



Libera

PERFECT MATCH. FASTER DISPATCH.

DESIGN THE FUTURE OF MOBILITY



Meet the team



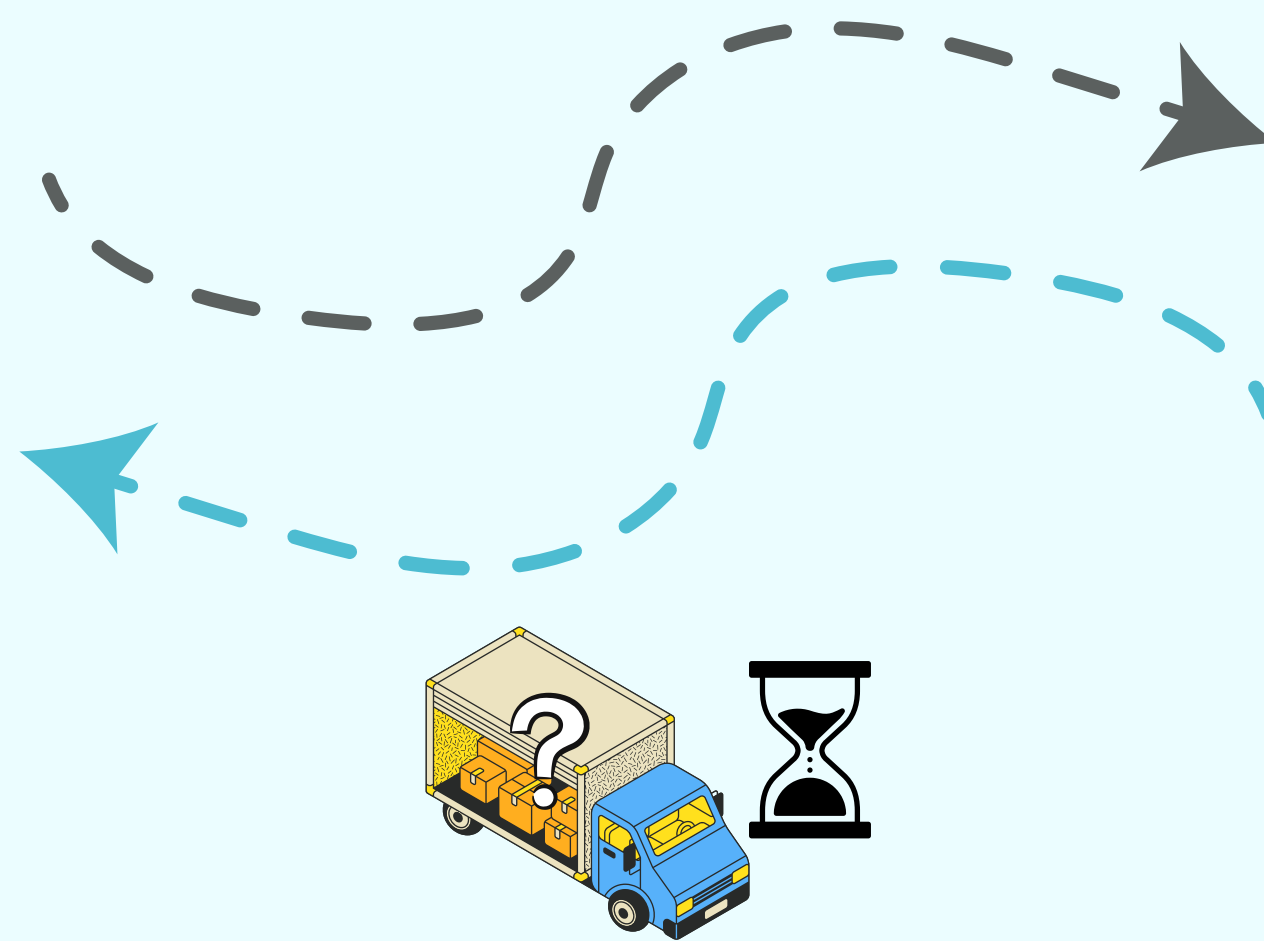
- Doha Jouay
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- Mountasser Labchiri
- Ahmed Mrabet

Agenda

- **Context**
- **Solution**
- **Competitive Analysis**
- **Demonstration**
- **Conclusion**

What is the problem ?

