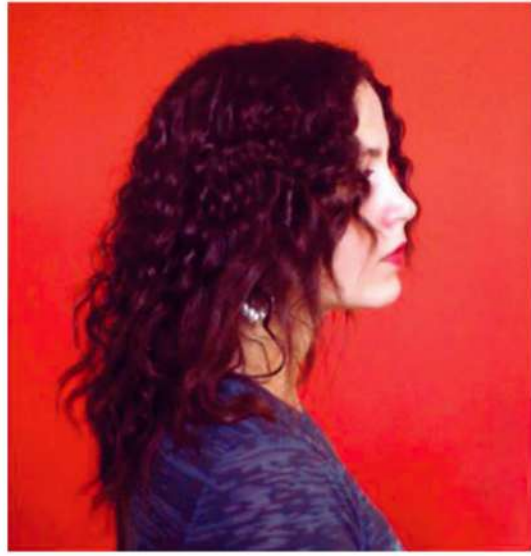


**MORBIKET**

[morbiket.com](http://morbiket.com)

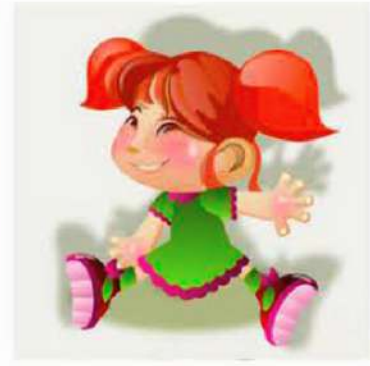


# Illustrations

I'm passionate about exploring the frontiers of illustration, animation, and digital art, with a strong focus on Augmented Reality (AR) in children's publishing. My journey began in architecture school, igniting my love for visually narrating stories for kids using various techniques, from traditional to digital, bringing immersive experiences to young readers.

