



AGRI-TECH SOLUTIONS

Transforming Agriculture Through Technology

ABOUT MOPHX

WE ARE THE LEADING TECH SOLUTIONS COMPANY HELPING EGYPT'S AGRI-SECTOR GROW SMARTER. WE BUILD CUSTOM PLATFORMS, APPS, AI TOOLS, AND CAMPAIGNS FOR TOP BRANDS LIKE SHOURA, UNIFERT, AND AGRICULTURAL BANK OF EGYPT DESIGNED TO SOLVE REAL FIELD, SALES, AND COMMUNICATION CHALLENGES.





VISION FOR AGRI-TECH TRANSFORMATION:

We believe the future of agriculture is powered by technology — not just in tools, but in connectivity, visibility, and sustainability. Our vision is to empower agri-businesses across Egypt with user-friendly tech ecosystems that simplify complex operations, amplify brand presence, and unlock new channels for growth and engagement. Through AI, e-commerce, automation, and targeted marketing, MOPHX helps agri-leaders transform the way they work, sell, support, and grow.

“With over 10 years of proven experience supporting Egypt’s leading agriculture entities”

Why Agriculture?

- Egypt's agricultural sector is essential but digitally underserved. Most agri-retailers and cooperatives still rely on manual workflows, face fragmented supply chains, and lack tools for engaging customers or scaling field support. Only 12% of agri-retailers use e-commerce or CRM tools, while 80%+ of farmer support remains offline.
- MOPHX bridges this gap with mobile-first platforms, multilingual AI chatbots, agri-commerce systems, and farmer-friendly content — helping agri-businesses grow smarter and reach deeper into rural markets.

Sectors We Serve



Agri Inputs Suppliers



Agri Production



Agri Exporters



WHAT WE DO

Digital Products

- Agri E-Commerce Platforms (Web & Mobile Apps)
- AI Powered Agri Chatbots
- Farms and crop management tools
- Agri Corporate Websites
- Online Agri Product Catalog



Agri E-Commerce Platforms

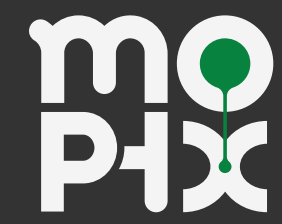
What we offer

Scalable digital web storefronts and e-commerce mobile Apps tailored to agri-retail needs.

Shoura Online

E-COMMERCE PLATFORMS Client Examples





Agrimisr



E-COMMERCE PLATFORMS

Client Examples



AI Chatbots

What we offer

Smart, multilingual AI chatbots for customer service, product recommendation, and Agriculture Knowledge Base, via WhatsApp, web, and mobile platforms.

AgriSmart Chatbot

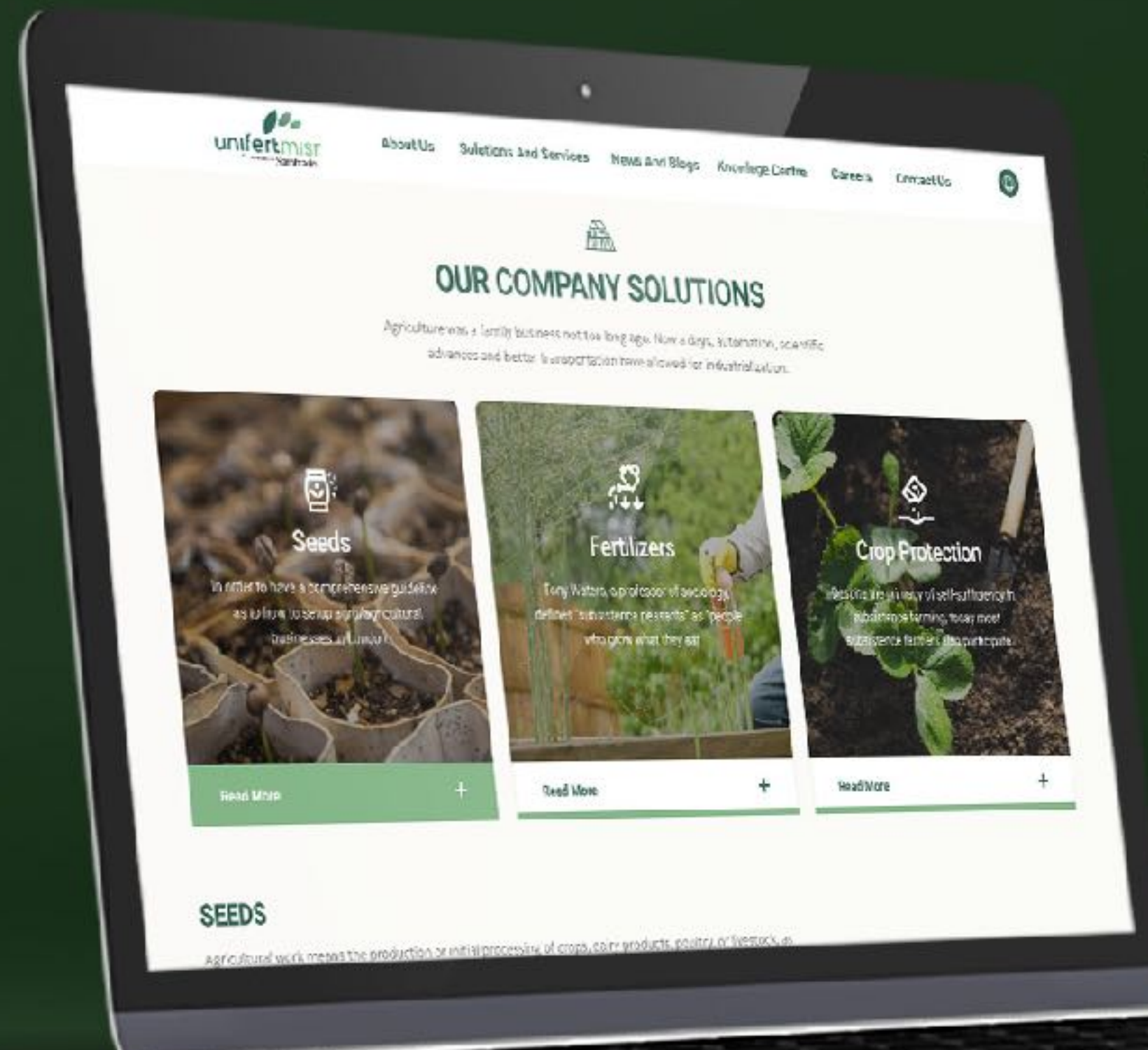
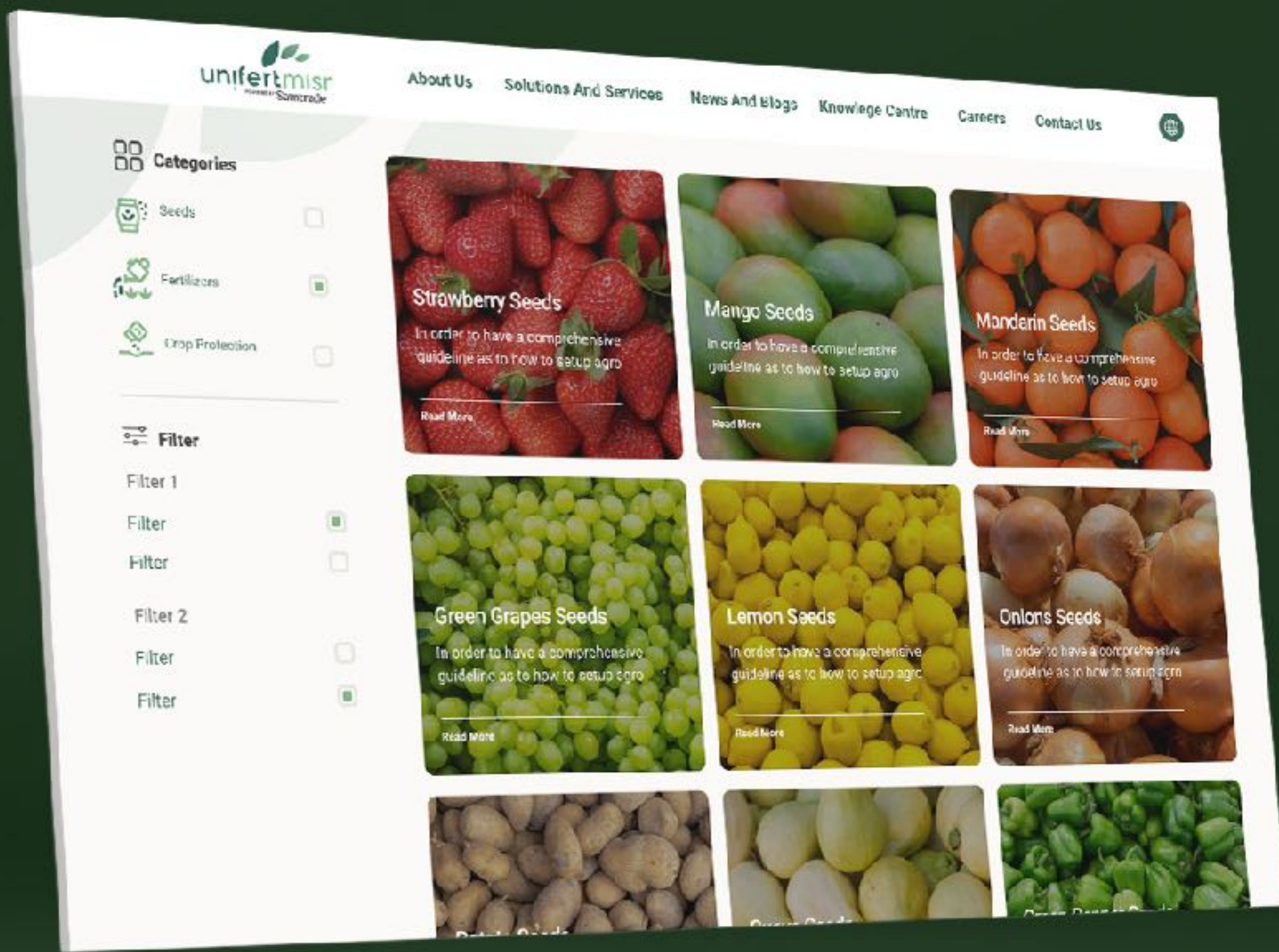
AI CHATBOT
Client Examples



