

Snail

Fez, Morocco



Ola Barramou



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Ola Barramou, a 27-year-old Moroccan engineering student, saw startup potential in a surprising place – snails.

"I got the idea for Snail after I visited a rural place in the Moulay Yacoub area in Morocco. I went there to participate in social activities with a NGO. While talking to the people and especially the women, I was asking them, 'I wanted to know how they collect snails in the village and their sell them to different exporters. They were complaining that snails are becoming rare, and they couldn't find enough as easy as they could in the past. So I asked myself if it would be possible to do some snail farming to solve that problem?'"

Snails are eaten widely in Morocco, both in restaurants and as a street snack food. Many of these snails are harvested straight from the wild. In Moulay Yacoub, an area particularly well known for its high-quality snails, it has been tradition for generations to harvest snails during the rainy season. This



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and angel investors to supplement international grants and monetary awards from business competitions.

With help from the agronomist, the company is training six carefully selected women in techniques of "gros gris" snail farming in the Moulay Yacoub area of Morocco. Its goal is to reach the international market with fatter profit margins by offering high-quality, year-round supplies of snails.

Barramou also wants to save the gros gris species, which is quickly disappearing from the natural environment as the local population increasingly resorts to picking wild snails for sale.

To polish her business skills, Barramou participated in a startup boot camp in Casablanca sponsored by the Global Innovation through Science and Technology program, which is run by the U.S. Department of State. A year from now, she plans to graduate, have at least one farm established, and be fully engaged in recruiting and training more women farmers.

Let Snail and other green innovators inspire you during Global Entrepreneurship Week (November 17-23) and the Global Entrepreneurship Summit, which this year is happening in Marrakech, Morocco (November 19-23). These events celebrate people

Project Stage:

Idea



- [Green business](#)
- [Rural development](#)
- [Marketing](#)
- [Women's issues](#)

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Snail produces and distributes "gros gris" snails, one of the most highly demanded snails in the international food

market. Snail aims to revitalize this lucrative, traditional industry by establishing "snail farms" and teaching rural women the snail farming techniques to help them generate their own income. Snail also differs from its competitors by ensuring year-round supply and a high-quality Snails.

About Project

Problem: What problem is this project trying to address?

Snail farming in Morocco is one of the most neglected and yet might be one of the most profitable animal rearing businesses anywhere in Africa. Moulay yacoub area is well known by one of the best snail species with the highest demand in the international market. Young men and women of Moulay Yacoub area usually pick the snails and sell them to an intermediate who delivers them to different exporters. This network of informal collection causes the loss of large numbers of snails and is a real threat to this natural resource. Collected snails may have ingested toxic plants or potentially harmful chemicals. The snail is becoming increasingly rare and therefore more expensive. The solution of snail farming is the only effective way to ensure a good quality of snails to the consumer while avoiding the complete disappearance of this species.

Solution: What is the proposed solution? Please be specific!

Snail is a green social venture that serves the environment in Moulay Yacoub area while having a huge social impact on its people. In fact, Snail aims to teach 7 rural women the process of snail farming in order to help them generate their own income. The activity of snail farming will help to protect and increase the production of the well known type of snails: the region special and unique natural resource which used to be badly exploited. Moreover, the earnings of the business will pay the women's financial needs, allow their children to go to school and ensure better conditions for their education. It will also stop the migration of the young people who will join the business.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

By teaching the rural women the snail farming techniques through our workshops, it will create a network and positive energy between the women and girls in the region. They will learn and adapt to new activity and generate income from it. This will also change the mindset of the people in the region who still have the belief that snail can only be picked in the bush. The culture of going to the bush to pick snails in the villages during raining time has been there for generations. So, it has been difficult for people to come to term that snail can actually be kept and grown at home. Also through the workshops, our startup will also include activities in the region that will explain to the people the importance of respect the life cycle of snails to reduce the informal collection that causes the loss of large numbers of snails and is a real threat to this natural resource.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Moulay Yacoub is one of the provinces of Fès-Boulemane region of Morocco. There is a high agricultural potential for the estimated population of approximately 175,000 inhabitants as per the 2004 census report. Agriculture is also the main activity in the region (35% of the agricultural area of the Fès-Boulemane region), mainly centered around the cultivation of the caper and nearly 50,000 cattle, 250,000 sheep and nearly 5,500 goats. The province is also famous for its spa tourism and mountain tourism. A total of 17 development projects out of 28 were adopted in 2014 in the province of Moulay Yacoub with a total investment of 2.5 million MAD, including 1.8 million MAD funded by the INDH (The National Initiative for Human Development in Morocco). According to officials of the province, "these projects are boosting the local economy through income-generating activities and jobs, support for social action and entertainment, cultural and sports, as well as the encouragement the education of rural children."

