

MaJourneys



The easiest way to book activities, stays, and experiences in Morocco – and soon across MENA.

Problem Statement

Travelers visiting Morocco face a fragmented and outdated booking experience. There is no single platform that allows them to discover and reserve verified activities, stays, or experiences with confidence.

Key Issues:

- 01** Scattered and unverified offers
- 02** No central booking solution
- 03** Language and trust barriers
- 04** Local vendors lack booking tools



Solution

MaJourneys is Morocco's first all-in-one travel booking platform. We make it easy for users to discover and instantly book curated local experiences.

What we offer:

- Activities, spas, restaurants, pools, nightclubs, stays and more
- Instant booking via WhatsApp or mobile app
- Real-time confirmation and human support



Market Opportunity



source: Minister of Tourism

Target Audience

Tourists, locals, digital nomads, eco-conscious travelers, and cultural explorers seeking curated, hassle-free experiences across Morocco.

Market Size

- 14M+ tourists visited Morocco in 2024
- \$2B+ annual tourism spend in North Africa
- No leading all-in-one booking platform in Morocco

Market Trends

- Shift toward experience-based and responsible travel
- Demand for mobile-first, frictionless bookings
- World Cup 2030 to drive a major tourism boom

Business Model



Revenue Streams

- 10–20% commission on bookings
- Fixed commission deals with select vendors
- Future: Sponsored placements & travel-related ads (airlines, insurance, etc.)



Pricing Strategy

- Transparent pricing for travelers
- No platform access fees — providers receive bookings directly via WhatsApp



Sales & Distribution

- Website & mobile apps (iOS & Android)
- Influencer marketing, niche city pages, SEO & blog automation
- Seamless WhatsApp + in-app booking experience managed by MaJourneys

Traction



Milestones Achieved

- Website fully rebuilt from scratch and launched in late 2024
- iOS & Android apps launched in 2025
- 40–70 confirmed bookings/month through organic traffic