SHOURA CHEMICALS ShouraOnline ChatBot



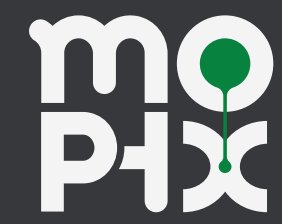
AI CHATBOT
Client Examples



Corporate Website

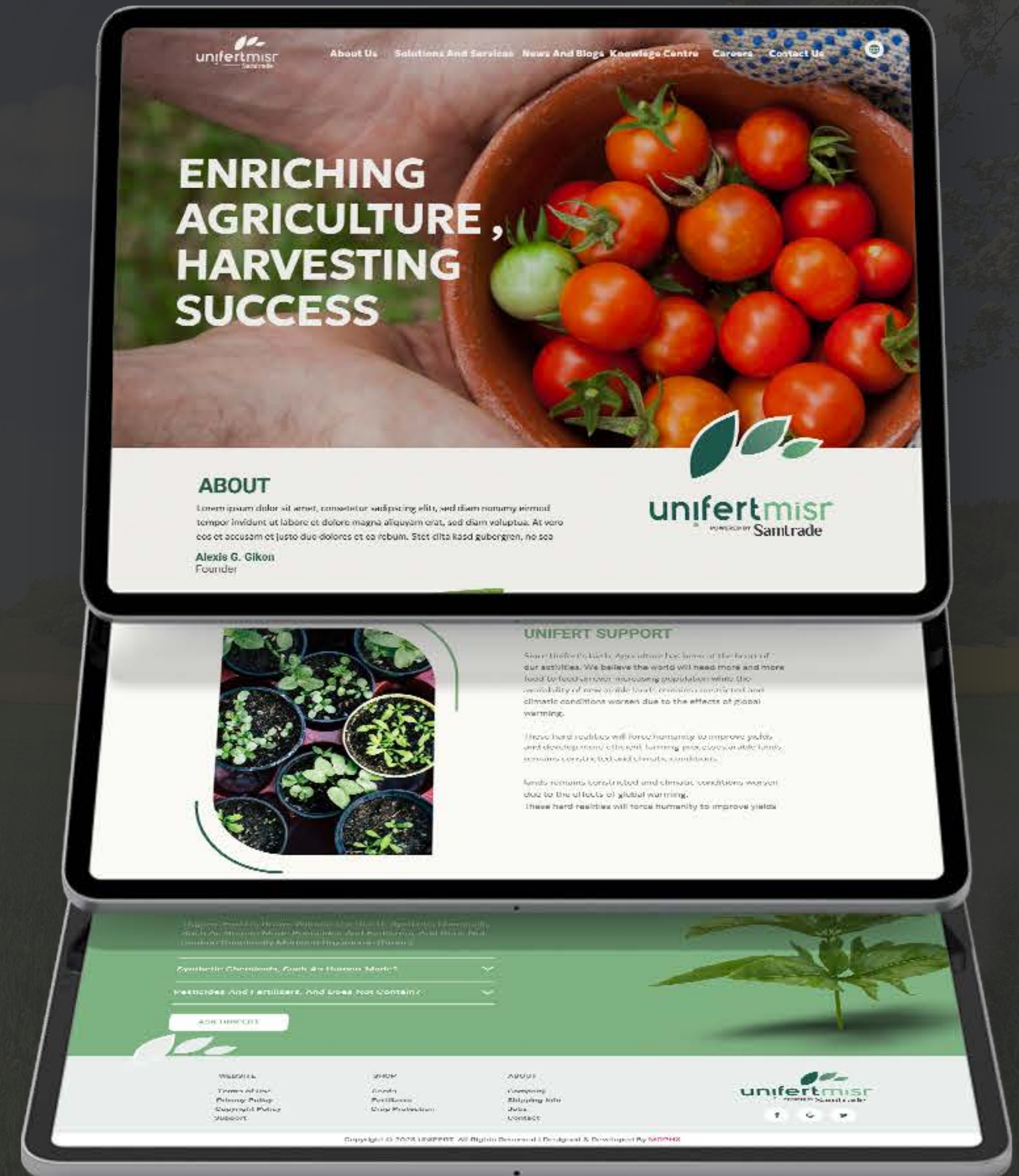
What we offer

We build modern, scalable websites that showcase product lines, enable online sales, and strengthen brand positioning and partner engagement.



Unifertmisr Website

CORPORATE WEBSITE
Client Examples



Agricultural Bank of Egypt Website



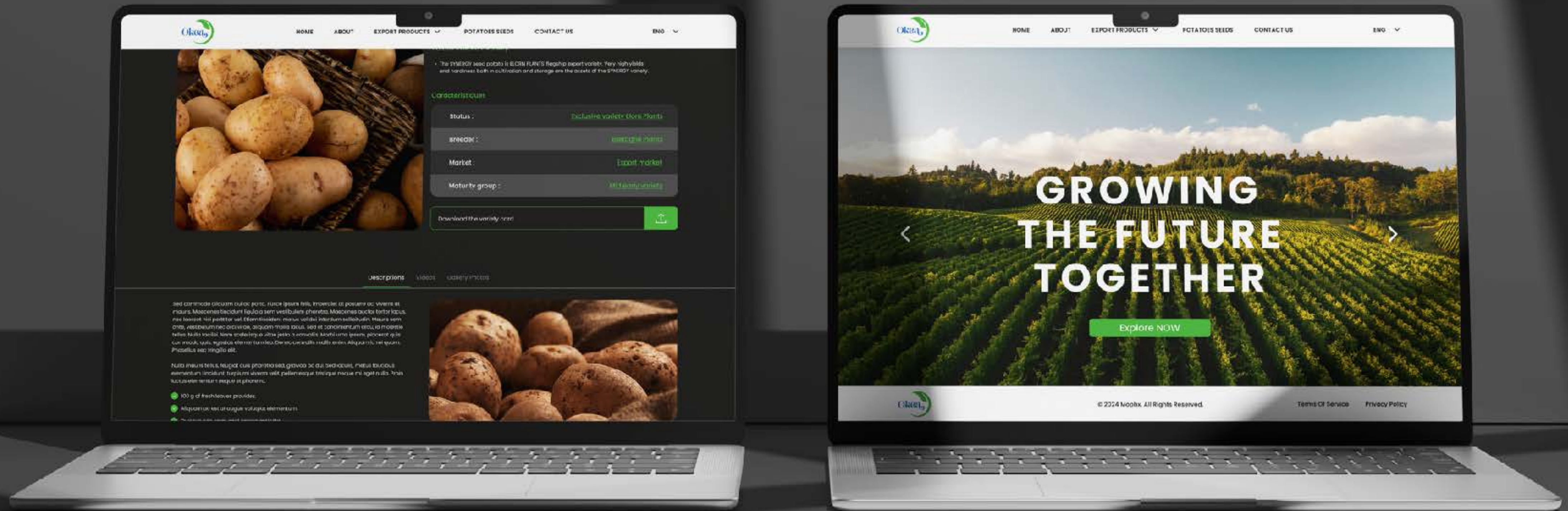
CORPORATE WEBSITE
Client Examples

Agri-Product Catalog



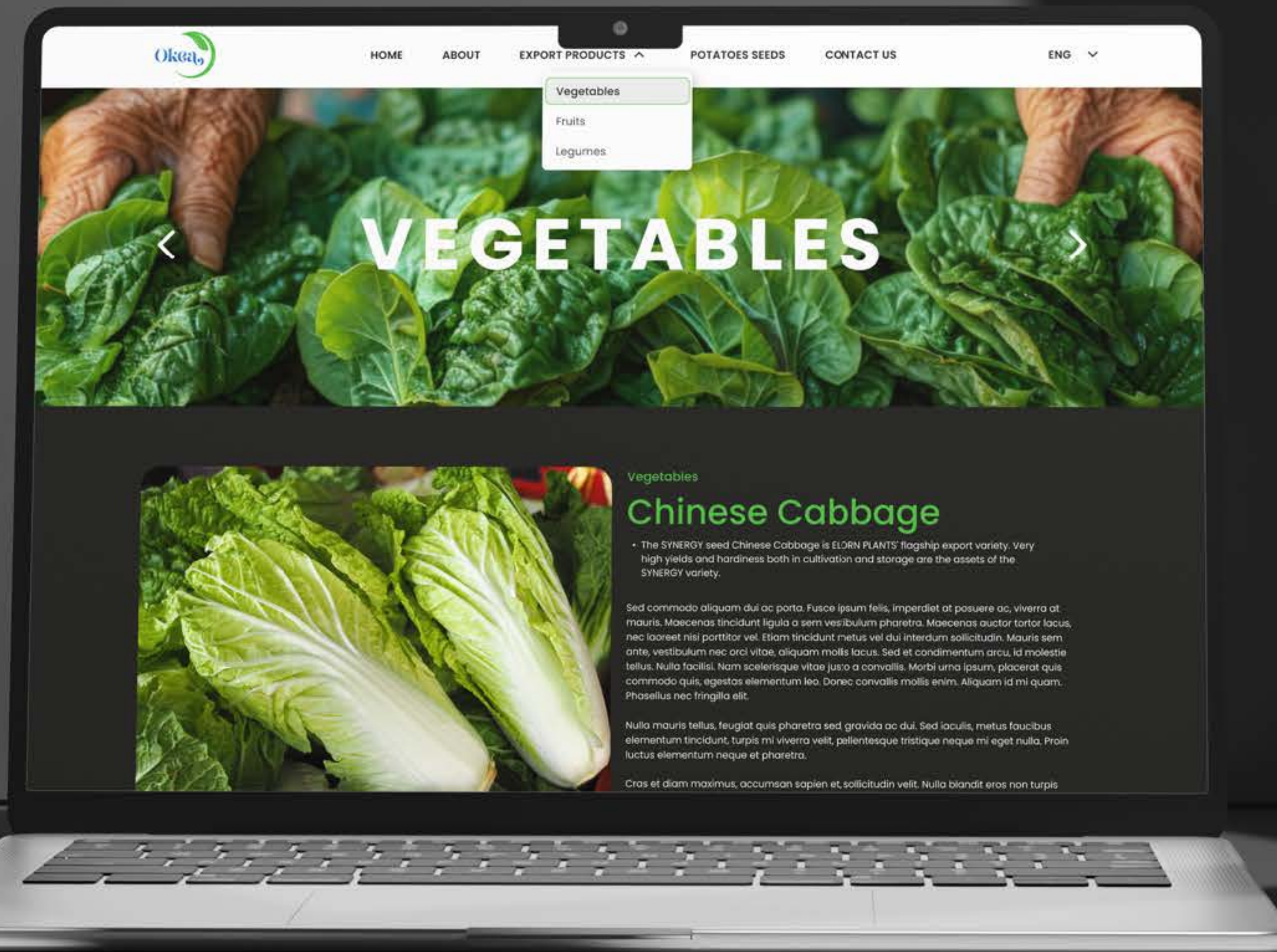
What we offer

We create structured, scalable agri-product catalogues that clearly present your offerings, support seasonal updates, and reinforce brand trust. Designed for both digital and print use, our catalogues help agri businesses engage partners, streamline sales, and highlight technical value.

