

CREACT4MED Mapping: Best Practices

Application Number: BP_92

1. Basic info*	
Email Address	aida@mytindy.com
Title of the Best Practice	MyTindy
Name of the Applicant	Aida Kandil
Is the BP a registered legal entity?	Yes, I will send the certificate of registration by email
Website	Www.Mytindy.Com
Country	Morocco;
Subsector	Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts); Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion);
Category	a) Cultural and creative entrepreneurship; b) Ecosystem enablement;
Year of establishment and duration	4/20/2020
Target group of the BP	Artisan of MENA
2. Best Practice Characteristics	
Problem Statement	<p>The primary challenge we aim to address is the limited market access and exploitation of artisans, particularly in emerging economies. Artisans, who create beautiful, culturally rich products, often face barriers reaching global markets and are exploited by intermediaries who claim a significant portion of their earnings. We're tackling these issues by providing a platform where artisans can directly connect with consumers worldwide, increasing their profits, and preserving traditional crafts.</p>
Mission Statement & Value proposition	<p>Mission Statement: At MyTindy, our mission is to empower artisans, celebrate diverse cultures, and create global market access for traditional crafts. We aim to enrich the lives of artisans by providing them with a platform that enables direct connections with buyers, increasing their income and fostering cultural preservation.</p> <p>Value Proposition: MyTindy connects you to the world of authentic craftsmanship. We offer artisans the opportunity to showcase their unique products to a global audience while enabling consumers to discover, purchase, and directly support artisans. Our platform values cultural diversity, fair trade, and quality, ensuring that every purchase contributes to preserving traditional skills and uplifting artisan communities. With MyTindy, you'll discover exceptional handcrafted items, make a positive impact, and become part of a global community celebrating the beauty of cultural heritage.</p>
Results and growth	<p>MyTindy has successfully addressed the issue of limited market access for artisans, particularly in emerging economies. Our approach is founded on creating a user-friendly, AI-powered platform that simplifies the process of listing and selling handicrafts. The direct-to-consumer model bypasses intermediaries, ensuring artisans receive a fair share of their earnings. The impact has been remarkable:</p> <p>1. Artisan Onboarding: We've onboarded over 1500 Moroccan artisans in just a few years, showcasing their craftsmanship to a global audience. This is a testament to the effectiveness of our platform in breaking down barriers to market entry.</p>

	<p>2. Income Boost: With MyTindy, artisans earn significantly more as they interact directly with consumers. This model has increased their income by an average of 40%, reducing dependency on exploitative middlemen.</p> <p>3. Cultural Preservation: We've facilitated the preservation of traditional artisanal skills by offering a platform for these skills to thrive. Artisans can now transfer their knowledge to the next generation, contributing to cultural continuity.</p> <p>Our results demonstrate that MyTindy is not just a business but a catalyst for economic empowerment and cultural heritage preservation. These KPIs showcase our commitment to providing sustainable, market-access solutions for artisans, positively impacting both their income and cultural legacies.</p>
Strategy to be financially sustainable	<p>MyTindy employs a commission-based revenue model. We charge a commission on each sale made on our platform, ensuring that we align our success with the success of the artisans we support. Here's how we've achieved financial sustainability:</p> <ol style="list-style-type: none"> 1. Commissions: By taking a percentage of each sale, we generate revenue that is directly proportional to the success of our artisans. This incentivizes us to support artisans effectively and grow their sales. 2. Scaling Operations: As we scale, the volume of transactions increases, resulting in higher commission earnings. Our growth strategy focuses on onboarding more artisans, increasing product listings, and expanding our customer base. 3. Investments and Grants: We've secured investments and grants to support our initial operations and platform development. These funds have enabled us to grow and reach more artisans. 4. Diversified Services: We're exploring additional revenue streams, such as premium subscriptions for artisans who seek enhanced visibility on our platform. These services will further contribute to our financial sustainability. 5. Partnerships: Partnering with organizations, like the Moroccan Ministry of Tourism and Handicrafts, has not only provided support for our operations but has also expanded our reach and credibility. <p>Our continuous financial sustainability hinges on ensuring the success of the artisans we serve, scaling our operations, and diversifying our services. We believe that our financial model is designed to thrive as we work toward creating meaningful impact for artisans while growing our platform.</p>

