



Integrated Solar-AI Agri-Food Platform for Circular Value

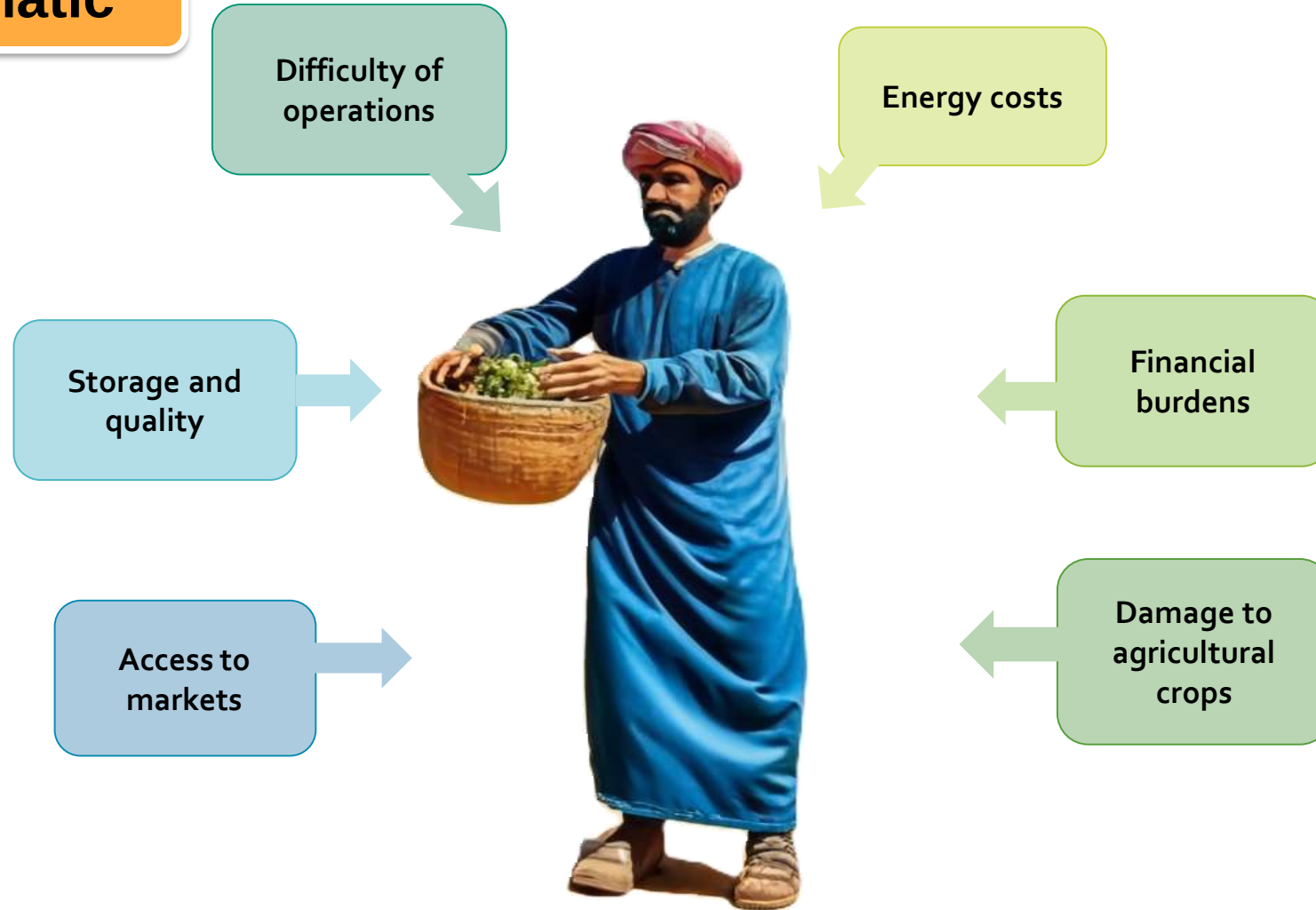
Being the pioneer of sustainable agricultural and agro-industrial development