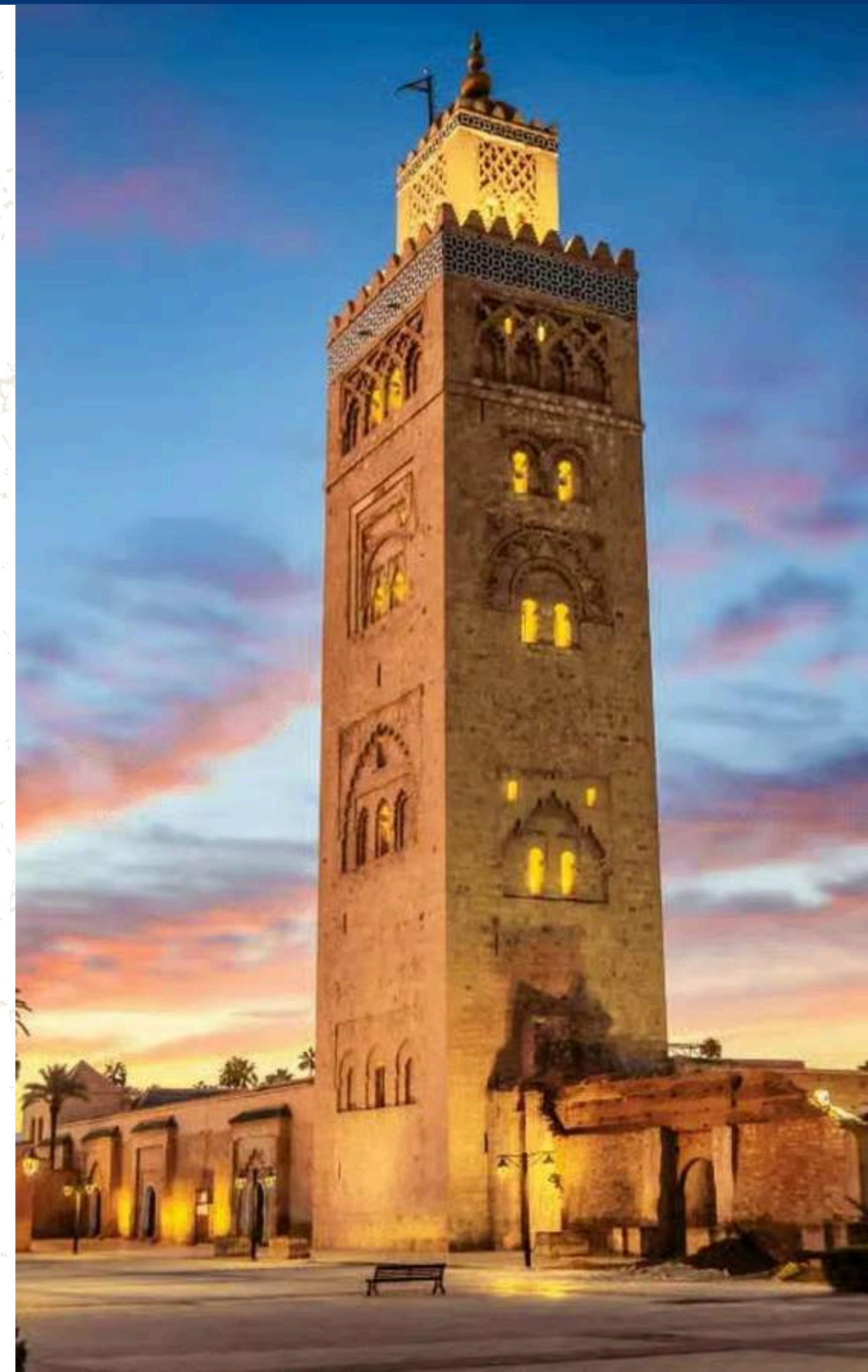
Customer Base

- Amazing engagement on Instagram niche pages & TikTok
- Growing community of travelers booking via WhatsApp & app
- High retention from personalized support and fast booking flow



Partnerships

- 30+ live collaborations with camps, spas, pools & activity providers



Competitive Landscape

Competitor Overview

- Global platforms like GetYourGuide, Viator, and Klook dominate international travel
- Local Moroccan services are fragmented, outdated, or Instagram-based
- No leading platform focused exclusively on curated Moroccan experiences with local follow-up

Competitive Edge

- Authentic, localized travel experiences across Morocco
- Direct WhatsApp support + real-time confirmations
- Human-first approach — we manage everything ourselves
- Helps small local businesses grow through visibility & bookings
- Future-ready for expansion across MENA

Marketing & Growth Strategy

Acquisition Channels

- Influencer-driven campaigns across Instagram & TikTok
- SEO-optimized content across niche travel pages
- Strategic collaborations with city accounts and content creators

Engagement & Retention

- Daily content + behind-the-scenes stories
- Community-led growth: user reviews, highlights, and reposts
- Plans for loyalty perks & referral bonuses

Scaling Plan

- Geographic expansion to key cities (Casablanca, Agadir, then Saudi & UAE)
- Mobile-first UX improvements and new booking features
- Launch of MaJourneys Ambassador Program per region/category

Performance & ROI



*Current
Performance*

- \$400 to \$1,700 monthly revenue (100% organic – no ads)
- 40–70 confirmed bookings/month via WhatsApp or app
- Strong presence across Instagram niche pages, TikTok, and Pinterest with high engagement



*Growth
Potential*

- Organic SEO investment = long-term free traffic
- Influencer campaigns scale faster & build long-term trust
- Booking automation + upsells to increase average value per client



*ROI
Projections*

- Projected ROI: +1000% within 24 months
- Early-stage growth shows strong conversion potential with minimal input
- Strategic funding will rapidly unlock volume, automation, and regional expansion

Growth Strategy

Investment Focus

Staffing: Key hires to improve operations

Marketing: SEO, social media, influencer collaborations.

Tech Enhancement: Improve app UX/UI and analytics.

Scalability

Year 1: Strengthen presence in key Moroccan cities.

Year 2-3: Expand into Saudi Arabia.

Year 3-4: Establish MaJourneys as the leading all-in-one travel platform across MENA, becoming the "Uber of travel" — essential for tourists and locals alike.

