

Application: ExID-20F--8951383260

omar bourja - omar.bourja@gmail.com
Explorer Innovation Fund

Continuation Explorer Innovation Fund Application

Completed - Mar 14 2021

Explorer Innovation Fund Application Form

Please fill out all required before submitting your application. If this is a continuation application, some of your previous entries are listed. Please make sure to update where necessary.

NOTE: Due to UM6P policies, Explorer [no longer accepts eligibility from staff](#) (only students, researchers and post-docs). If you are a continuing team, you may continue filling this application, but you no longer are able to request additional funding. Please contact explorer@um6pventures.com with any questions. Note that a staff member can be on a team where the main applicant is a student, researcher or post-doc from an eligible institution.

Category Selection

Please select which fund you are applying for:

Venture Explorer Innovation Fund Between 50.000 - 250.000 Dhs

Terms and Conditions

1. Terms and Conditions

1.1 Program Timeline

Applications deadline: March 5, 2021

Cohort active: April 2021 - August 2021

Responses Selected:

I agree to the program timeline

1.2 Explorer Participation Guidelines:

I have read and understood the Explorer Participation Guidelines and by choosing yes below I agree and certify that I will abide by the Explorer Participation Guidelines and I will ensure that my team will also abide by the Explorer Participation Guidelines. The Explorer Participation Guidelines can be found at the link below:

Explorer Participation Guidelines

No Responses Selected

Project/Company Information

2. Project/Company/Team Information

2.1 Company/Project/Team Name

IRIS Vision

2.2 If your company/team name has changed since you first applied to Explorer, list any previous names

-

2.3 How many people are on your team?

(Please include yourself in the count. It's OK if the answer is 1)

4

2.4 Provide a URL to your project/company website if you have one

<http://www.mascir.com/>

2.5 Upload your team/company logo

This helps you be more memorable when we share your information with our sponsors. We encourage you to upload an image that represents your company if you have one.

[Logo Iris Vision_transparent.png](#)

Filename: Logo Iris Vision_transparent.png **Size:** 88.6 kB

2.6 Select up to three keywords that apply to your business venture.

Please place them in order of relevance where 1 is the most relevant. Please drag the numbers 1, 2 and 3 on the relevant areas. If you do not make any selections, this will impact the ability of the reviewers to review your application.

1	Smart Cities
2	Unmanned Aerial Vehicles / Systems
3	Hardware

Please confirm that you have made ALL three area selections above.

Responses Selected:

I have made all three selections

2.7 Proposed business model

B2B2C (Business to Business to Consumer)

2.8 Target Market

Responses Selected:

Morocco

Africa

2.9 Did your idea come out of UM6P research or 1337/YouCode project ?

If yes, you will need to get sign-off from the UM6P Technology Transfer Office (TTO) or your organization.

Please contact the Explorer office if you have any questions.

Yes MASciR

Proposal Details

3. Proposal Details

Well thought out and written descriptions, in English, of the items below. One liner/sentence descriptions, or incoherent descriptions will result in immediate rejection of the application.

Please make sure to put clear thought in your writing and run it by colleague(s) and/or mentor(s) beforehand.

3.1 Problem/Need Addressed by Technology

(150 word maximum)

cities are now equipped with surveillance cameras that are not used for the collection of traffic data, the detection of anomalies, offenses and interception of vehicles in interference. In addition to this, cities store video data without extracting relevant data from these recordings.

Migration to intelligent traffic management systems require the use of real-time data such as video to control red lights, for example, but also to alert traffic jams and accidents.

Such migration requires authorities to buy new camera systems with integrated intelligence and thus make an expensive investment .

3.2 Proposed Solution

Provide a description of your proposed solution (150 word maximum)

As IRIS VISION we propose a software only solution that can be plugged with and already installed camera and add intelligence to it .

The use of image processing technics and computer vision algorithms enables us to collect accurate data such as the number of vehicles, detection of anomalies, speed estimation, license plate reading and classification of vehicles .

3.3 Who is Your Competition?

Companies, Products and/or Technologies (150 word maximum)

In the Moroccan market, there is no company now that offers a software only solution for traffic management. Worldwide, big computer vision companies such as Flir offers cameras with integrated intelligence but not software only solutions.

