

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?

- support remains offline.
- markets.



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

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













Sectors We Serve

Agri Production

Agri Exporters





WHAT WE DO Digital Products

- Agri E-Commerce Platforms (Web & Mobile Apps)
- Al 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

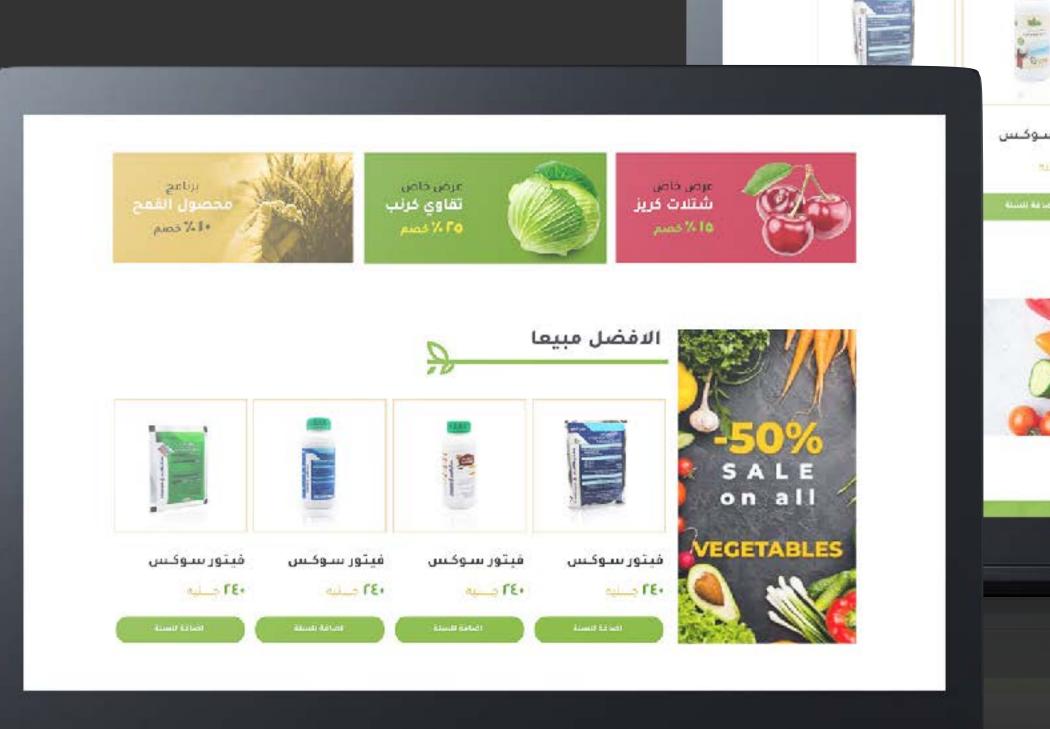
E-COMMERCE PLATFORMS **Client Examples**