Performance & Growth Projections

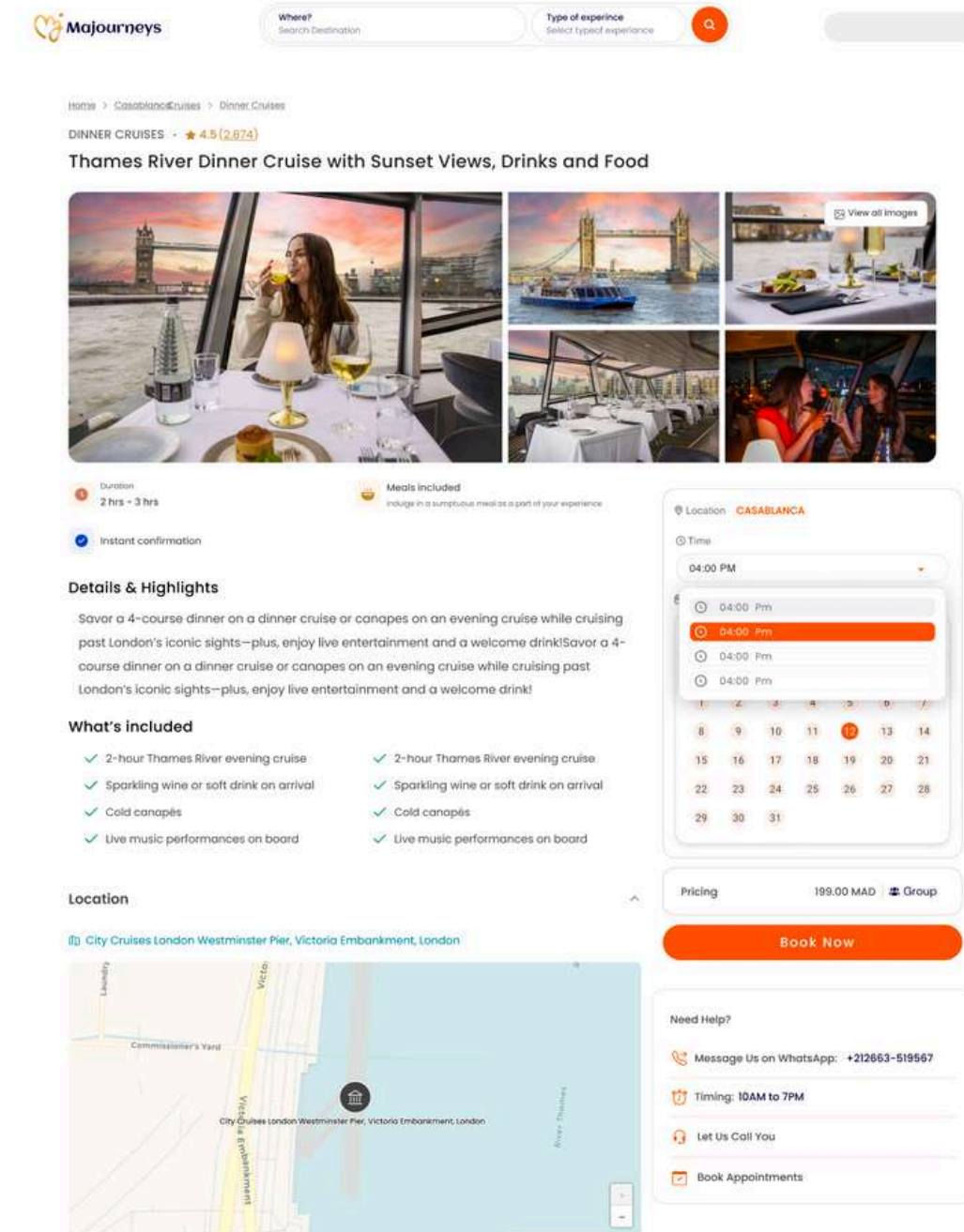
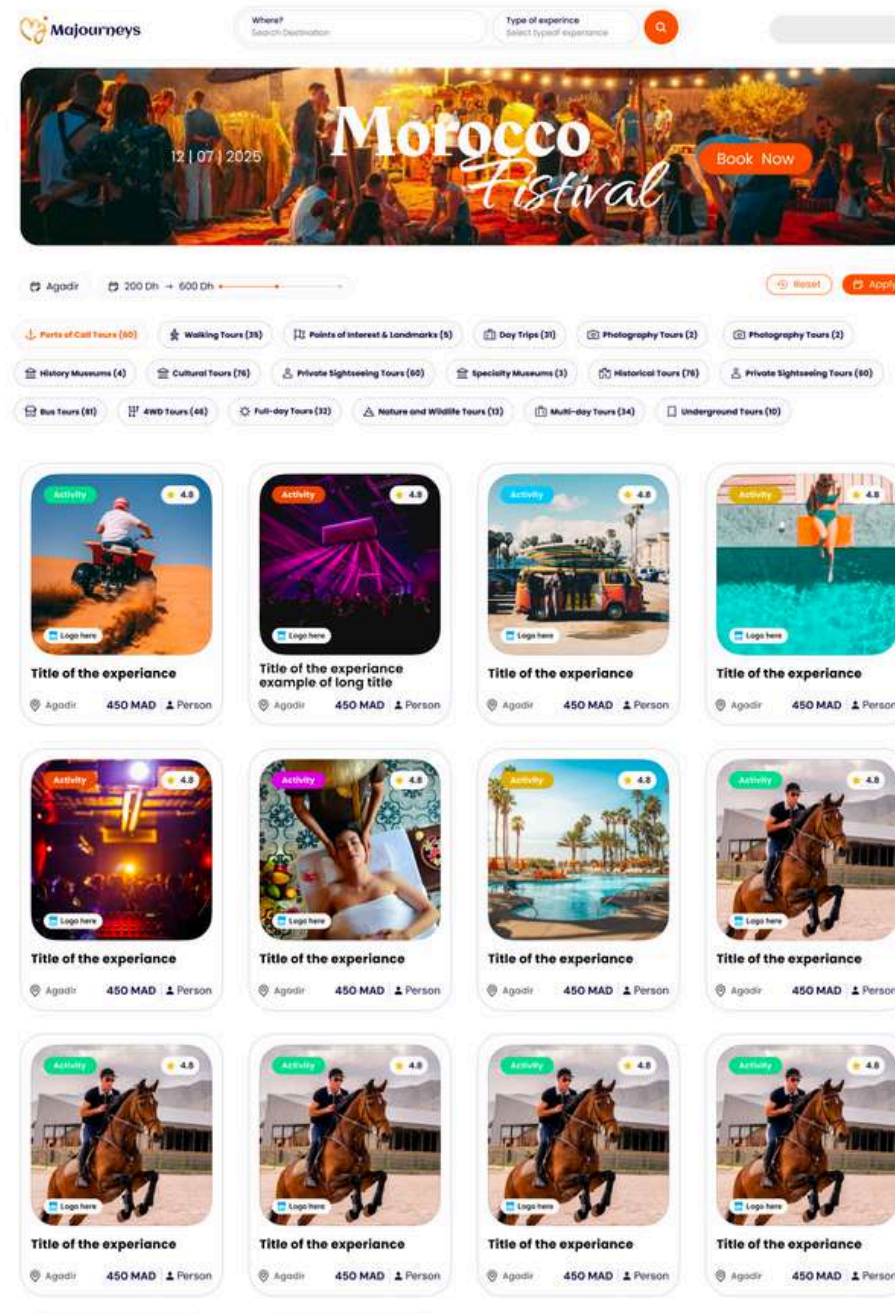