3.4 Describe your team and your team's strengths.

It is strongly recommended that you have at least one teammate (Group size of 2 or more). Please note: all teammates listed here should also be listed on the members section of the application home page (150 word maximum)

As image processing engineers, the four of us participated for more than 6 years to develop computer vision based solutions for industrials in Morocco for traffic management as we installed a radar dor ADM (autoroute du Maroc) but also for agriculture and other fields .

Our biggest strength is our capacity to program image processing solutions using AI to solve problems

3.5 What do you hope to gain from participation in Explorer?

What are your goals and what do you hope to achieve with Explorer funds and resources? (150 word maximum)

We hope to gain feedback first, as we are always thriving to improve our business model and marketing plan but also meet experts and other startupers for wisdom and advice

3.6 Do you plan to use any of your funds as for a summer stipend ?

- **Up to two team members can request up to 1.500 Dhs/Month for a maximum of three months during the summer**
- **Only Students are eligible and will be employed as interns with UM6P**
- **The team members MUST be planning on working full-time on the project during the summer.**
- **Potential interns MUST have **authorization** from their academic departments to allow them to take an **internship during the summer****
- **Team will have to make a presentation to Explorer to justify the request**
- **If you plan to request a stipend it should be clearly included and justified in your budget. Separate line items should be included for each student requesting a stipend.**

No

3.7 Do you plan to use any of your funds for international travel?

We encourage teams to find other sources of funds for international travel. However, if you do plan to use Explorer funds for international travel, please list all of the travel details below, including travelers, destination, and estimated cost.

Due to COVID-19 restrictions, Explorer does not anticipate approving any travel. We follow all UM6P policies.

No

3.8 Team build-out

If you are looking to augment your team, please describe what you are looking for and how you plan to do it. (150 word maximum)

The team is composed of engineers, and thus the need for experts in the marketing and business development field to help us access more clients and also more ideas for news products and services.

3.9 High-level business plan and path to market

Describe how you plan to make money and what your path to market is, i.e. how you plan to engage with customers in the next 3 to 6 months. If you don't know yet, state that this is something you are looking for help with (150 word maximum)

It is something we are looking for help with .

3.10 Track record for the project or team

If this is a brand new project, say N/A, otherwise please let us know what progress you have made either as part of Explorer or outside (150 word maximum)

Outside explorer, we were able to compete at international level in Lebanon and Jordany to pitch our startup and improve our business plan . We also won a prize in Morocco which were delivered by R&D Maroc. the funds we acquired are helping us today improve our software product especially the vehicle classification model

3.11 Since you are asking for over 50.000 Dhs of funding, please upload your business pitch here (slides only in PDF format).

(if you do not have a business pitch, you should not be applying for over 50.000 Dhs)

[BUSINESS_Pitch_IRIS_VISION.pdf](#)

Filename: BUSINESS_Pitch_IRIS_VISION.pdf **Size:** 1.7 MB

4. One Page Pitch

4.1 Information Release

The responses in this section are for public use. We will be sharing these with sponsors and potentially the general public. Make sure that you are comfortable sharing whatever you include here.

Responses Selected:

I give permission for the information below to be shared publicly

4.2 Value Proposition

Limit your response to 20 words

Help companies become safer using already installed camera using image processing

4.3 Problem Addressed

Limit your response to 50 words

- 1 - Asset protection and Loss prevention,
- 2 - Access monitoring using licence plates
- 3- safety ghuidelines verification

4.4 Proposed Solution

Limit your response to 50 words

A SOFTWARE that collects data using image/video processing and detect suspicious behaviours, unauthorized vehicles and non respect of saftey guidelines

Funding Details

5. Funding Details

5.1 Have you received Explorer funds for this venture idea in the past?

No

5.2 Current Funding Request (This proposal only, must match your budget)

Please enter numerals only. Do not add any symbols or punctuation. Amount must be in Dhs.

150000

5.3 Potential Cumulative Explorer Funding

150000.0 Dhs

5.4 Have you received, or are you concurrently applying for additional sources of funding?

Explorer teams may have up to 500.000 Dhs in prior investment funding and concurrent investment funding to be eligible for participation. Please list all sources of funding you have received, including prior Explorer funds (if any) and any other funds on or off campus.

