

Fymac Marketplace

A peer-to-peer sharing platform for agricultural equipment intended for Micro-farmers.

Problems

- **The high cost of machinery**

farmers deal with the high cost of machinery used in their production process which greatly limits their profit

- **Lack of technical know-how**

limited awareness of the best equipment for crops or the best way to use equipment to improve crop yield

- **Limited access to crop diversification**

The economic status of small-scale farmers and lack of access to equipment is a constraint to greater crop diversification

Solution

For micro farmers, social and economic conditions are limiting. Fymac works on enabling access over ownership through a circular economy. We allow small-scale farmers to rent and share their equipment with other farmers through a time-slot booking system. This cuts down on expenses and provides better quality equipment.



**Equipment Rental
Service**



**Ability to diversify for
small-scale farmers**



Wide array of choice

Small farmers represent 56.7% of total farmers in Morocco, own between 5-50 ha in rain-fed land. Micro-farmers own less than 3 ha in rain-fed, non-irrigated areas and represent 41% of the total rural population.

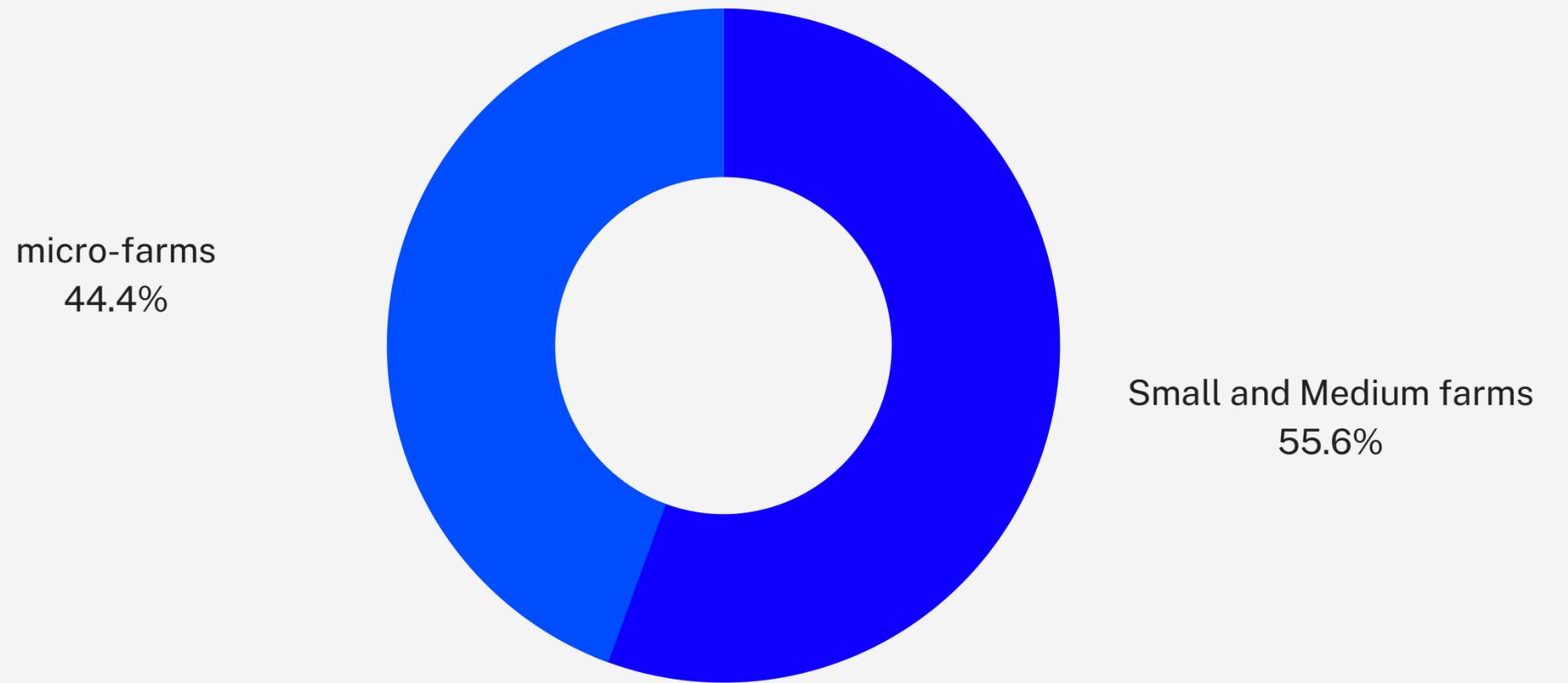
"The subsidies provided by the government fund investments in: well drilling, specialized water storage tanks, drip and drill irrigation systems, greenhouse construction, seed purchase, and certified tree plantations - all of which are financially costly projects that small farmers cannot sustain. Which means they often don't get to benefit from these subsidies "

-Omar, Micro Farmer

Fymac = Find your machine

Fymac allows more accessibility to mechanized agriculture through peer-to-peer renting. This can reduce cost, be more efficient, and lay out a level of mutual profit for all parties involved.

Our target customers



THE TRADITIONAL SECTOR COMPRISES 1,350,000 FARMS AND ACCOUNTS FOR 80% OF THE TOTAL CULTIVATED LAND.

A total of 750,000 small and medium farms and 600,000 micro-farms make up the traditional sector.

TEAM

EL GHALIA KHZAMI

Founder

systems security graduate and a YouCode member with a zest for learning and diminishing social constraints.

KENZA SOUHAIB

Co-Founder

Media production and journalism student with a background in computer science.

