priorities.

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?

No

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

No

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

11-49

21.a. Did customer interviews cause your team to change any assumptions?

Yes, minor changes

21.b. Which assumptions have you validated? (Select all that apply)

Responses Selected:

- The problem exists
- Customers experience significant pain
- Customers can be reached efficiently
- Customer acquisition channels are viable

21.c. What was the single most important thing you learned from customer discovery?

Our most important learning was that product availability alone is not enough. Customers need trust. Seller verification, reviews, transparent prices, clear delivery information and reliable communication are essential. This shifted MenDari from being primarily a discovery marketplace toward building a trusted purchasing environment for local products and services.

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?

No

26. What core skills does your team still need to develop the technology?

We are currently recruiting

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

We progressed from an early concept to a structured venture with defined clear MVP priorities.We are now preparing the next phase focused on seller onboarding and real-market testing.

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)?

No. Please elaborate on on why you chose not use your funding this cohort (e.g. startup too early? Mentors advised you to wait? Didn't have time? Pivoted?): We did not submit a spending request during the previous cohort because the project was still in the customer-discovery and validation stage. We chose to first refine the problem, customer segments and MVP priorities before committing the allocated funds. The research is now providing a clearer basis for how the funding should be used for MVP development, field validation and commercialization.

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

https://www.mendari.me/

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

Yes, please specify URL

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 next Cohort and continue with a request for additional funding

30.a. If your team plans to continue, how committed is the team to working on the venture over the next 12 months?

Extremely committed

30.b. What other entrepreneurship programs have you taken part in during this year?

This year, I participated in entrepreneurship and innovation initiatives including the UM6P Explorer Program, Level UP Casablanca, the Morocco Aquapreneur Track, and the MRTB START program. These experiences provided mentoring, customer-discovery support, business-development exposure and opportunities to further refine MenDari.

30.c. What other entrepreneurship programs will you apply for in the next 6 months?

Over the next six months, we plan to apply to relevant Moroccan and international entrepreneurship, social-impact and technology acceleration programs that can support MenDari's MVP development, market validation, partnerships and fundraising.

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 of if it was allowed or not)?

No. Please elaborate on why you chose not use your funding this cohort (e.g. Startup too early? Mentors advised you to wait? Didn't have time? Pivoted?)

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 UB/ BIUST) ?

NOTE: Due to UM6P policies, Explorer **no longer accepts eligibility from staff** (only students, researchers and post-docs).
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.

kawtar elbejjaji

Continuation Explorer Innovation Fund Application

Completed - Aug 22 2026

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

2. Project/Company/Team Information

2.1 Company/Project/Team Name

MENDARI

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)

5

2.4 Provide a URL to your project/company website if you have one

https://www.mendari.me/

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.

mendari logo.png

Filename: mendari logo.png.png **Size:** 58.0 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	Social Entrepreneurship
2	eCommerce
3	Artificial Intelligence

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

Responses Selected:

I have made all three selections

2.7 Proposed business model

Other, please specify...: c2c and c2b and b2b

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)

In Morocco, many women artisans, home-based entrepreneurs, cooperatives, and independent service providers have valuable products and skills but struggle to reach customers and grow their businesses digitally. Many rely mainly on word-of-mouth, local markets, Instagram, or WhatsApp, where product discovery, communication, order management, pricing, and trust are fragmented.

Our customer discovery confirmed that demand for artisanal products exists, but trust remains a major barrier. Customers reported challenges including difficulty finding products, seller distrust, unclear prices, poor product presentation, delivery issues, slow responses, and limited payment options.

At the same time, many small sellers lack the digital skills, time, or resources required to manage professional e-commerce tools.

There is therefore a need for a simple, trusted, locally adapted digital solution that improves sellers' visibility while making it easier and safer for customers to discover and purchase authentic Moroccan products and services.

3.2 Proposed Solution

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

MenDari is an AI-powered two-sided marketplace connecting Moroccan women artisans, home-based entrepreneurs, cooperatives, and service providers with customers looking for authentic local products and services.

The platform will provide verified seller profiles, product and service listings, reviews, transparent pricing and delivery information, city and category search, communication tools, and order management.