Please note: if you are concurrently applying for other sources of funding, please notify us at when you receive the funding decision.

Yes

5.5 Other Funding

	Funding Source	Name of Funding Source	Amount (Dhs)	Status	Click to add additional source
1	Competition	R&D maroc	200000	Active	✓
2	Competition	Maroc Telecom Startup Challenge	100000	Active	✗

Continuation Explorer Team Budget Plan

Completed - Mar 14 2021

Explorer Team Budget Plan Form

Explorer Team Budget Plan

Team ID: ExID-20F--8951383260

Team Name: IRIS Vision IRIS Vision

If you do not have a budget and are applying for mentoring only and need help with creating a financial plan please click the appropriate box below (you will not be required for fill out a budget).

Responses Selected:

I want to submit a budget

Software

	Short Description	Amount (Dhs)	Click to add item
1	No software needed. our solution is based on open source projects	0	✕

Software Total: 0.0

Hardware

	Short Description	Amount (Dhs)	Click to add item
1	6 cameras and optics for algorithm development	60000	✕

Hardware Total: 60000.0

Web/App Development

	Short Description	Amount (Dhs)	Click to add item
1	Dashboard solution to display processed images and video	40000	✕

Web/App Development Total: 40000.0

Materials and Services

	Short Description	Amount (Dhs)	Click to add item
1	Service for the installation of the industrial prototype	30000	✕

Materials and Services Total: 30000.0

Advertising and Marketing

	Short Description	Amount (Dhs)	Click to add item
1	flyers, posters, advertising videos, website creation	20000	✕

Advertising and Marketing Total: 20000.0

Travel

Due to COVID-19 restrictions, Explorer does not anticipate approving any travel. We follow all UM6P policies.

	Short Description	Amount (Dhs)	Click to add item
1		0	✕

Travel Total: 0.0

Other Expenses

(list stipend requests here if you are requesting any, see question 3.6 on the application)

	Short Description	Amount (Dhs)	Click to add item
1		0	✕

Other Expenses Total: 0.0

Project Total: 150000.0

In section 5.2 of your application form, you said your funding request was: **150000** - as a reminder, this number must match the Project Total above. By selecting **Mark as Complete**, you confirm these numbers match.

IF THE NUMBERS DO NOT MATCH, THIS WILL RESULT IN YOUR BUDGET NOT BEING APPROVED.

Mock and Full Funding Board Review Stage for: Marwan Hassoun

Completed - Apr 12 2021
Score: 94% (102/108)

FB Review Task Form

GUIDANCE: The fundamental purpose of the mock funding board is to provide the team with feedback to strengthen their **business/funding** pitch (verbally during the session and also the last entry in this form).

Secondary questions to be answered are whether to recommend the team pitch to the funding board, for the full-amount asked, partial amount or not pitch (too early, and in which case decide on a final amount to award (must be under 5K Dhs).

Team ID: ExID-20F--8951383260

Team Name: IRIS Vision

Applicant: omar bourja

Team Members: Othmane naggar

Value Proposition: Help companies become safer using already installed camera using image processing

Problem Addressed: cities are now equipped with surveillance cameras that are not used for the collection of traffic data, the detection of anomalies, offenses and interception of vehicles in interference. In addition to this, cities store video data without extracting relevant data from these recordings. Migration to intelligent traffic management systems require the use of real-time data such as video to control red lights, for example, but also to alert traffic jams and accidents. Such migration requires authorities to buy new camera systems with integrated intelligence and thus make an expensive investment .

Proposed Solution: As IRIS VISION we propose a software only solution that can be plugged with and already installed camera and add intelligence to it .

The use of image processing technics and computer vision algorithms enables us to collect accurate data such as the number of vehicles, detection of anomalies, speed estimation, license plate reading and classification of vehicles .

Previous Funding: S20: 150000 , F20: 150000

Amount Spent: << TBD >>

Reviewer (your name):

Marwan Hassoun

Reviewer Email (your email):

marwan.hassoun@um6pventures.com

Mock or Full FB review?

Mock Funding Board

MOCK Funding Board Review Form

Invite to Full Funding Board?

