



CUIMER

One line pitch:

Cuimer is a leather goods house which overcycles fish waste to make it a high-end leather, hypoallergenic, waterproof and resistant like shoes, bags.

Market Analysis:

A quantitative market survey was carried out on 1,500 people in Morocco and France, 77.2% of whom were women between 25 and 45, of whom 81.6% wanted to buy our products. A qualitative study was carried out in 5 exhibitions which showed that most people did not know the concept and were interested to know more about us and to try our products.

Value proposition:

We offer an exotic fish skin leather that is hypoallergenic, eco-responsible, impermeable and resistant. It is also an alternative to snake leathers and crocodiles because it has the same properties and without killed animals but rather upgraded waste misused. We have 4 types of fish skins: salmon, soles, turbo and skate. we have our range of products for individuals: sole heel sandals, balerines, passport case, key holder, card holder, wallet and watch bracelet. For the professionals we offer them gift boxes for occasions.

Business Model:

Our business model is based on the sale of our products, we have strong partners like the French Chamber of Commerce and Industry of Morocco, the lematin group, bidaya space and our mentor. We also have partnerships with our suppliers of raw materials

IP and Regulatory situation:

We are a startup in development and commerce.



COMPANY PROFILE

- **Website:**
don't have
- **Field:**
- **Contact:**
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- **Location:**
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oulfa, casablanca, maroc
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- **Founded in:** //10/2016
- **Employees:** 5
- **Financial information (€):**
 - **Company stage:**
Scalability phase
 - **Capital raised to date:**
0
 - **Monthly burn rate:**
0
 - **Capital seeking and date:**
0
- **Investors:**
0