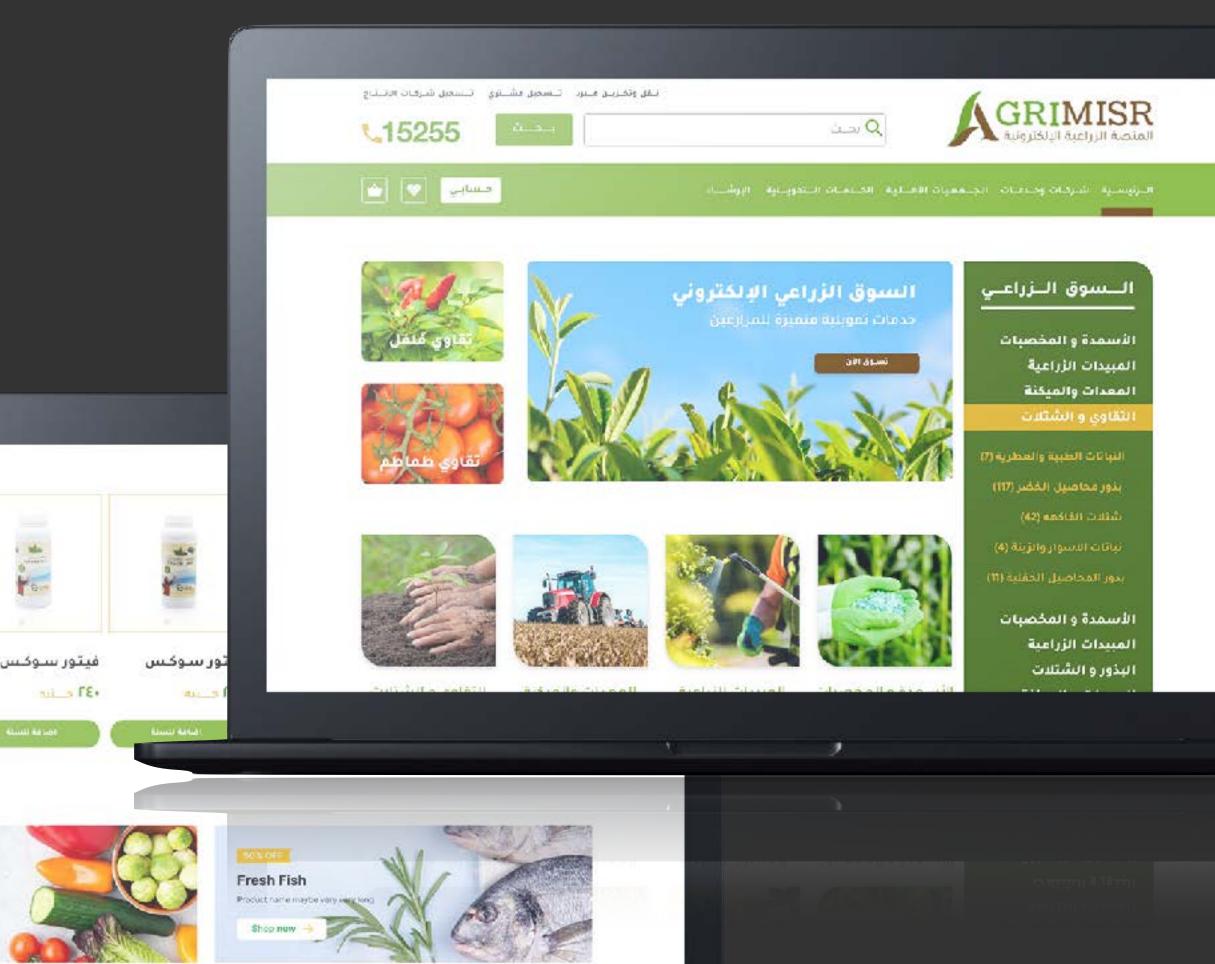


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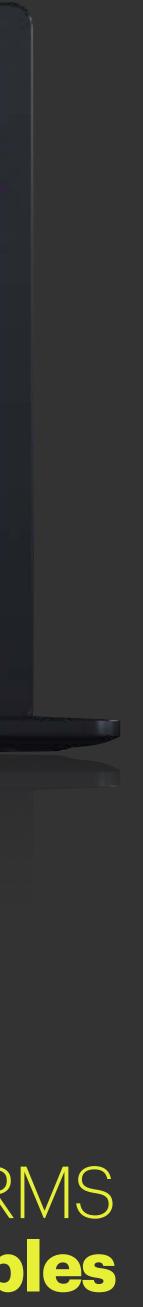
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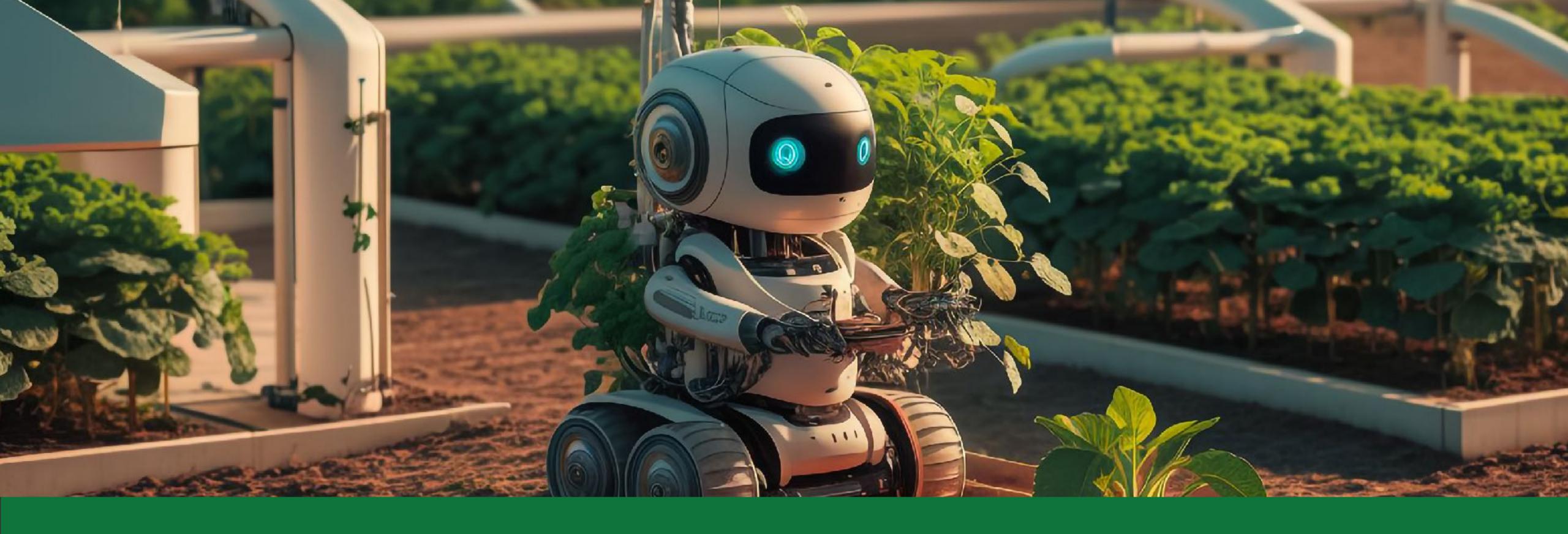
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E-COMMERCE PLATFORMS **Client Examples**