Brahim, Grocery store owner



Mohamed the informal reseller

Potential client



Fatma, local producer

Potential clients



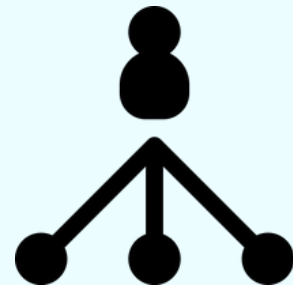
We are offering a platform connecting proximity store owners, transporters and informal resellers



Grocery store



Transportation



Informal reseller

Facilitate transportation and the purchase of goods from informal sector resellers to grocery stores.

In case of an Emergency:



People in need



Transportation

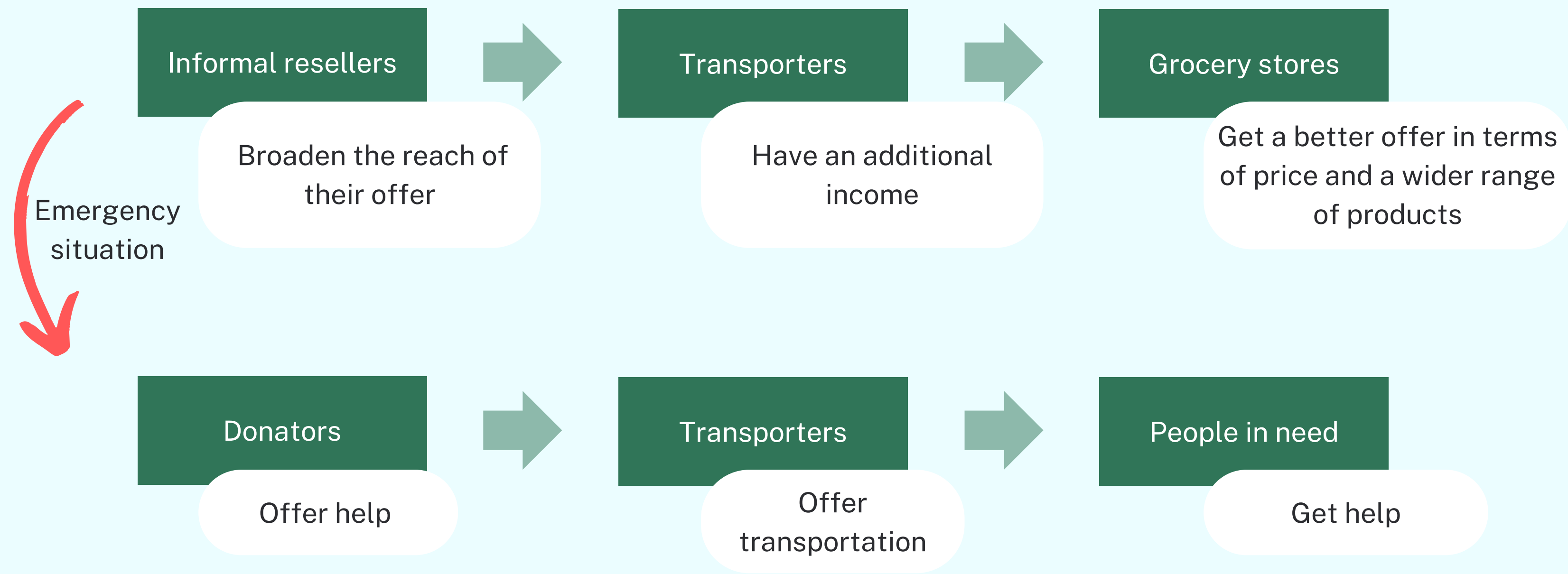


Donators

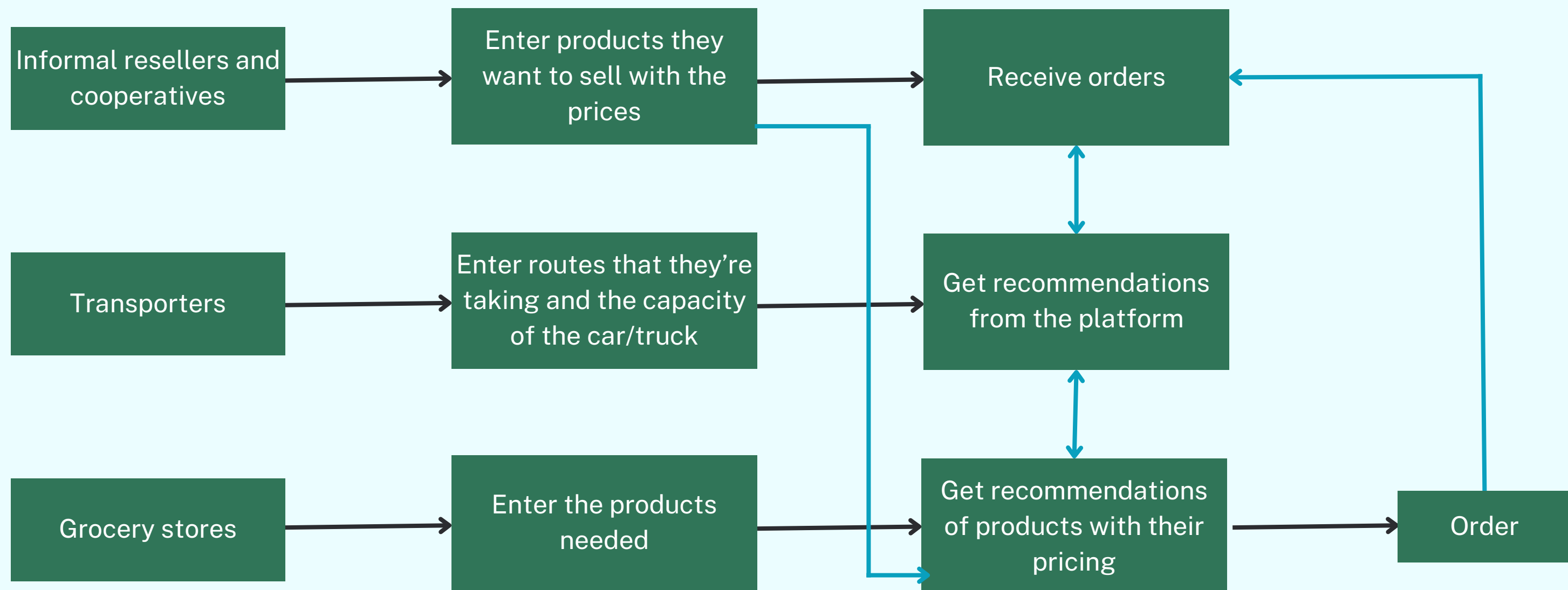
... with a potential to raise donations to people in need during crisis and emergencies.



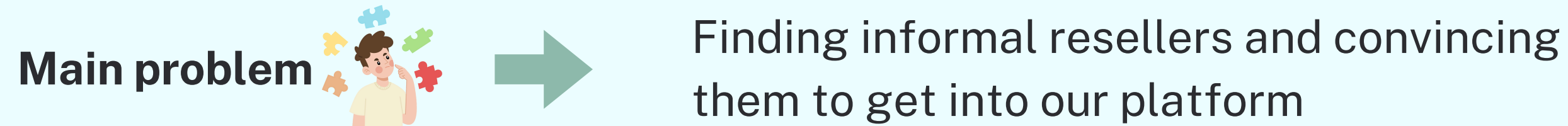
This solution delivers value to all actors in the value chain