A key differentiator is the MenDari WhatsApp AI Assistant. Instead of requiring sellers to master complex e-commerce tools, the assistant will help them create and publish listings, respond to customer inquiries, and manage orders through a familiar interface.

MenDari combines technology with trust and accessibility. For sellers, it simplifies digital commerce and increases visibility. For customers, it creates a structured and trusted environment for discovering local products and services.

The initial MVP will prioritize the features identified through our customer discovery before progressively expanding based on user feedback.

3.3 Who is Your Competition?

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

MenDari competes indirectly with social commerce channels such as Instagram, Facebook, and WhatsApp, which many Moroccan small sellers currently use to promote products and communicate with customers. It also competes with general e-commerce and marketplace solutions that allow merchants to sell products online.

However, these alternatives are not specifically designed around the needs of Moroccan women artisans and home-based entrepreneurs with limited digital skills.

MenDari differentiates itself through its combination of a specialized local marketplace, verified seller profiles, trust mechanisms, and a WhatsApp AI Assistant that simplifies product publishing, customer communication, and order management.

Our customer discovery also identified an opportunity that existing social-media selling does not fully solve: customers want easier product discovery, transparent pricing, stronger seller trust, better product presentation, and more reliable purchasing experiences.

MenDari therefore aims to complement familiar tools such as WhatsApp while providing the structure and trust of a dedicated marketplace.

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)

MenDari is currently led by Kawtar Elbejjaji, who combines a technical background in Artificial Intelligence with hands-on experience in entrepreneurship, product development, and customer discovery.

This combination is particularly valuable for MenDari because the project requires both technology development and a strong understanding of users. Through the Explorer program, the project has progressed from an initial concept toward a customer-informed solution through mentoring, market research, questionnaire development, customer interviews, and analysis.

The team's current strengths include AI and digital technology, rapid prototyping, customer research, communication, and the ability to continuously improve the solution based on feedback.

As MenDari progresses toward its MVP and market testing phase, the team will be expanded with complementary expertise, particularly in software development, UX/UI, business development, operations, and partnerships with artisans and cooperatives.

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)

Through continued participation in Explorer, we aim to move MenDari from customer discovery toward a validated and testable MVP.

Our main objectives are to develop and test the marketplace and WhatsApp AI Assistant, expand customer discovery to a larger and more balanced sample, onboard an initial group of women sellers, and test the complete journey from product listing to customer discovery and order management.

Explorer's funding would help support MVP development, user testing, technical infrastructure, field research, and early seller onboarding. Mentorship and access to the Explorer ecosystem would also help us strengthen our business model, go-to-market strategy, pricing, and impact measurement.

During the next phase, we want to generate measurable evidence of product-market fit rather than relying only on assumptions. Our goal is to leave the program with a functional MVP, validated customer segments, initial active users, and a clear roadmap toward sustainable commercialization.

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)

Yes. As MenDari moves from customer discovery to MVP development and market testing, we plan to build a small multidisciplinary team around the project.

The first priority is to add technical support for full-stack development and AI integration to accelerate the marketplace and WhatsApp AI Assistant. We also aim to involve someone with UX/UI expertise to ensure that the platform remains simple and accessible for users with limited digital skills.

On the business side, we will seek support in business development, seller onboarding, operations, and partnerships with women's cooperatives, artisans, and entrepreneurship networks.

We plan to identify potential team members through the UM6P and Explorer ecosystem, university networks, entrepreneurship programs, and targeted collaboration with people who share MenDari's social-impact mission.

The objective is to keep the initial team lean while adding the complementary skills required to successfully build, test, and commercialize the MVP.

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)

MenDari will operate as a two-sided marketplace connecting independent sellers, home-based businesses and cooperatives with customers. The initial revenue model will primarily be transaction-based commissions, allowing sellers to join with a low financial barrier. As the platform grows, additional revenue may come from optional premium seller subscriptions, promoted listings, and value-added digital services.

During the next 3–6 months, our priority is validation rather than maximizing revenue. We plan to complete the MVP, expand customer discovery, onboard an initial group of sellers, publish their first listings, and test real customer transactions.

Our go-to-market strategy will initially focus on a limited geographic and customer segment, supported by direct seller onboarding, partnerships with cooperatives and entrepreneurship communities, social-media content, and WhatsApp-based acquisition.