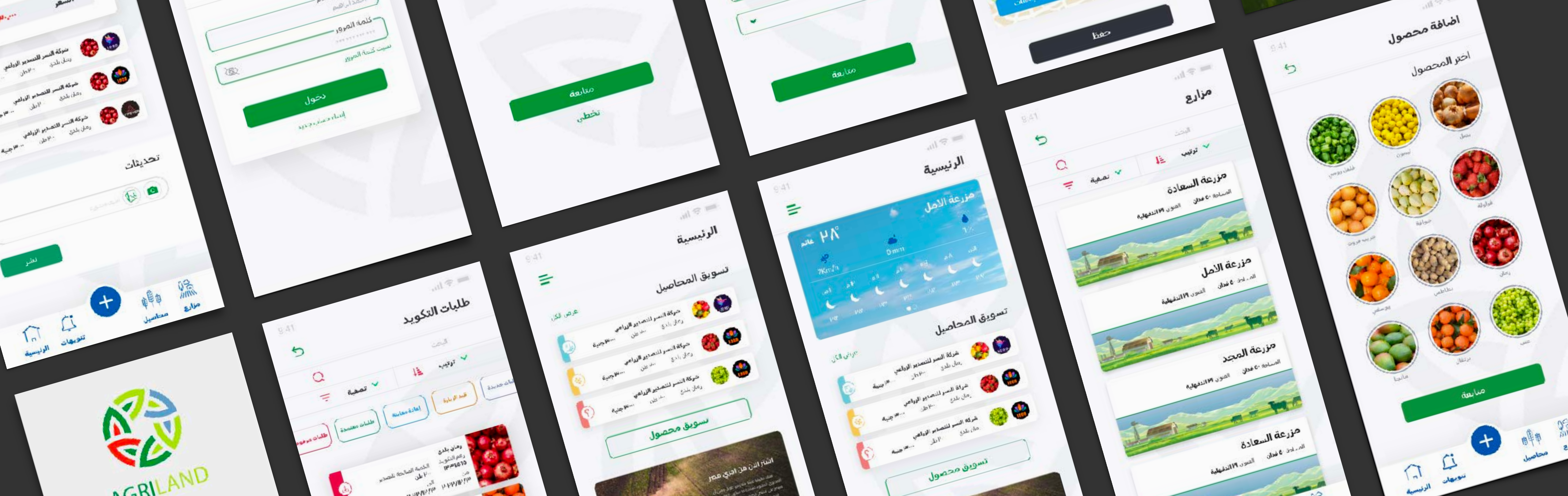




Okea Group Website



AGRI-PRODUCT CATALOG
Client Examples



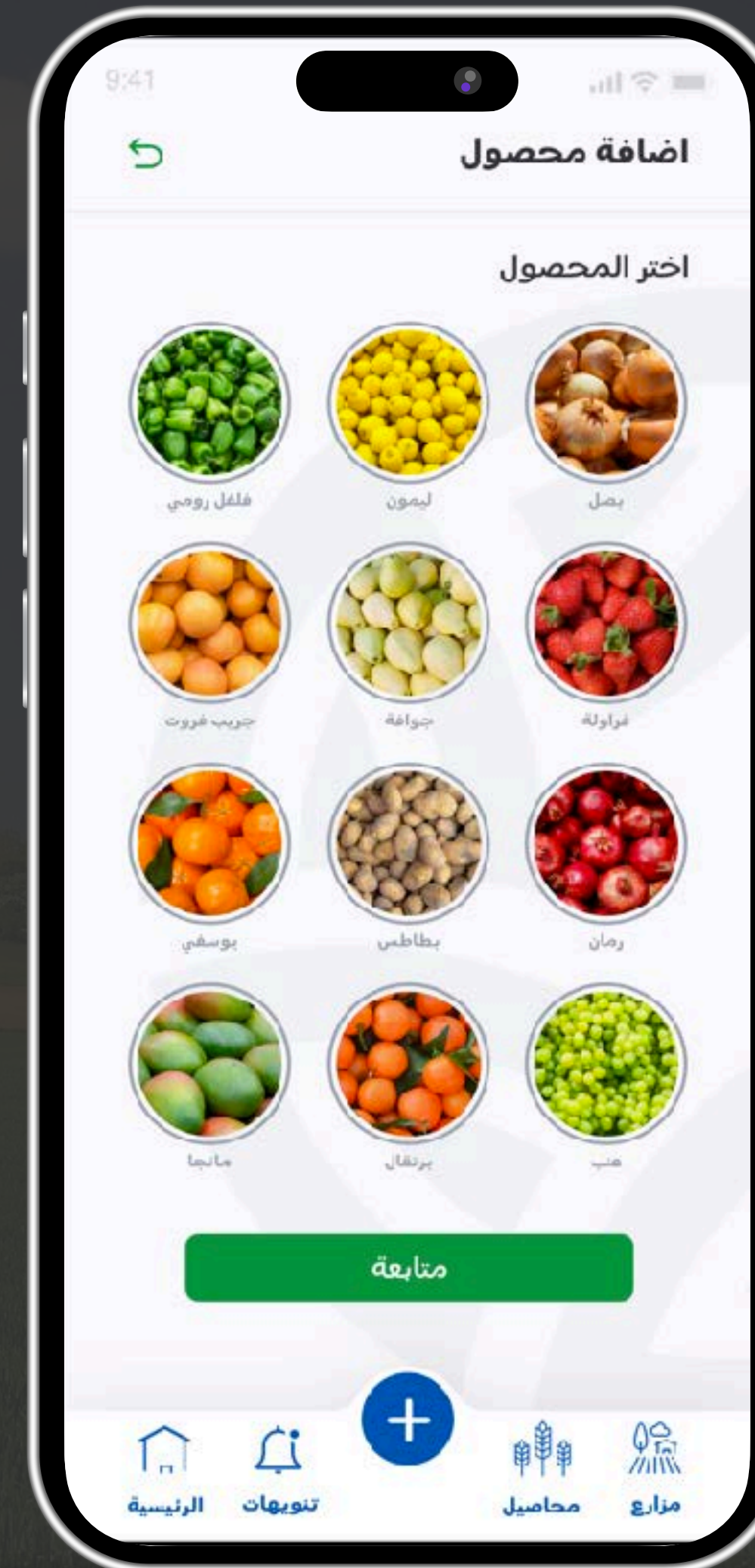
Farms and Crop Management Tools

What we offer

Integrated crop and farm management tools designed for smallholder farmers and agri programs — combining training modules, expert support, weather alerts, reporting, and incentive systems into one accessible platform to enhance productivity, traceability, and field-level impact.

Nabatech (Agriland)

FARM MANAGEMENT APP Client Examples



WHAT WE DO

Marketing Solutions

- Branding & Packaging Design
- Digital Marketing
- Video Production

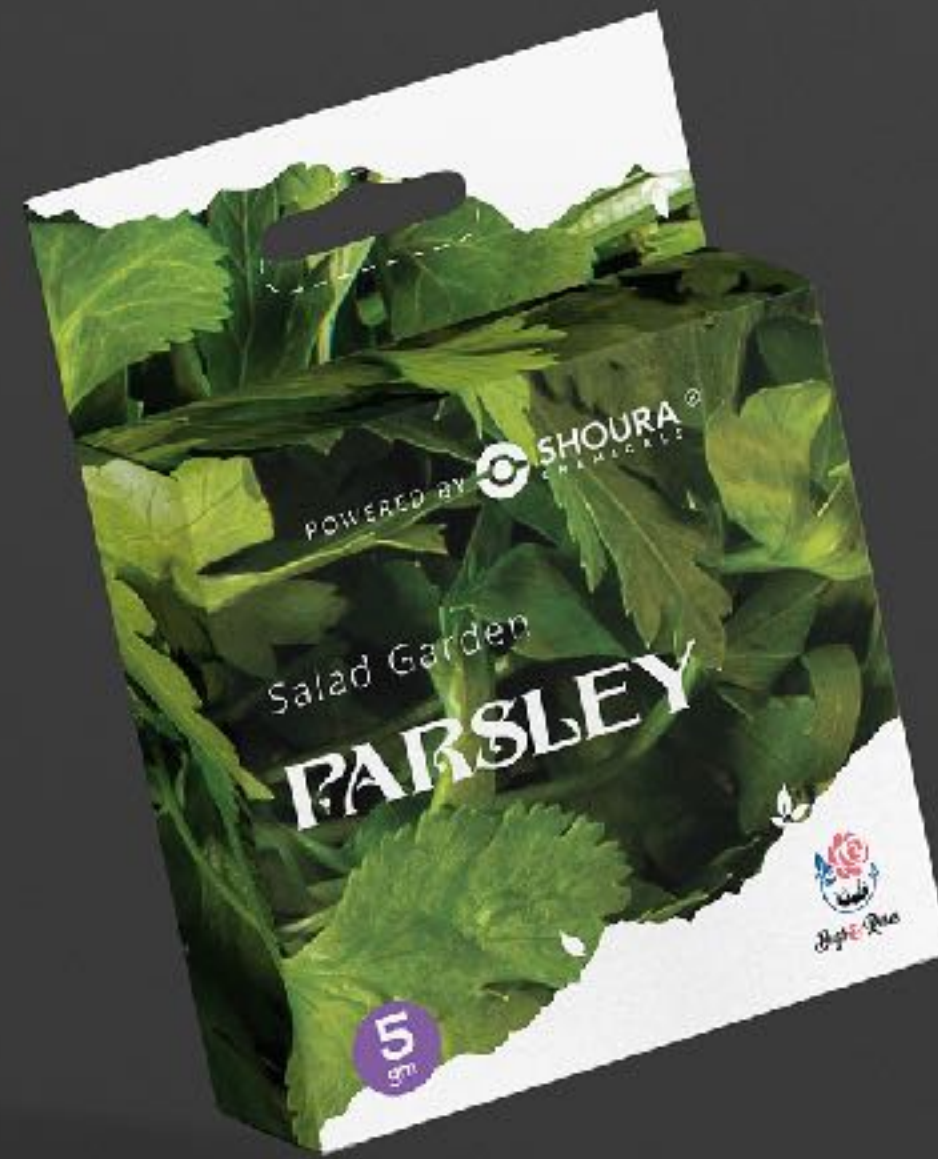


Branding & Packaging

What we offer

Brand identity systems, sub-brand development, and packaging design for products and campaigns.

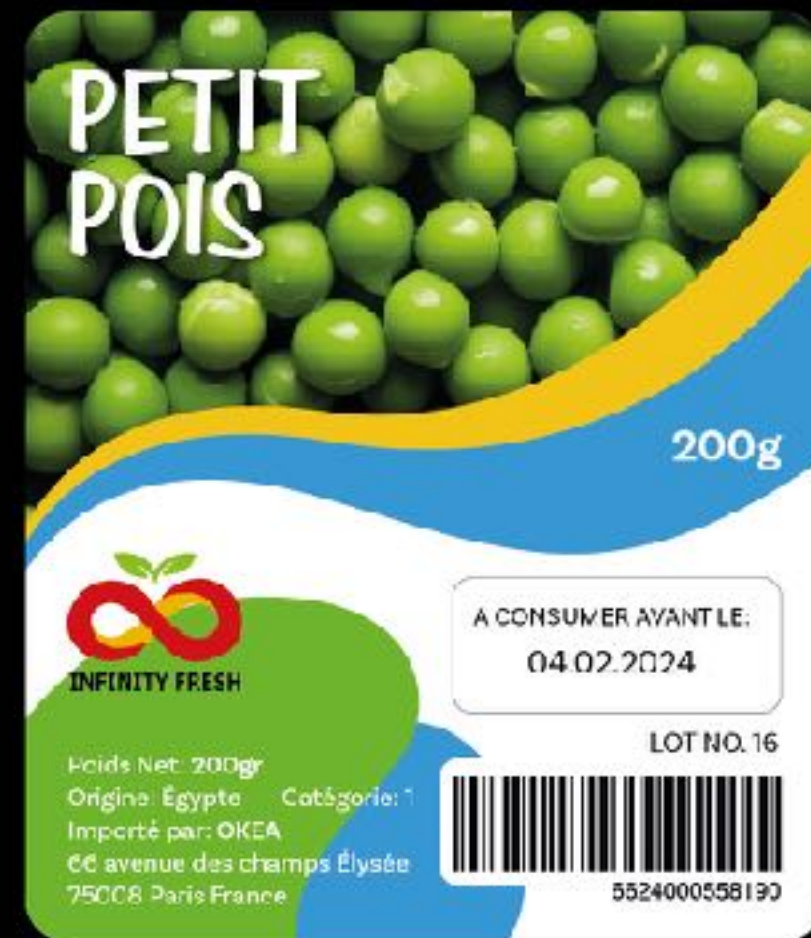
BRANDING & PACKAGING Client Examples



BRANDING & PACKAGING Client Examples



BRANDING & PACKAGING Client Examples



Digital Marketing

What we offer

Comprehensive 360° marketing solutions for the agri-sector — from digital and social media to offline activations — covering everything from strategy and content to execution and engagement.

يونيفرات مصر
سامتريد

خيار PS64
الأفضل للموسم الشتوي

From  



يونيفرات مصر
سامتريد

سيتو بريميوم ١٩ \ ١٩ \ ١٩
وداعاً للنباتات الضعيفة مع سيتو بريميوم ١٩ \ ١٩ \ ١٩
من يونيفرات مصر



يونيفرات مصر
سامتريد

طماطم . جاما
الطماطم اللي هتخليك
تجيب فلوس



يونيفرات مصر
سامتريد

باسفوليار فورتى اس ال
الحل الأمثل لمقاومة الإجهاد

From 



يونيفرات مصر
سامتريد

ROMETRI
حل مثالي للقضاء علي الحشائش

From 



يونيفرات مصر
سامتريد

عيشوا معنا
تجربة يوم
في الحقل





SOCIAL MEDIA MARKETING Client Examples

Media Production

What we offer

End-to-end video production for the agri-sector — from concept development and scripting to filming, editing, and post-production — crafted to educate, engage, and promote across campaigns, events, and farmer outreach initiatives.