FATIMA EL KHOU
Founder and CEO



Problematic



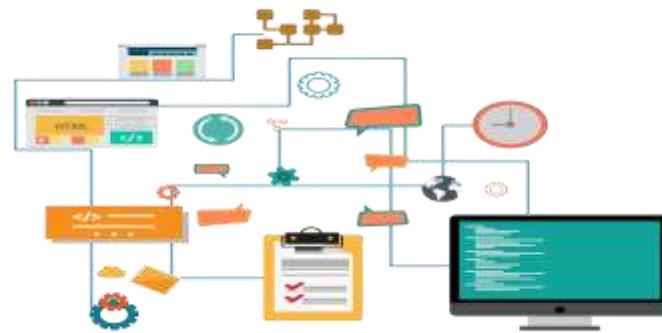
**A third of the world's food is wasted every year
30 % of food is lost during the production stage**



Solution

Digital Solar drying platform

JAFIFE is an IT-based integrated agri-food processing platform that uses smart solar dryers to dry food into natural ingredients, fueling sustainable supply chains within the agri-food industry



1st application intended for agricultural valorization through drying



Drying Experience

1

Search the platform, determine the crop type and farm size, then obtain support from advisory reports and guidance



Producer farmer



2

Obtaining technical and financial study87



3

Signing the contract and delivering the drying system



5

Evidence and linkage to markets



4

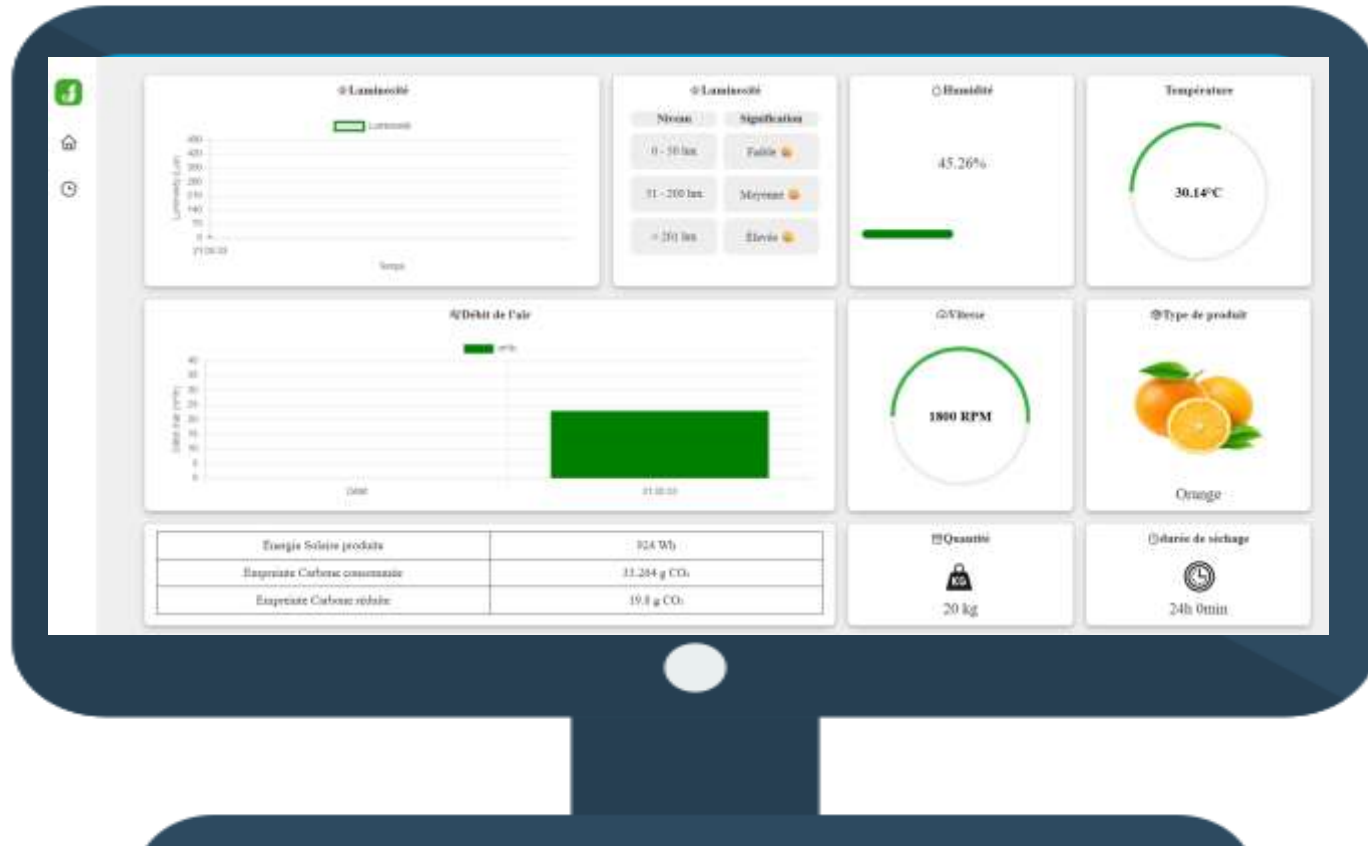
Monitoring drying operations, tracking and organizing harvest and inventory