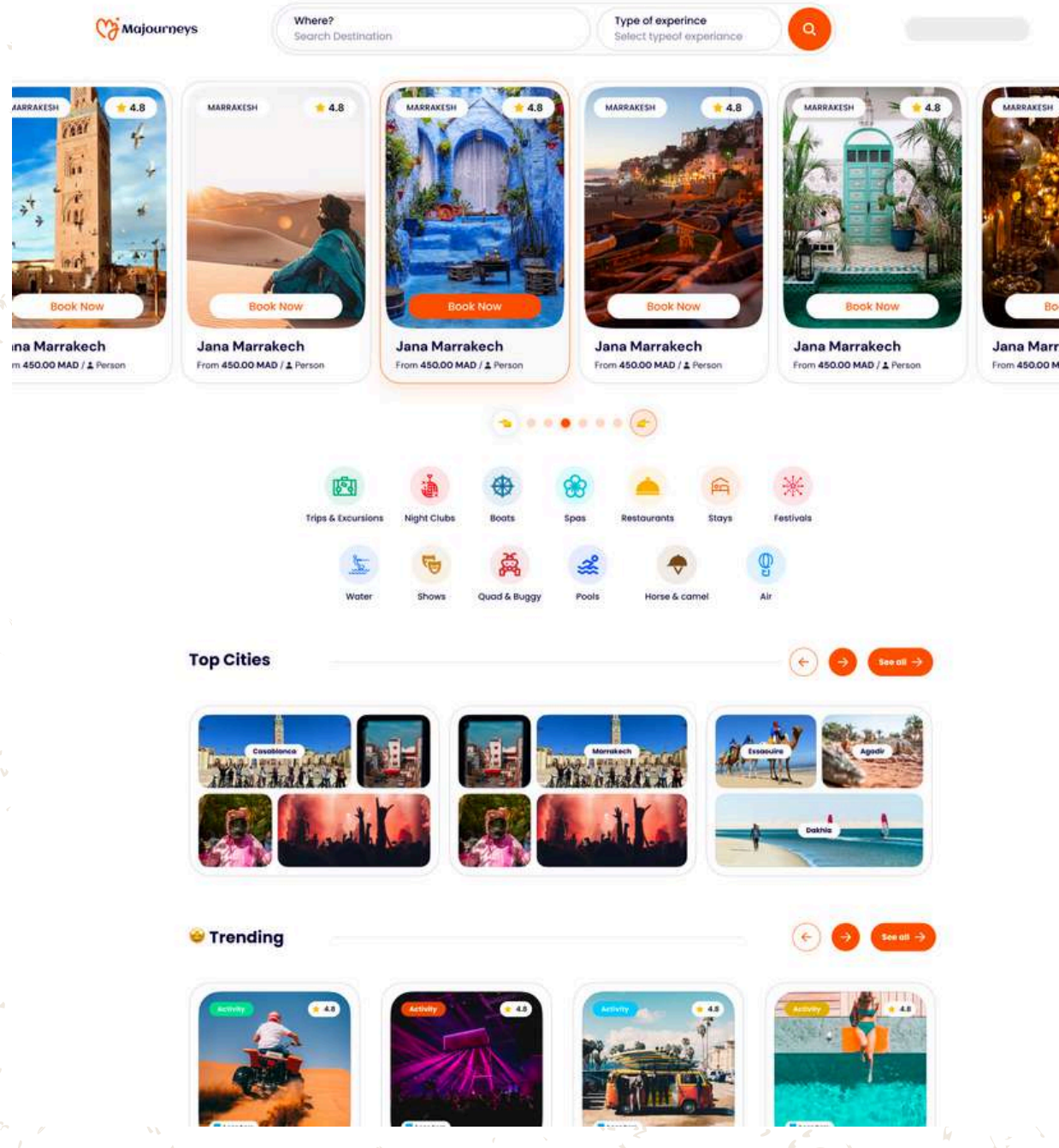
Current: \$400-\$600/month in winter, \$800-\$1700/month in summer from organic traffic.