We will measure seller activation, customer interest, transactions, repeat usage, and feedback before scaling to additional cities and categories.

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)

MenDari has progressed significantly through the Explorer program from an initial marketplace concept toward a customer-informed solution.

We defined the initial customer segments and value proposition, developed the project concept and digital presence, and conducted customer discovery to test our assumptions. A structured questionnaire was created and distributed to potential customers, and the responses were analyzed to identify purchasing behavior, preferred discovery channels, spending patterns, and key barriers.

The research confirmed demand for artisanal products while highlighting trust, transparent pricing, product discovery, delivery, and payment options as important challenges. These insights have directly influenced our MVP priorities, including verified seller profiles, reviews, transparent prices and delivery information, city/category search, faster communication, and payment options.

We have also participated in mentoring and entrepreneurship activities to continuously refine the concept. The next stage is to translate these validated insights into a functional MVP and test it with real sellers and customers.

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)

mendari-pitch-2026.pdf

Filename: mendari-pitch-2026.pdf.pdf **Size:** 15.8 MB



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

Empowering Moroccan women entrepreneurs to sell online easily while helping customers discover and trust authentic local products and services.

4.3 Problem Addressed

Limit your response to 50 words

Many Moroccan women artisans and home-based entrepreneurs struggle to reach customers and manage online sales due to limited digital skills and fragmented selling channels. Customers also face seller distrust, unclear pricing, difficult product discovery, delivery issues, and limited payment options when purchasing local products online.

4.4 Proposed Solution

Limit your response to 50 words

MenDari is an AI-powered marketplace connecting Moroccan women sellers with customers. Verified profiles, reviews, transparent pricing, search and order management build customer trust, while a WhatsApp AI Assistant helps sellers create listings, communicate with customers and manage orders without requiring advanced digital skills.

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.

145000

5.3 Potential Cumulative Explorer Funding

145000.0 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.

Yes

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source
1	Friends/Family	famille	30000	Received and spent	✖

Continuation Explorer Team Budget Plan

Completed - Aug 22 2026

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-25F-2179441657

Team Name: MENDARI mendari

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	Cloud hosting, database, storage and AI/API services for MenDari and WhatsApp AI Assistant	20000	✖
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Software Total: 20000.0

3. Hardware

	Short Description	Amount (MAD)	Click to add item
1		0	✖
6		0	
7		0	
8		0	
9		0	
10		0	

Hardware Total: 0.0

4. Web/App Development

	Short Description	Amount (MAD)	Click to add item
1	Cloud hosting, database, storage and AI/API services for MenDari and WhatsApp AI Assistant	25000	✖
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Web/App Development Total: 25000.0

5. Materials and Services

	Short Description	Amount (MAD)	Click to add item
1			✖
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Materials and Services Total: 0.0

6. Advertising and Marketing

	Short Description	Amount (MAD)	Click to add item
1	Meta, Instagram and TikTok paid acquisition campaigns	35000	✔
2	UGC creators and content production team for customer acquisition campaigns	20000	✔
3	Professional photo/video production for artisans, products and campaign creatives	10000	✔
4	Influencer & micro-creator collaborations for marketplace launch	10000	✖
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Advertising and Marketing Total: 75000.0

7. Travel

	Short Description	Amount (MAD)	Click to add item
1	Field trips across Morocco for artisan and cooperative identification, interviews and onboarding	25000	✔
2		0	✖
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Travel Total: 25000.0

8. Other Expenses

	Short Description	Amount (MAD)	Click to add item
1		0	✖
2		0	
3		0	
4		0	
5		0	
6		0	
7		0	
8		0	
9		0	
10		0	

Other Expenses Total: 0.0

Project Total: 145000.0

In section 5.2 of your application form, you said your funding request was: 145000 (continuing team) or 50000 (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.

Accept Funding Form

Completed - Apr 2 2026

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).

mendari

0.2 Your Name

kawtar elbejjaji

1.0 Every member of your team is committed to attending the Explorer Kickoff Session (April 10th, 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

MENDARI

THE FIRST DIGITAL PLATFORM THAT TRANSFORMS DOMESTIC TALENT INTO STABLE INCOME

Mai 2025

Mendari
من داري

INTRODUCTION

The platform that makes invisible women visible

Book a service, discover talent, from your neighborhood.





