

**SPIRU
STAR**

I AM WHAT I EAT



Boost Your energy
WITH SPIRU-STAR

Spirulina-based energy boosters with a diverse range of natural, delicious, and nutritious products for easy integration into a healthy lifestyle

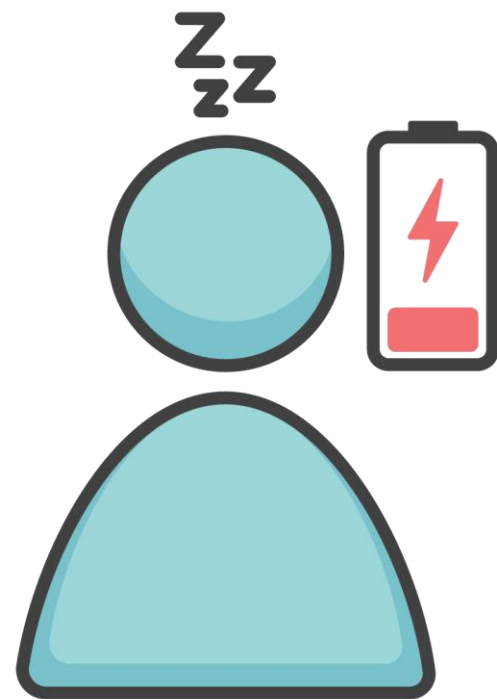


PROBLEM

“

WHAT IS THE THINGS THAT **stopps us from doing better?**

WHAT IS THE PROBLEM WE ALL **SUFFER FROM?**



Fatigue



PROBLEM

50% of students and employees **cannot exercise** other activities after 6 p.m because of **fatigue** linked to **malnutrition**

They **don't have acces** to healthy and natural energizers to boost their productivity



SOLUTION

Natural & Healthy

Delicious



We are producing and selling several natural, **healthy** and **delicious energy boosters** based on highly nutritious **Blue-green** alga (**spirulina**) with a unique formula to **reduce the impact of fatigue** in students who practice sport and suffer from anemia and improve the **well-being** of the Moroccan community.

-
-
-
-

Highly Nutritious

Energy Booster

OUR MVP



ENERGY balls



Spirulina ENERGY drink

-
-
-
-

OUR MVP



ENERGY balls



Spirulina ENERGY drink

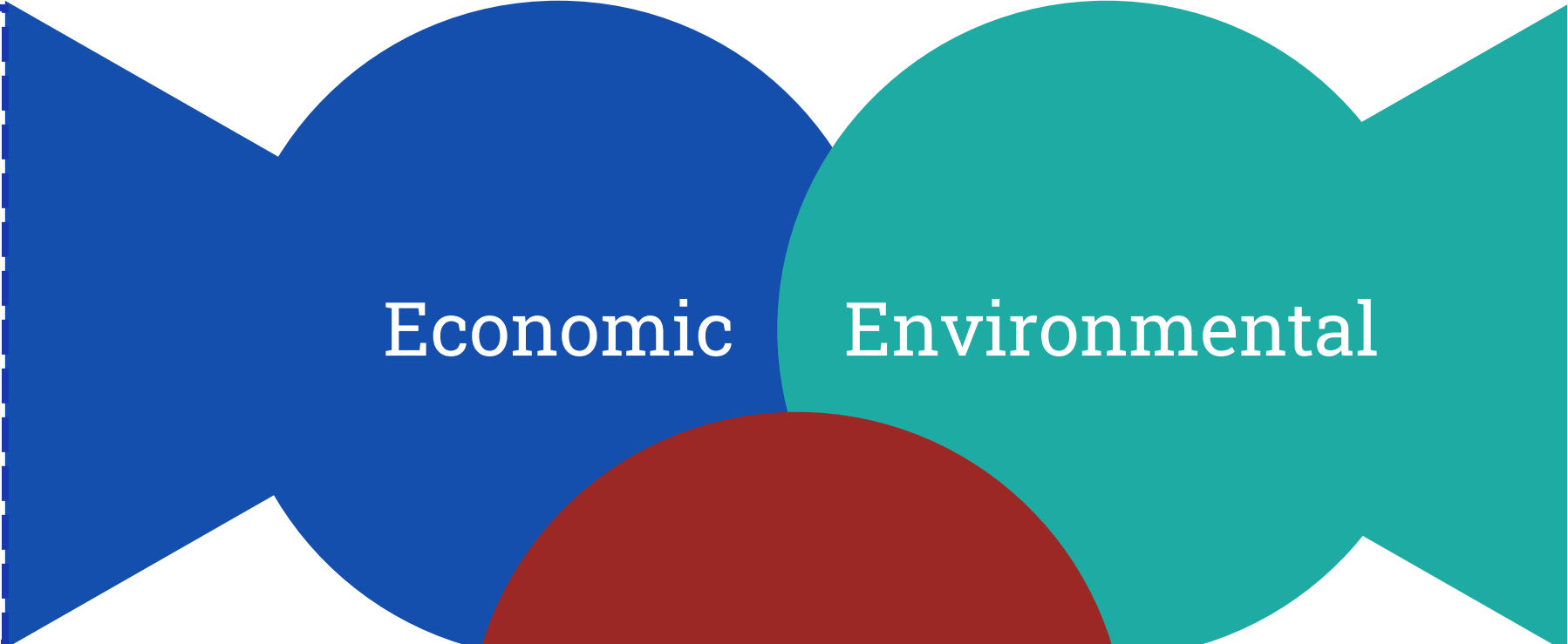
-
-
-
-



IMPACT



Bring economic independence
 A turnover of **900K**
 MAD in 2025

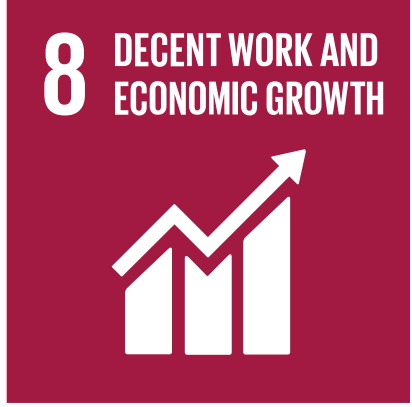


Mitigate climate change
 Capturing **2000 tonnes of CO2**
 in 2024 and **30 000 tonnes of CO2**
 in 3 years

Economic
Environmental
Social



Job creation
6 jobs in 2025





VIABILITE (BMC)

Product sales :

- Unit of 60g of **energy bar**
- Unit of 33cl of **spirulina energy drink**
- Box of 5 **energy snacks** (100g)
- Pack of energy bars 300g

Revenue

Customers

Value proposition

B2C :

- Health-conscious individuals
- Fitness and sports enthusiasts (athletes)
- Students (during exam periods)
- individuals with specific dietary preferences (vegetarian, people who suffer from anemia)

B2B :

- Sport clubs
- Supermarkets
- Organic food stores

-
-
-

Meet **25%** of daily **proteins** needs by consuming only **one natural energy bar** and contribute to reduce **1Kg** of **CO2** emissions each month

Our Team



Farid ERROUH

• Ph.D. student in Agriculture with entrepreneurship training from various programs

-
-
-
-
-

Overseeing the entire project, from initial development to commercialization



Ghizlane GOUBRAIM

- Master's degree in collective intelligence
- Communication and design



HAJAR EL FROUGUI

- Master's degree in Chemical and Biochemical Sciences
- Supervising and leading the technical aspects of the project

"Harvesting Nature's Wealth, Nourishing the World, Sustaining Our Planet"

Thank you