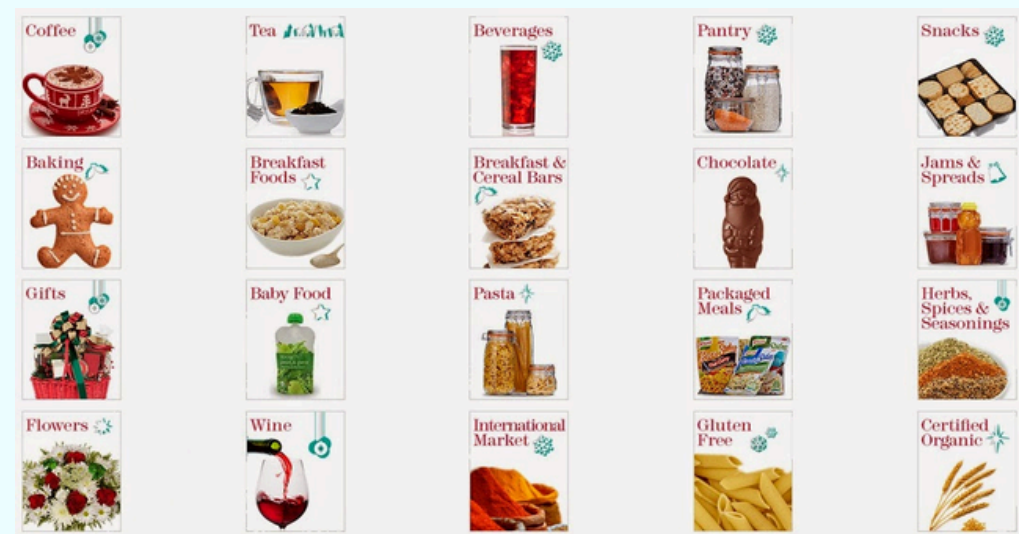
How does it work ?



How are we going to start ?