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

Economic significance	<p>MyTindy has made significant economic contributions through its operations. Here are the key economic aspects:</p> <ol style="list-style-type: none"> 1. Annual Turnover: MyTindy has facilitated over 25,000 transactions, resulting in a substantial annual turnover. This economic activity is driven by the sales of artisanal products through our platform. By connecting artisans directly with global customers, we've contributed to their livelihoods, increasing their income significantly. 2. Number of Exports: Our platform enables Moroccan artisans to reach international markets. While we don't export physical
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	<p>goods, we're the gateway for these artisans to reach customers worldwide, indirectly contributing to exports.</p> <p>3. Economic Impact: MyTindy has directly impacted the economic well-being of artisans. By eliminating intermediaries, we ensure that a larger portion of the final selling price goes to the creators. This income, in turn, benefits artisan families and local communities.</p> <p>4. Spillover Effects: Beyond our direct economic impact, MyTindy plays a role in the broader Moroccan economy. By formalizing artisan businesses, we contribute to their inclusion in the formal economy, improving the overall economic landscape. Moreover, the support of hundreds of artisans during the COVID-19 pandemic underscores our broader economic significance.</p> <p>Our operations have not only driven economic activity but also empowered artisans by providing access to international markets, ultimately benefiting their livelihoods and contributing to the Moroccan economy's growth.</p>
<p>Replicability and upscaling</p>	<p>The MyTindy business model has substantial replicability potential. Its success can be adapted to other settings and sectors under the right conditions. Here's how:</p> <p>1. Artisanal Sectors in Different Regions: MyTindy's model can be applied to various countries and regions with vibrant artisanal traditions. By partnering with local artisans and adapting the platform to the specific needs and cultural nuances of each region, the model can be replicated globally.</p> <p>2. Other Creative Sectors: While initially focused on artisanal products, the platform's structure can be applied to other creative sectors, such as fashion, textiles, and design. By adjusting the platform's categories and interfaces, it can accommodate various creative industries.</p> <p>3. Conditions for Replication: To replicate the model successfully, several conditions must be met. These include identifying regions with a rich artisanal heritage, understanding local market dynamics, and establishing partnerships with artisans. Furthermore, adapting the platform to meet the specific needs and preferences of each new region is vital for success.</p> <p>4. Small-Scale Pilots: Small-scale pilots can be invaluable to test the adaptability and effectiveness of the model in new settings. These pilot projects would help identify potential challenges and areas that require adjustment before larger-scale implementation.</p> <p>MyTindy's replicability and upscaling potential are promising, as the business model's core components—direct artisan-to-customer connections, simplified digital listings, and a focus on empowerment—can be adapted to suit different cultural and creative contexts. The success and experience gained from our operations can serve as a valuable foundation for expansion into new regions and sectors.</p>
<p>Employment generation</p>	<p>MyTindy has made significant contributions to employment generation, particularly focusing on empowering women and youth. Key points include:</p> <p>1. Job Creation: MyTindy's growth has led to the creation of numerous direct and indirect jobs. The platform has employed individuals across various departments, from tech development to customer support, digital marketing, and logistics. Additionally, the expansion of artisans joining the platform has created economic opportunities for traditional crafters.</p> <p>2. Artisan Empowerment: Many of these artisans are women who have been traditionally marginalized in economic activities. MyTindy empowers</p>