YES

MOCK RECOMMENDED FUNDING LEVEL:

(If YES to funding board question above, then this amount can be over 5K Dhs and the Funding Board will have final say, if NO, then this amount is the amount that will be awarded to the team and must be 5K Dhs or less)

150000

MOCK Internal Feedback (if any, to EXPLORER Administration):

- Excellent

MOCK External Feedback (TO CANDIDATES):

- Excellent slides
- Nice pivot from government to commercial applications
- Add a clear accomplishments slide including your work with Explorerer/Sami
- Highlight the 25 potential clients
- Add a financial plan slide (1-2 years out). How much money do you think you will need to raise to get to product.

Mock and Full Funding Board Review Stage for: Jinane Abounadi

Incomplete

Score:

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Team Name: IRIS Vision

Applicant: omar bourja

Team Members: Othmane naggar

Value Proposition: Help companies become safer using already installed camera using image processing

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Previous Funding: S20: 150000 , F20: 150000

Amount Spent: << TBD >>

Reviewer (your name):

(No response)

Reviewer Email (your email):

(No response)

Mock or Full FB review?

(No response)

Mock and Full Funding Board Review Stage for: loubna fatine

Incomplete

Score:

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processing

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Previous Funding: S20: 150000 , F20: 150000

Amount Spent: << TBD >>

Reviewer (your name):

(No response)

Reviewer Email (your email):

(No response)

Mock or Full FB review?

(No response)

Mock and Full Funding Board Review Stage for: Jeff Meller

**Incomplete
Score:**

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Previous Funding: S20: 150000 , F20: 150000

Amount Spent: << TBD >>

Reviewer (your name):

(No response)

Reviewer Email (your email):

(No response)

Mock or Full FB review?

(No response)

Mock and Full Funding Board Review Stage for: Patrick Rivelli

**Incomplete
Score:**

FB Review Task Form

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Applicant: omar bourja

Team Members: Othmane naggar

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Previous Funding: S20: 150000 , F20: 150000

Amount Spent: << TBD >>

Reviewer (your name):

(No response)

Reviewer Email (your email):

(No response)

Mock or Full FB review?

(No response)

Mock and Full Funding Board Review Stage for: Adnane Alaoui Soulimani

**Incomplete
Score:**

FB Review Task Form

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Previous Funding: S20: 150000 , F20: 150000

Amount Spent: << TBD >>

Reviewer (your name):

(No response)

Reviewer Email (your email):

(No response)

Mock or Full FB review?

(No response)



IRIS Vision

Founder, Omar BOURJA

Mail : o.bourja@mascir.ma

Tel: 0612120192



Project Leader : Omar BOURJA

07-09	DUT in Electrical Engineering and Power Electronics
09-12	Engineer in Artificial Intelligence
12-16	Embedded Systems Engineer at MAScIR
16-present	Researcher & Founder of IRIS vision

Problem

- Catastrophic urban traffic.
- Cameras installed without intelligence!
- Complexity of intercepting offending vehicles by the authorities.
- Very expensive prices for traffic management and infringement detection systems.


Solution

- Real-time traffic data collection system.
- Software for reading and validating Arab license plate compliance.
- Automatic access management solution for car parks.
- Black box with integrated personalized features that interfaces with any type of camera (RGB, Mono, USB, GigeVISION, etc.)
- Data extraction service from videos.
- Interception solution for infringing vehicles (alerting the authorities in real time).
- Complete traffic violation detection system.
- Data supply service for investors (Stores, Franchises, etc.)

Patents :

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

(19)


المملكة المغربية

الملكوت المغربي

الملكية الصناعية والتجارية

(12) FASCICULE DE BREVET

(11) N° de publication :
MA 20150044 A1

(51) Cl. internationale :
G06T 7/20; G01P 3/38

(43) Date de publication :
27.02.2015

(21) N° Dépôt :
36096

(22) Date de Dépôt :
08.07.2013

(71) Demandeur(s) :
MASCIR (MOROCCAN FOUNDATION FOR ADVANCED SCIENCE INNOVATION & RESEARCH), RUE MOHAMED EL JAZOULI, MADINAT AL IRFANE RABAT 10100 (MA)


(72) Inventeur(s) :
BOURZEIX François ; BOURJA OMAR

(74) Mandataire :
ABDELHAQ AMMANI

(54) Titre : **Système multi caméras d'estimation de vitesse de véhicules basé sur l'effet stéréoscopique**