Goal: +1000% ROI in 2 years.

Our new platform

Launching August/September 2025 — Experience the future of seamless bookings and effortless management with a unique system unlike any other travel platform.

Our New Look



Seamless online payments

Our new platform will offer smooth and secure online payments, making it easy for customers to book activities, events, stays, and more with just a few clicks. Multiple payment options ensure convenience and trust throughout the entire reservation process.



Most Popular

Package Name

A paragraph that talks about benefits if the packa

- Characteristics Number 1
- Characteristics Number 1
- Characteristics Number 1
- Characteristics Number 1
- Characteristics Number 1
- Characteristics Number 1
- Characteristics Number 1

199.00 MAD Group

Package Name

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199.00 MAD Group

Extra

Title of the experience
Agadir 450 MAD 1 Person

Title of the experience
Agadir 450 MAD 1 Person

Title of the experience
Agadir 450 MAD 1 Person

Title of the experience
Agadir 450 MAD 1 Person

Title of the experience
Agadir 450 MA

Location **CASABLANCA**

Selected Package
Package Name

Time
04:00 PM

Guest
1 Person

Date
13 - 06 - 2025

Transport
Picked Service
Round Trip From Marrakech City Center 50.00 MAD

Pricing 199.00 MAD Group

Book Now

Complete Your Reservation

Review your order and choose payment method

Payment Method

☒ Pay Upon Arrival
Pay upon arrival at the location No fees

☐ Moroccan Card
Pay with local Moroccan bank card

☐ International Card
Pay with Visa, Mastercard, or American Express

Contact Information

First Name: John
Last Name: Doe
Email: john@example.com
Phone Number: +212 6XX XXX XXX

Reservation Summary

Signature Experience
5 courses • 2.5 hours

Friday, June 3, 2025
7:00 PM
2 guests
Pickup service included

Add-ons

Quad Biking in Agafay	\$45
Pool Access in Agafay	\$25
Package (2 guests)	\$178
Service charge (15%)	\$26.70
Add-ons	\$70
Transport	\$35
Total	\$309.70

Confirm Reservation

By confirming, you agree to our terms and conditions. You will receive a confirmation email shortly.