About You

About You

First Name

Ola

About Your Organization

Venture Name

Snail

Country where this project is creating social impact

, FES, Fez

Do you work with any social organizations?

How did you hear about the competition?

SUSI on Social entrepreneurship

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Idea

Founding Story: What inspired your venture? Why?

I got the idea for Snail after I visited a rural place in the Moulay Yacoub area in Morocco. I went there to participate in social activities with an NGO. While talking to the people and especially the women working there, I learned about how they collect snails in the villages and then sell them to different exporters. They were complaining that snails are becoming rare, and they couldn't find enough as many as they could in the past. So I asked myself if it would be possible to do some snail farming to solve that problem.

Because by establishing snail farms, it will both: increase the production of snails & help to preserve this natural resource in the region and also ensure a stable income for the women who will be involved in this project.

Goals

What do you want to accomplish in your first year?

- Establish one snail farm
- Fully involve 9 women in the project
- Get the necessary investment covering 70% of the costs
- Produce 5 tons of snails
- Get the quality certification of snails

Set your first goal or milestone for your Venture Team in the next 6 months that will bring you to your vision

Finalizing the project's plan

Identify three major tasks you will have to complete to reach this goal

Task 1

Market Analysis

Task 2

Detailed Financial Plan of the next 5 years

Task 3

Sales Promotion Strategy

Set a second goal or milestone for your Venture Team in the next 6 months that will bring you to your vision

Establishing one snail farm & Teaching snail farming techniques to 5 women in Moulay Yacoub, Morocco

Identify three major tasks you will have to complete to reach this goal

Task 1

Fundraising activities to get the necessary funds for establishing the farm & Involvement the women in the process of farm dvlpt

Task 2

Recruiting an agronomist to design and lead the snail farming courses and workshops

Task 3

Organizing social and networking events gathering the 7 women and & Setting Workshops Schedule defining time, place and subject

Set a third goal or milestone for your Venture Team in the next 6 months that will bring you to your vision

Snail's promotion and sales

Identify three major tasks you will have to complete to reach this goal

Task 1

Building Snail's brand strategy

Task 2

Building a website and social media strategy

Task 3

Developing an environmentally friendly packaging for the snails

Impact

How will your Venture define success in the short term (1-12 months)?

By achieving the goals we set before ;

- One established snail farm
- 9 women fully involved in the project

- The necessary investment covering 70% of the costs
- 5 tons of snails produced and certified

In the long-term (1-3 years)?

- 5 farms established and producing 15 tons of snails per year.
- 50 women fully engaged in snail farming and generating regular income.
- The production of snails has increased by 35% in the region.
- Our snails exported to Spain, Italy and France.
- Launch of the production & sales of Snail "caviar".

How will you measure success?

- Questionnaires to qualify the quality and effectiveness of snail farming workshops.
- Number of workshops & networking events conducted in the region.
- Number of the women fully engaged in the project.
- Number of women and people of the region willing to join the project.
- Rates of the production of snails.
- Revenue of the women before and after the snail farming project.
- Funds collected and obtained investment.
- Number of clients & demand of the produced snails.
- Questionnaires to qualify the satisfaction of different clients.

Sustainability

How will you recruit new members for your venture?

By conducting recruitment campaigns to attract active members of associations and NGOs & volunteers:

- Design of recruitment timeline
- Design application content, interview questions
- Review of board self evaluation to determine areas of need from candidates
- Add application and announcement to website, e-newsletter, and social networks including one-on-one outreach
- Determine candidates who pass to interview round & Schedule interviews
- Host a meeting and offer opportunity to ask questions
- Vote on candidates
- Debrief recruitment process, gather evaluation feedback from all candidates
- Conduct organizational orientation

How will you appoint new leaders and transfer leadership when the founding members want to leave the team?

When selecting and developing leaders in our team, we will consider the competencies that the individual possesses and compare those to the ones that need further development for success in a leadership role. By looking at his/her current competencies and comparing those to the skills necessary to fill his/her leadership position, we can make better informed decisions in hiring, developing and promoting the leaders for our venture. And, each leader will have the responsibility to mentor the potential leaders in his team that he will identify according to their skills, involvement and contribution to our venture.

How will you continue your project in 6-months time or once you have spent all of its initial capital?

- 20% of revenues will be invested in activities raising funds for maintaining the sustainability of our venture.
- Grants from national & international startup competitions.
- Crowdfunding platforms.

Financials:

[budget_snail.xlsx](#)

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