ABU DONKOL FEEDS Documentary



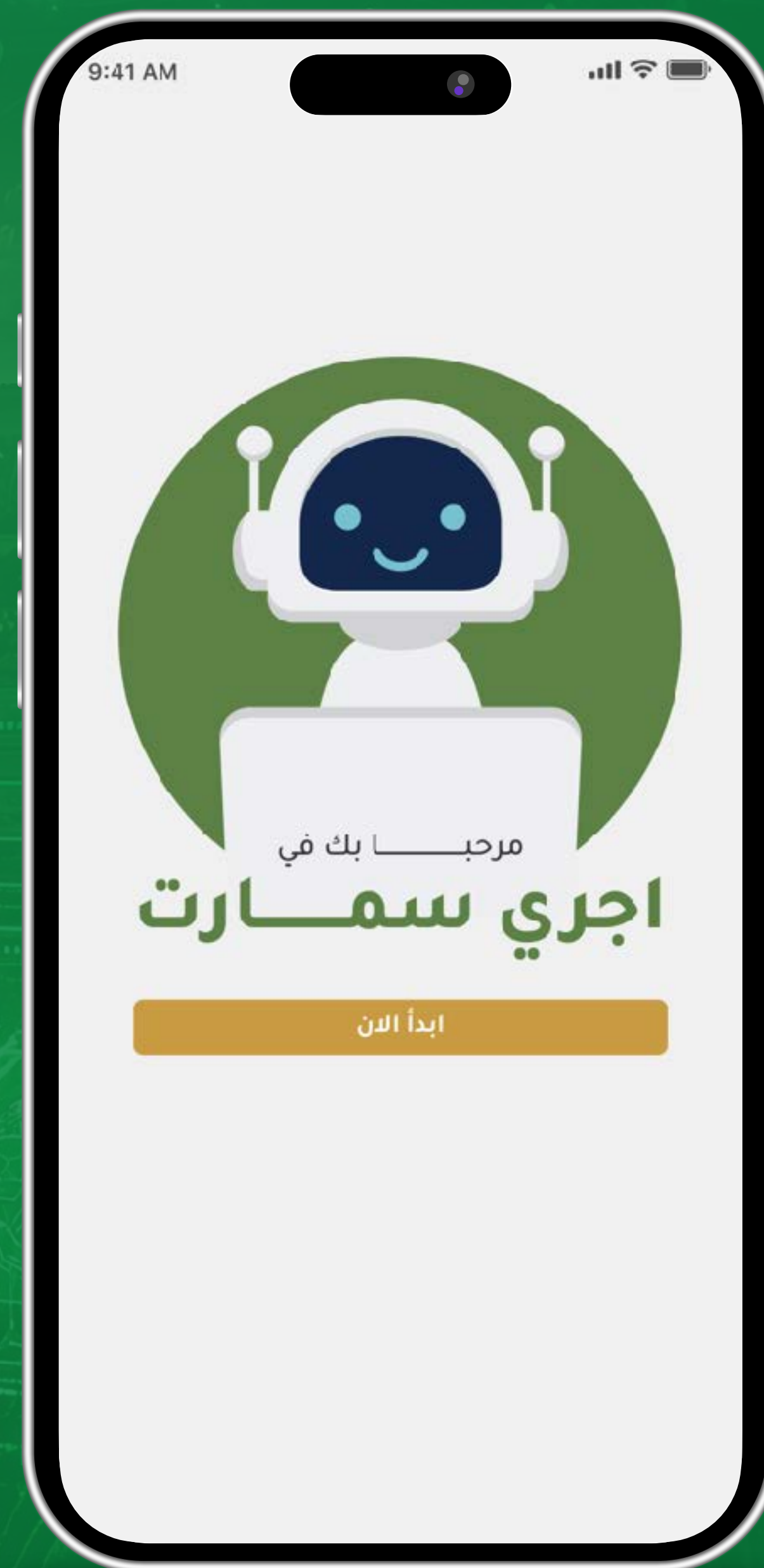
www.youtube.com/watch?v=3lvNjh0cuRg

Case Studies



CASE STUDY

AgriSmart AI Chatbot



AGRISMART

Built for Egypt's Farmers

- ✦ AI-Powered chatbot tailored for Egyptian agriculture
- ✦ Combines language fluency with factual grounding in agri content
- ✦ Speaks Masri, understands farmer context, connects to crop calendars and weather
- ✦ Not a generic tool — a purpose-built digital assistant

WHAT CAN USERS DO

- ✓ Ask questions in their own words (Masri / Arabic / English)
- ✓ Diagnose crop symptoms step-by-step
- ✓ Upload photos of plant issues
- ✓ Get product recommendations
- ✓ Calculate product quantities by land area
- ✓ Receive location-aware weather and agri tips
- ✓ Access calendars and protocols linked to their crop and region