Solution

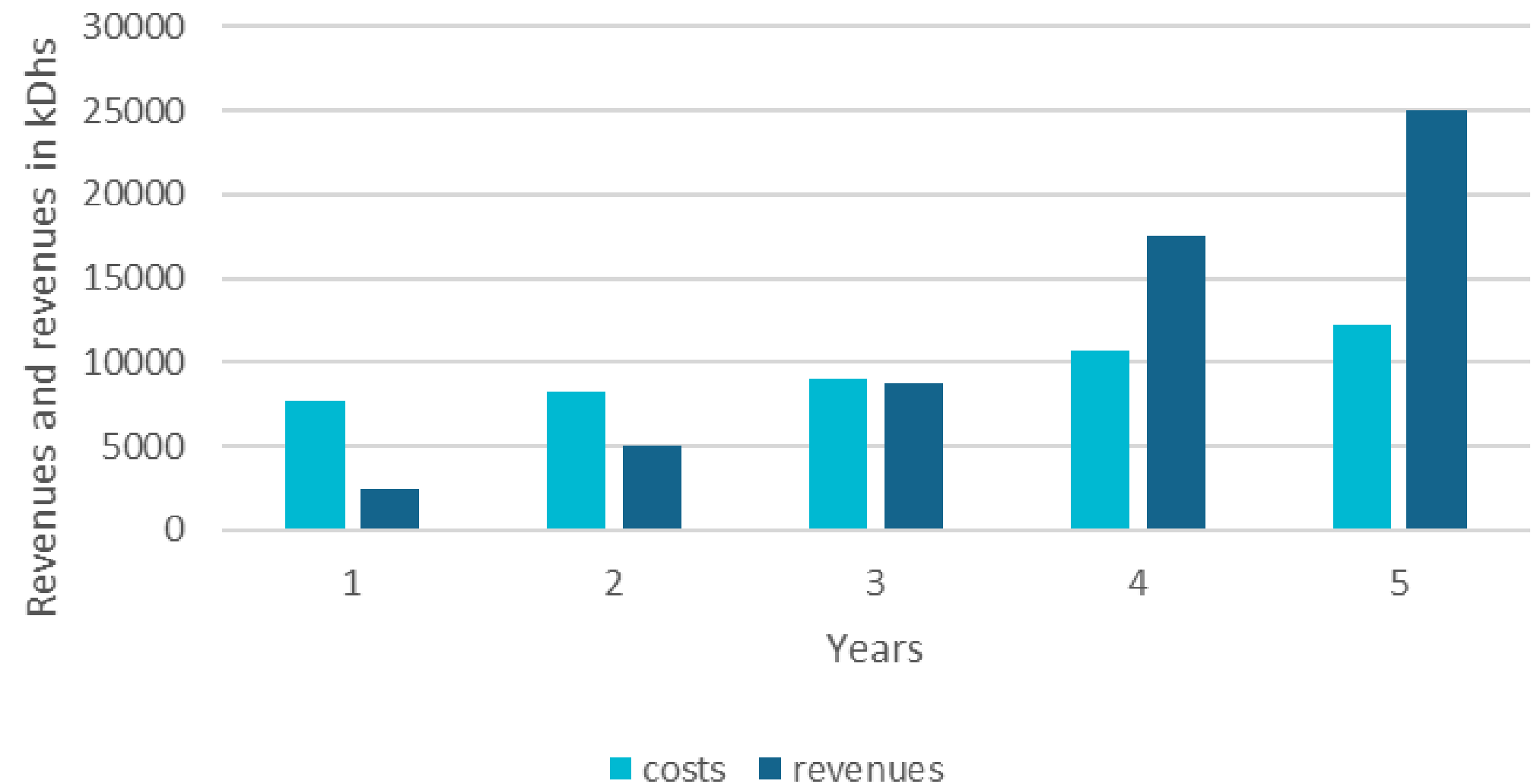


Catalog of most sold products



A solution breaking even in year 4

Costs and Revenues Over Time






* Estimated values based on experts' interviews and public benchmark

Hypotheses

- **100 000** grocery stores in Morocco
- **10%** of margin for both transporters and the app
- **10%** of the margin goes to us
- Costs include: **Employees, Marketing and SG&A**
- Salespeople visit the actors: they generate a **10% conversion rate**

Break-even: 4th year

Where do we stand compared to the competition ?

Solutions	Informal sector inclusion	Matchmaking optimization	Cost-effective fees	Crisis cases included	Incorporating regular drivers
 LIBERA	✓	✓	✓	✓	✓
	✓	✗	✓	✗	✗
	✓	✗	✗	✗	✗