Al 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

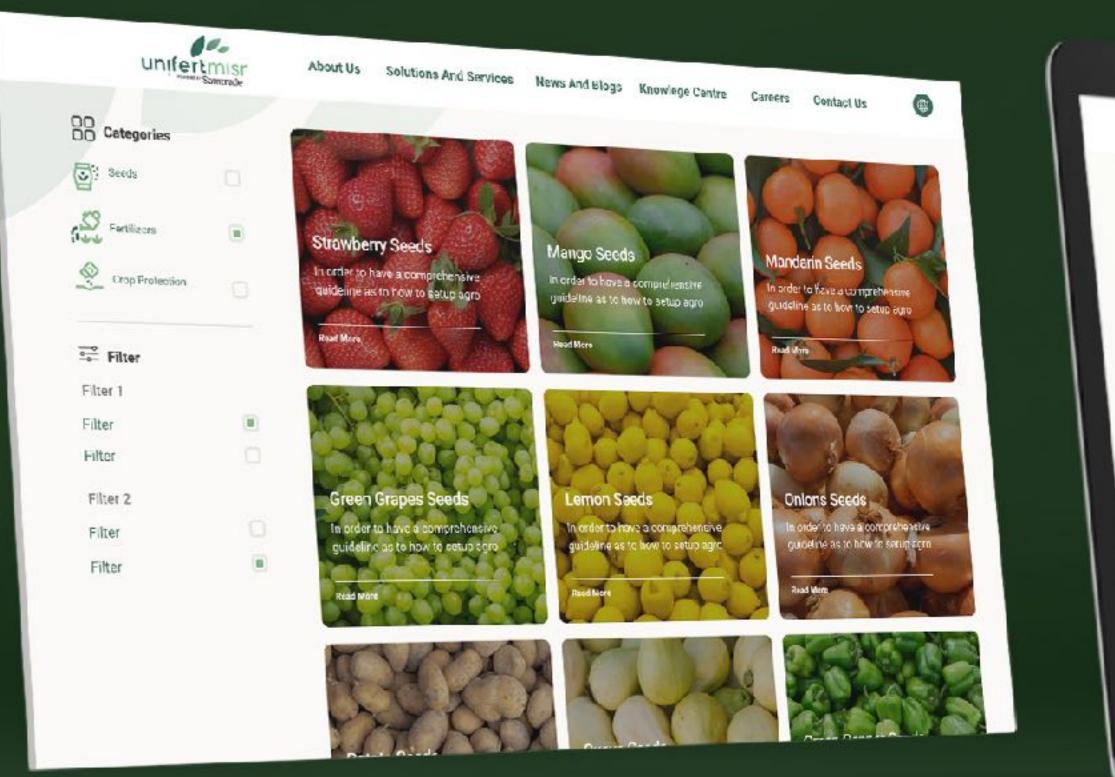




SHOURA CHEMICALS ShouraOnline ChatBot

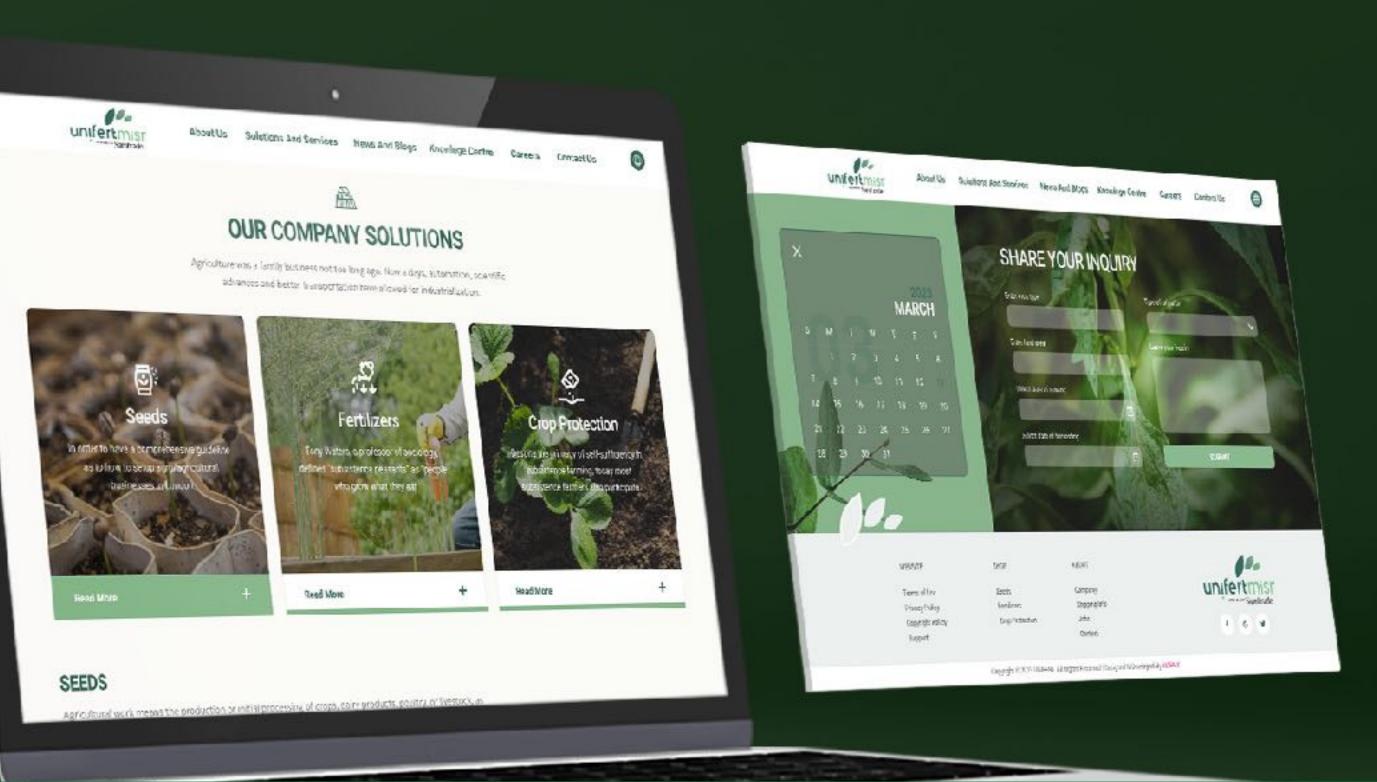






Corporate Website





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

ENRICHING AGRICULTURE, HARVESTING SUCCESS

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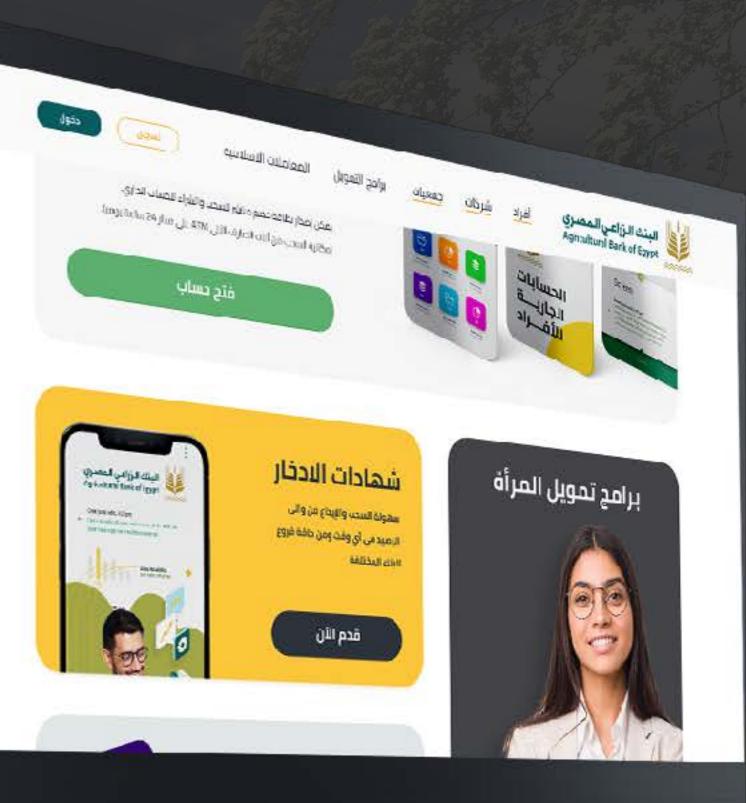
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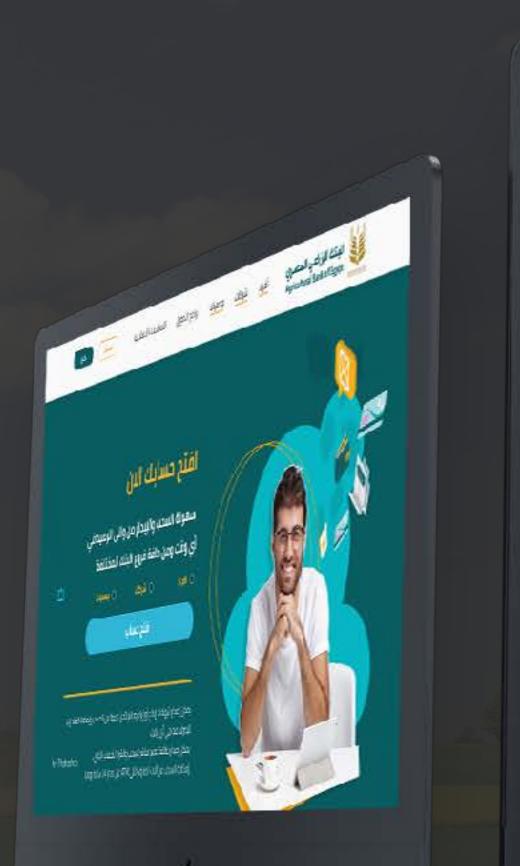




Agricultural Bank of Egypt Website

CORPORATE WEBSITE Client Examples







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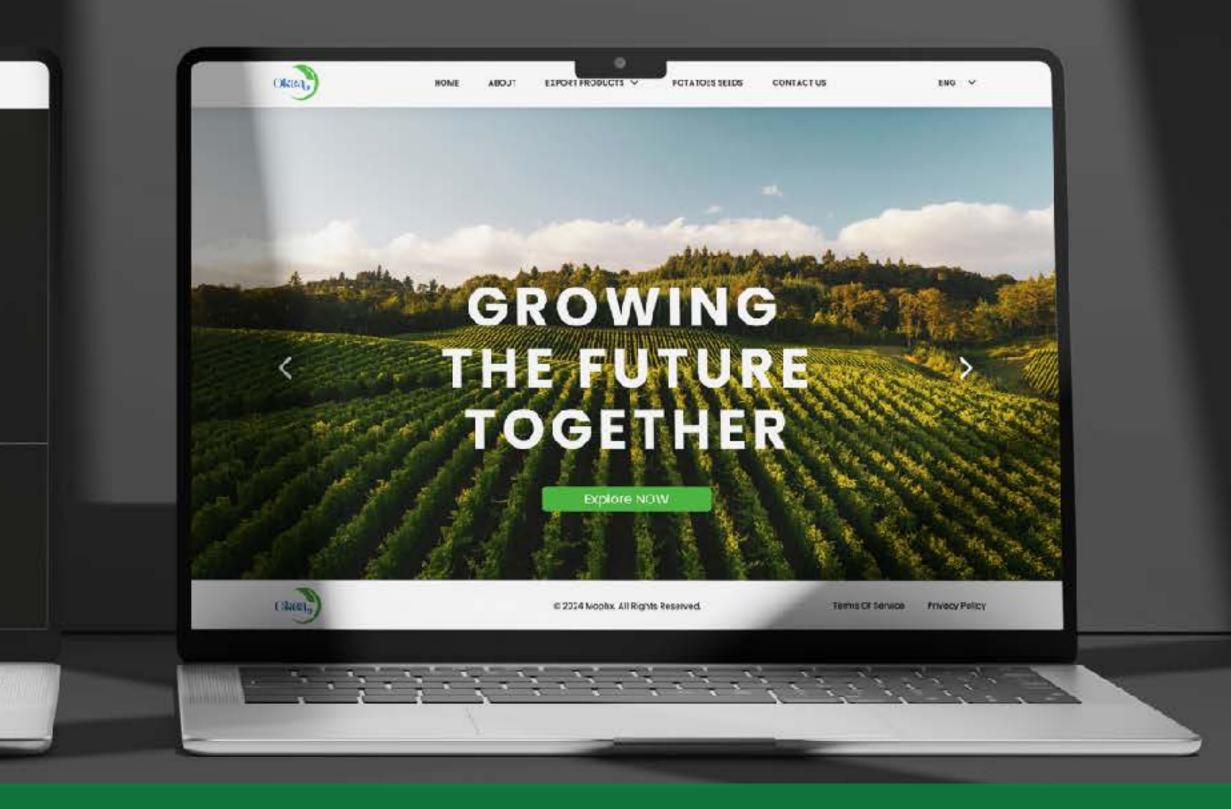
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Agri-Product Catalog