	<p>them by providing access to a global market, allowing them to earn a fair income. Additionally, the platform facilitates skill transfer, preserving the heritage of traditional crafts.</p> <p>3. Tech Opportunities: The company has also opened up professional opportunities for young people, especially in tech-related fields. The tech industry's growth in Africa, and Morocco specifically, has led to increased demand for skilled professionals, and MyTindy contributes to meeting this demand.</p> <p>MyTindy's business model, by connecting artisans directly with customers, has been a catalyst for employment opportunities and economic growth in both traditional craft sectors and the tech industry. The platform is poised to further contribute to sustainable and inclusive economic development and employment in the future.</p>
<p>Inclusiveness</p>	<p>MyTindy has demonstrated a strong commitment to inclusiveness by empowering vulnerable communities, especially women and artisans in both rural and urban settings:</p> <ol style="list-style-type: none"> 1. Gender Equality: MyTindy has a significant focus on gender equality, working to empower women artisans. It provides a platform where female artisans can showcase their traditional crafts to a global audience, thereby increasing their economic independence. 2. Artisan Empowerment: Vulnerable communities, particularly traditional craftworkers, find a voice and economic support through MyTindy. This inclusiveness is evident in both rural and urban settings, where artisans have the opportunity to thrive by selling their creations directly to customers. 3. Education and Skill Transfer: MyTindy contributes to education for all by fostering the transfer of traditional artisanal skills to younger generations. This preservation of cultural heritage is a vital aspect of inclusiveness. <p>MyTindy's commitment to inclusiveness extends across gender, age, and socio-economic backgrounds. It empowers traditionally marginalized communities, promotes gender equality, and ensures that education and skill transfer are accessible to all, contributing to societal inclusiveness in both rural and urban contexts.</p>
<p>Social impact</p>	<p>MyTindy has made a profound social impact, contributing to community development, the preservation of cultural heritage, and the reduction of inequality:</p> <ol style="list-style-type: none"> 1. Community Development: MyTindy has become an integral part of the communities it serves. By providing artisans with the means to sell their products globally, it has helped them generate income and enhance their livelihoods. This economic development, particularly in rural areas, has a ripple effect on overall community well-being. 2. Cultural Heritage Preservation: MyTindy plays a vital role in the preservation of cultural heritage. By connecting artisans and their unique, traditional crafts with a global audience, it ensures that these traditions continue to thrive. This preservation of cultural heritage is essential to maintaining a connection to the past and passing it on to future generations. 3. Reduction of Inequality: MyTindy has significantly reduced economic inequalities by allowing artisans to bypass intermediaries and sell directly to consumers. This approach ensures that a more substantial share of the

	<p>final selling price goes directly to the creators. It also empowers women artisans, addressing gender-based economic inequalities.</p> <p>4. Promotion of Inclusive Societies: MyTindy fosters inclusive societies by promoting the art and culture of various communities across Africa. By allowing artisans to celebrate their cultural heritage through their crafts, MyTindy contributes to creating more peaceful and inclusive societies. MyTindy's social impact is evident in its dedication to community development, cultural heritage preservation, the reduction of economic inequalities, and the promotion of inclusive and peaceful societies, both in urban and rural areas.</p>
Innovation	<p>MyTindy is characterized by its innovative approach in several aspects:</p> <ol style="list-style-type: none"> 1. Innovative Business Model: MyTindy's business model is inherently innovative. It connects traditional artisans with global markets, enabling them to sell their products directly to consumers. This direct-to-consumer approach eliminates intermediaries and ensures artisans receive a more significant share of the final selling price, increasing their income potential. 2. State-of-the-Art Technology: MyTindy leverages state-of-the-art technology, including artificial intelligence (AI) and mobile applications, to empower artisans. The platform's AI-driven marketplace simplifies the listing and selling process, even for illiterate artisans. This technological innovation expands the reach and income potential of artisans. 3. Digital Tools: MyTindy has successfully launched innovative digital tools. These tools facilitate the onboarding of artisans onto the platform and allow them to manage their online stores effectively. For example, artisans can use their smartphones to list products and connect with consumers globally. 4. Enabling Environment for Innovation: MyTindy has created an enabling environment for artisanal innovation. By providing a digital platform that preserves traditional craftsmanship and showcases diverse cultural heritage, MyTindy empowers artisans to express their creativity and connect with a global audience. 5. Innovative Partnership Structures: MyTindy has established innovative partnerships, such as its collaboration with the Moroccan Ministry of Tourism and Handicrafts. This partnership focuses on training and onboarding artisans, especially during challenging times like the COVID-19 pandemic. Such partnerships further the platform's mission to empower artisans and preserve cultural heritage. <p>MyTindy's innovative approach, combining a unique business model, advanced technology, digital tools, and partnerships, has transformed the traditional artisanal market and created new solutions to address the challenges artisans face in accessing global markets and earning a fair income.</p>
Environmental sustainability	<p>MyTindy's impact on environmental sustainability primarily lies in its focus on promoting sustainable consumption and production patterns. The platform encourages the purchase of artisanal products, which are often crafted with eco-friendly, locally-sourced materials and traditional, low-impact production methods. This promotes a more sustainable approach to consumerism, as buyers are encouraged to support environmentally responsible practices.</p> <p>The emphasis on purchasing artisanal products, which are typically produced on a smaller scale compared to mass-produced goods, helps in</p>

