

The FutureList

Justyol

Innovation Memo

Innovation In Words





A note from the CEO & Co-Founder of Justyol, Ahmed Badran:


Justyol is a cross-border marketplace platform serving the Moroccan and MENA e-shoppers. It addresses the accessibility challenges faced by these shoppers and the barriers for regional suppliers to enter new markets.


Justyol

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Supply Chain

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Retail Apparel and Fashion

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justyol.ma

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USD 350K

- 
2022

Executive Summary

Justyol is an e-commerce platform based in Morocco, offering a curated selection of premium Turkish fashion and lifestyle products. The platform emphasizes user experience through real-time inventory management, personalized product recommendations powered by machine learning, and multiple payment options to meet local preferences. Justyol's delivery tracking and route optimization features further enhance its accessibility, providing customers with a reliable and streamlined shopping experience.

The Moroccan e-commerce market is growing rapidly due to factors like increased internet penetration, smartphone usage, and a rising middle class. Justyol is well-positioned to serve this expanding market by filling a niche for high-quality and diverse fashion products not widely available in Morocco. By focusing on an underserved segment, Justyol aims to capture a significant share of the market, catering to fashion-conscious consumers seeking premium products.

Justyol faces challenges such as inflation in supplier markets, the cash-on-delivery culture, and regulatory considerations. To address these, the company has invested in strategic partnerships with suppliers, logistics providers, and marketing platforms, strengthening its supply chain and operational reliability. Future plans include expanding product categories to broaden customer appeal and pursuing eco-friendly practices, including sustainable packaging. These initiatives align with Justyol's goal of supporting Morocco's evolving e-commerce sector and contributing to sustainable economic growth.



Ahmed Badran
Co-Founder & CEO

Ahmed has over 9 years of experience in business development, digital marketing, and entrepreneurship. At Justyol, he leverages his expertise and network to guide the company's vision, strategy, and expansion in the rapidly growing North African market.



Ahmed Rashed
Co-Founder & CGO

Ahmed Rashed is a Co-Founder and Chief Growth Officer of Justyol with several years of experience in evaluating projects and investment opportunities, anticipating future issues and implementing creative solutions. He used to manage projects' teams for optimal return-on-investment, coordinate and delegate cross-project initiatives.

Innovation Spotlight

Core Functionality/Features:

Justyol's e-commerce platform is designed to provide a seamless and intuitive shopping experience for its users. Key technological features include:

- **Tracking and Notifications:** Customers can track their orders in real-time through Justyol's platform, receiving notifications at each stage of the delivery process. This transparency enhances customer trust and satisfaction.
- **Real-Time Inventory Management:** Justyol employs real-time inventory management systems to keep track of stock levels, ensuring that customers have up-to-date information on product availability. This reduces the likelihood of stockouts and enhances the overall shopping experience.
- **Personalization Engine:** Utilizing machine learning algorithms, Justyol personalizes the shopping experience by recommending products based on user behavior, preferences, and purchase history. This not only enhances customer satisfaction but also increases conversion rates.
- **Route Optimization:** Justyol uses advanced route optimization algorithms to plan delivery routes, reducing delivery times and operational costs. This ensures that customers receive their orders quickly, regardless of their location within Morocco.

Design and User Experience:

- **User-Friendly Interface:** Justyol's website and mobile app are built with a focus on usability, ensuring that customers can easily navigate through product categories, search for specific items, and complete purchases with minimal friction.
- **Customer Support:** Justyol offers robust customer support through multiple channels, including live chat, email, and phone. Responsive and helpful customer service enhances the overall shopping experience and builds customer loyalty.

Integration and Compatibility:

- **Multiple Payment Options:** The platform is integrated with various payment gateways, including Stripe, credit/debit cards, mobile payments, and cash on delivery. This flexibility caters to the diverse preferences of Moroccan consumers.
- **User Feedback Integration:** Justyol actively collects and analyzes customer feedback to continuously improve its platform and product offerings. This customer-centric approach ensures that the company remains responsive to market needs and preferences.

Safety, Compliance, and Sustainability:

- **Secure Transactions:** Justyol employs robust encryption protocols and fraud detection mechanisms to ensure that all transactions are secure. This commitment to security helps build customer confidence in online shopping.

Innovation in Business Model:

Justyol differentiates itself by offering a curated selection of premium Turkish fashion and lifestyle products, which are not widely available in the Moroccan market. This unique value proposition attracts fashion-conscious consumers looking for exclusive and high-quality products. Justyol's commitment to quality, coupled with exceptional customer service, enhances customer loyalty and repeat business.

Justyol also works directly with both local and international suppliers to source high-quality organic and natural cosmetic products. This approach ensures product quality and diversity, supporting a broad range of customer preferences and needs.