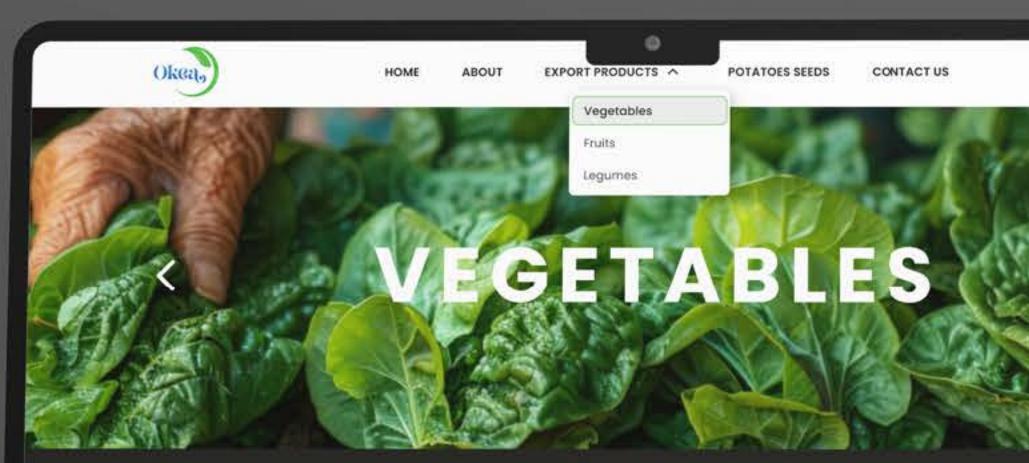


What we offer

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.









Vegetables

Chinese Cabbage

 The SYNERGY seed Chinese Cabbage is ELORN PLANTS' flagship export variety. Very high yields and hardiness both in cultivation and storage are the assets of the SYNERGY variety.

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AGRI-PRODUCT CATALOG **Client Examples**

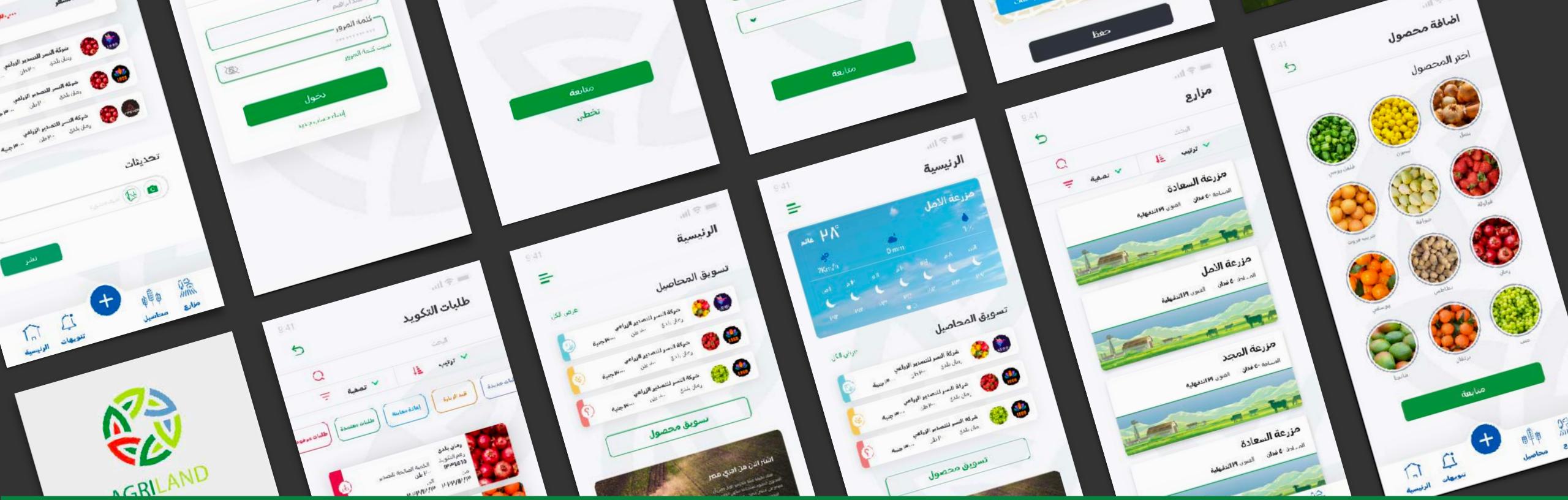


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Okea Group Website





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**



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Bugs & Reses

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STRENGTHEN THE PLANTS' ROOTS AND LEAVES

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Bugs & Reses

FLOWER BOOSTER



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GROWTH BOOSTER FOR PLANT LEAVES





BRANDING & PACKAGING **Client Examples**

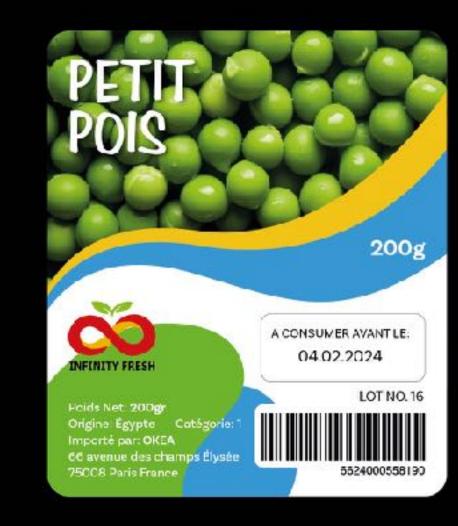






















Importé et distribué par OKEA 66 avenue des champs Élysée 75008 Paris France Origine: Égypte _____ Catégorie: 1





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.