VISION & MISSION

VISION

Reveal and promote the hidden female talents in every Moroccan home.

MISSION

Reveal and promote the hidden female talents in every Moroccan home.

ISSUE

3.2 MILLION MOROCCAN WOMEN HAVE PROFITABLE SKILLS (COOKING, SEWING, HAIRDRESSING, ETC.) BUT:



01 **82% do not have a bank account (HCP 2022)**

02 **Only 12% access the formal market (UN Women)**

03 **Underpaid know-how: A seamstress earns 800-1,500 MAD/month vs. 3,500+ in a workshop**

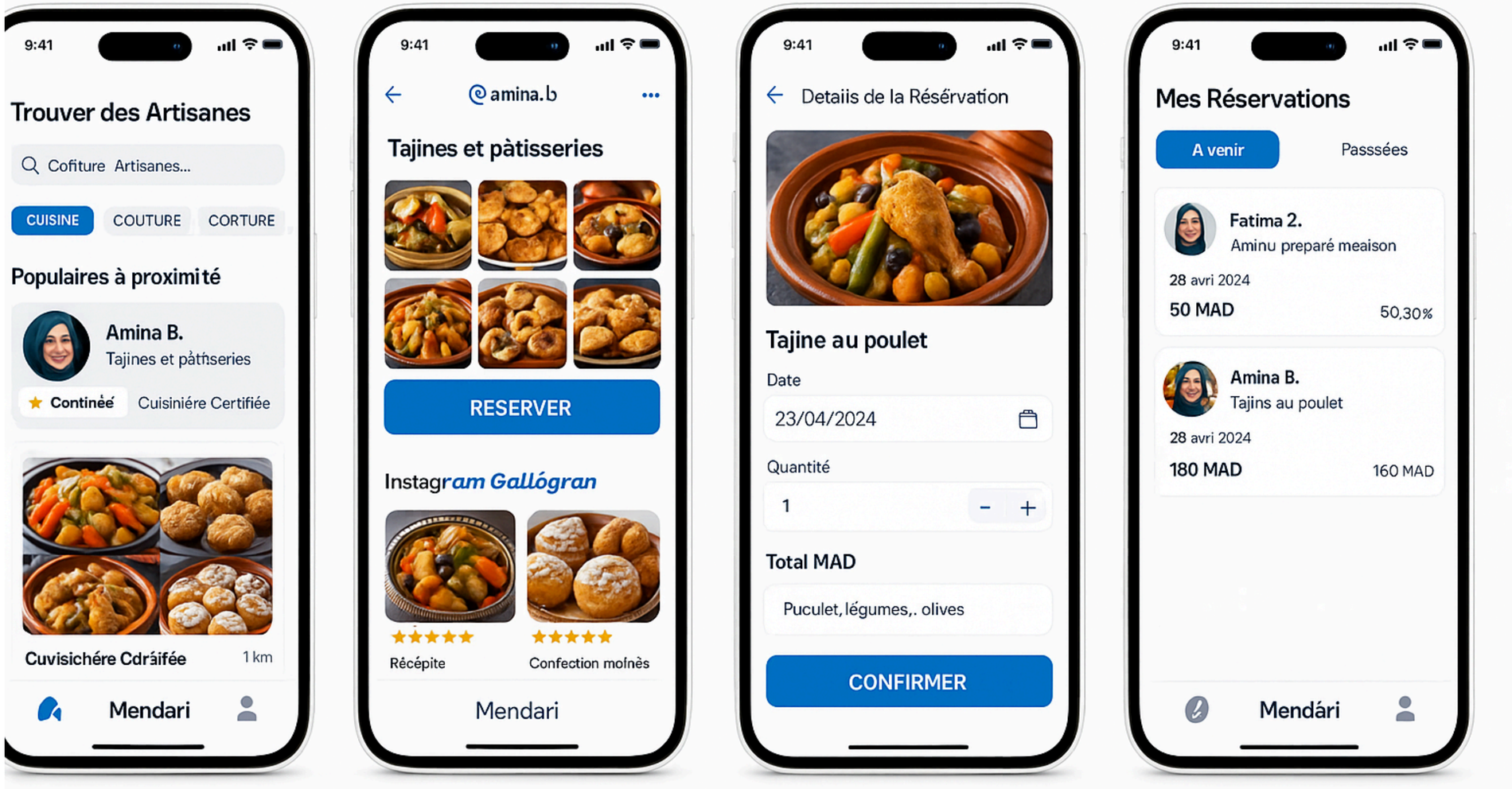
SOLUTIONS

MINDARI IS A HYBRID PLATFORM (WHATSAPP + INSTA + WEBSITE) DESIGNED TO DIGITIZE AND MAKE VISIBLE LOCAL FEMALE TALENTS, OFTEN INVISIBLE AND UNBANKED.

- A female artisan fills out a WhatsApp form or is contacted by the field team.
- She sends photos of her work (dishes, outfits, hairstyles, etc.).
- The team verifies and awards her a certified badge ("Top Chef," "Local Stylist," etc.).
- Customers find her via Instagram or the official MinDari page.
- Reservations are made via WhatsApp (or via a form, soon to be integrated).

SOLUTIONS

MINDARI IS A HYBRID PLATFORM (WHATSAPP + INSTA + WEBSITE) DESIGNED TO DIGITIZE AND MAKE VISIBLE LOCAL FEMALE TALENTS, OFTEN INVISIBLE AND UNBANKED.





BUSINESS MODEL

OUR BUSINESS MODEL

Commission

-10% on each confirmed booking

Monthly subscription

-49 MAD/month for boosted profile ("Top Talent" badge)

Local partnerships

-Suppliers, cooperatives, schools, influencers

Objective: 500 active women = 1.4M MAD/year turnover

MARMARKET

A MARKET OF 9.7 BILLION MAD/YEAR:

Mendari
من داري



4.9M Moroccan households spend 2,000+ MAD/month on household services



23%/year growth of proximity platforms (Wamda Research)



Only 3% of these services are digitalized → Premier mover advantage

- **Self-employed women working from home (cooking, beauty, sewing, etc.)**