ROYAUME DU MAROC

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(12) FASCICULE DE BREVET

(11) N° de publication :
MA 20150045 A1

(51) Cl. internationale :
G06T 7/00; G01S 11/04;
G01P 3/38

(43) Date de publication :
27.02.2015

(21) N° Dépôt :
36097

(22) Date de Dépôt :
08.07.2013

(71) Demandeur(s) :
MASCIR (MOROCCAN FOUNDATION FOR ADVANCED SCIENCE INNOVATION & RESEARCH), RUE MOHAMED EL JAZOULI, MADINAT AL IRFANE RABAT 10100 (MA)

(72) Inventeur(s) :
BOURZEIX François ; BOURJA OMAR

(74) Mandataire :
ABDELHAQ AMMANI

(54) Titre : **Système mono-caméra d'estimation de vitesse de véhicule par traitement vidéo avec calibration multi-caméra par effet stéréoscopique**

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

(19)


المملكة المغربية

الملكوت المغربي

الملكية الصناعية والتجارية

(12) BREVET D'INVENTION

(11) N° de publication :
MA 38374 A1

(51) Cl. internationale :
G01P 3/00; G08G 1/054;
G06T 7/20; G01S 11/00

(43) Date de publication :
28.04.2017

(21) N° Dépôt :
38374

(22) Date de Dépôt :
03.09.2015

(71) Demandeur(s) :
MASCIR (MOROCCAN FOUNDATION FOR ADVANCED SCIENCE INNOVATION & RESEARCH), RUE MOHAMED ELJAZOULI, MADINAT ALIRFANE, 10100 RABAT 10100 (MA)

(72) Inventeur(s) :
BOURZEIX FRANCOIS ; BOURJA OMAR

(74) Mandataire :
ABDELHAQ AMMANI

(54) Titre : **SYSTEME D'ESTIMATION DE VITESSE DES VEHICULES AVEC CAMERA LIGNES OU EXTRACTION DE LIGNES DE PIXELS**

(57) Abrégé : La présente invention concerne le domaine des radars pour l'estimation de vitesse

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

(19)


المملكة المغربية

الملكوت المغربي

الملكية الصناعية والتجارية

(12) BREVET D'INVENTION

(11) N° de publication :
MA 39607 A1

(51) Cl. internationale :
G06K 9/00; G08G 1/017;
G08G 1/015

(43) Date de publication :
31.08.2018

(21) N° Dépôt :
39607

(22) Date de Dépôt :
28.12.2016

(71) Demandeur(s) :
Moroccan foundation for Advanced Science Innovation and Research (MASCiR), Rabat Design Center, Rue Mohamed Al Jazouli, Madinat Al Irfane, 10100 Rabat (MA)

(72) Inventeur(s) :
ZENNAYI YAHYA ; NAGGAR Othmane ; BOURJA Omar

(74) Mandataire :
AMMANI Abdelhaq

(54) Titre : **Système de détection des infractions routières en tenant compte de la classification des véhicules**

(57) Abrégé : La présente invention concerne un dispositif et méthode à base d'au moins une

ROYAUME DU MAROC

OFFICE MAROCAIN DE LA PROPRIETE
INDUSTRIELLE ET COMMERCIALE

(19)


المملكة المغربية

الملكوت المغربي

الملكية الصناعية والتجارية

(12) BREVET D'INVENTION

(11) N° de publication :
MA 39542 A1

(51) Cl. internationale :
G01P 3/38; G06T 7/00;
G01S 11/04

(43) Date de publication :
31.08.2018

(21) N° Dépôt :
39542

(22) Date de Dépôt :
19.12.2016

(71) Demandeur(s) :
Moroccan foundation for Advanced Science Innovation and Resaearch (MASCiR), Rabat Design Center, Rue Mohamed Al Jazouli, Madinat Al Irfane, 10100 Rabat (MA)

(72) Inventeur(s) :
BOURJA Omar ; ZENNAYI yahya

(74) Mandataire :
ABDELHAQ AMMANI

(54) Titre : **Système d'assistance pour détection de véhicule en infraction basé sur le traitement d'image**

Advantages

- Ease of installation.
- No camera requirement, if you already have one.
- Revive archived videos to extract data.
- No need to touch the already installed infrastructure.

