

Category	Service	Description	Price (MAD)
Branding & Design	Premium Logo Package	3+ logo concept pitches + revisions; final logo in SVG, PNG, JPEG, PDF; basic brand presentation (layouts, color palette, word mark, mockups)	2000
Branding & Design	Visual Identity Refresh	Audit and refine logos, colors, and design elements	1500
Branding & Design	Branding Audit & Messaging Guide	Full review of brand identity, tone, and messaging; tailored guide for clarity and impact	1500
Websites & Optimization	Basic Website Optimization	Detailed website analysis and review; analysis-based recommendations	500
Websites & Optimization	Premium Website Optimization	Detailed website analysis and review; analysis-based recommendations; website mockup with 3+ pages	750
Websites & Optimization	Basic Website	Up to 3 pages; includes instructions for edits	3500
Websites & Optimization	Website Maintenance	Maintenance for sites we built; others require initial consult	500
Launch & Growth Packs	Launch Kit	FB/IG/WhatsApp Business setup; 6 social templates (Arabic/French/bilingual); brand/competitor audit; 1-page brand guidelines; 1-page website; monthly performance summary (4 months)	5000
Launch & Growth Packs	Growth Momentum Pack	Everything in Launch; +6 templates (12 total); 2 SEO blog articles; Google/Meta Ads setup (first ad paid by us); graphic design support (3 months); multi-page site (up to 3 pages) with monthly updates for first year; monthly strategy check-ins (6 months); 3-page brand guidelines	8000
Launch & Growth Packs	Impact Pro Pack	Everything in Growth Momentum; +12 templates (24 total); +2 blog articles; advanced SEO; 1 short-form video; influencer outreach (Morocco, if applicable); website with blog, contact forms, basic analytics; full brand guidelines; bi-weekly strategy calls and analytics dashboard (12 months)	10000
Content & Campaigns	Social Media Post (single)	Custom single social media post	150
Content & Campaigns	Blog Article (500–800 words)	SEO-optimized blog article for your company/industry	500
Content & Campaigns	SEO Audit	SEO audit plus written analysis report	750
Content & Campaigns	Email or WhatsApp Campaign Design	Campaign design and instructions	750
Content & Campaigns	Ad Campaign Setup (Google or Meta)	Setup with one basic ad	1200
Strategy & Coaching	Strategy Session	Focused 1-on-1 session to clarify goals, troubleshoot, or refine next move	600
Strategy & Coaching	Business Model Canvas Workshop	Guided deep dive mapping value proposition, segments, revenue streams	1200

Strategy & Coaching	Pitch Deck Review & Feedback	Feedback on structure, messaging, investor appeal; visual and narrative suggestions	1000
Strategy & Coaching	Team Mediation Session	Facilitate conflict resolution, improve communication, align goals; confidential and culturally attuned	1200
Strategy & Coaching	Founder Productivity Coaching	Tools to balance workload, focus, and growth	600
Strategy & Coaching	Stress Management Coaching	Techniques to balance entrepreneurial/work-life pressure	300
Strategy & Coaching	Leadership Development Plan	Build skills in delegation, communication, vision-setting	1800
Strategy & Coaching	Cross-Cultural Communication Coaching	Navigate Moroccan and international business contexts	800
AI & Innovation	AI for Entrepreneurs Workshop	Learn how AI tools streamline operations and marketing	1500
AI & Innovation	Custom AI Workflow Setup	Tailored AI integration into business processes	2000
AI & Innovation	AI Ethics & Strategy Session	Responsible AI use and long-term implications	1200
AI & Innovation	AI Productivity Hacks	Integrate AI into daily workflows for efficiency	1200
Research & Reports	Competitor Landscape Report	Analyze rivals' strengths, weaknesses, positioning	1500
Research & Reports	Customer Insights Survey Design	Build surveys that capture actionable feedback	1200
Research & Reports	Trend Analysis Report	Identify emerging opportunities in Moroccan/African markets	1500
Research & Reports	Customer Persona Development	Detailed profiles to guide marketing and product design	1200
Research & Reports	Feasibility Study	Assess market demand, costs, and risks	2000
HR & Operations	Recruitment Strategy Workshop	Define hiring needs, role profiles, sourcing channels	1000
HR & Operations	Employee Onboarding Guide	Create a culturally attuned onboarding process for new hires	800+
HR & Operations	HR Policy Development	Draft policies for hiring, leave, performance	1800
Go-to-Market & Planning	Go-to-Market Roadmap	Step-by-step launch plan tailored to Moroccan/regional contexts	1500
Go-to-Market & Planning	Contingency & Crisis Communication Planning	Develop contingency plan and crisis communication skills	1500

Validation & Vision	Idea Validation Session	Test concept against market realities; refine value proposition	600
Validation & Vision	Vision & Goal Alignment Session	Define personal and professional priorities for clarity	300
Finance	Budget Planning Session	Build a practical financial roadmap for startups	500
Business Consulting Plans	Launch Business Essentials	2 sessions/month; business model canvas; legal/admin guidance; quick support; includes Launch Kit	2000/mo
Business Consulting Plans	Growth Business Builder	Everything in Launch Essentials; 4 sessions/month; pitch deck coaching; branding/messaging; market/competitor analysis; team-building; templates; employee recruitment (first 4 months); includes Growth Momentum Pack	4500/mo
Business Consulting Plans	Impact Business Architect Plan	Everything in Growth Builder; weekly sessions; 6–12 month roadmap; cross-cultural tools; visual storytelling; documentation/partnerships/logistics; employee onboarding support (first 6 months); includes Impact Pro Pack	8000/mo