Awatef Mosbeh



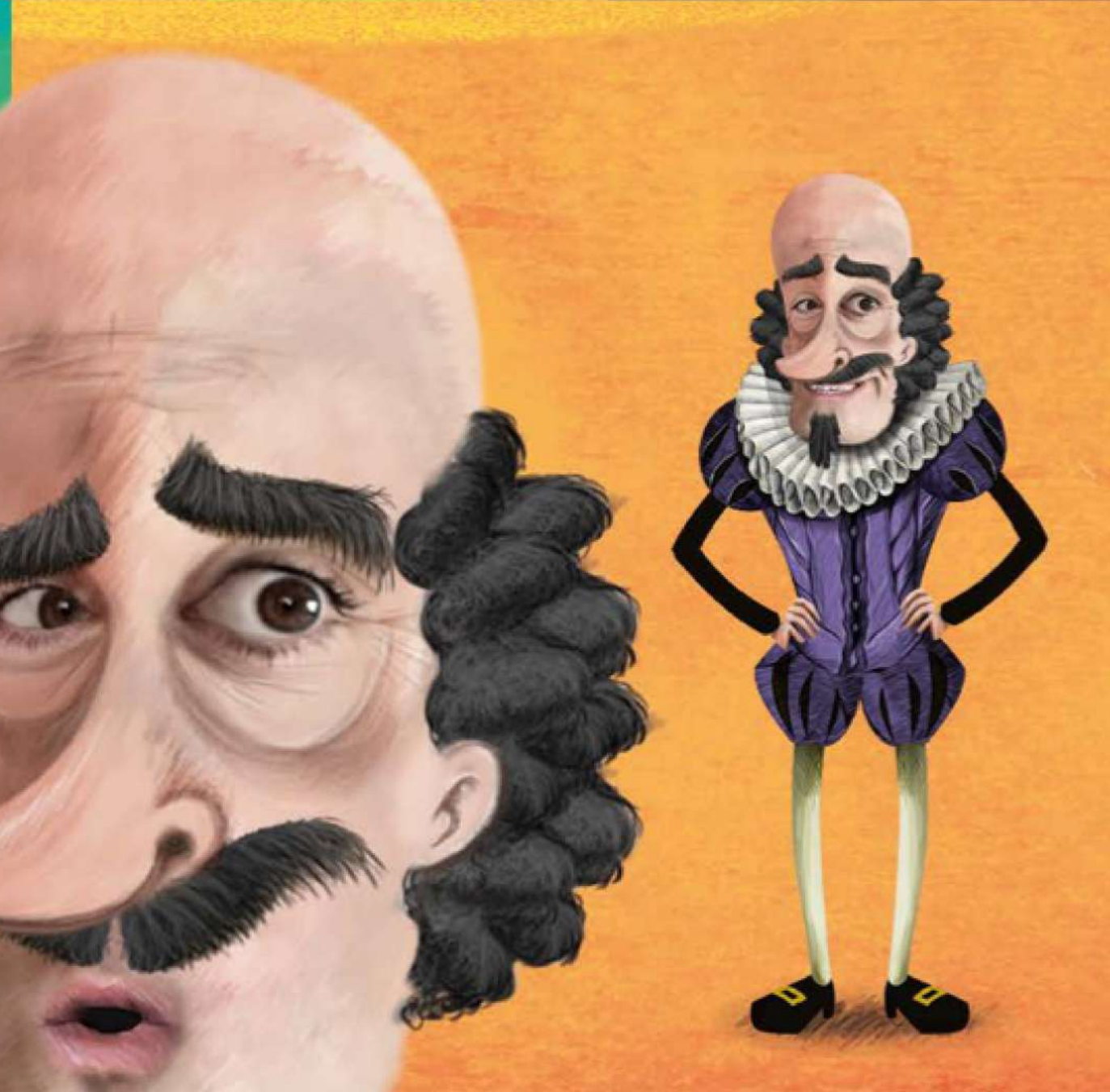




## Morbiket

Morbiket, a digital illustration and animation studio based in Tunis and France, stands out for its expertise in creating children's books animated through Augmented Reality (AR). Catering to diverse audiences, the studio places a special emphasis on immersive content for children. Each new project presents a unique artistic challenge, delving into innovative approaches in illustration, 2D and 3D animation, character design, and storytelling in children's books and animation.

**Creation of worlds...** The creation of characters and universes is an adventure in itself, each bringing a new artistic reflection and exploring various immersive techniques. This process is accompanied by a comprehensive distribution strategy.



## Awards & participations



- 2018 Laureate of the SIBC (Social Inclusive Business Camps) to support social African entrepreneurs in the development of our activities in culture and EdTech. Link: <https://www.google.com/search?client=safari&rls=en&q=toufoula+sibc&ie=UTF-8&oe=UTF-8#fpstate=ive&vld=cid:99ad7da7,vid:g0gVS37fOaA>

- 2019 Participation in the Campus AFD Play program for the support of innovative projects with positive social and environmental impact in Africa.

- 2020 Laureate of Tfanen from the EUNIC fund, funded by the European Union and implemented by the EUNIC network. It aims to strengthen cultural diversity and restructure businesses in the sector. Morbiket is selected among 6 other finalist organizations and receives a grant of 50,000 Euros.

Link: <https://www.youtube.com/watch?v=OC9X3RHyYz8>

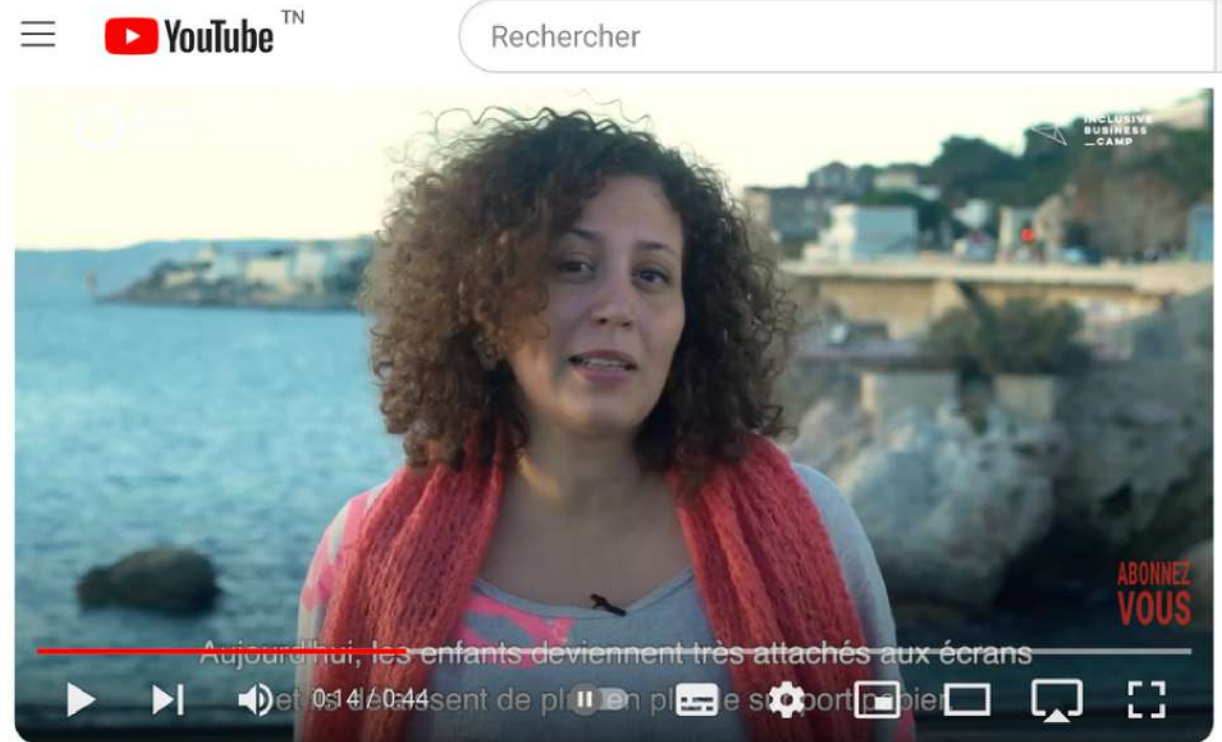
- 2021 Laureate of Africa In Colors in partnership with the CMN (Center for National Monuments) in France, a program that supports innovative projects related to cultural heritage. Link: <https://twitter.com/IncubPatrimoine/status/1518613305094328320/photo/2>