First Installed radar



Solution details

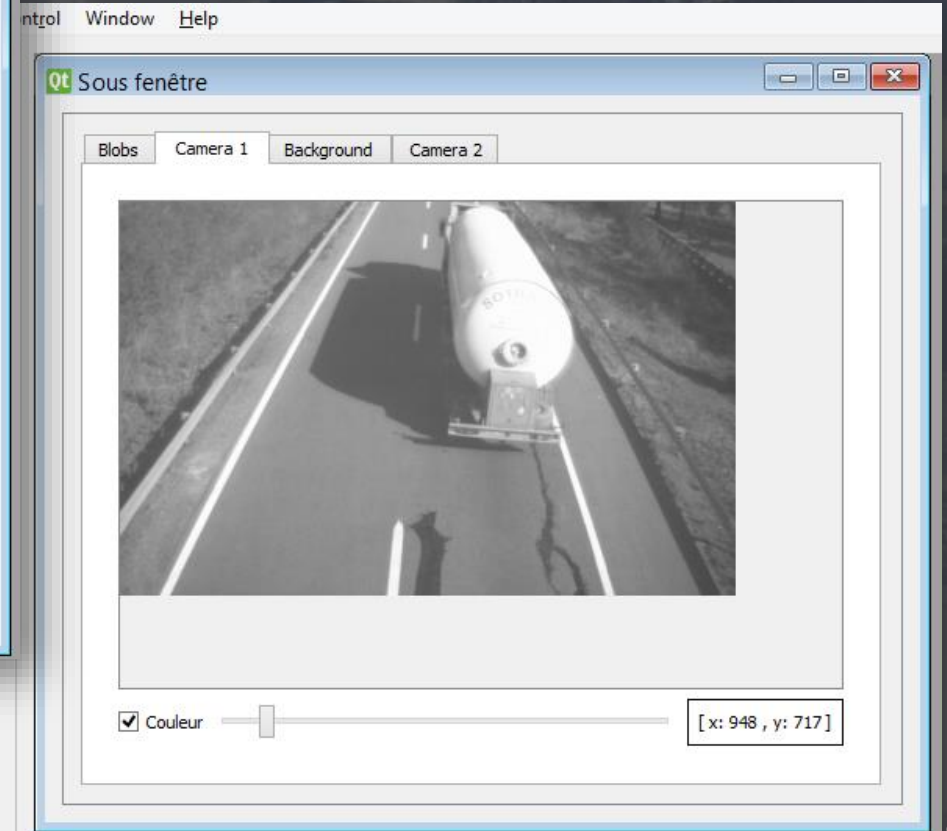
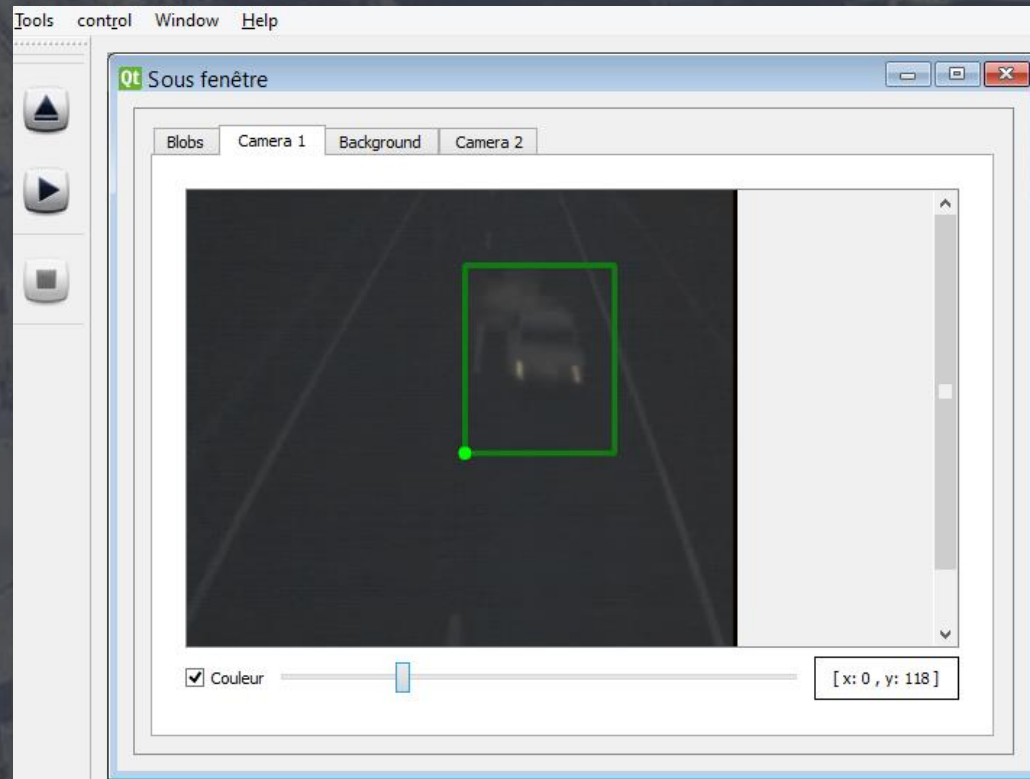
INSTALLATION



