

MOHAMED ALAMI M'CHICHI
CEO, THINLINE - MA

AN ENTREPRENEUR'S LOG

KEY ELEMENTS FOR BUILDING AN INNOVATIVE AND EFFECTIVE BUSINESS

THE LOG

2006

2

SUCCESS OF THE
GRADUATION PROJECT

1

GRADUATION PROJECT
MOBILE SFA SOLUTION :

RISING AN IDEA : DM21

2006



3

FIRST JOB LANDING
PROJECT MANAGER



TECHNICIAN BORN

2007 - 2009

VISIONARY BORN



solution appraisal

4 PROJECT EVOLUTION



2010

Design appraisal

6

NEW CONTRACTS
SIGNATURE

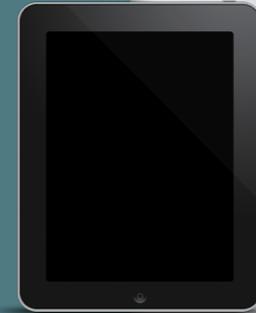
5

COMPANY CREATION
THINLINE

2011

8

TEAM EXTENSION :
NEW RESPONSABILITIES
NEW CHALLENGES

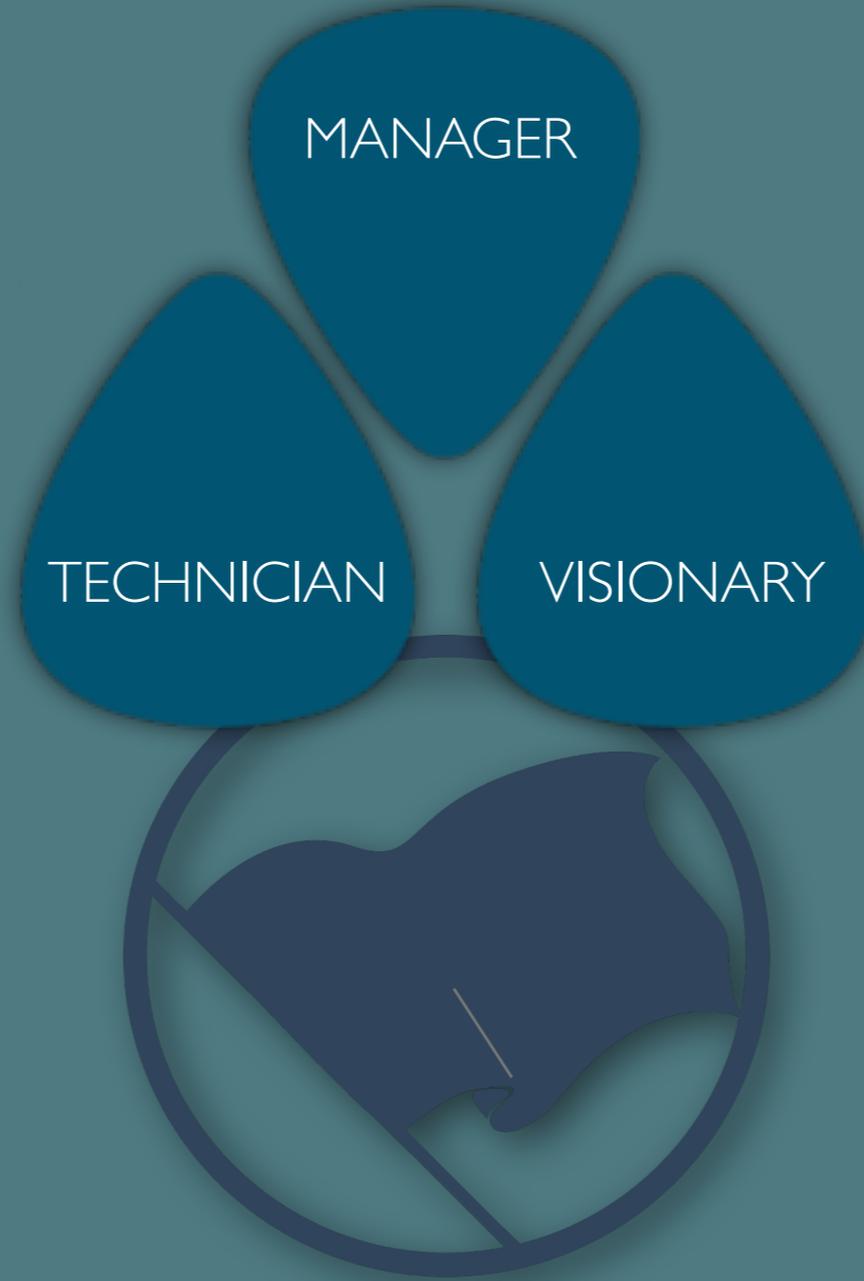


Visionary + Technician
=
Conflict

7

SECOND COMPANY
CREATION : GRAFEZIA

2011

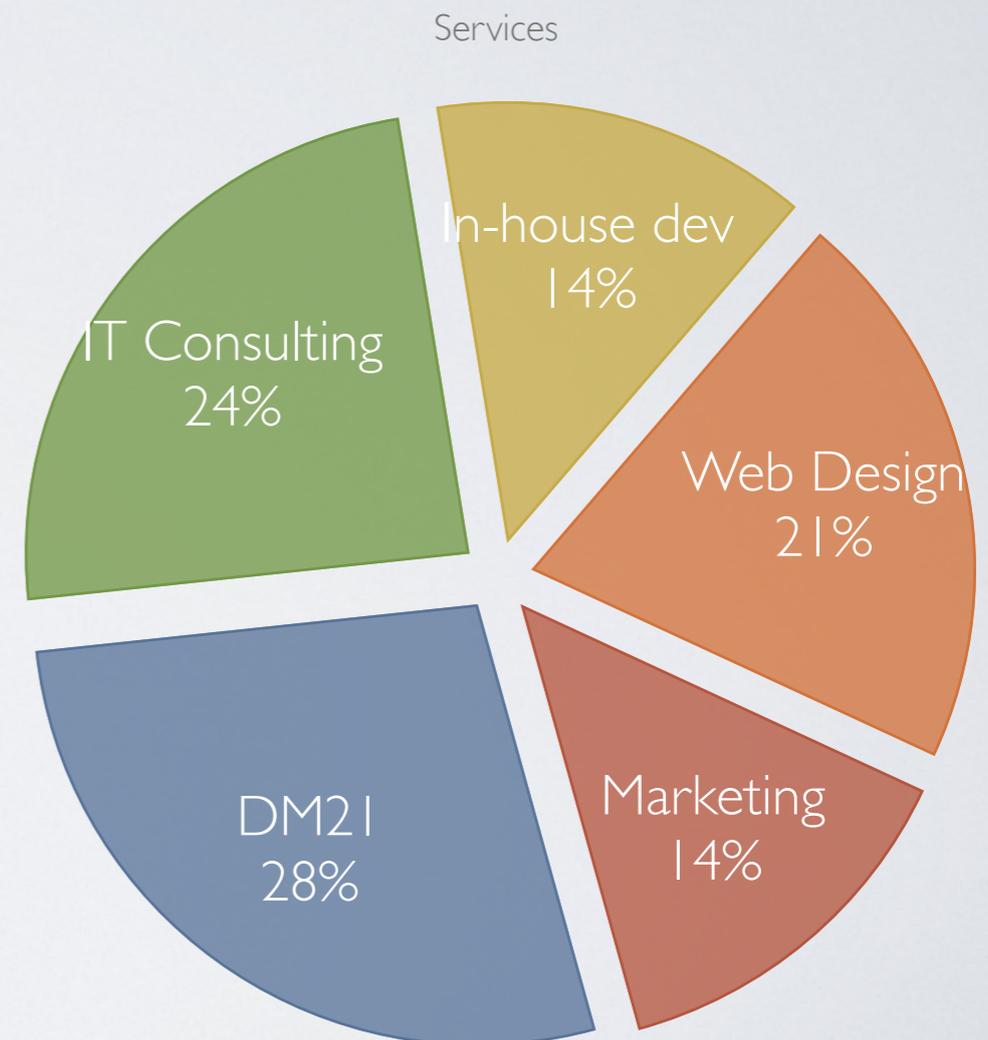
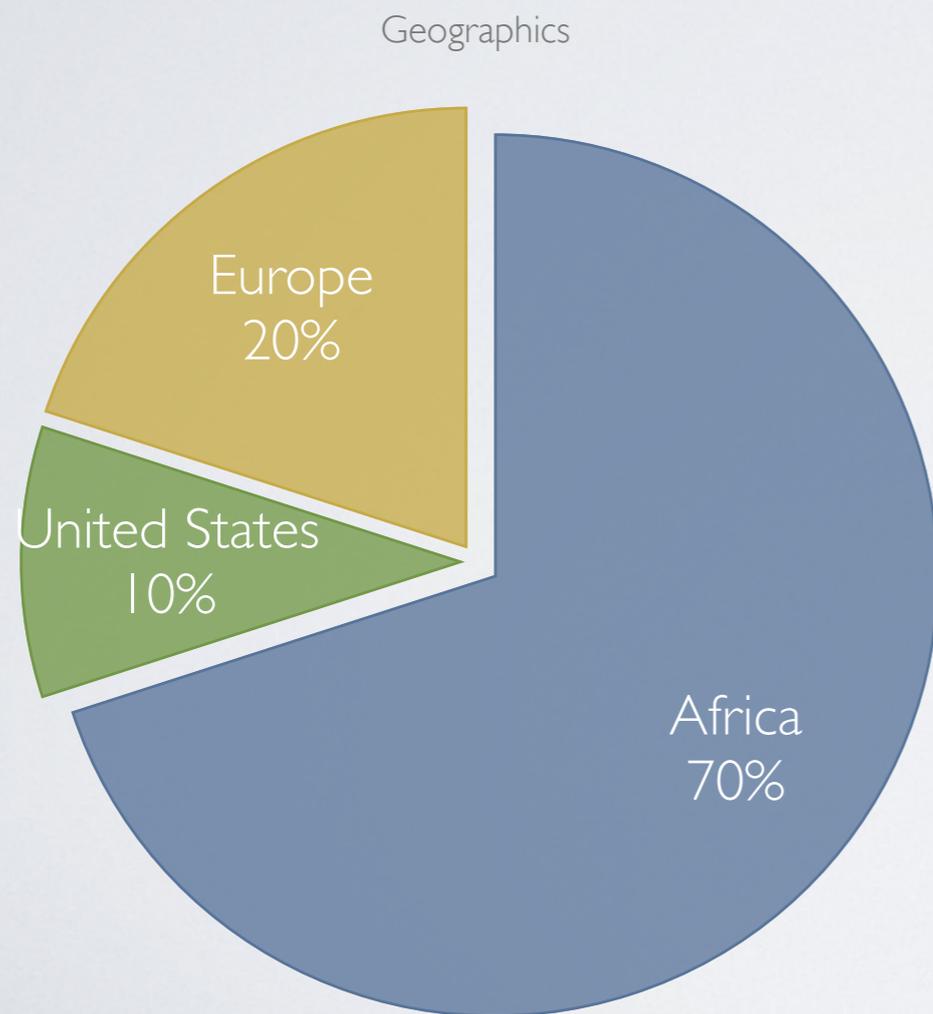