- **Urban consumers (25–50 years old) seeking quality, local service**
- **Target cities: Casablanca → Rabat → Fez → Tangier → Marrakech**
- **Potential market size: 2 million+ women targeted**

ECONOMIC MODEL (SCALABLE)

INCOME GENERATION FROM D1



Projection : 2 500 talents → 4,2M MAD/an de CA (année 3)

Commission

15% on each reservation (vs. 30% with competitors)

Subscriptions

49 MAD/month for “Top Talents” (badge + visibility)

B2B

Partnerships with digital souks (e.g. Jumia, Glovo)

MARKETING STRATEGY



- Instagram Reels + women's testimonials
- Neighborhood WhatsApp networks
- Partnerships with social centers, cooperatives, Dar Al Omouma
- Local ambassadors (engaged influencers)

Objectif de 3 mois

100 artisanes

1000 clientes

CONCURRENCE

Criteria	Facebook Groups	Housekeeping Platforms	Jumia Services	MenDari
Security & Reliability	❌ None	✅ Medium	✅ Medium	✅ High (badges + verification team)
Focus on Local Women	❌ No	❌ No	❌ No	✅ 100% women
Ease of Use	⚠️ Chaotic	⚠️ Complex	⚠️ Too formal	✅ Simple (WhatsApp / Instagram)
Social / Impact Aspect	❌ None	❌ Purely commercial	❌ Purely business	✅ Strong social impact
Customer Retention	❌ None	⚠️ Limited	✅ Yes	✅ Yes (subscription + badges + analytics)
Adapted to Deep Morocco	❌ No	❌ No	❌ No	✅ Designed for them

ÉQUIPE & DEMANDE



kawtar elbejjaji

Unlike existing solutions, MenDari is the only platform fully designed for Moroccan women artisans and service providers. It combines trust (badges + verification), simplicity (WhatsApp/Instagram), and strong social impact, while competitors are either too complex, purely commercial, or not adapted to local realities.

This gives MenDari a unique positioning as both a marketplace and a social movement, bridging the gap between hidden talents and urban clients.