QR Code Ticketing Technology

We're introducing advanced QR code ticketing for a wide range of experiences — including events, festivals, restaurants, spas, activities and more. This feature will enable instant check-ins, reduce fraud, and provide a seamless entry experience for our users.

Digital TicketExperience DetailsHow It Works

 **Oasis Festival - Weekend Pass** Valid

VIP Access • Music Festival



Unique ticket identifier
T-9876543210 

 **Date**
June 15-17, 2025

 **Time**
Gates open at 16:00

 **Guests**
2 Guests

 **Location**
Marrakech Desert Oasis

 **Ticket Type**
VIP Access

 **Valid Until**
June 17, 2025 23:59

Ticket Actions

 Download PDF Ticket

 Email Ticket

 Share Ticket

Add to your mobile wallet for quick access:

 Apple Wallet

 Google Pay

Need Help?

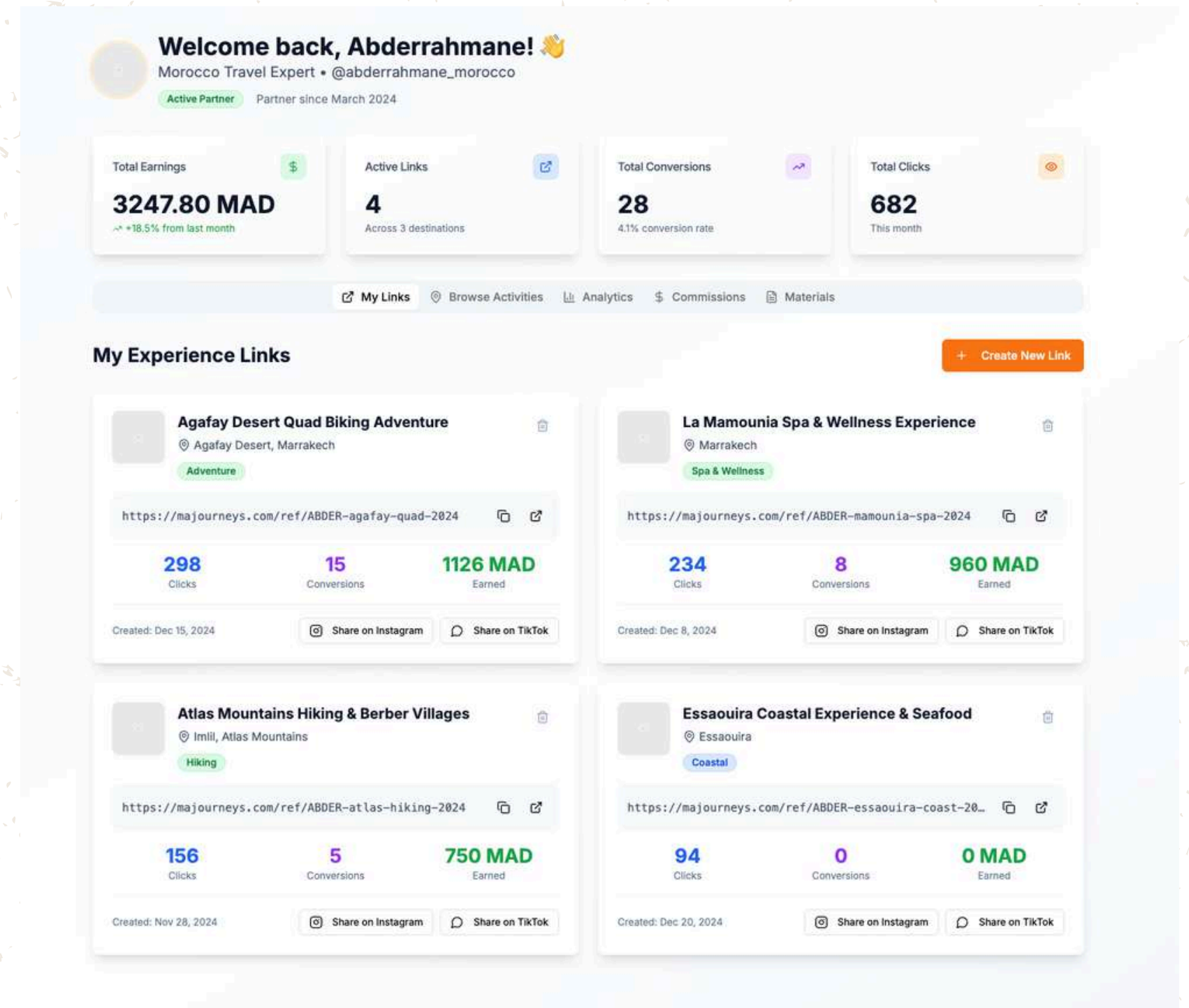
 **WhatsApp Support**
Get instant help with your ticket or booking questions