MANAGER BORN

THINLINE GROWS

THE EXPANSION OF THINLINE

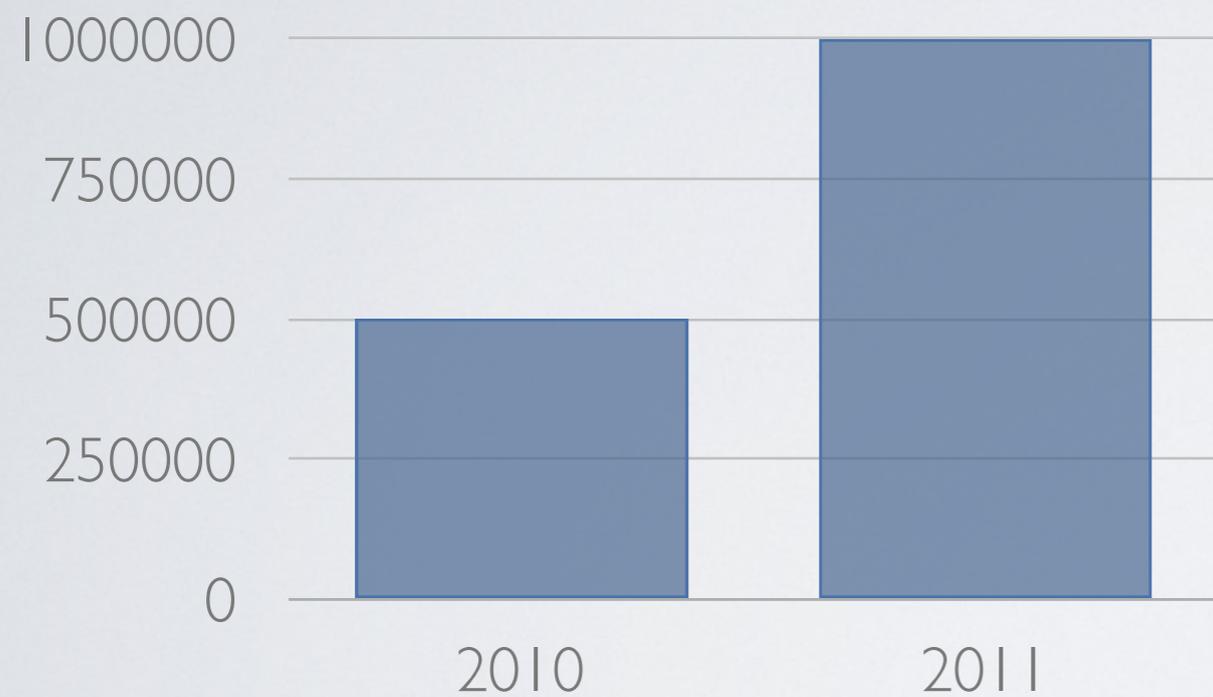
THINLINE current status



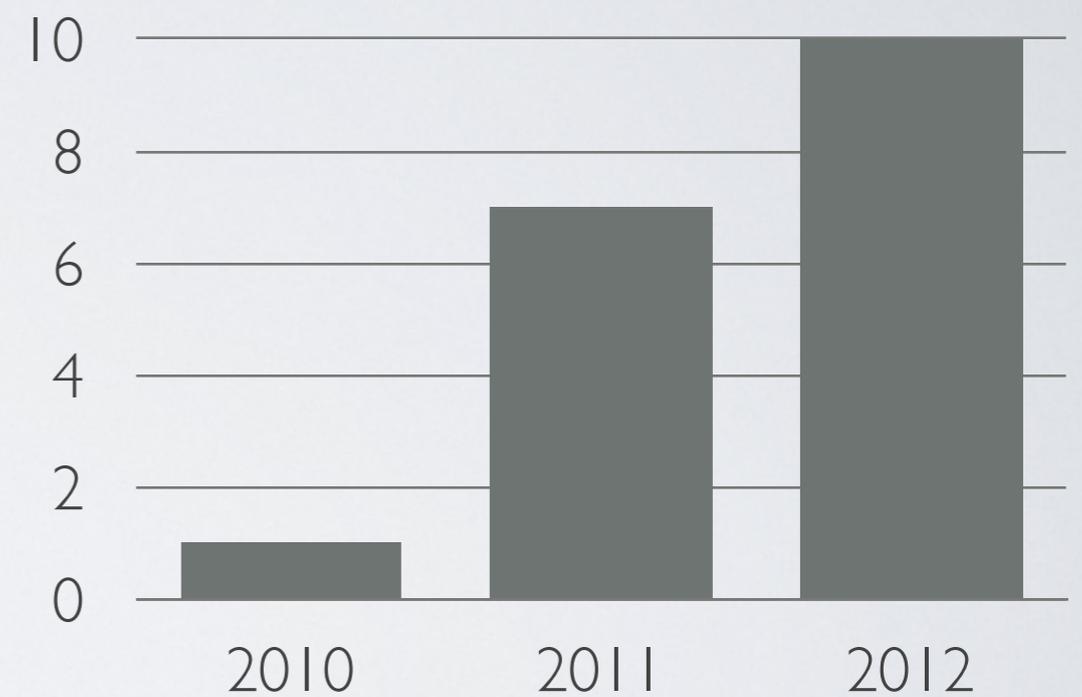
THE EXPANSION OF THINLINE

THINLINE's growth

Annual Revenue (MAD)



Employees



THE CHALLENGES

1

TECHNICAL CHALLENGES

THE CHALLENGES

2

ADMINISTRATIVE CHALLENGES

THE CHALLENGES

3

ORGANIZATIONAL CHALLENGES

THE CHALLENGES

4

BUSINESS CHALLENGES

CONCLUSION

BEING AN ENTREPRENEUR REQUIRES :

- LETTING THE TECHNICIAN, THE VISIONARY AND THE MANAGER ALL GET ALONG
 - THIRST FOR INNOVATION
 - RISK ENDORSMENT
 - WORK DISCIPLINE
 - PATIENCE

THANK YOU



THINLINE