CONFIGURATION



COLLECT
DATA

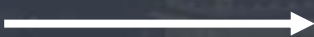


Mise en marche rapide

INSTALL ATION



CONFIGURATION



COLLECT
DATA

Qt Tools control Window Help

Blobs Camera 1 Background Camera 2

[x: 432, y: 286]

fps 32 trigger

ExposureTime

Valeur : 5000 Automatique

Min Max

13000 16500

Indice de binarization

valeur 23 automatique fréquence: 1

Background

automatique fréquence: 10

historique: 10 thresh 0,001

nbr max 10

Debug show Charger

Historique Version1 Version2 Version2 temps reel

	Nbr Total (u)	Vitesse(km/h)	Occupation(%)	HiOcc (0/1)	Sens Inv (u)	Classe 1 (u)	Classe 2 (u)	Classe 3 (u)	Configuration
Zone 1	Go!
Zone 2	1	28.1646	1	1	0	0	Go!

Mise en marche rapide



The screenshot shows a software window with a menu bar (Tools, control, Window, Help) and a toolbar on the left. The main area displays a camera feed labeled 'Camera 1' showing a road with a truck. Below the camera feed is a data table with the following columns: Nbr Total (u), Vitesse(km/h), Occupation(%), HiOcc (0/1), Sens Inv (u), Classe 1 (u), Classe 2 (u), Classe 3 (u), and Configuration. The table has two rows: Zone 1 and Zone 2. The 'Configuration' column for each zone contains a 'Go!' button. Orange arrows point from the 'Go!' buttons in the table to the 'COLLECT DATA' text in the diagram above.

	Nbr Total (u)	Vitesse(km/h)	Occupation(%)	HiOcc (0/1)	Sens Inv (u)	Classe 1 (u)	Classe 2 (u)	Classe 3 (u)	Configuration
Zone 1	4	87.5379	0	4	0	0	Go!
Zone 2	2	108.797	0	1	0	1	Go!

RoadMap IRIS VISION

Product / functionality	System	Software	Service		2020	2021	2022
Feedback of traffic data (counting, classification, speed estimation)	X	X	X		X		
Access control with identification of plates	X	X			X	X	
Verification of the conformity of the plates vs the Moroccan standard	X	X	X		X	X	
Traffic simulation			X			X	
Infringement détection	X	X				X	X

Business Model

900 dh

N cameras \leq 10

700 dh

N cameras $>$ 10

300 dh

Per camera license

Per hour of processing

Up to 1500 dh for additional functionalities

Up to 500dh for additional functionalities

Partners

PARTNERS



CLIENTS



Market

Morocco: ADM, The Communes, The forces of order (Police / Gendarme), Universities, Companies, Technical vehicle services ...