DELIVERY CHANNELS

ACCESSIBLE WHEREVER THE FARMER IS



Mobile App



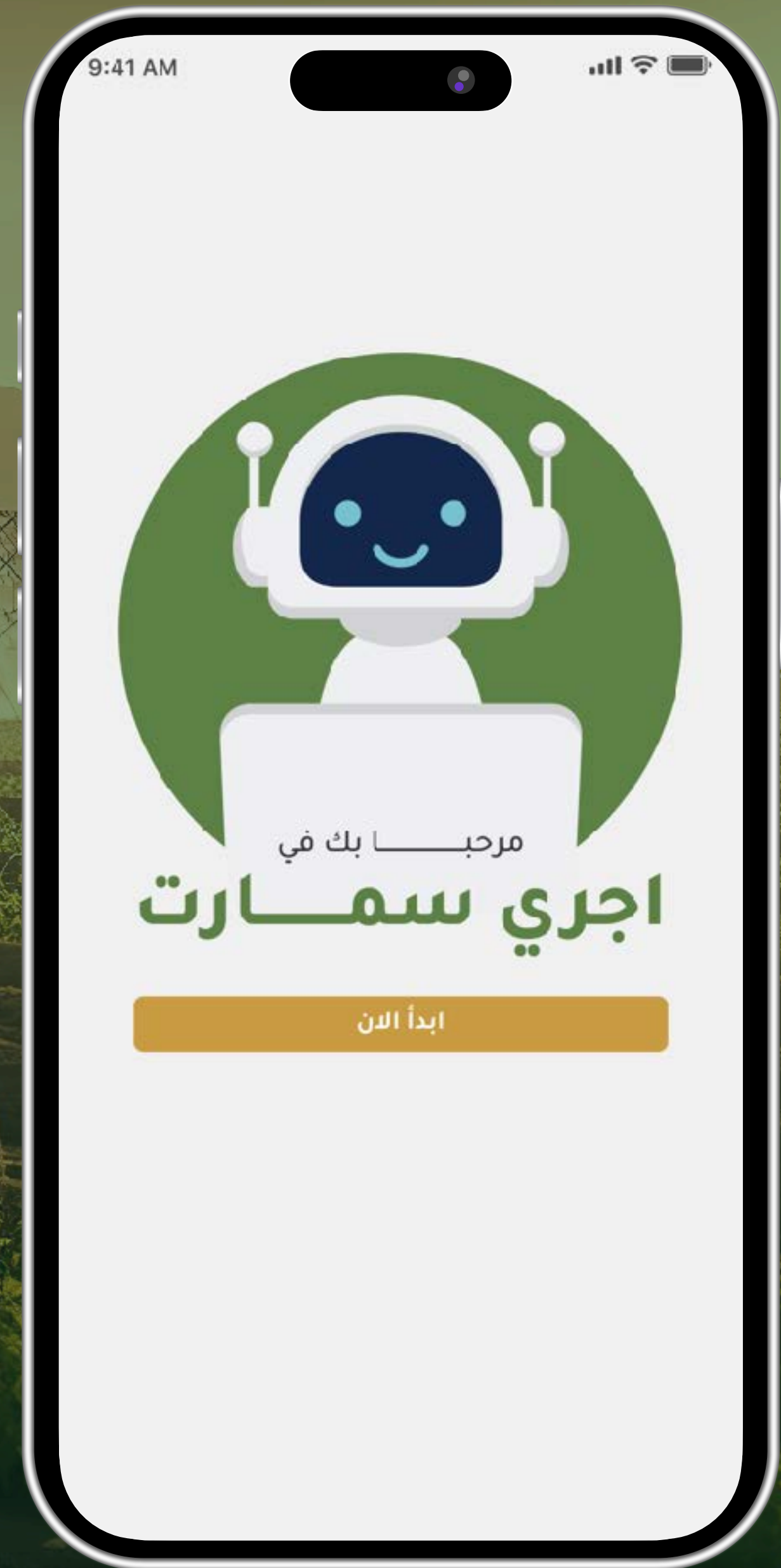
E-commerce
Platform



WhatsApp
Chatbot

USE CASES

CHATBOT 6 USE CASES



A. General Agriculture Inquiries



B. Symptom Diagnosis



C. Product Recommendation



C. Product Recommendation



D. Weather Alert



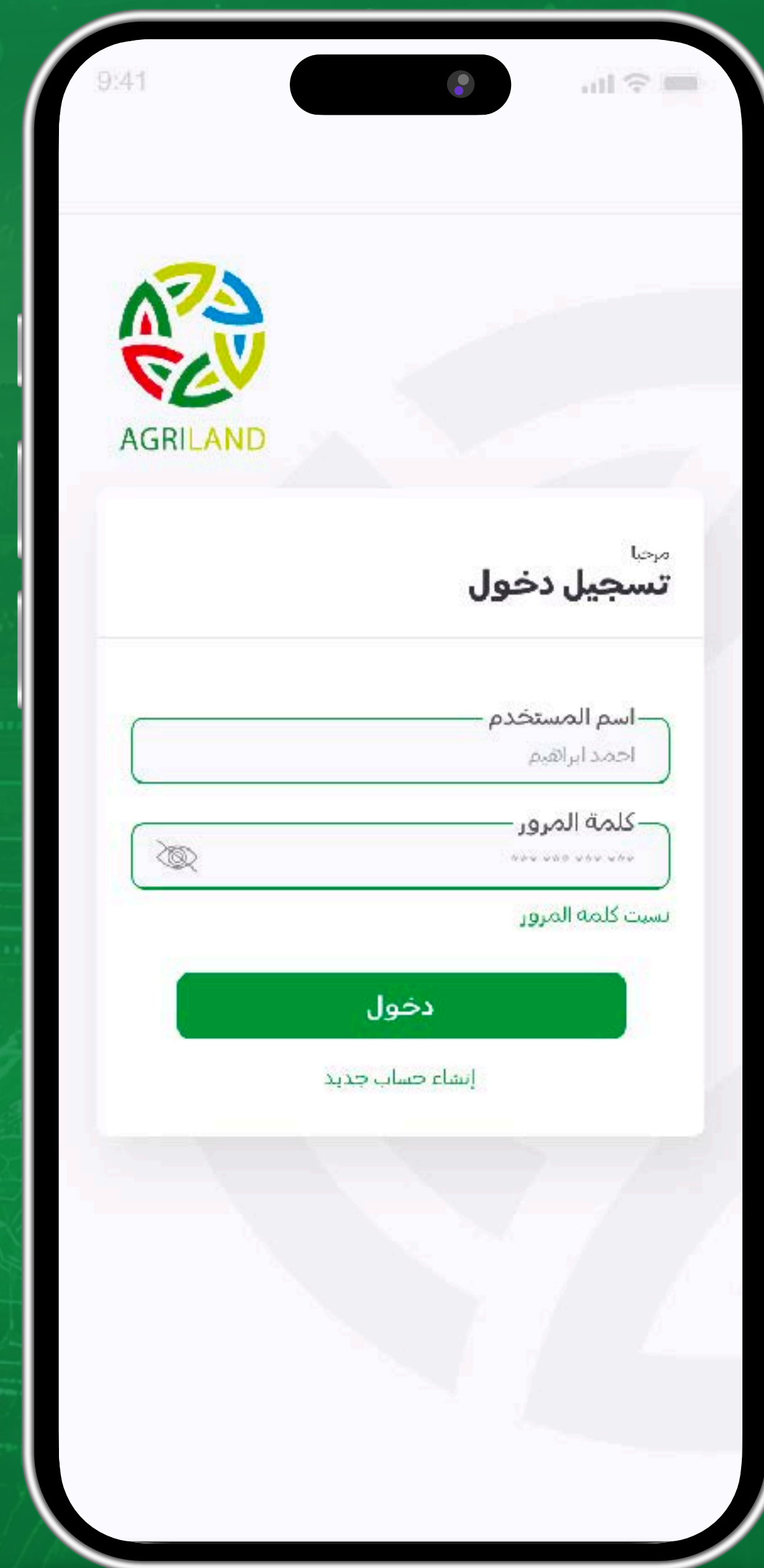
E. Image Inquire

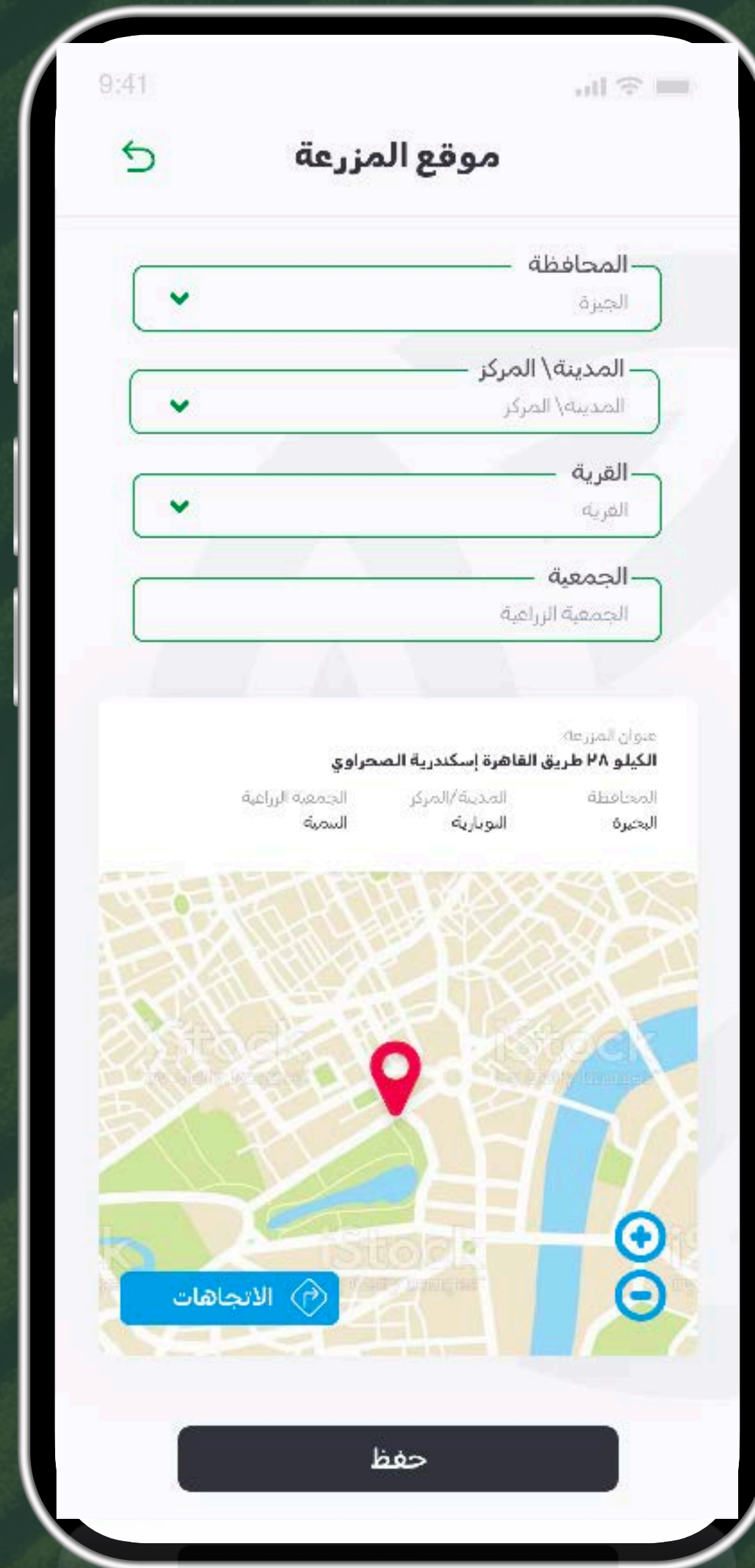


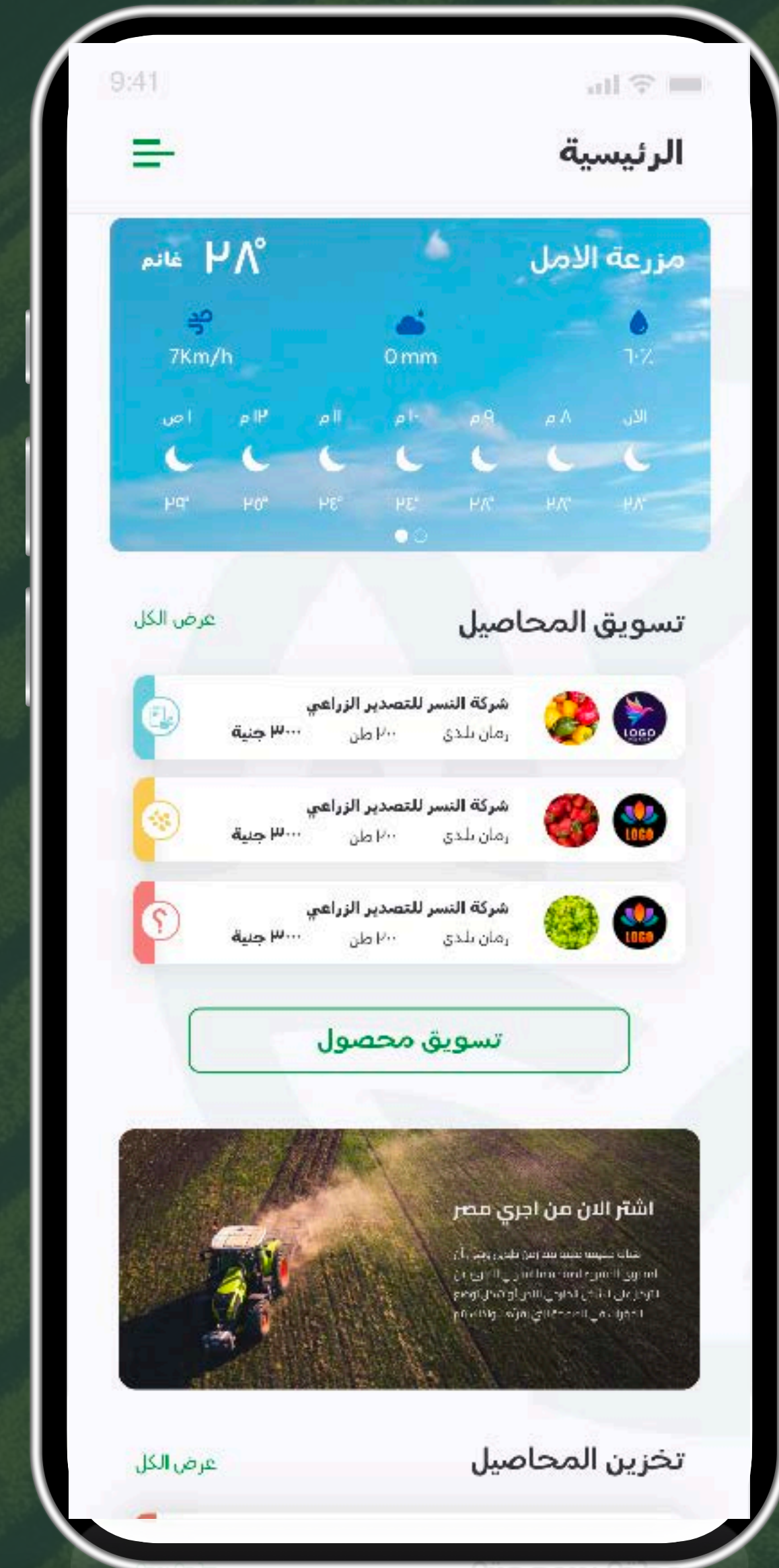
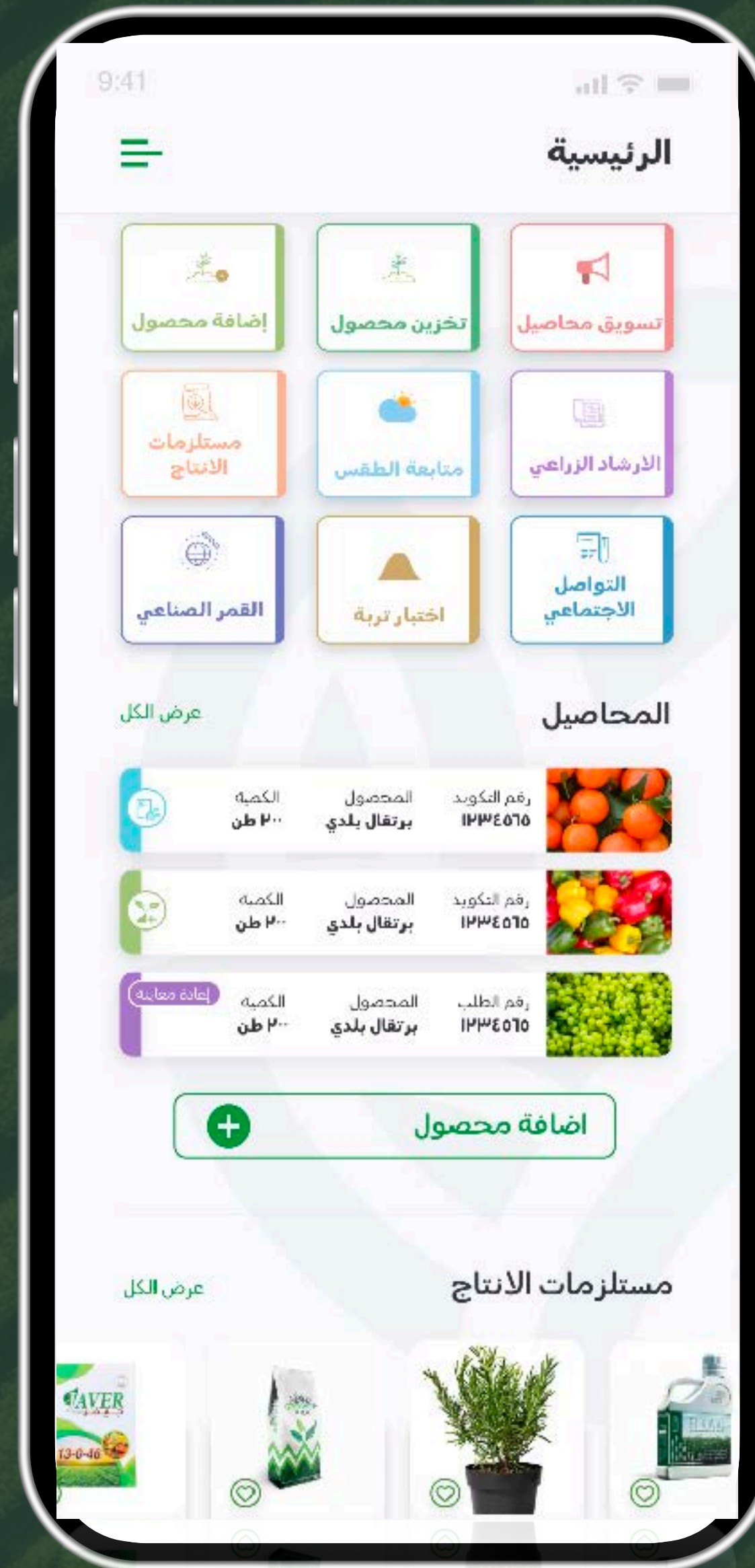
CASE STUDY