6

Get financial returns



Our Platform & Dashboard



Energy & maintenance



Compliance and traceability



Demand and pricing



Optimization



Circular economy



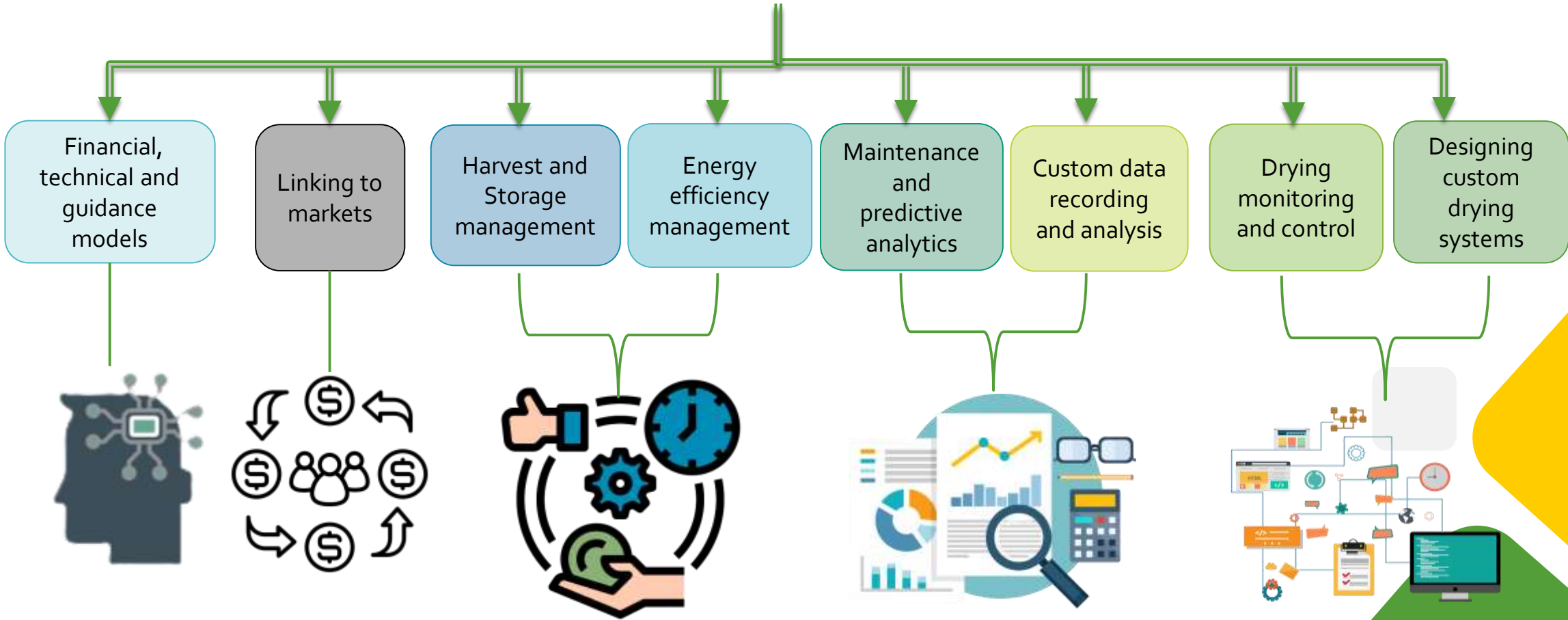
Contrôle



With AI across the entire agri-food supply chain, from farm to industry, inefficiencies are reduced, traceability is improved and a circular economy