

DAAD 2012



Success story in the IT domain

Computer Network &
Information Technology -
CNIT case study

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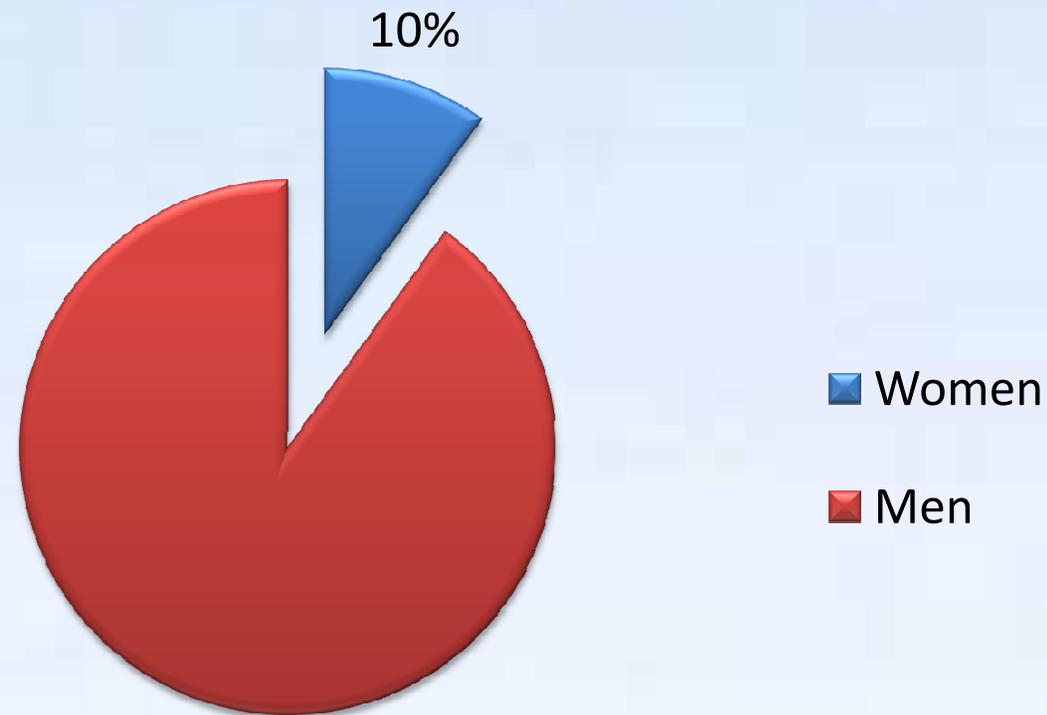
Outline

- Introduction
- Presentation of CNIT
- Future ambitions
- Conclusion

Introduction

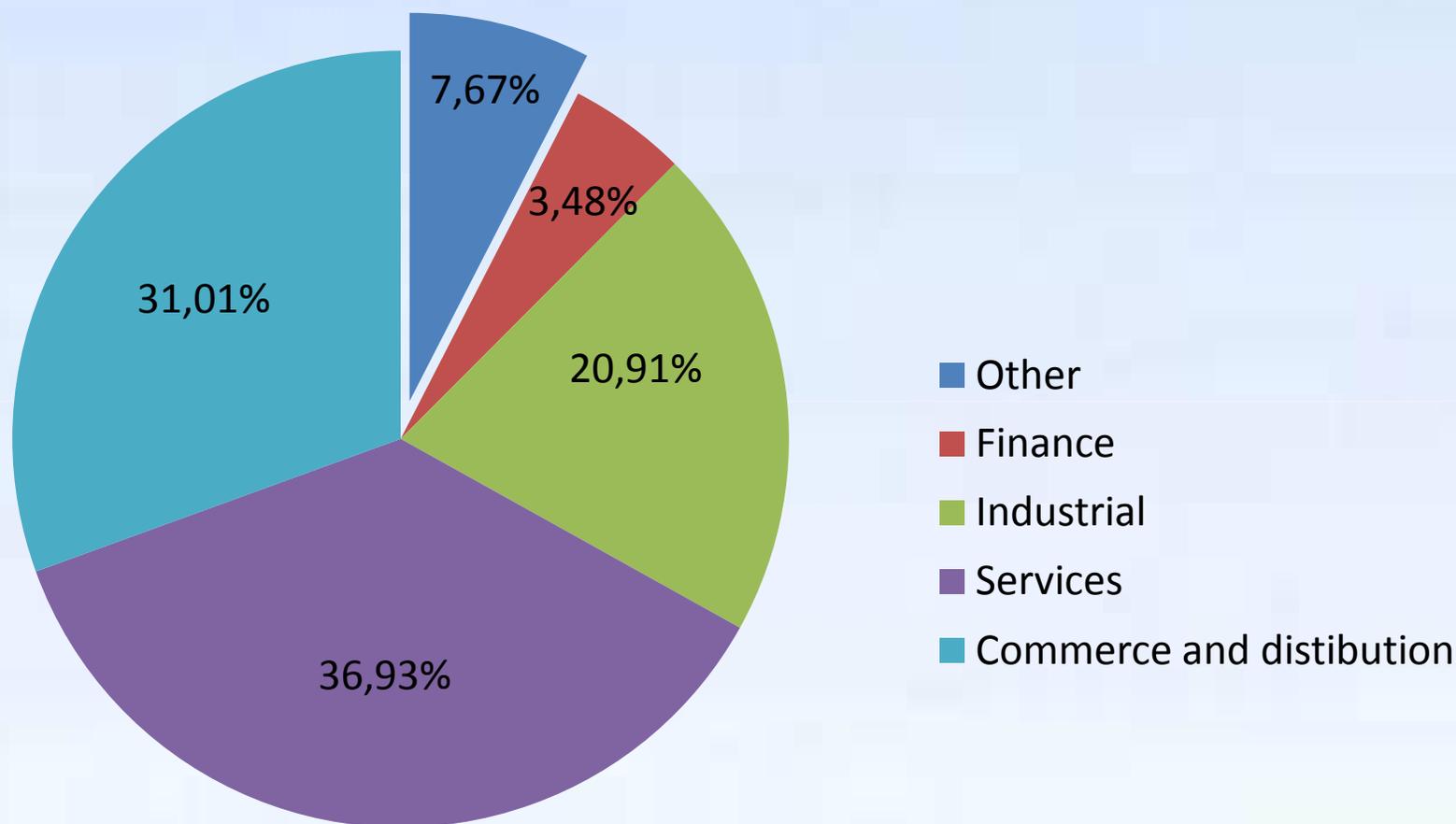
- Importance of entrepreneurship factor in the economic growth of any country
- Women and entrepreneurship in Morocco
- IT domain in Morocco