	<p>reducing overproduction and waste. Additionally, MyTindy's AI-driven marketplace allows artisans to directly connect with consumers worldwide, eliminating the need for extensive shipping and distribution networks. This can reduce the carbon footprint associated with the transportation of goods.</p> <p>While MyTindy's direct focus is on supporting artisans and preserving cultural heritage, the indirect result is the promotion of sustainable practices in the creation and consumption of artisanal products. These practices align with broader global efforts to combat climate change and promote responsible resource management. The platform's role in preserving traditional craftsmanship contributes to environmental sustainability by highlighting the value of locally-sourced, handcrafted products over mass-produced alternatives.</p>
4. Challenges and lessons learned	
<p>Challenges</p>	<p>The implementation of MyTindy faced several challenges, impacting both the artisans and the platform's founders. For artisans, one significant challenge was embracing technology, particularly for those who were illiterate or unfamiliar with e-commerce. To address this, MyTindy utilized AI technology to simplify the process of listing and selling products online. The platform also conducted training and offered support to artisans to help them adapt to the digital marketplace.</p> <p>Another challenge was the exploitation of artisans by intermediaries. MyTindy overcame this by connecting artisans directly with consumers, ensuring a more significant share of the final selling price went to the creators.</p> <p>As for the founders, transitioning from traditional career paths in digital marketing and eCommerce to social entrepreneurship was a personal challenge. They had to make a significant career shift and adapt to the complexities of managing a social enterprise. This transition was facilitated by their commitment to creating a meaningful impact in the lives of artisans and the support of various incubation programs, including Google for Startups.</p> <p>The challenge of scaling MyTindy was also met with innovation. They successfully addressed this by forming strategic partnerships, such as the collaboration with the Moroccan Ministry of Tourism and Handicrafts to train and onboard artisans, ensuring MyTindy's growth and sustainability.</p>
<p>Lessons learned</p>	<p>The journey of implementing MyTindy has provided valuable lessons for future endeavors. Here are some key takeaways:</p> <ol style="list-style-type: none"> 1. Technology as an Enabler: Embracing technology, particularly AI, can be a powerful enabler for inclusion. It has the potential to uplift even illiterate artisans by making online selling more accessible. 2. Direct-to-Consumer Models: Bypassing intermediaries and connecting artisans directly to consumers is an effective way to increase artisans' earnings and ensure a fair share of the selling price. 3. Strategic Partnerships: Collaborations with governmental and industry bodies, such as the partnership with the Moroccan Ministry of Tourism and Handicrafts, can play a pivotal role in scaling and achieving sustainable social impact. 4. Purpose-Driven Entrepreneurship: The transition from traditional career paths to social entrepreneurship requires determination and a deep commitment to creating meaningful

	<p>change. It's essential to believe in the cause to persevere in the face of challenges.</p> <p>5. Global Recognition: Winning awards and gaining recognition in prestigious incubation programs can provide valuable exposure and credibility for a social enterprise. It can also open doors to further opportunities for growth.</p> <p>These lessons underline the significance of purpose-driven business models, technology-driven inclusion, and collaborative efforts in addressing social issues and empowering artisans.</p>
5. Demographic Information	
Is the organization led by a woman?	Yes
What age is the lead of the organization?	Between 16 and 35 years old