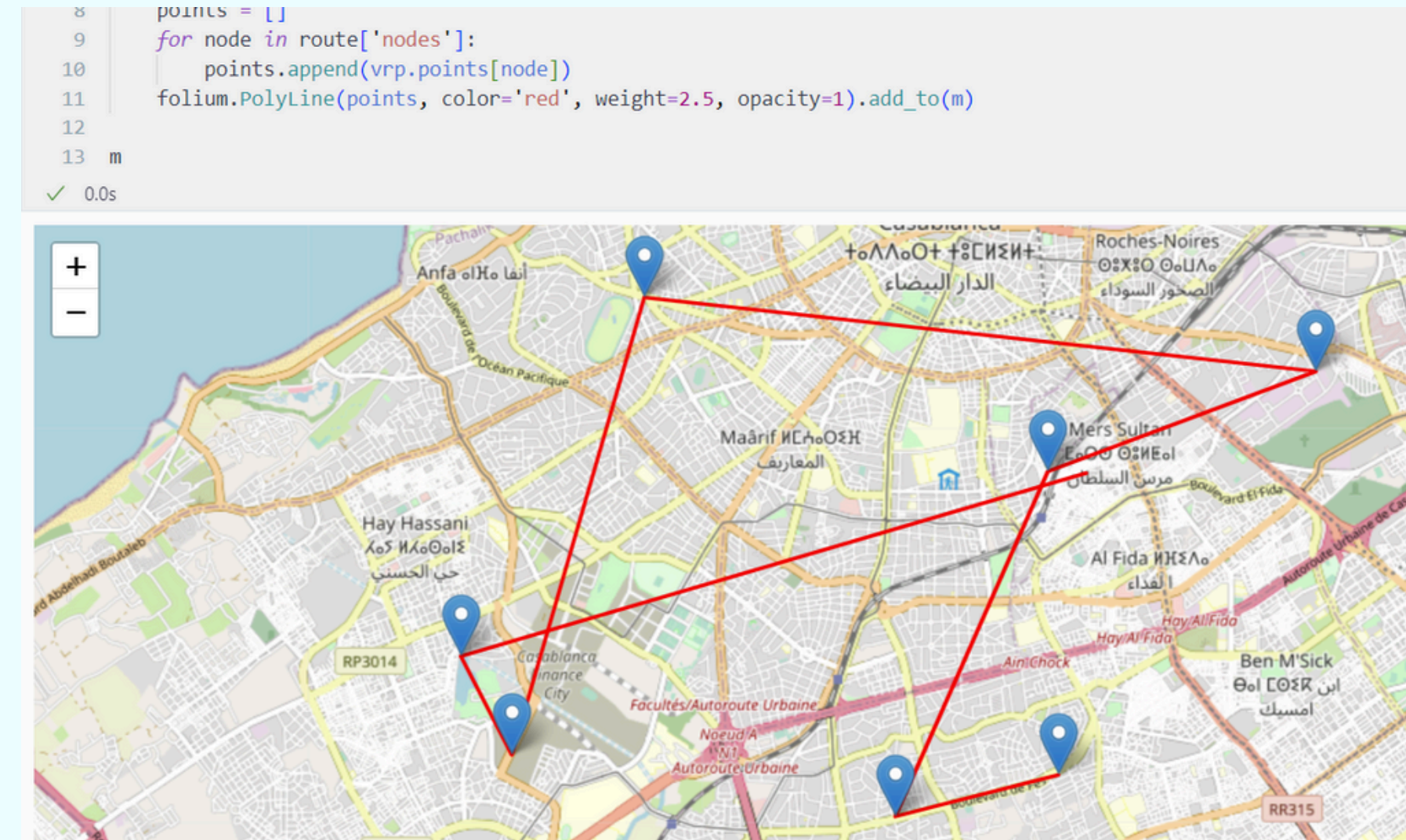
ROUTING OPTIMIZATION

We've built a model that can optimize the route by:

- time
- distance

It can satisfy multiple constraint :

- capacity of the vehicle
- demand on each stop
- origin & destination of the journey