Contact Us

Venue Contact
For venue-specific questions, please contact:
+212 5XX XXX XXX

Ambassador Program

Our revamped ambassador program empowers influencers and local creators to earn commissions easily by sharing personalized referral links. This program is designed to drive organic growth and help us reach new audiences through trusted recommendations.



Vendor Dashboard (Beta)

Launching soon in beta for select vendors, the new vendor dashboard will allow businesses to manage their bookings, update offers, and control availability directly. This self-service portal will streamline operations and foster stronger partnerships.

**Serenity Spa & Wellness**
Vendor Dashboard

[WhatsApp Setup](#) [+ Add Manual Booking](#) [Download Today's QR Codes](#)

Today's Bookings
0
0 confirmed

WhatsApp Bookings
2
This week

Website Bookings
1
This week

Today's Revenue
\$0
0 paid bookings

Total Customers
247
189 active customers

[Bookings](#) [WhatsApp](#) [Customers](#) [Earnings](#) [Settings](#)

Manage Bookings
View and manage bookings from all sources

All Status All Sources

< May 2025 >

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Has bookings

Blackout date

Bookings for May 30, 2025

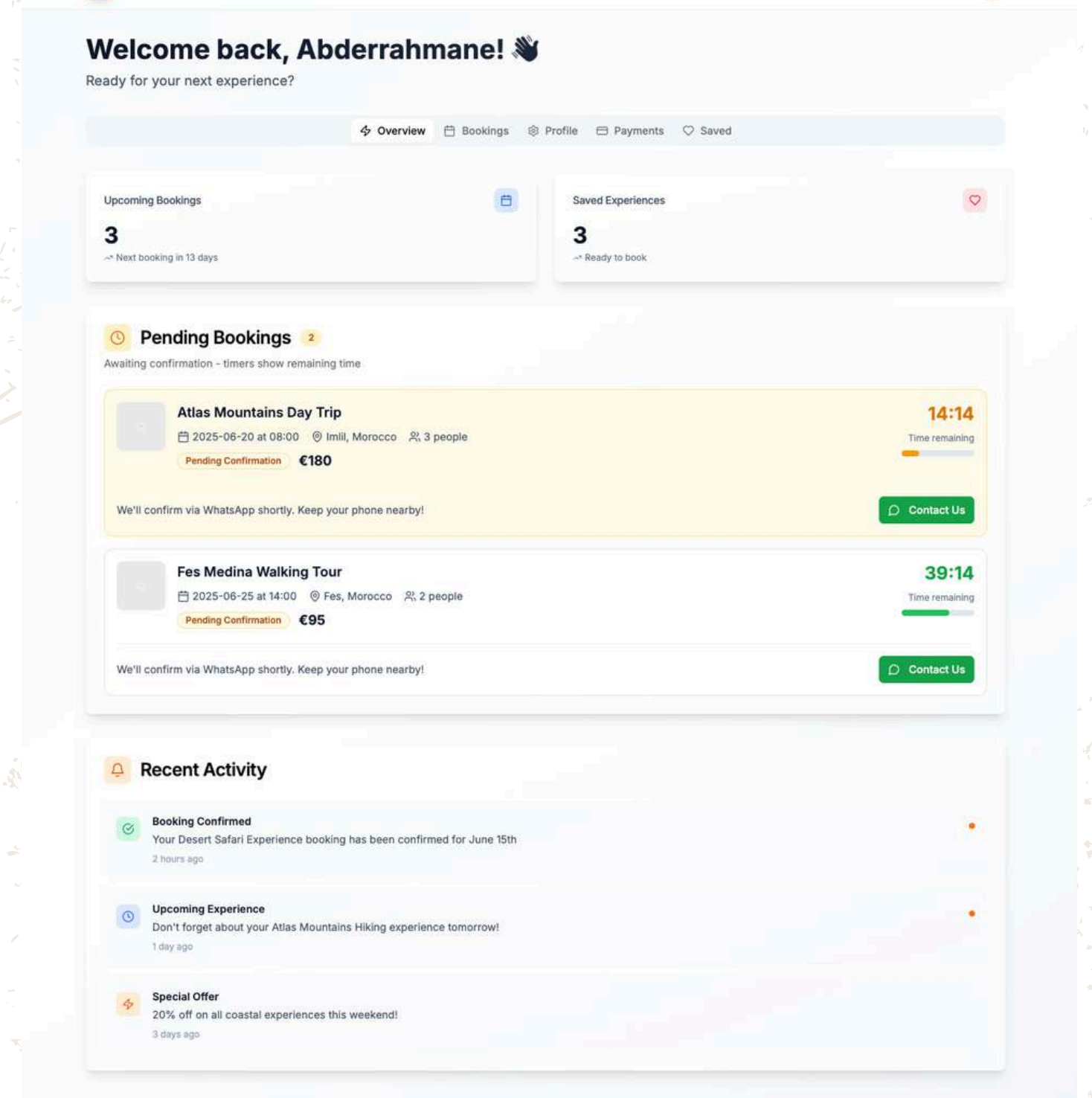

No bookings for this date
There are no bookings scheduled for this date.

All Upcoming Bookings
View and manage all your upcoming bookings from all sources

ID	Customer	Service	Date & Time	Source	Price	Status	Actions
B-1001	Emma Wilson	Full Body Massage	May 31, 2025 at 10:00 AM	WhatsApp	\$85	Pending	...
B-1002	Michael Brown	Couples Massage	May 31, 2025 at 1:00 PM	Website	\$160	Confirmed	...
B-1003	Sophia Martinez	Deep Tissue Massage	May 31, 2025 at 3:30 PM	Phone	\$95	Confirmed	...
B-1004	James Johnson	Hot Stone Therapy	Jun 1, 2025 at 11:00 AM	WhatsApp	\$110	Pending	...