SOCIAL MEDIA MARKETING **Client Examples**







يونيفرتمصر

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سیتو بریمیوم ۱۹ / ۱۹

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ROMETRI

حل مثالي للقضاء علي الحشائش







Bugs & Roses

HOW TO USE EGGSHELLS IN THE GARDEN

POWERED BY CO SHOURA

NUTRITION BUNDLE

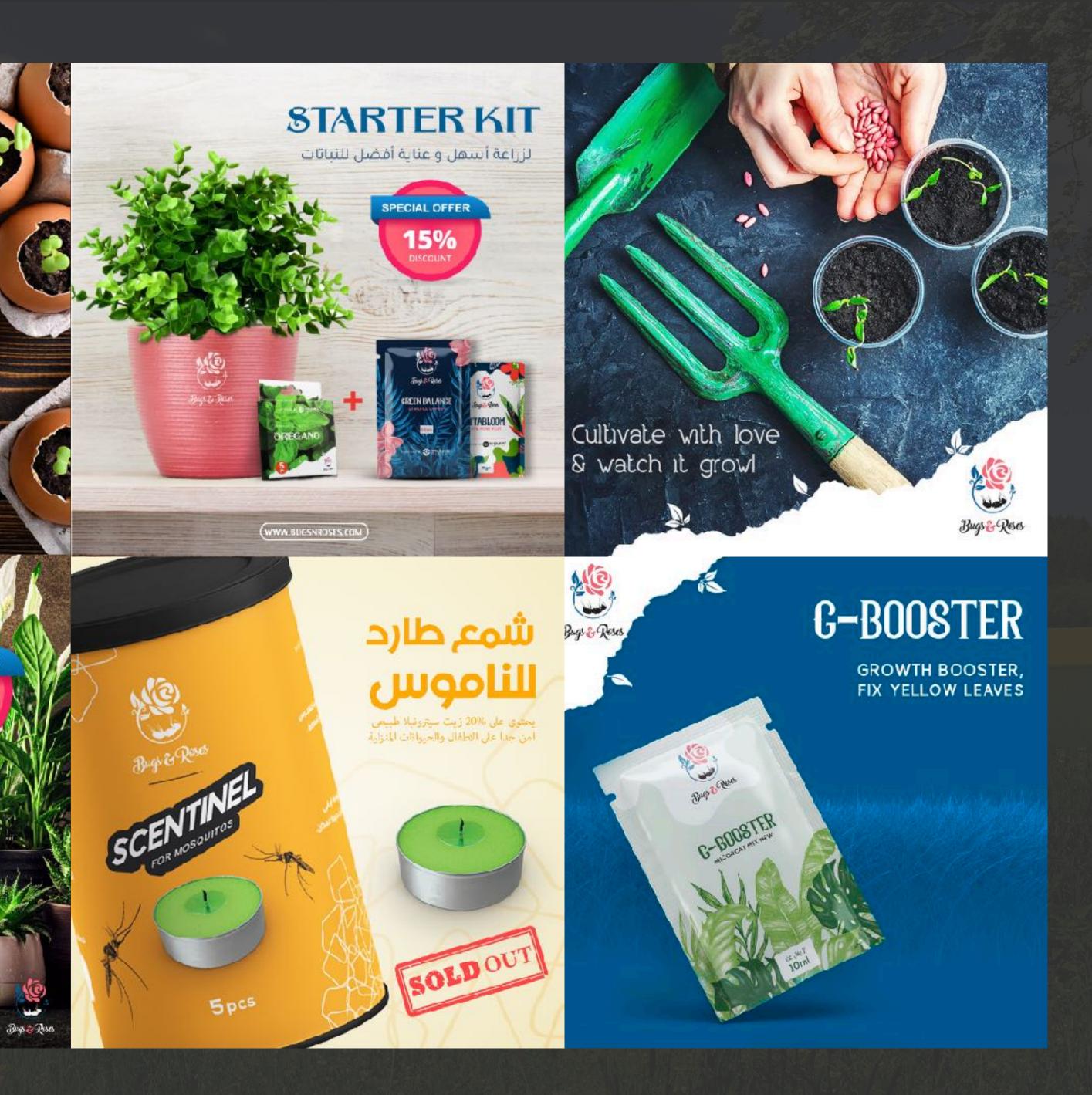
كل المناصر التي يحتاجها النبات في عرض واحد

All Pawer, Vitabloom, Proshield, G. Sooster, and Green Balance SPECIAL OFFER

180 EGP

SOCIAL MEDIA MARKETING **Client Examples**

www.bugsnroses.com



Necia 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.

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ABU DONKOL FEEDS Documentary



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







Case Studies



CASE STUDY AgriSmart Al Chatbot







AGREMARI

Built for Egypt's Farmers

AI-Powered chatbot tailored for Egyptian agriculture

Combines language fluency with factual grounding in agri content

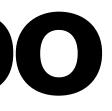
Speaks Masri, understands farmer context, connects to crop calendars and weather