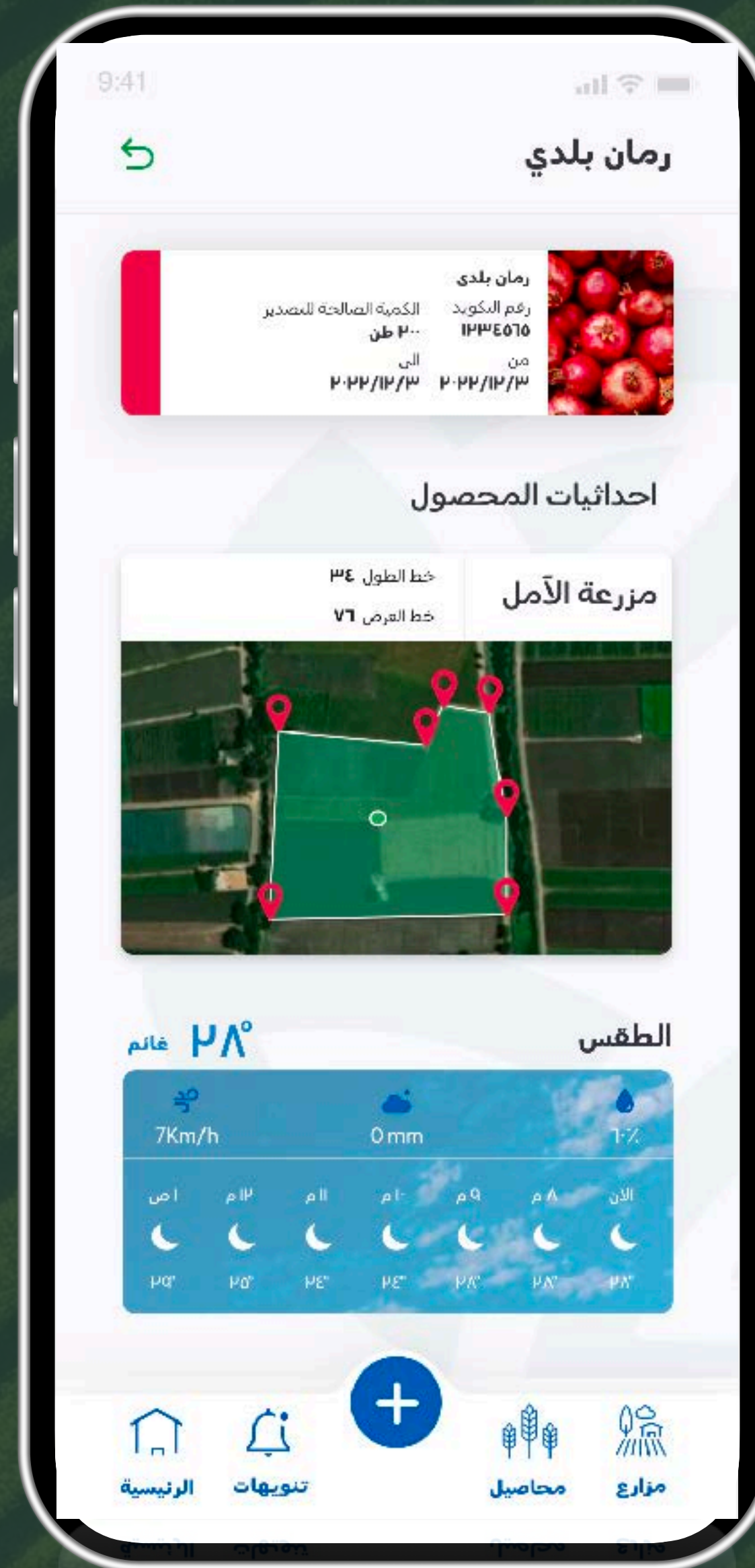
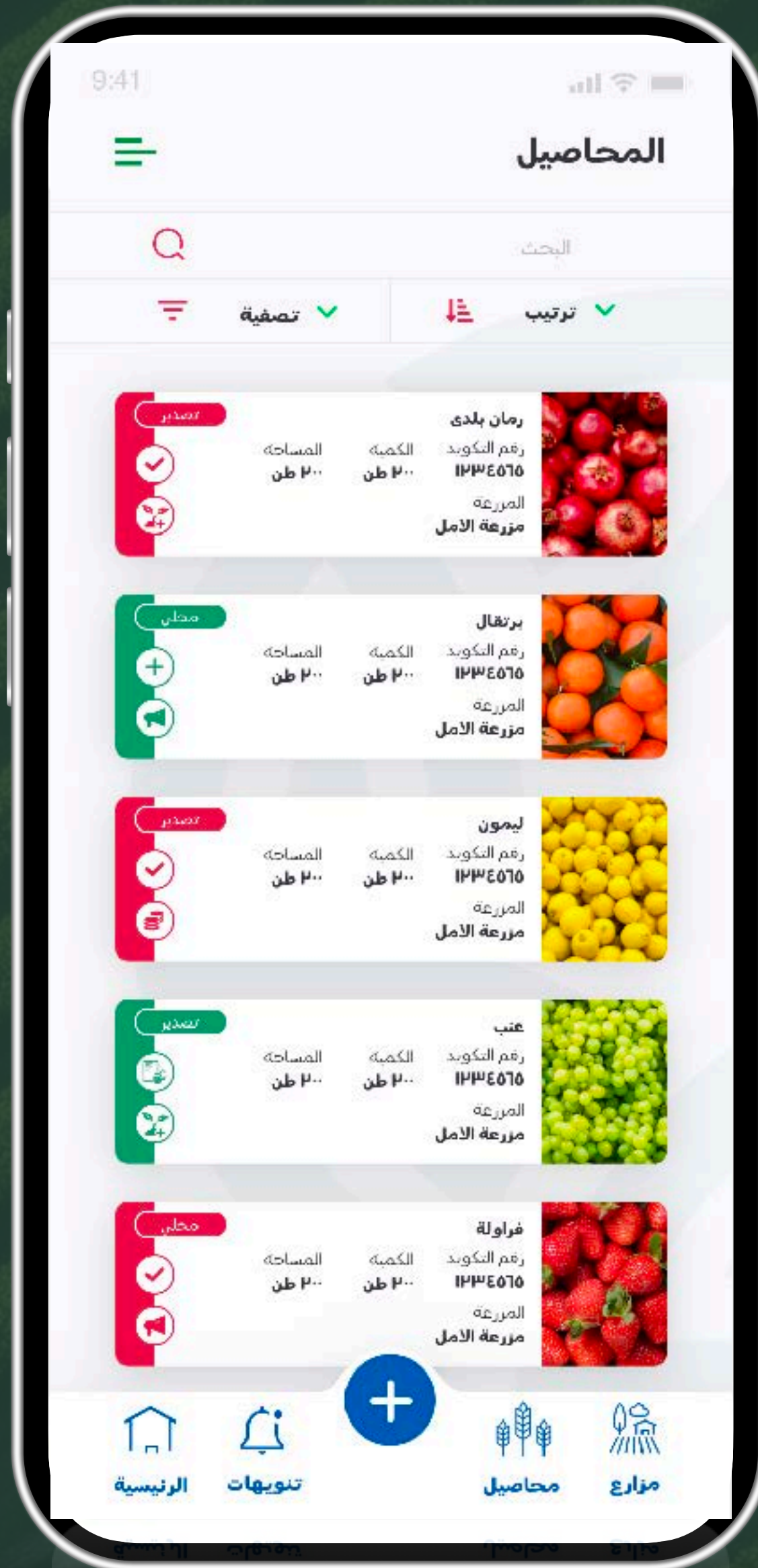
NABATECH

