



PROJECT 1 ABRITEX



ABRITEX ! More Than a Coat

Seeing Opportunities

Our customer segment is basically Hikers, campers and fishermen.



Homeless people are impacted.

Enabling Progress

Economically

- 30 Abritex units were sold.
- 5400TND Turnover.
- 1200TND Profit.

Socially

- Creating 3 jobs Opportunities.
- Ensuring a stable income for 3 seamstresses.
- Impacting 6 Homeless.



Taking Actions

Our value proposition: "ABRITEX" is a sleeping bag coat with high compressibility & durability. A coat that prevents user from cold & a sleeping bag keeping him warm & protected at night.

Our implementation Model:



Next Steps

- Sell 120 pieces
- Turnover : 51750TND
- Profit : 7300TND
- Target : 0.1% of companies
- 20 Homeless impacted
- Improving Abritex
- Hiring new seamstresses
- Making textile innovation
- Exporting "ABRITEX" outside

2019 2020 2021



PROJECT 2 KORCHOUF



Tasty, Healthy and More!

Seeing Opportunities

Rural Women in the agricultural sector suffer from:



Inc capacity to secure the basic needs of their families

Enabling Progress

Economically

- Selling 900 Bottles.
- Turnover of 3600TND.

Socially

- Ensuring a stable income for 30 job seeking women.
- Improving the livelihoods of more than 30 women.

Environmentally

- Protecting the environment from the toxic gases emitted by the accumulated molty cartons thrown away by farmers.



Taking Actions

Our value proposition: "KORCHOUF" empowers economically & socially women in "KALAAT SINAN"-a marginalized region in North Western of Tunisia- by facilitating for them access to the market while selling cardoon in bottles.

Our implementation Model:



Next Steps

- Sell 1200 Korchouf bottles
- Turnover : 4800TND
- Sell 1000 Bottles
- Turnover : 7200TND
- Impact : 30 women
- Sell 2000 Bottles
- Turnover : 10800TND
- New channels : Selling Online

2018 2019 2020