APPEL À L'ACTION

financement de 50,000 MAD pour le prototypage,et un accompagnement Explorer pour tester avec 100 femmes

NATIVE STARTUP BY

EXPLORER × Mendari من داري × UM6P

THANKS

- MENDARI ISN'T JUST AN APP—IT'S A SOCIAL MOVEMENT.
  TOGETHER, LET'S MAKE INVISIBLE WOMEN VISIBLE.

Mendari

من داري

Turning invisible talent into sustainable income.

A digital marketplace designed for women artisans in Morocco.



PROBLEM & OPPORTUNITY

Millions of skilled women.
A massive untapped opportunity.

MenDari
من داري



A TALENT-RICH COUNTRY

Millions of Moroccan women have valuable skills:

- Cooking
- Handicrafts
- Sewing
- Tutoring
- Beauty services
- Home-based services

Yet most remain invisible to potential customers.

6M+
Women outside the labor force in Morocco[1]

2M+
Women with potential home-based income activities[2]

90%+
Internet penetration among Moroccan adults[3]

Growing Demand
Customers increasingly search online for local, trusted services[4]

THE CURRENT REALITY

No online visibility
Most women are invisible beyond their immediate circles.

No trusted way to find clients
Customers lack a reliable place to discover and book services.

Dependence on word-of-mouth
Unstable and limited customer reach leads to irregular income.

Limited access to digital tools
Lack of skills, time and resources hold women back.

No platform built for them
Existing solutions are not designed for their needs, context or trust.

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.

Mon tableau de bord | Découvrir nos artisanes

4+ Artisanes actives

0+ Coopératives

0+ Commandes livrées

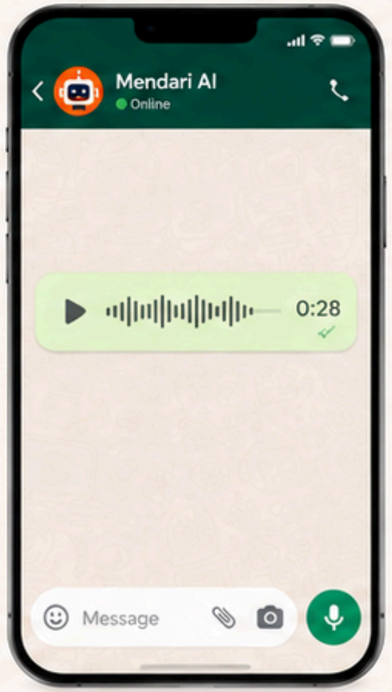


Real product.

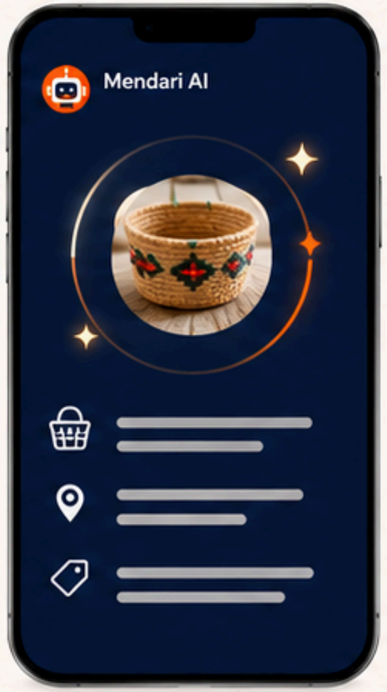
Real users. Real momentum.