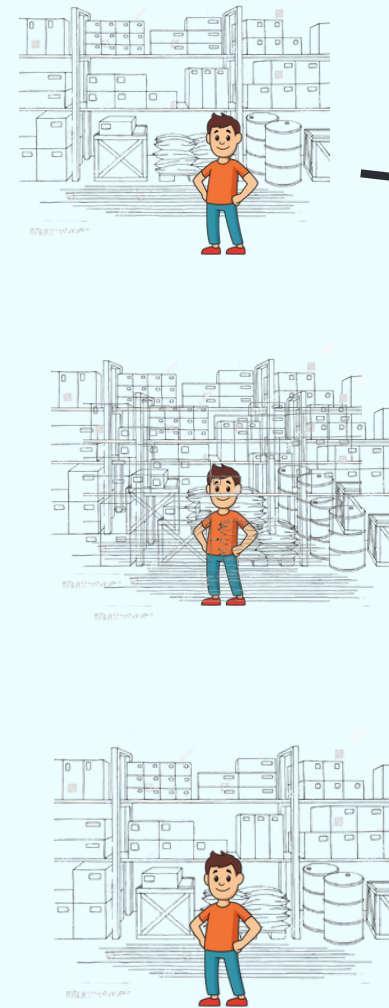


Solution demo

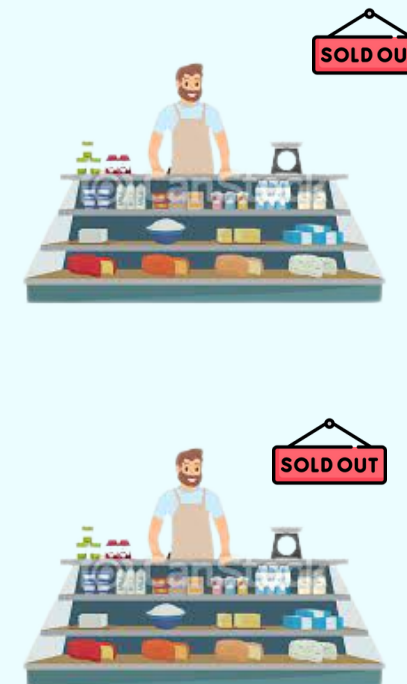


Optimized Matchmaking

Suppliers



Grocery stores

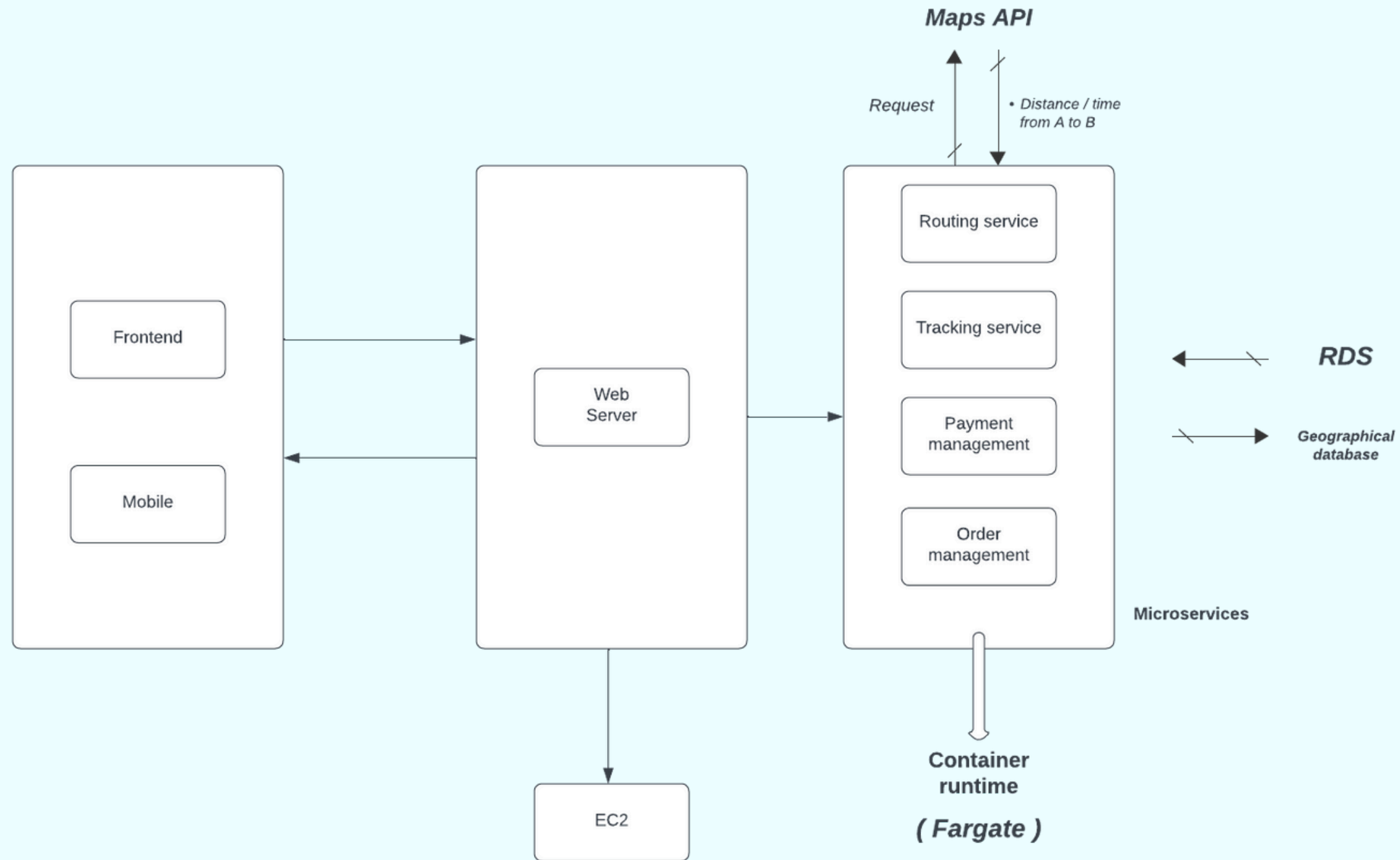


- Choose Nearest supplier
- Prioritize Suppliers from which the store prefer to shop
- Propose the best prices

Transporters

- Maximize the benefit
- Stick to the the routes precised by the transporter

Solution architecture



AWS infrastructure

5 Key takeaways for the solution we are offering



Preserving

Direct distribution

A platform linking local and informal producers to customers through grocery stores and regular transporters



Solving

A novel solution

A new solution to a very stressing problem of the informal sector with no preexisting solutions



Simplifying

An optimized process

AI-powered platform which optimizes the process from the match-making to the routing optimization.



Greening

Eco-friendly

Reducing the carbon foot-print by employing regular transporters with empty car trunks



Supporting

Crisis-adaptive

Our platform is ready to match-make donors, people in need and people offering help in case of crisis.



Thank you!