is promoted where food waste is minimized by 30% and agricultural value is maximized by 45%



Technology





Sustainability and impact



- ❖ Reduce CO2 emissions by up to **50000 tonnes /year**
- ❖ Reduce food waste by up to **30 %**.

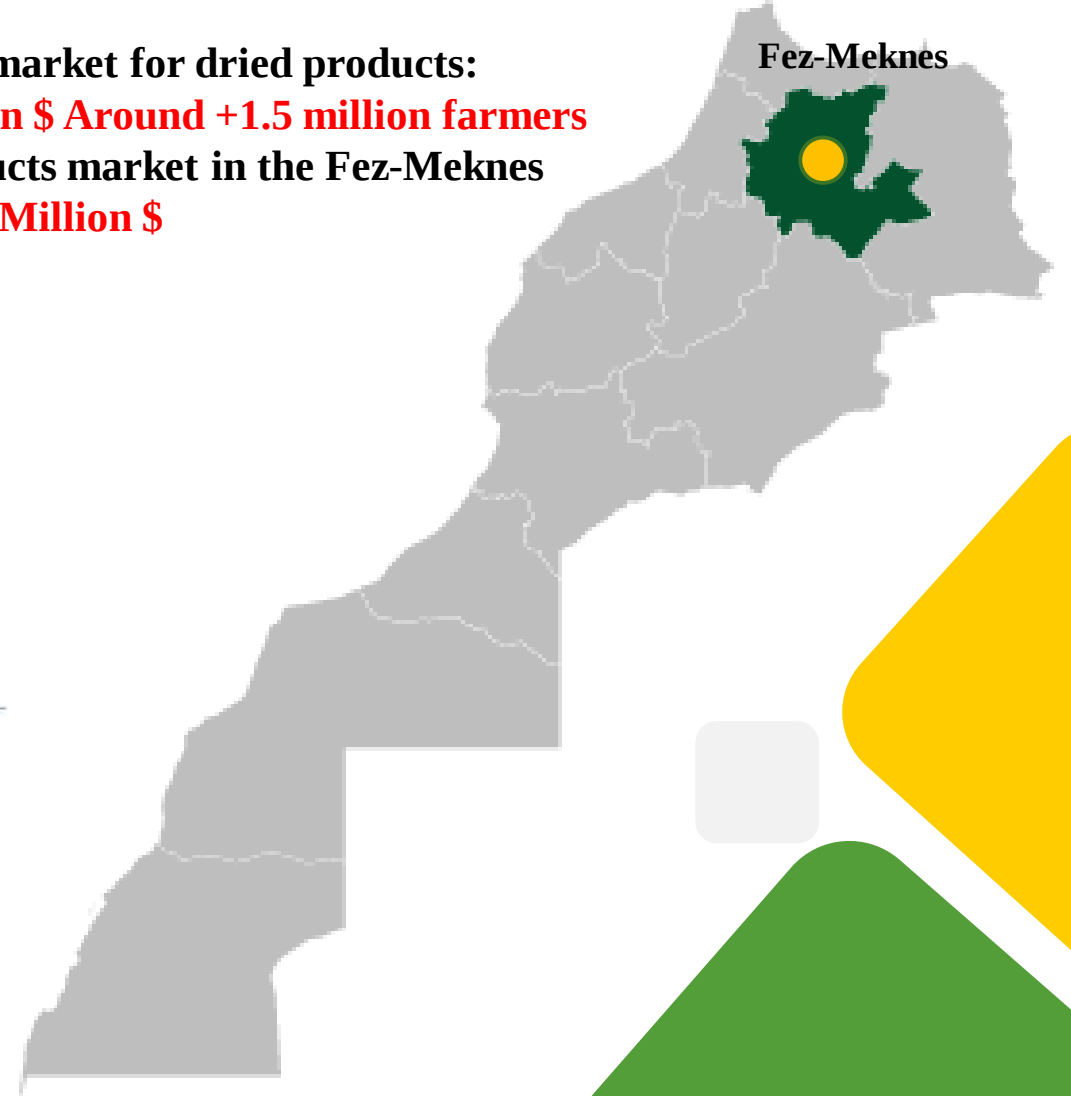
- ❖ Increase in farmers' income by **de 45 %**
- ❖ Time saved for women **2000 h / an.**