Market Impact & Future Outlook

Justyol has made a significant impact on the Moroccan e-commerce landscape, demonstrating the potential for innovative business models to transform traditional markets. Key aspects of Justyol's market impact include:

- **Introduction of Premium Turkish Fashion:** Justyol has successfully introduced premium Turkish fashion to the Moroccan market, filling a niche that was previously underserved. By offering high-quality, unique products, Justyol has attracted a fashion-conscious customer base that values exclusivity and quality.
- **Supporting Local Suppliers:** By expanding its product range to include lifestyle products and electronics, Justyol has also created opportunities for local Moroccan suppliers to reach a broader audience. This support for local businesses contributes to the overall growth of the Moroccan economy.
- **Job Creation:** The growth of Justyol has led to job creation across various sectors, including logistics, customer service, and technology. This contributes to the overall economic development of Morocco by providing employment opportunities and fostering skill development.

Some other key metrics (relative to their platform/app) achieved by the team include; **Over 500,000** app downloads, more than **300,000 monthly** unique visitors to the website and an average of **5,000 orders** per month.

Future Outlook

Justyol is well-positioned for sustained growth and success in the evolving Moroccan e-commerce market. Several factors contribute to a promising future outlook:

- **Expansion of Product Categories:** Justyol plans to continue expanding its product categories beyond fashion and electronics to include home goods, beauty products, and more. This diversification will attract a wider customer base and increase overall sales.
- **Regional Expansion:** Beyond Morocco, Justyol has the potential to expand into other North African and Middle Eastern markets where there is a growing demand for premium e-commerce offerings. This regional expansion will drive further growth and revenue diversification.
- **Investment in Talent:** Justyol plans to invest in talent development to support its growth trajectory. By hiring skilled professionals in technology, marketing, and operations, the company can maintain its competitive edge and drive innovation.

Technological Advancements: Justyol is committed to integrating cutting-edge technologies into its platform. The implementation of AI-driven insights for better customer targeting, augmented reality (AR) for virtual try-ons, and continued enhancements in logistics and supply chain management will keep Justyol at the forefront of e-commerce innovation.

Sustainability Initiatives: As consumer awareness around sustainability increases, Justyol is exploring eco-friendly packaging solutions and green logistics practices. These initiatives will not only reduce environmental impact but also appeal to environmentally conscious consumers.

Partnerships and Collaborations: Building strategic partnerships with international brands and local suppliers will continue to be a key growth strategy. These collaborations will enhance product offerings, improve supply chain efficiencies, and increase market reach.

Enhanced Marketing Strategies: By leveraging data-driven marketing strategies and personalized advertising, Justyol can increase customer acquisition and retention. Effective use of social media, influencer partnerships, and targeted campaigns will drive brand visibility and engagement.

Societal and Environmental Impact

Societal Impact

- **Job Creation:**
 - **Number of Jobs Created:** Over 500 direct jobs created in logistics, customer service, technology, and marketing since its inception.
 - **Indirect Employment:** Supports an estimated 1,200 additional jobs through partnerships with local suppliers and logistics providers.
- **Skill Development:**
 - **Employee Training Programs:** Provides over 10,000 hours of training annually to its employees, enhancing their skills in e-commerce operations, technology, and customer service.
- **Supporting Local Businesses:**
 - **Number of Local Suppliers Supported:** Collaborates with over 150 local Moroccan suppliers, helping them reach a broader market.
 - **Economic Contribution:** Contributes approximately \$10 million annually to the local economy through supplier partnerships.
- **Consumer Empowerment:**
 - **Customer Base Growth:** Serves over 200,000 customers annually, providing them with access to premium goods.

Environmental Impact

Environmentally, Justyol is committed to sustainability by reducing plastic packaging use, optimizing delivery routes to cut fuel consumption, and planning to integrate electric delivery vehicles and renewable energy sources. The company also promotes eco-friendly practices among its suppliers, implements energy-saving technologies in its warehouses, and aims to power half of its operations with renewable energy. Additionally, Justyol is expanding its range of sustainable products, encouraging customer adoption, and emphasizing waste reduction through recycling and circular economy programs. These initiatives demonstrate Justyol's dedication to reducing its carbon footprint and promoting eco-friendly practices.

Potential Funding & Partnership Opportunities

Partnerships are a key component of Justyol's strategy to strengthen its market position and fuel growth. By collaborating with exclusive Turkish fashion brands, Justyol offers unique products that set it apart from competitors, while partnerships with local Moroccan suppliers diversify its offerings and support the local economy. Additionally, teaming up with third-party logistics providers ensures efficient and reliable deliveries, enhancing customer satisfaction. Justyol also leverages partnerships with major advertising platforms to implement targeted marketing campaigns, maximizing its return on investment.

Potential Roadblocks & Risks

The significant challenges Justyol faces are particularly due to inflation rates in the suppliers' markets and the payment culture in Morocco.

- **Inflation Rates in Suppliers' Markets:** Inflation in the markets where Justyol sources its premium Turkish fashion and lifestyle products can lead to increased costs for goods. As suppliers face rising expenses for raw materials, labor, and production, they are likely to pass these costs on to Justyol. This can impact Justyol's pricing strategy, making it difficult to maintain competitive prices while preserving profit margins. Additionally, fluctuations in currency exchange rates may further exacerbate the effects of inflation, creating additional financial strain.
- **Payment Culture Gap in Morocco:** The prevalent cash-on-delivery (COD) payment method in Morocco presents a challenge for Justyol, especially when compared to the advance payment culture common in other markets. COD can lead to delays in cash flow, as funds are only received after the delivery is made, which can be problematic for managing inventory and operational costs. Moreover, COD increases the risk of order cancellations and returns, as customers are not financially committed until they receive the product. On the other hand, fostering a culture of advance payments requires building trust with customers, which can be a gradual process in a market where COD is deeply ingrained.

