



# FROM MAKERS TO MARKET



MYTINDY.COM



# CORE VALUES



Our core values are at the heart of what drives MyTindy. They define our organization and are fundamental to our everyday operations and decision-making processes.

These values underline our commitment to supporting artisans so they can earn dignified income and to generate opportunities for underserved communities in Morocco.

- Women Empowerment
- Promotion of a safe and dignified workspace
- Paying fairly + promptly
- Cultivating environmental consciousness
- Prioritizing underserved individuals
- Advocating for social justice

# WHY SHOP AT MYTINDY

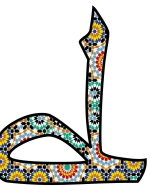


When you shop at MyTindy you are :

- Helping close the poverty gap
- Supporting small businesses
- Preserving traditional techniques



# OUR IMPACT IN 2021



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- **967** hours of dignified work
- **714** units sold by artisans
- **150** artisans formalized
- **125** groups of artisans / producers / social entrepreneurs
- **80** illiterate artisans trained and joined MyTindy
- **78** women lead artisans
- **7** regions sourced from

# CONNECTING WITH ARTISANS



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We currently carry products from 200 artisans and producer groups and are always finding, vetting and onboarding new ones:

- 200 fully vetted prospective artisans + producer groups
  - 125 groups onboarded
  - 10 groups in active product development
  - 100 groups on hold due to capacity limitations + waiting for formalization + challenges presented by Covid 19



# FROM ARTISANS TO BUSINESS OWNERS



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Ingrained in our mission is the aim to empower our artisans by equipping them with the skills needed to run a successful online business. As such we take them through several trainings to learn the critical skills needed to thrive:

- **100%** of our artisans groups trained to list products online and take product pictures
- **90%** of our artisans trained to develop their own brand and social media presence
- **60%** of our artisans groups trained to develop new products and designs



# SHOP WHERE IT IMPACTS



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