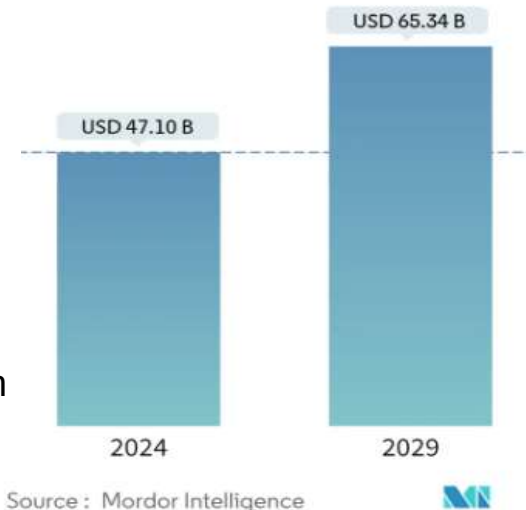
Go to Market / Scaling up internationalisation



Moroccan market for dried products:
+130 Million \$ Around +1.5 million farmers
Dried products market in the Fez-Meknes region: +40 Million \$



Dried food market size:
US\$ 273 billion in 2025. It is expected to reach
345 billion US dollars by 2035
Annual growth rate: 6.77%





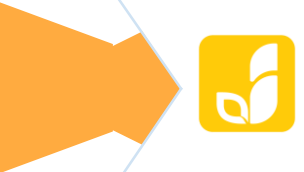
Finance

Business Model

Dollar	2025	2026	2027
Revenue evolution	150 000 \$	750 000 \$	2,25 Million \$
Net profit	30 000 \$	130 000 \$	400 000 \$



Engineering Service + Application Subscription



Digitalized Solar Dryer



Ingredients and natural coloring





Team



FATIMA EL KHOU

Founder and CEO / Head of Research and Innovation
Mechatronics Engineer
Solar engineering
management Development
and strategy
+7 years experience



HANAE LAHMISS

Quality Improvement Manager
Industrial engineer
Project management
Planning
+6 years of experience



MANAL TAHTAH

Sales Engineer
Industrial engineer



MOHAMED EL KHOU

Data Engineer
Software engineer R&D in Machine
Learning AI Engineer Big Data
Developer
+ 5 years of experience between
Morocco and France



EL MOUBTAHIJ ALAE

Ingénierie électronique et IOT

Advisor

Digital Transformation
Strategy and Investment

Consultant

Food Engineering

**2
technicians**



Our Partner



AGRA
Sustainably Growing
Africa's Food Systems



مركز المقاولات الصغيرات التضامنية
Centre des Très Petites Entreprises Solidaires



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