B-1005	Olivia Davis	Aromatherapy Massage	Jun 1, 2025 at 2:00 PM	Affiliate	\$90	Confirmed	...

User Dashboard

Users will have access to a personalized dashboard where they can easily view their booking history — including confirmed, canceled, and pending reservations. They can also save their favorite activities, manage their profile and payment methods, and stay organized with all their travel plans in one place.



Team

Abderrahmane – Founder & Product Strategist

A self-taught entrepreneur and digital native with a proven track record in content creation (600k+ YouTube subscribers), e-commerce, and travel tech. Abderrahmane leads product strategy, creative vision, and overall direction of MaJourneys.

Marouane – Co-Founder & Developer

A tech-driven profile and experienced full-stack developer, Marouane recently joined MaJourneys to lead the technical evolution of the platform. He's also the co-founder of DIGIMPERIAL, Gotflow, and Inovad, with strong expertise in building and scaling digital products.

Financial Projections

Year	Monthly Active Users	Annual Revenue	Annual Expenses	Net Profit/Loss
Year 1	20,000	\$60,000	\$85,000	-\$25,000
Year 2	80,000	\$250,000	\$180,000	\$70,000
Year 3	250,000	\$1.1M	\$450,000	\$650,000

Funding Ask / Use of Funds

Funding Requested: \$200,000

Category	Amount (\$)	Purpose
Product Development	20,000	Ongoing technical maintenance and future feature development
Marketing & Growth	120,000	Scale ambassador program, digital ads, influencer partnerships
Operations & Hiring	50,000	Hiring staff to support operational growth and enhance service quality
Contingency & Misc.	10,000	Buffer for unforeseen expenses and infrastructure scaling

Thank You!

Let's make travel in Morocco seamless and unforgettable with MaJourneys.

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