Session 1: Regional approaches for improving water management in the Mediterranean

OPTIM® entrepreneurial solution
It all started

with IHaj RABIE

in the South of Luxor...
Where & when

the dream started

to grow...

CMI E-Hackathon - Friday night
3:00 A.M ( UTC) -30 June 2020
Needs answered

Response to the water shortage

Optimize the crop production

Accurate information on water quantity needed to irrigate a specific crop

Master of the available water resources for irrigation
Interlinkages between Opti-MOO & « Nexus » dimension

- **FOOD**
  - At the level of the land use:
    - Crop development and growth

- **WATER**
  - At the level of the Irrigation process:
    - Controlling the plant water intake

- **ENERGY**
  - At the level of pumping and processing:
    - Helping to reduce the energy used for water pumping (e.g., Diesel, solar energy)
Opti-MOO is a smart dashboard for water management and analysis. It is connected to water pipelines and water meters available in two editions with its user-friendly interface and cloud services accessibility.

1st edition: **allows the small and medium scale farms to be aware of their daily water consumption and receive alerts in case of abnormal usage of water.**

2nd edition: **provides analytics and open access to water supplies anywhere, reporting any wasted water and confronting unexpected faults in the pipeline system.**
Opti-MOO uniqueness

Innovation
- Innovative technology and integrated system

Direction
- Adapted to each farm conditions and facilities

Design
- User friendly

Customization
- 24h service assistance and Maintenance service

Assistance
- Counseling services
Next steps & expectations

Test & Follow-up agreement with our first customer
(ALSORAT FARM (South – GIZA))
Testing period: 3-4 Months

Finishing the testing phase with other customers and starting the mass production

+ Search for funding and investment to grow the project
Meet our brains

Intissar ROUABHIA
Agronomy & Environment Engineer (CPSO)

Alaa EMAD
Application engineer & IOT developer (CEO)

Mirna GHARBI DIT KACEM
Oceanographer & business developer (COO)

Mohammad ASSAF
Environmental engineer (CMO)
Ayyaz AMEER
Mechanical engineer (CTO)

Hayel ELSAIDY
Electrical Engineer (CMO)
THANK YOU FOR YOUR ATTENTION