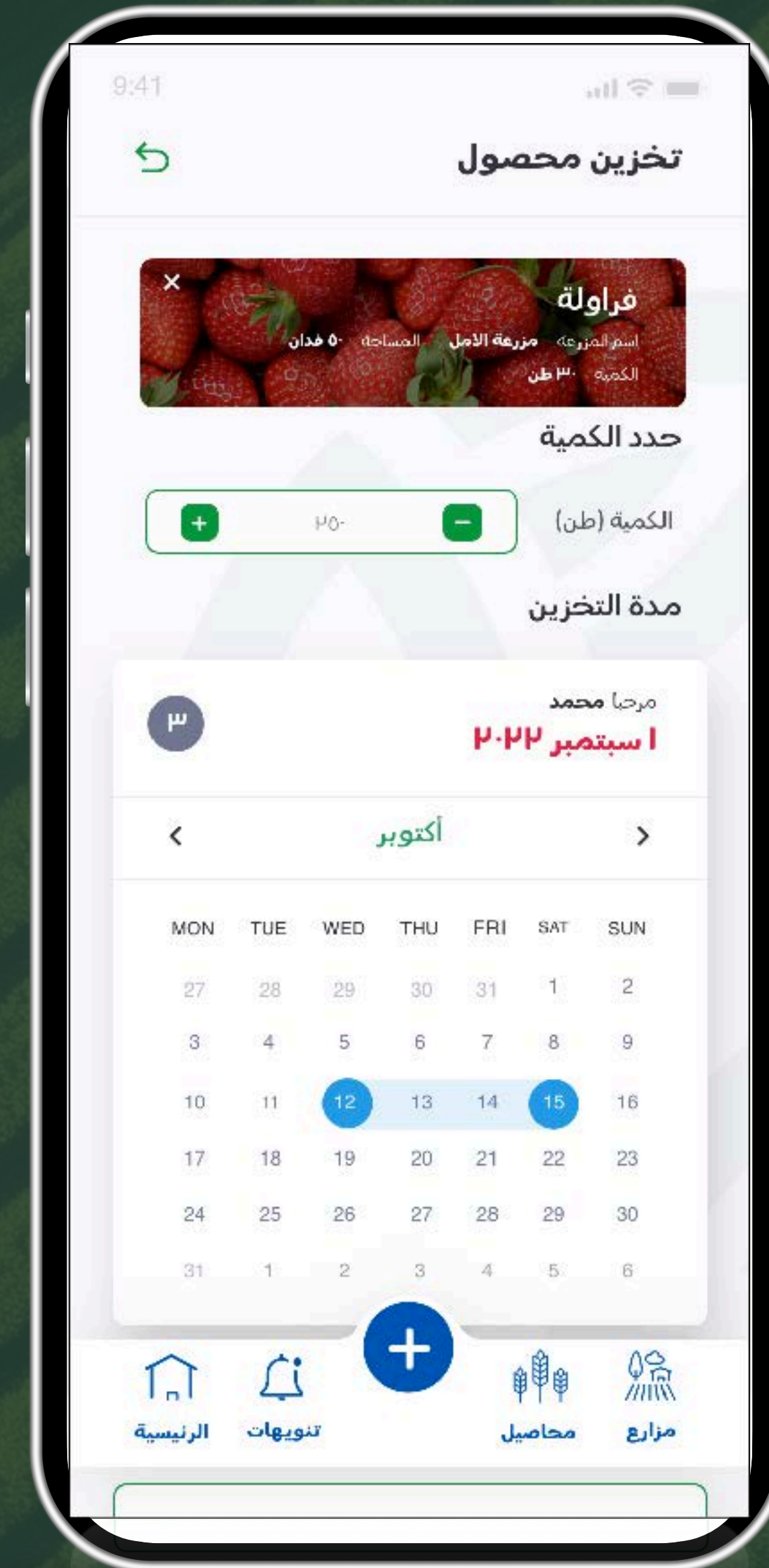
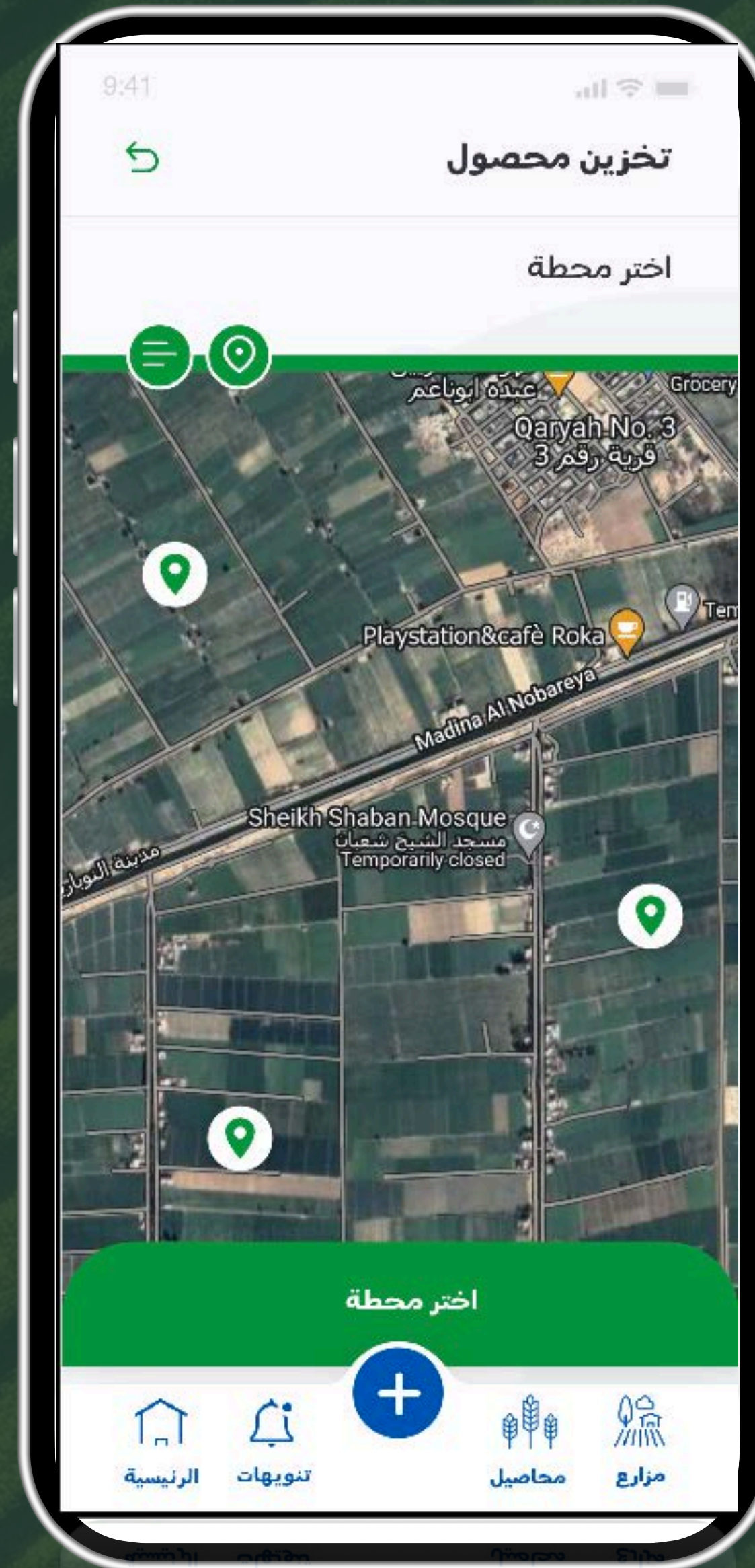
APP

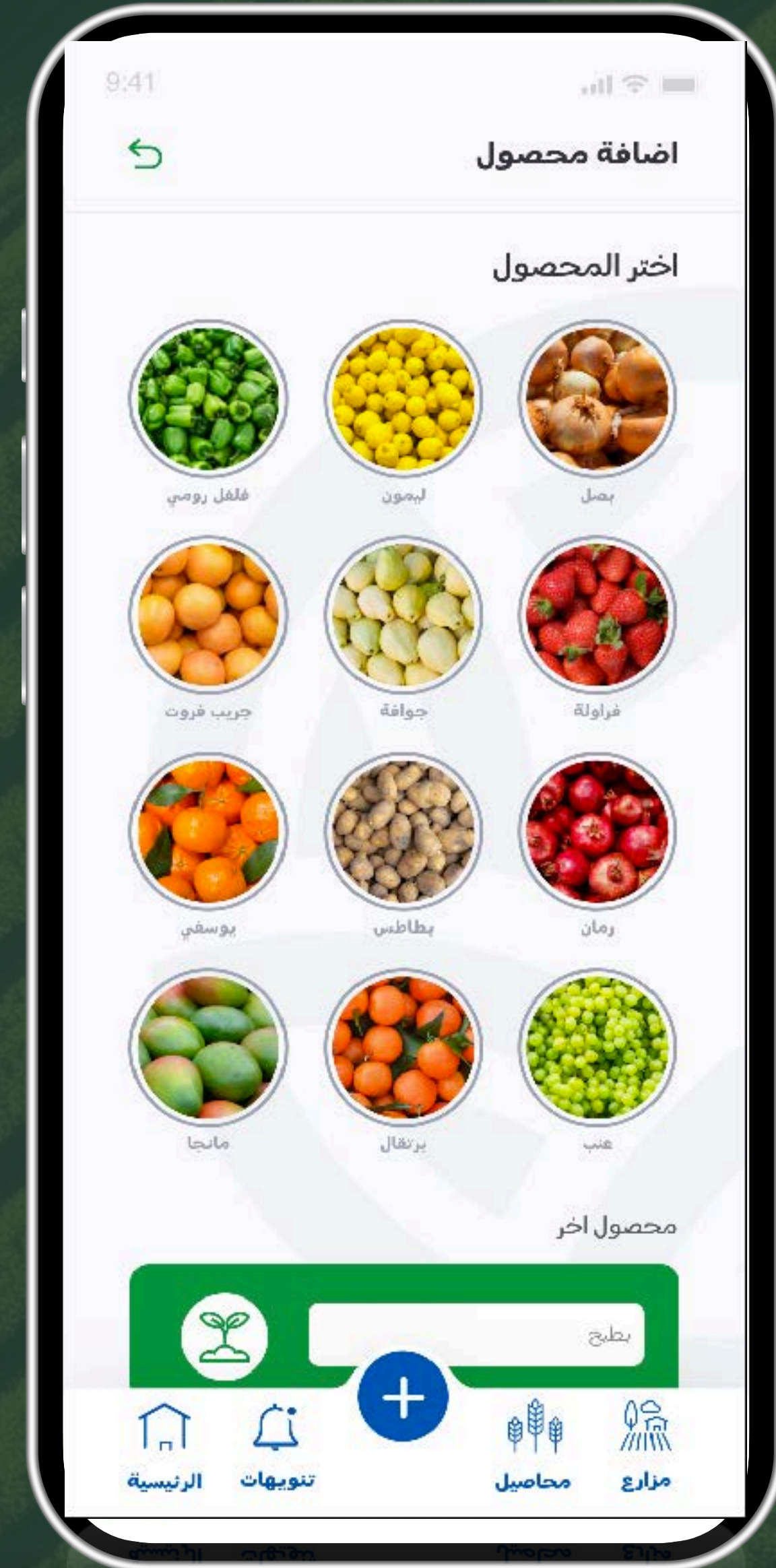
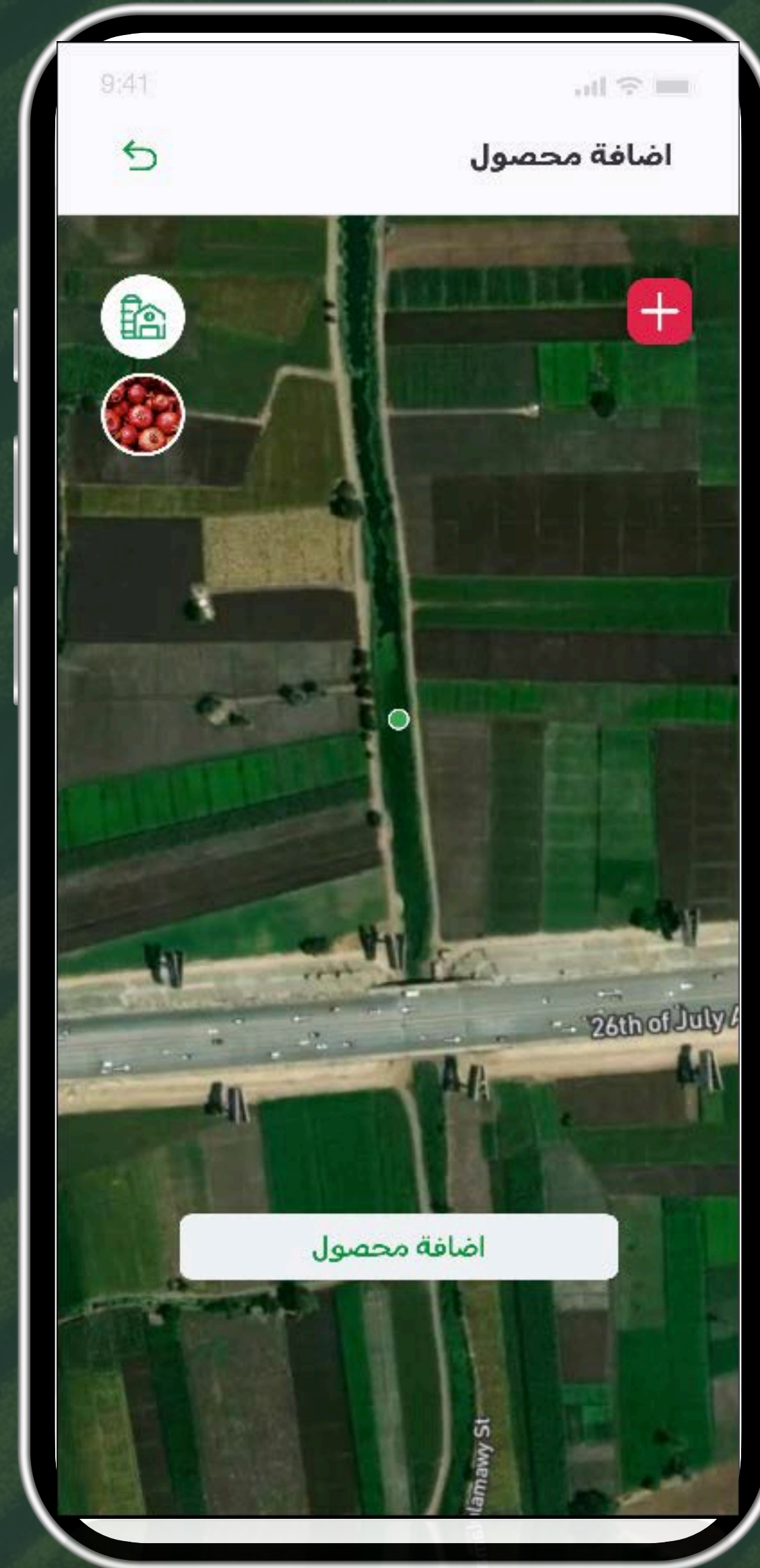


