



2026 - 2030

Business Plan

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Made In :

Maroc



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English Version

STRATEGIC SPECIFICATIONS & INVESTOR PRESENTATION (2026)

Section 1: Company Overview

- **Company Name:** KOPHR
- **Founding Date:** 2026
- **Founders:** Driss BERRADA & Mahmoud ELMRANI
- **Co-founder:** Tarek EZZINE
- **Slogan:** Our satisfaction and your success
- **Business Sector:** Generative AI, Prompt Engineering, B2B Digital Transformation Consulting
- **Positioning:** A 100% Moroccan company ("Made in Morocco") specializing in AI engineering and optimization, digital transformation consulting, and the creation of bespoke technological solutions.
- **Vision (2026–2028):** To become the national and regional leader in applied artificial intelligence by leveraging Moroccan expertise and technological talent to serve both local and international markets.
- **Email :** support@kophr.net | contact@kophr.net
- **Web Site :** Kophr.net



Section 2: Value Proposition & Executive Summary

Founded by two young Moroccan entrepreneurs, KOPHR stands as a sovereign technological response to the growing AI needs of businesses. KOPHR embodies Moroccan talent and excellence in the digital sector by offering highly secure, scalable, and financially high-impact applied AI solutions.

For Investors (Business Angels & VCs)

- **High-Growth Market:** Positioned within the rapidly accelerating AI sector in Morocco and Francophone Africa.
- **Scalable Business Model:**
 - **Services/Consulting:** Immediate cash flow generation through bespoke consulting and engineering engagements.
 - **Subscriptions (Retainers):** Recurring revenue via maintenance and continuous optimization of AI queries.
 - **Proprietary Products:** Development of software components with medium-term value-creation potential.
- **Agile Leadership Team:** A clear vision driven by the founders, combining technical expertise with a deep understanding of business imperatives.



Section 3: The 4 Pillars of the KOPHR Methodology

The technological core of KOPHR is built on the 4-D Framework, a systematic process for engineering and optimizing AI prompts to ensure absolute precision and maximum financial returns for our B2B clients.

Phase 1: DECONSTRUCT

- **Extraction of core intent:** Identification of key entities, underlying objectives, and business variables.
- **Constraint analysis:** Definition of output formats (JSON, XML, HTML, tables, Markdown), size limits, and business rules.
- **Data mapping:** Separation of provided data (context) from information that is missing or needs to be inferred.

Phase 2: Diagnostics & Audits

- **Ambiguity audit:** Identification of areas of vagueness or risks of misinterpretation by LLMs.
- **Completeness check:** Verification of the contextual information required to eliminate any risk of hallucination.
- **Complexity assessment:** Selection of the required type of reasoning.



Section 4: Service Offerings and Strategic Objectives

- **AI Optimization:** Advanced prompt engineering to maximize LLM performance and reduce operational costs.
- **B2B Consulting:** Auditing, assessment, and deployment of AI solutions aligned with corporate strategic objectives.
- **Tailored Solutions:** Development of proprietary tools adapted to the specific needs of the Moroccan and African markets.

Key Objectives

- **For Clients:** Ensure a rapid return on investment (ROI) through the integration of secure, sovereign AI tools tailored to business processes.
- **For Investors:** Offer a high-growth opportunity in a high-value-added emerging market.
- **Local Commitment:** Promote the "Made in Morocco" brand within the digital sector and create skilled jobs for Moroccan youth.



Section 5: Business model, risks, and guarantees

- **Business Model:** Fixed-fee services (turnkey projects), subscriptions, and strategic innovation partnerships.
- **Confidentiality & Security (Data Security):** Strict compliance with data protection regulations (CNDP in Morocco, GDPR internationally).
- **Service Quality (SLA):** Tailored support, rigorous KPI monitoring, and skills transfer.

Risk Management Plan

- **Risk 1:** Leakage of confidential client data
 - **Mitigation:** Deployment in isolated environments (on-premise or private cloud); automatic masking of PII (Personally Identifiable Information) before transmission to LLMs.
- **Risk 2:** Dependency on LLM providers (OpenAI, Anthropic, Google)
 - **Mitigation:** Multi-model (model-agnostic) architecture enabling instant switching between models without disrupting client workflows.



Section 6 : Feuille de route opérationnelle (2026-2028)

National establishment and Proof of Concept (PoC)

- **Official launch:** Positioning KOPHR as a pioneer in 100% Moroccan AI engineering.
- **Pilot projects (PoC):** Signing of the first 5 major contracts (banking/finance, telecommunications, offshoring sectors, etc.).
- **Job creation:** Recruitment of the first AI engineers and graduates from Moroccan universities.



KOPHR

Notre satisfaction et votre réussite



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