Introduction



Percentage of women entrepreneurs in Morocco

Introduction



Sectors of activity

Presentation of CNIT

- December 2009 : birth of the idea of creating an IT firm

- September, 2nd 2011 : Effective creation
 - ✓ Workers ' Number : 2

- February 2012 : Release of the first version of EasyPOS
 - ✓ Workers' number : 3

Presentation of CNIT

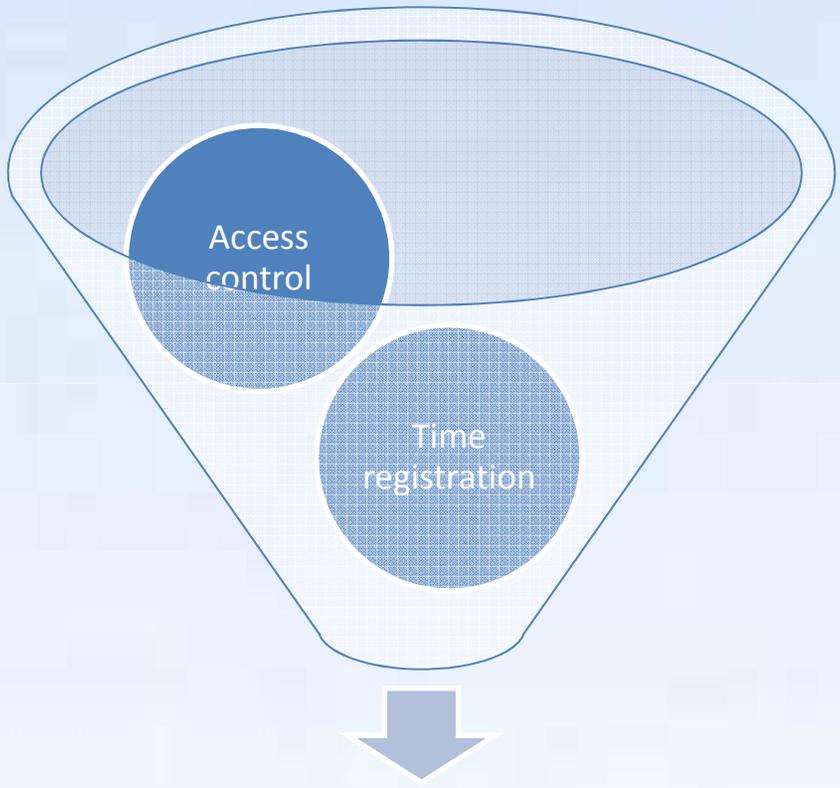


Presentation of CNIT



Future applications

Wallet



Beztamy card

Conclusion

- Challenges
- Success keys



Challenges

- Lack of capital
- Competing with old and powerful IT companies
- Difficulties finding the right employees

Success keys

- Develop Good Ideas
- Work Smart
- Surround yourself with great People
- Execution

Thank you