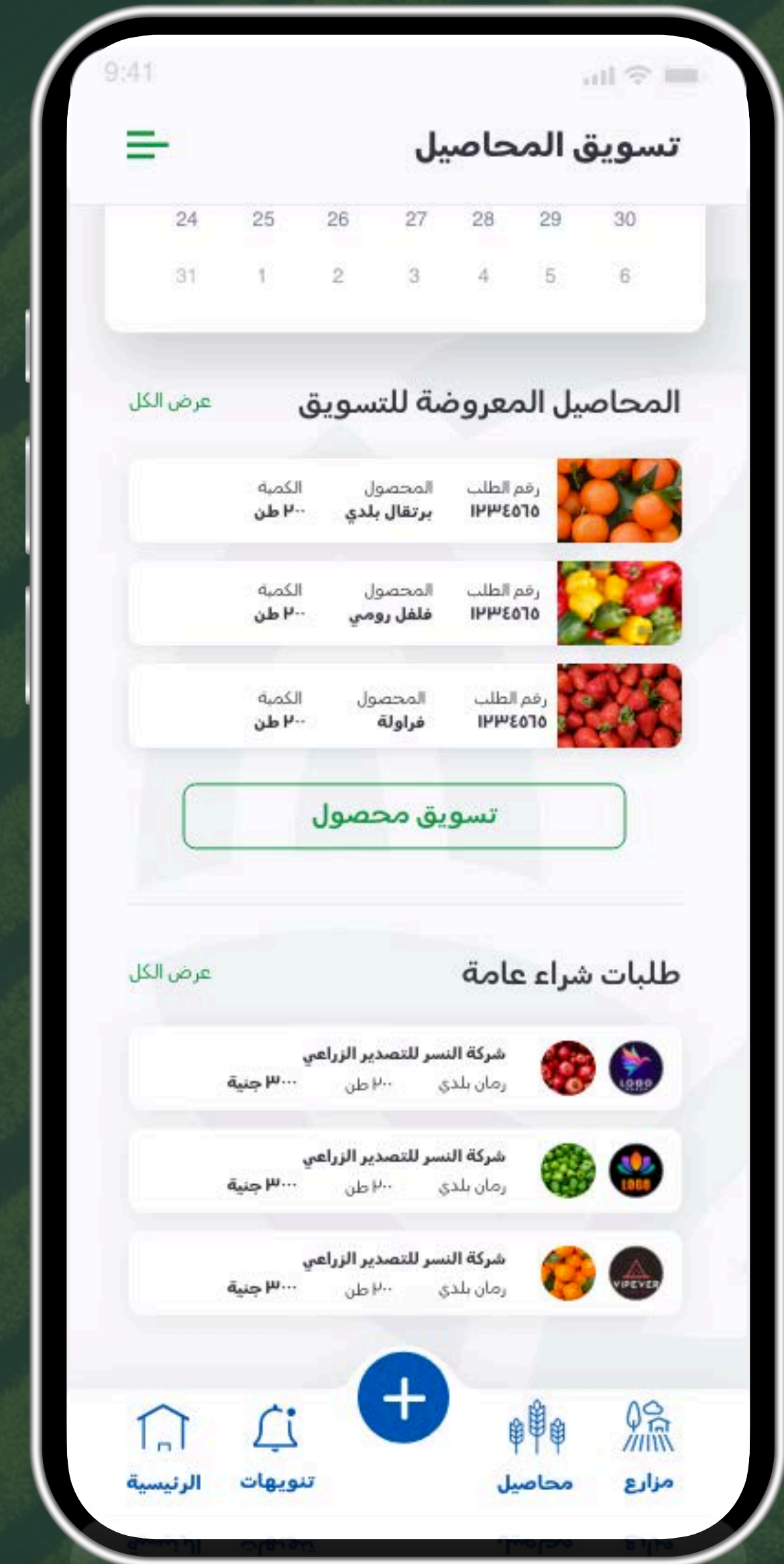
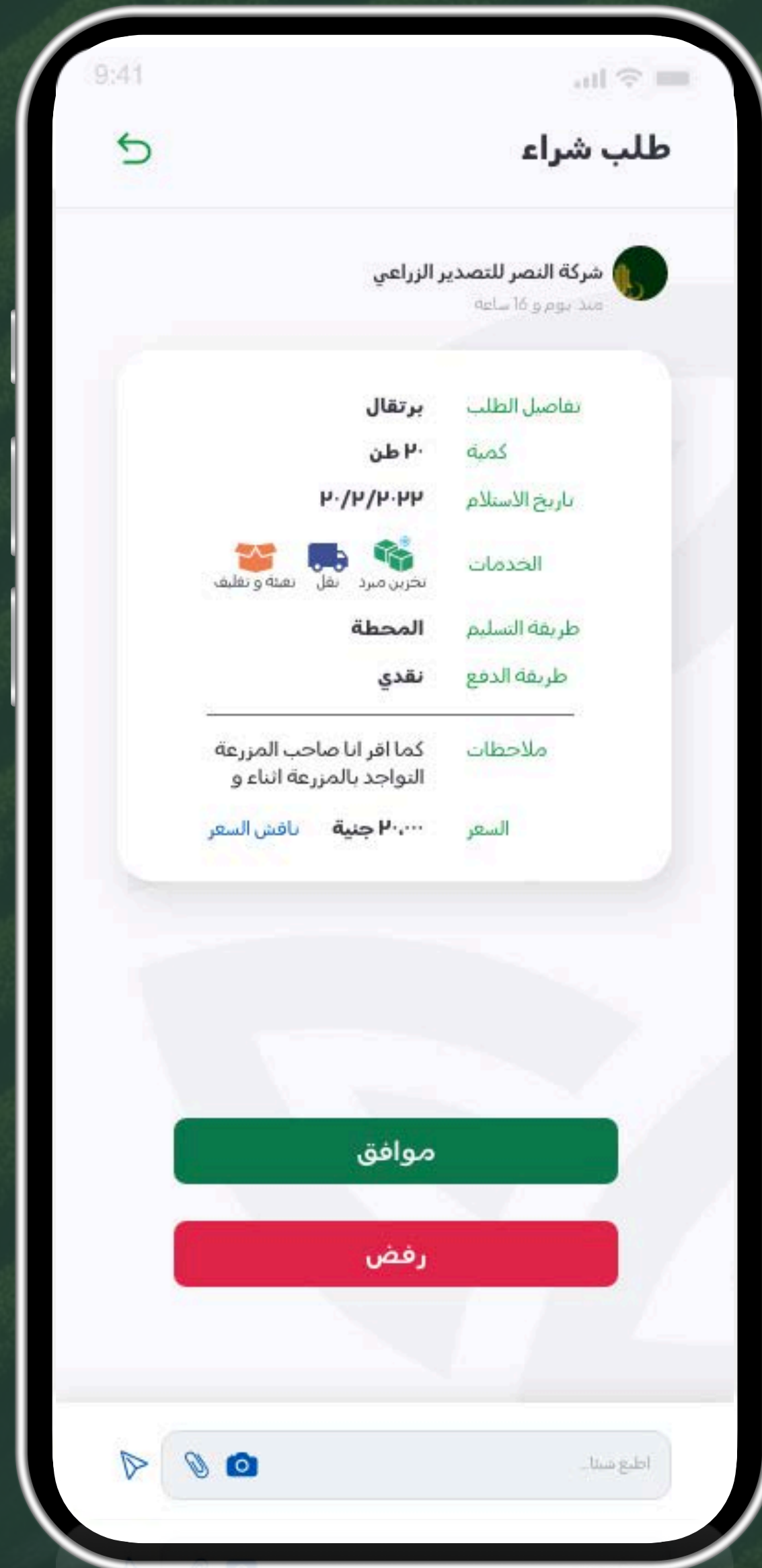


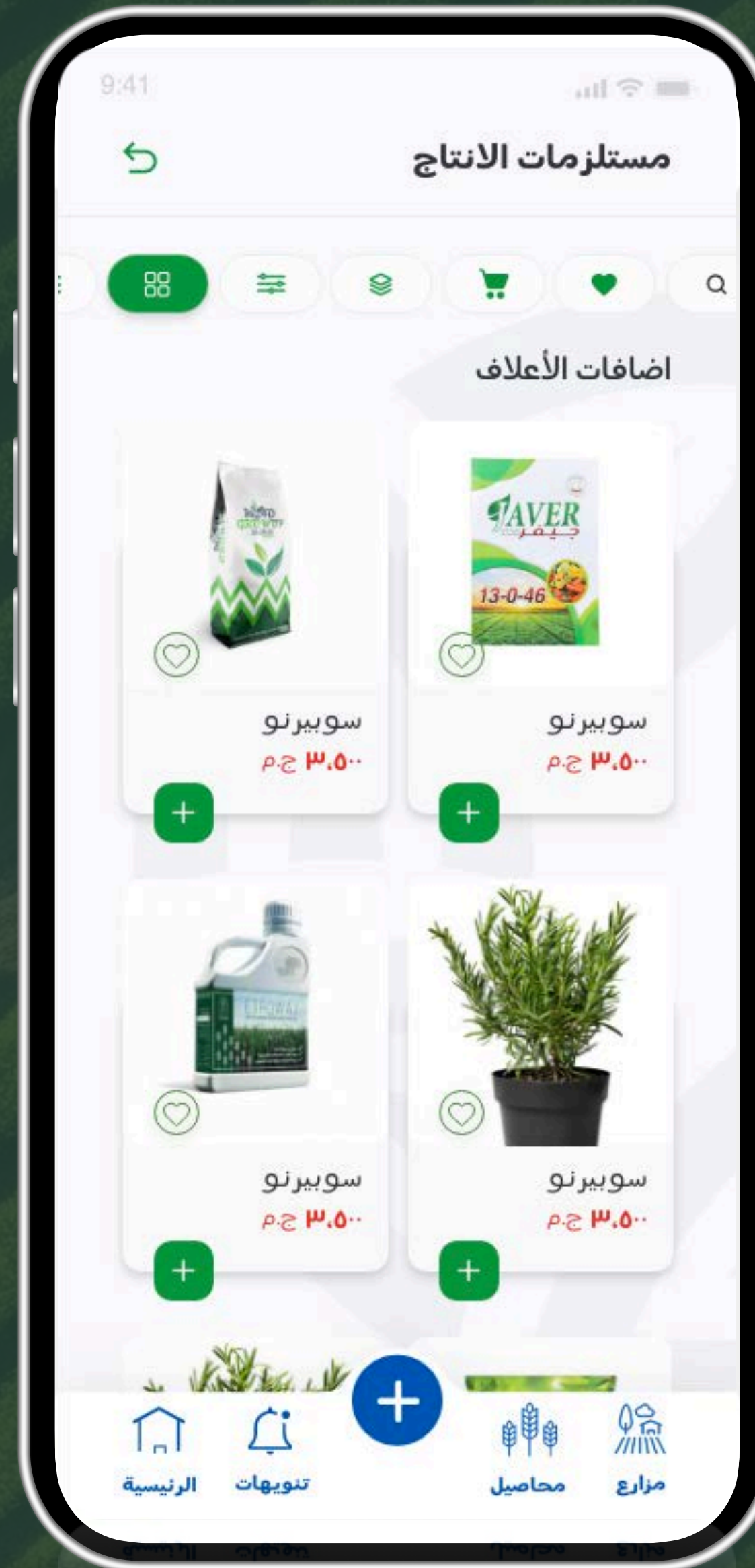














Let's Build the
Future of Agri
Together

THANK YOU