Conclusion

Justyol is an innovative e-commerce platform that is redefining the online shopping experience in Morocco. By specializing in premium Turkish fashion and a wide range of lifestyle products, Justyol offers customers high-quality, unique items delivered right to their doorstep.

The company's commitment to sustainability, reflected in its eco-friendly packaging, green logistics, and energy-efficient operations, positions it as a responsible leader in the e-commerce space.

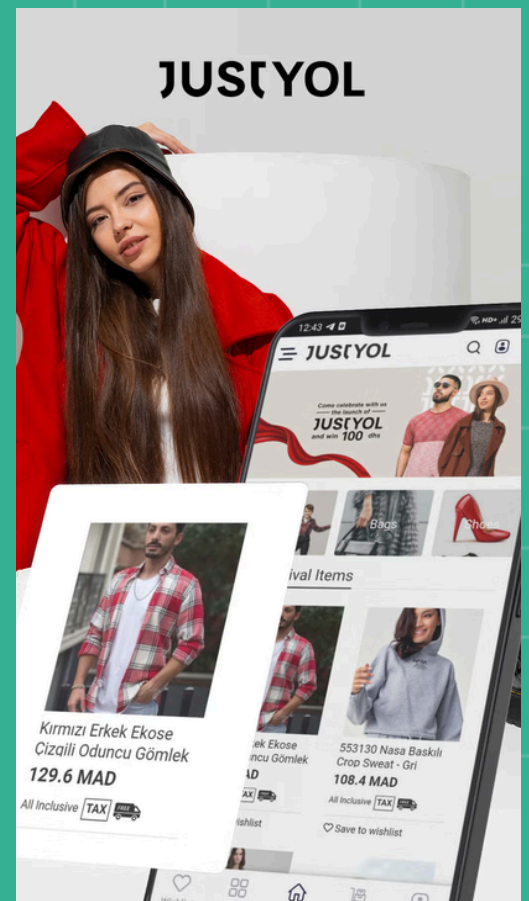
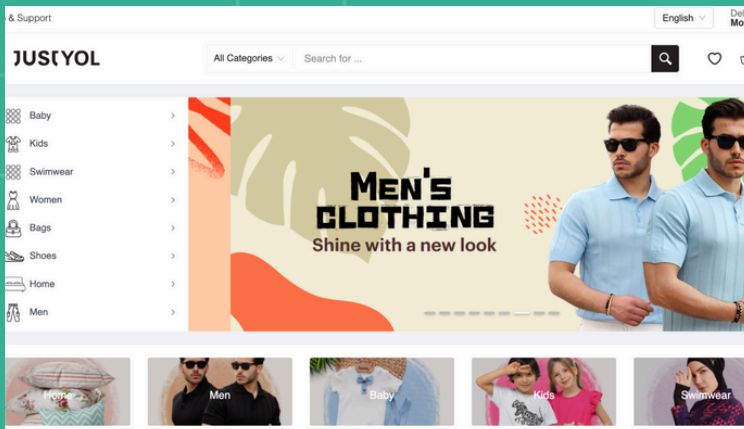
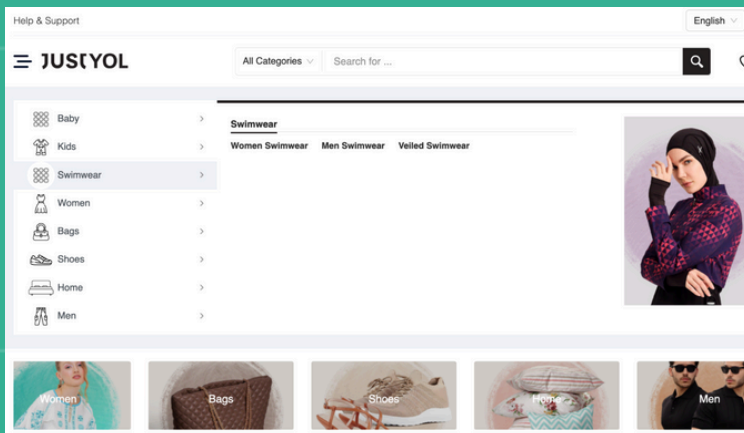
Justyol continues to grow through strategic partnerships with suppliers, logistics providers, and advertising platforms. These collaborations enable Justyol to enhance its market presence, improve customer satisfaction, and support the local economy, all while staying true to its mission of delivering excellence and sustainability in every aspect of its operations.

Innovation In View

How **Justyol** brings innovation to life

Mobile App & Web Platform:

- 🌐 Offers a curated selection of Turkish fashion and lifestyle brands
- 🚚 Provides doorstep delivery services
- 🛒 Ensures a secure shopping experience
- 🛍️ Offers an expanding range of categories, from fashion to electronics and more



Contributors

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The FutureList

Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

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