

CREACT4MED Mapping: Best Practices

Application Number: BP_47

1. Basic info*	
Email Address	helpmariagemaroc@gmail.com
Title of the Best Practice	Help Mariage
Name of the Applicant	Lucie STRACK
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	https://help-mariage.com/
Country	Morocco;
Subsector	Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion); Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);
Category	a) Cultural and creative entrepreneurship;
Year of establishment and duration	10/28/2021
Target group of the BP	- Brides and Grooms to be - 40 Creative & Cultural professions : Negafas, Jewellery designers, Dressmakers, Stylist, Caftan Designers, Singers, Dancers, Performers, Musicians, Orchestras, Groups of Folklore, Caterers, Cake designers, Chocolatiers, Decorators, Florists, Gift and memories designers, Henna Artists, Make up Artists, Hair stylists, Photographers, Videographers ...
2. Best Practice Characteristics	
Problem Statement	Planning a wedding is a headache! The bride and groom are lost with all the providers, need information, advice and help with budget management! Service providers must increase their visibility in a very competitive, unstructured and informal market. Many very small structures in this sector are not digitalized and need help to reach their customers and gain their trust.
Mission Statement & Value proposition	We are the first Mobile APP for Wedding planning in Morocco (planned to extend in Mena region) ! We Help brides and grooms to be to solve the puzzle of planning their wedding ! We have a large-scale impact on more than 40 professions in wedding and event industry, and already more than 5.000 professionals among our community. We provide them a pro app to enable them to digitize their activity and strengthen their business.
Results and growth	Even if our App will be Launched at the beginning of 2024 We already built an organic community on Instagram of 32,6K followers And we signed 80 partnerships with wedding professionals
Strategy to be financially sustainable	Our App is FREE for brides and grooms to be. But wedding professionals will pay a subscription to be referenced on it and to promote their activity at first ranks. They will also be provided an acces on the Pro App. Otherwise, We also provide an exclusive optional service to brides and grooms to be : "Wedding Coach". This service is invoiced to them depending of the numbers of hours of coaching they selected.

3. Impact (please complete at least 3 of the 6 sub-sections)

Economic significance	
Replicability and upscaling	<p>Our BP was designed from the start to be replicable and scalable in other countries.</p> <p>This is the strength of a digital service, it can be easily replicated.</p> <p>We are also convinced that the model of building a community before launching the service must also be replicated and that this is the best way to experiment it on a small pilot scale first, to confirm the need and interest of the new market!</p>
Employment generation	<p>Today, in addition of the 2 women co-founders, we created 2 jobs for young women.</p> <p>The plan is to add at least 2 more next year.</p> <p>Mainly women are interested to work in wedding sector, and young people are the key to success in tech companies !</p>
Inclusiveness	<p>As a wedding community, we want to fight again child marriage.</p> <p>We communicate about it and support associations who are fighting against it.</p> <p>As soon as profitability will be achieved, we would like to donate 1% of our profits to an association fighting against the marriage of minors in Africa and Mena.</p>
Social impact	<p>Our application will allow all professionals to be referenced, many of them are craftsmen, self-employed, or VSEs, we want to help them develop their activity and create an impact on this entrepreneurial fabric. We will give an opportunity to those workers and small companies to be visible as much as the big players of the sector.</p> <p>To date, we already have more than 5,000 professionals in our community.</p>
Innovation	<p>Our innovation lies in the technology proposed to solve the problem. The use of a mobile application to digitize a very poorly connected market is a real innovation.</p>
Environmental sustainability	

4. Challenges and lessons learned

Challenges	<ul style="list-style-type: none"> - First challenge : Funding We were unable to auto-finance. But looking for solutions, we manage to found grants and we had the chance to benefit from 2 grants to allow us to finance the development of our application and our launching. - Second challenge : Hiring With limited financial capabilities, it is difficult to attract talent. But we looked for profiles more interested in the project and the challenge than in the salary. Profiles that can grow with us! - Third challenge : Meeting the market Even the best product cannot see the light of day if it does not meet its market! With limited financial marketing resources, it is difficult to make yourself known to your target audience. To solve this, we created a community, with rich content that interests our target. Today our community is growing organically without financial investment !
Lessons learned	<ul style="list-style-type: none"> - The product is nothing without a community of users, build your community from the first day and create the product with them ! - Focus on funds and financial sustainability to last and face difficulties

5. Demographic Information

Is the organization led by a woman?	Yes
What age is the lead of the organization?	Over 35 years old
6. Reference contact information	