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

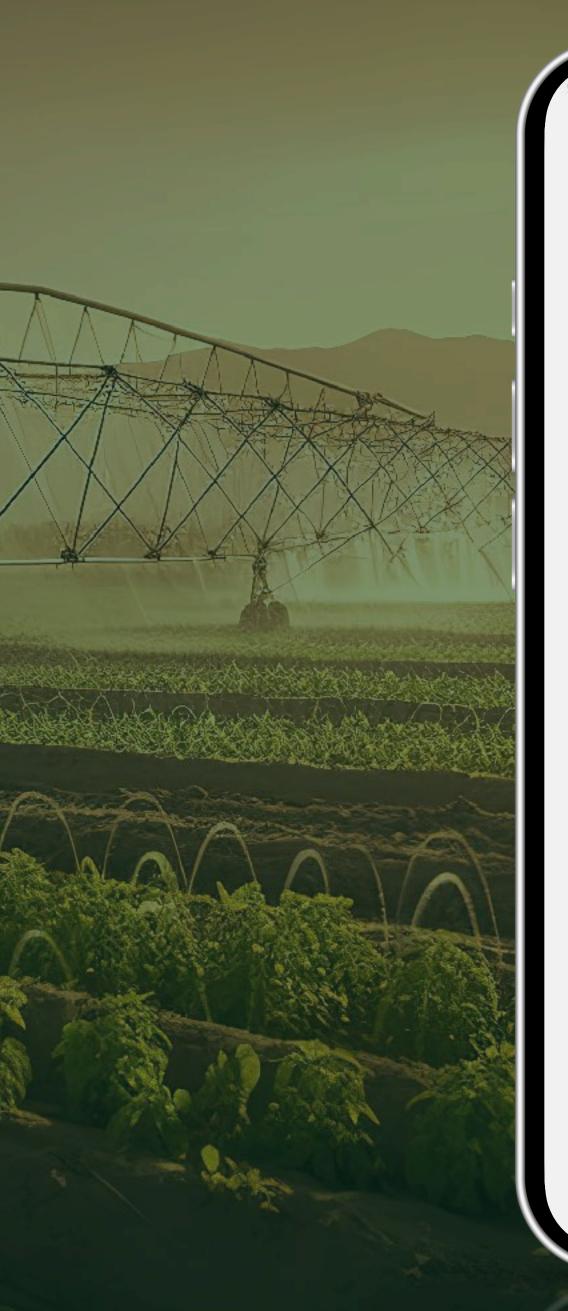
WhatsApp Chatbot



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CHATBOT 6 USE CASES









A. General Agriculture Inquiries

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B. Symptom Diagnosis

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C. Product Recommendation

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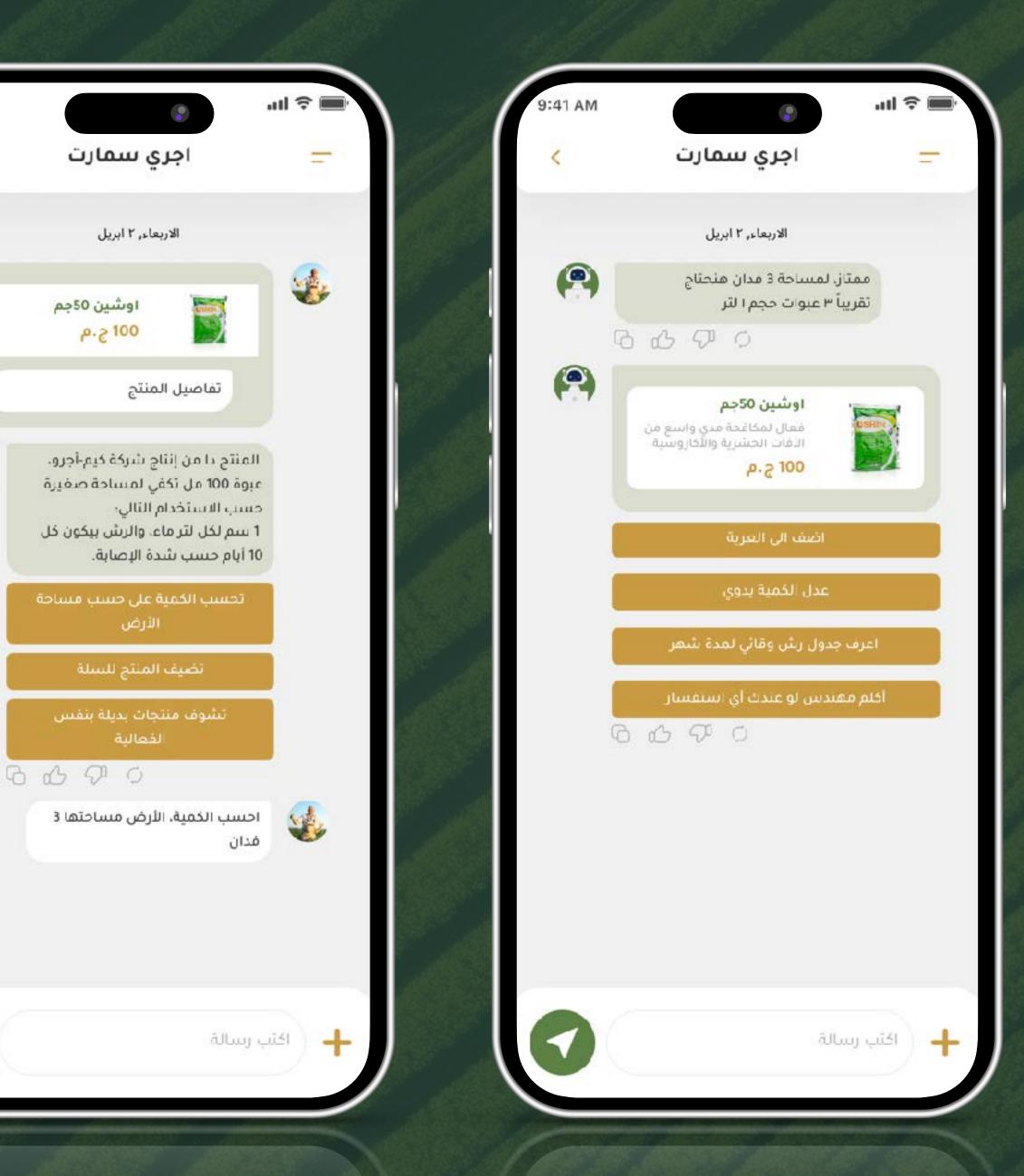
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C. Product Recommendation





D. Weather Alert





E. Image Inquire







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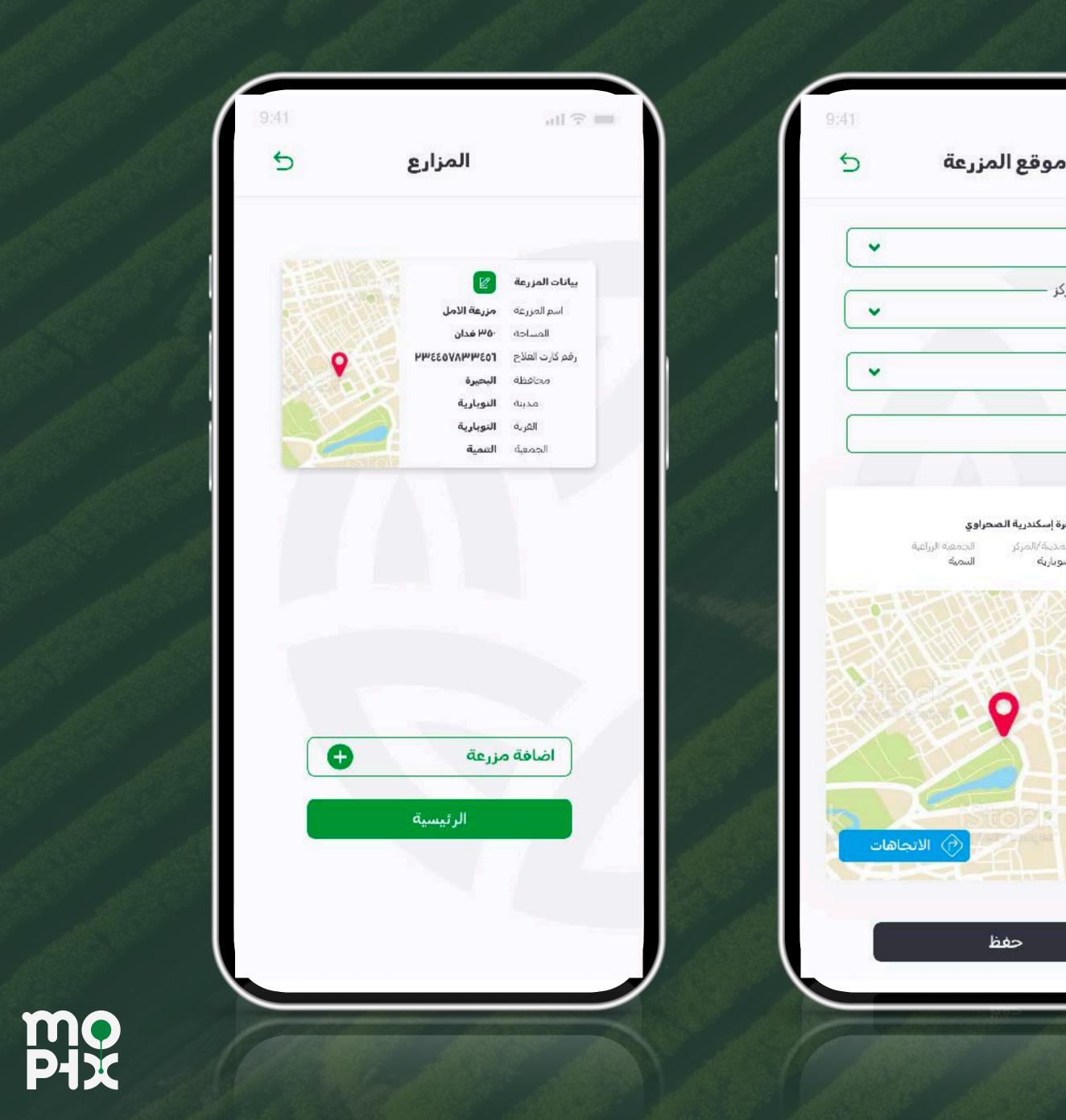
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CASE STUDY NABATECH APP



