

## Mourad Mekouar

M2T



“ I saw an opportunity to create an efficient platform for bill payment and financial transactions. ”

**COUNTRY** Morocco

**INDUSTRY** Financial Services

**YEAR SELECTED** 2013

**WEBSITE** [www.m2t.ma](http://www.m2t.ma)

### COMPANY SNAPSHOT

In the absence of a centralized bill payment system in Morocco, Mourad Mekouar founded M2T, a multi-channel platform that enables un-banked customers at the base of the pyramid to pay bills, transfer money, and purchase mobile minutes and transportation tickets all in the same location – saving them time, money and energy. M2T processes over 40 million transactions each year, serving on average two million users per month through its 1,700 payment points across Morocco, Senegal and France. Having already captured 80% of the Moroccan bill payment market, M2T is poised to extend its service across MENA and Western Africa.