MENA : Middle East & North Africa

Team



Omar BOURJA

CEO

- * 7 years of experience in R&D
- * Algorithmic Prototyping / HW platform selection



Othmane NAGGAR

COO

- * 5 years of experience in Telecom
- * Communication protocol implementation



Yahya ZENNAYI

CTO

- * 7 years of software experience
- * Real-time implementation



François BOURZEIX

Marketing

- * Polytechnic Engineer X
- * 23 years of experience in SE
- * Market research and Marketing

Prices



**Prize for the best innovative project: 15 Kmad
At the X-Maroc 2019 Symposium**



**Finalist in the MIT Enterprise Forum International
Competition (STARTUP TRACK) in LEBANON**

R&D Maroc



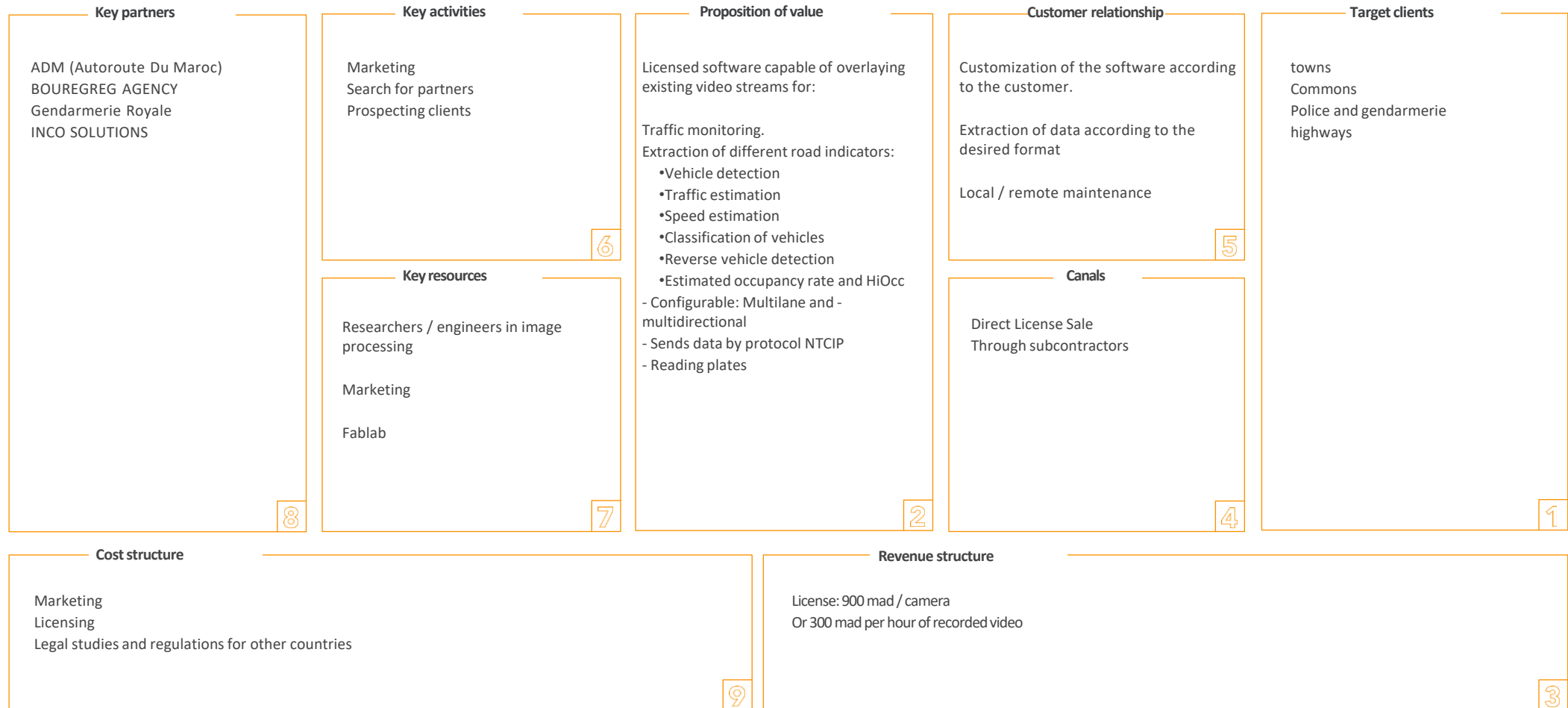
The Startup IRIS VISION has secured funding of 200 Kmad via R&D Maroc (CCG)

Prices



The Startup IRIS VISION Attended CES 2020

Business Model Canvas of : IRIS VISION





IRIS Vision

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