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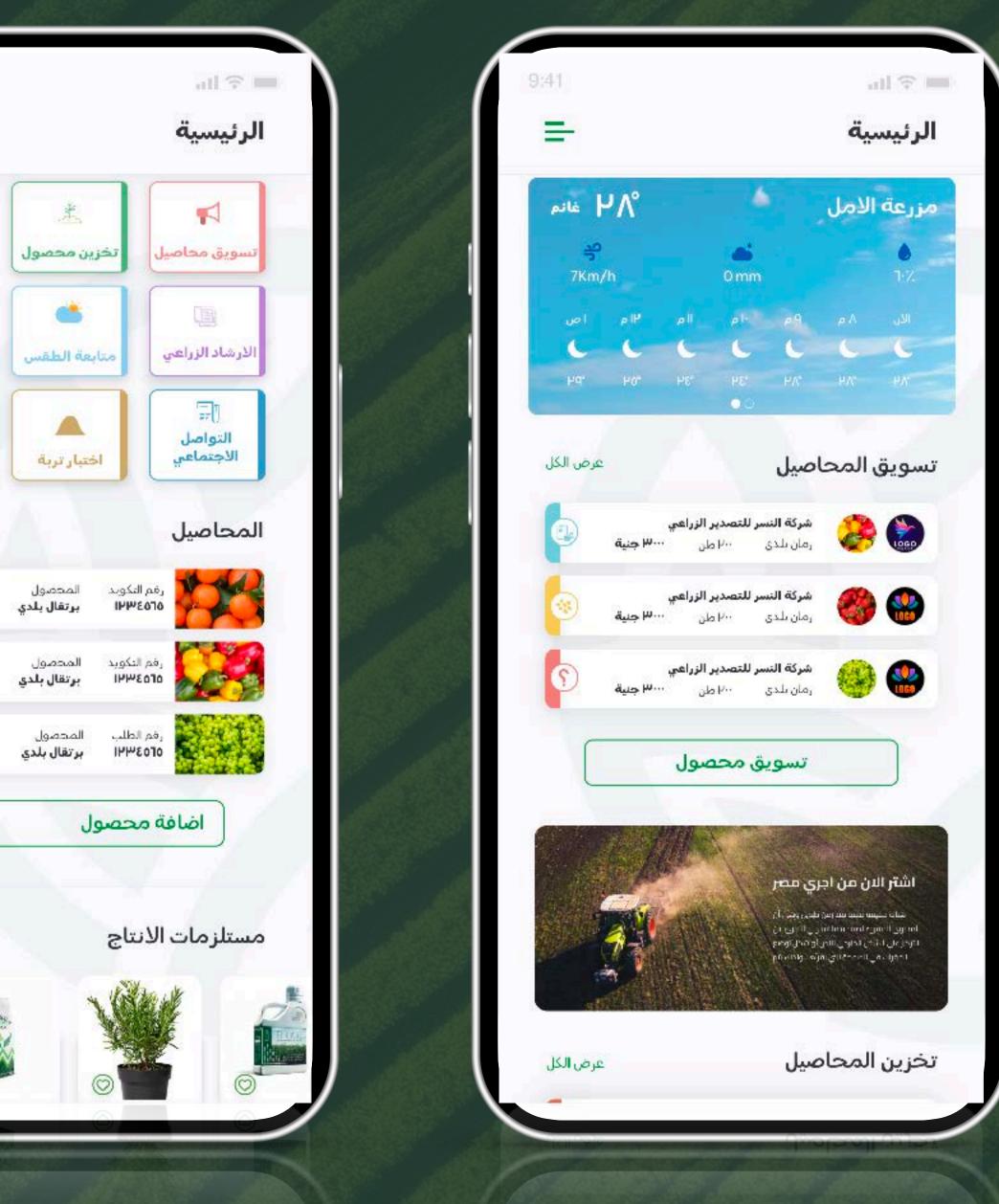




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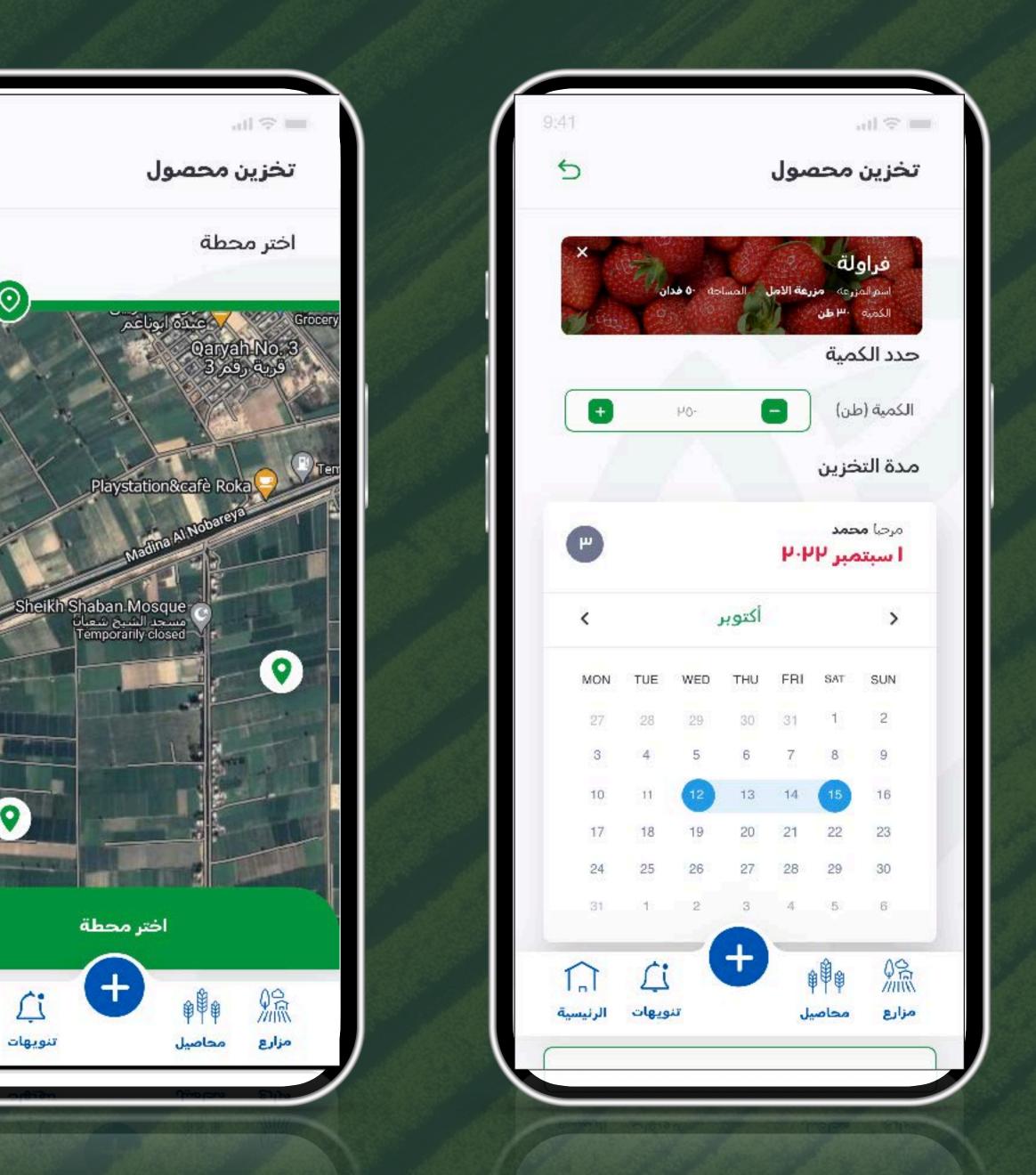
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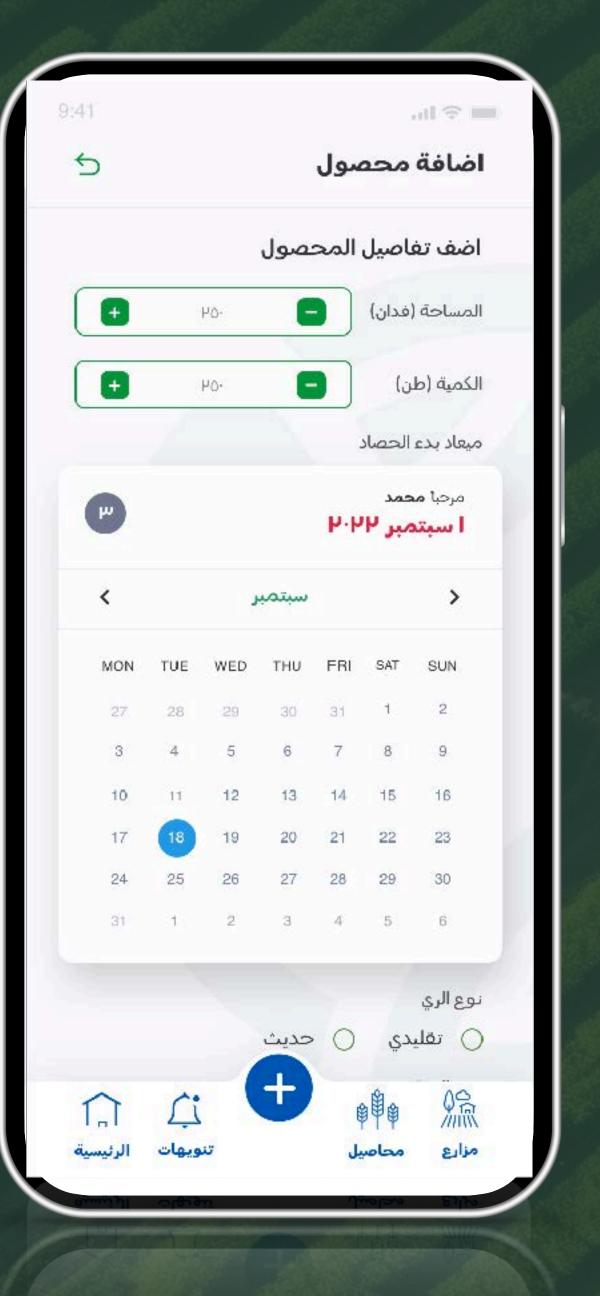




