



Souk exists to open the global market to all.

Our Mission is to economically empower merchants and citizens in developing countries by increasing employment opportunities and revenue with an e-commerce platform that allows the sale of merchant goods on a global scale.

Our Innovative Service and Tool:

Souk serves as a double market intermediary, providing both:

1. the opportunity for Moroccans to sell handmade clothing products globally through our digital platform, as well as
2. access to this platform for Moroccans lacking the language and technology through creation of our agent position.

Our Logistics Strategy:

Souk operates as an e-commerce site with products sourcing from Meknés, Morocco. When a Moroccan Artisan makes an article of clothing, and decides to sell it on Souk:

- The Artisan contacts one of Souk's Agents, based in Morocco, who will meet with the Artisan, take a picture of the item, and upload it to sell on Souk's website.
- Once the product is purchased by an American customer, the Agent picks up the product and takes it to their Moroccan Agent Manager.
- The Agent Manager consolidates orders for the week and ships the parcel to Souk's American Headquarters, where items are individually packaged and shipped to the doorstep of the buyer.

Our Social Impact:

Souk's social impact spans three areas:

- **Job Creation:** we are creating gig-based jobs for college-educated youth in Morocco, which will alleviate the nation's unusually high youth unemployment rate
- **Economic Opportunity:** by opening up the customer base for Moroccan artisans globally and online, we are increasing incomes of one of the poorest sectors of the population.
- **Women's Empowerment:** Souk strives to have at least equal numbers of female and male participants in each level of our organizational structure, meaning job creation for female artisans, agents, and managers.

Our Financial Plan:	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Units Sold	2.3K	8.5K	26K	56K	120K
Sales Revenue	186K	676K	2.1M	4.5M	9.6M
Cost of Goods Sold	63K	229K	717K	1.5M	3.2M
Operating Cost/Taxes	186K	468K	1.2M	2.4M	5M
Net income	30.5K	56.5K	162.8K	468K	1.1M

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