Mendari
من داري

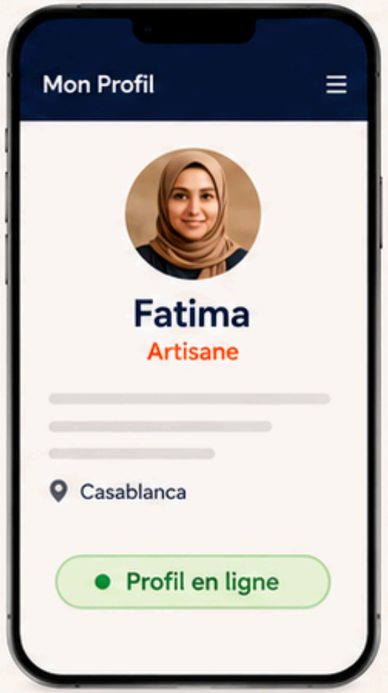
1 She sends a voice message



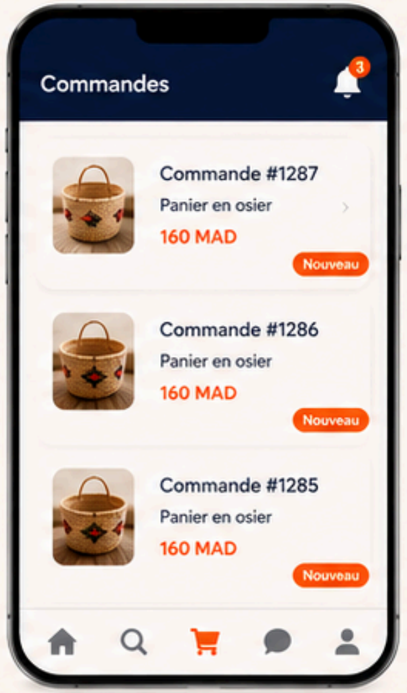
2 AI agent creates her profile



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

Unlocking Morocco's Hidden Talent Economy.

Millions of women have skills. The market is ready.

MenDari
من داري



TAM
Total Addressable Market

6M+

Women Outside the Labor Force

Women with home-based skills who are not fully participating in the formal labor market.[1]

Examples of skills

- Cooking
- Handicrafts
- Sewing
- Beauty Services
- Tutoring
- Home-based Services

SAM
Serviceable Available Market

2M+

Digitally Reachable Women

- Smartphone access[2]
- Internet connectivity[2]
- Active on WhatsApp, Facebook & Instagram

SOM
Serviceable Obainable Market

50K+

Women in Casablanca, Rabat & Marrakech

Initial target for MenDari's first expansion phase (Year 1–2).

High intent, local demand
Customers are actively searching for trusted local services.

WHY NOW?

Growing Digital Adoption
88% of Moroccans use the internet and 84% own a smartphone.[2]

Rise of Local Commerce
Consumers increasingly prefer local, trustworthy providers.

AI-Powered Tools
Lower barriers to go digital and scale efficiently.

Women Entrepreneurship on the Rise
Strong government and ecosystem support for women-led initiatives.[3]

Large Informal Economy
70%+ of women's micro-activities operate informally.[1]

BUSINESS MODEL

Mendari
من داري

Artisan keeps **90%** | Mendari takes only **10%** → Perfectly aligned incentives.

10%
COMMISSION

Per completed transaction

49 MAD
PRO MEMBERSHIP

/ month — boosted profile, more visibility, more trust

500	×	1,500 MAD	×	10%	=	75,000 MAD	→	900,000 MAD
ARTISANS		AVG. GMV / MONTH		COMMISSION		MONTHLY REVENUE		YEAR 1 REVENUE

Sustainable model
Low CAC, high retention

Win–win model
Artisans grow, we grow together

Scalable revenue
Transactions + Memberships

Built for long term
Stronger network, stronger moat

COMPETITION

Mendari
من داري

Not built for them... until now.

Most platforms weren't designed for women, trust, or privacy.

	Women-focused	No content needed	Privacy first	Trust network
facebook	✗	✗	✗	✗
JUMIA	✓	✗	✓	✓
Glovo	✓	✓	✓	✗
Mendari من داري	✓	✓	✓	✓

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

Features can be copied. Trust cannot.

Mendari
من داري

From foundation to impact.

Q2

01

BUILD PRODUCT

DONE

Q3

02

VALIDATE DEMAND

DONE

Q4

03

LAUNCH & BUILD COMMUNITY

OUR FOCUS

2027+

04

SCALE TO MOROCCO AND BEYOND WITH TRUST

NEXT

Mendari
من داري

WHY WE WILL SUCCEED

Network. Trust. Social responsibility.

01

Network-driven

Growth through **trust**.

02

Social consciousness

Empowering women, building **loyalty**.

03

Community moat

Community **strength**, **uncopyable moat.**

Mendari
من داري

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