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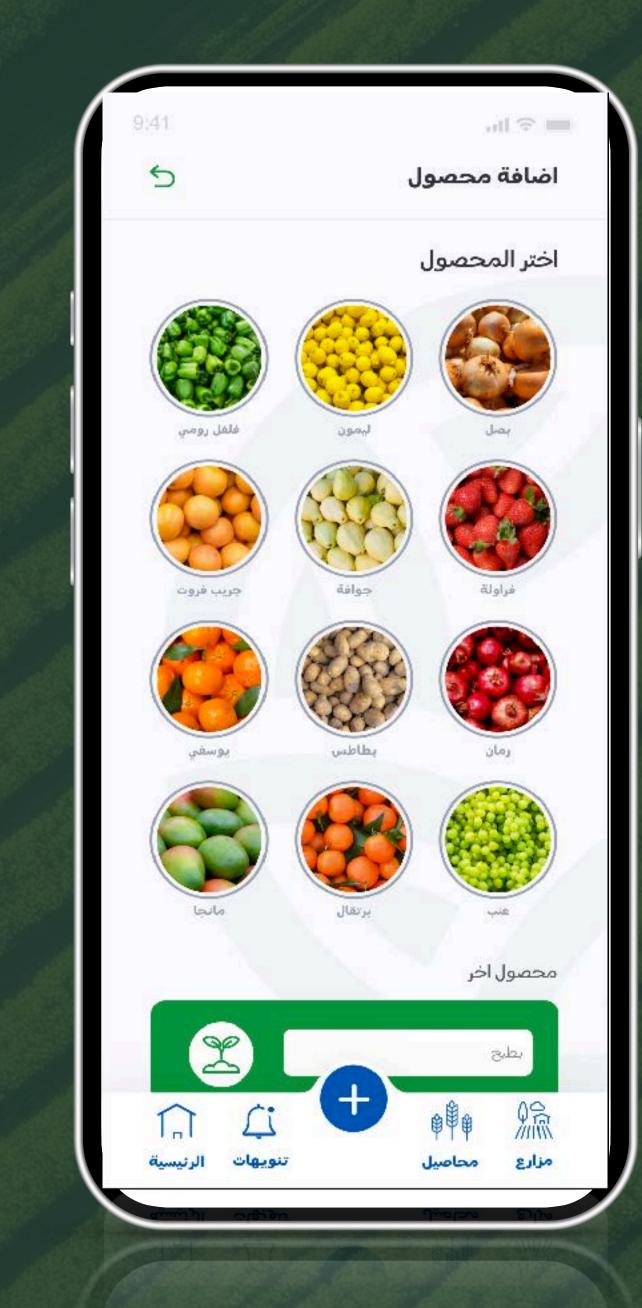
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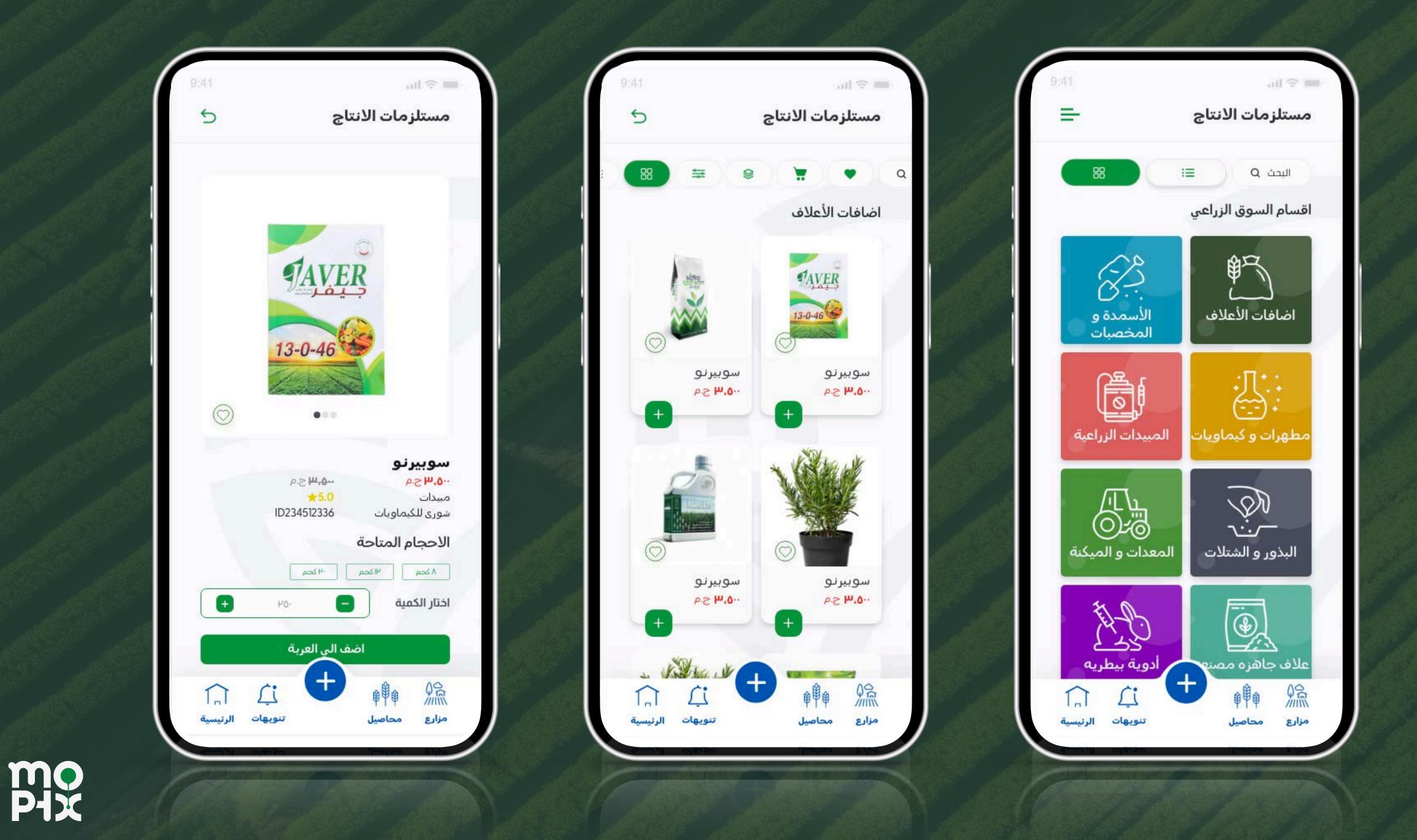




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Let's Build the Future of Agri Together