- 2021 Laureate of Afrique Créative, benefiting from a grant of 48,000 Euros and technical support to develop our cultural projects and promote African culture, fostering economic and social development on the continent. Morbiket has entered into partnerships for future collaborations.

- 2022 Morbiket joins the MEI (Maison de l'Entreprise Innovante) network with the Descartes Innovation program in Marne la Vallée, France, for research and development of its digital solutions. Link: <https://afriquecreative.fr/awatef-mosbeh-2/>

- 2023 Morbiket joins the Accelerator M in Marseille as part of an agreement to promote African companies and their presence in the PACA region.

Morbiket has achieved awards through the projects it develops, such as the ALECSO Apps Award in Dubai, the Orange Social Entrepreneur Award, and the MBC Hope Award in Dubai.



**SIBC - Awatef Mosbeh, Toufoula Kids, Tunisie**

AFD - Agence... 17,7 k abonnés

262 vues il y a 4 ans  
Toufoula Kids est une plateforme ludo-éducative multi-langue Arabe, Français, Anglais pour les enfants de 4 à 10 ans. L'application mobile est liée à un smart magazine imprimé. Les deux sont reliés par une technique de Réalité Augmentée dans un contexte de réduction de l'add...afficher plus

← **Poster**

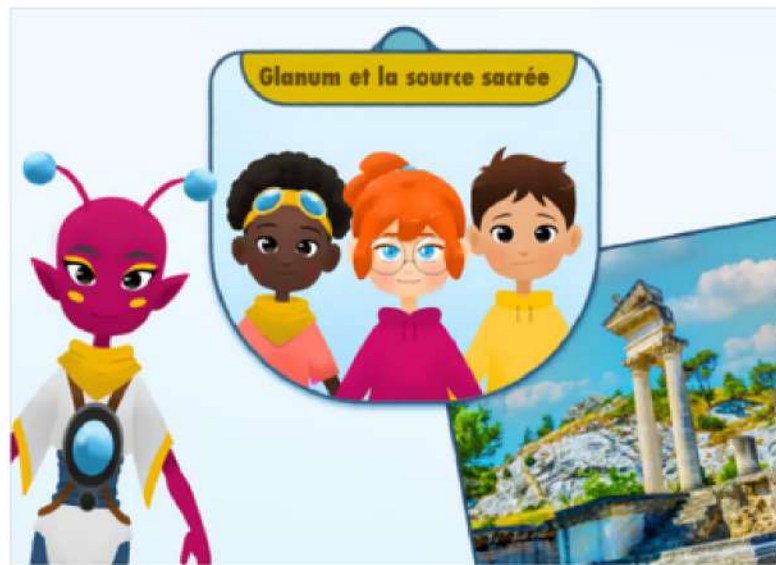
**L'Incubateur du patrimoine**  
@IncubPatrimoine

#Experimentation en cours pour @Morbiket 🚀 Le 22 avril dernier, la #startup de notre #QuatriemePromotion a réalisé des tests avec des enfants de son application Toufoutrip au @GlanumSade ! L'objectif ? Apprendre en s'amusant 🤗

👉 [morbiket.com](http://morbiket.com)



4:30 PM · 25 avr. 2022



**Animation de supports papier grâce à la réalité augmentée**

monuments-nationaux.fr/



**Tfanen-Fonds d'appui structurant**

Tfanen-Tunisie Cr... 211 abonnés

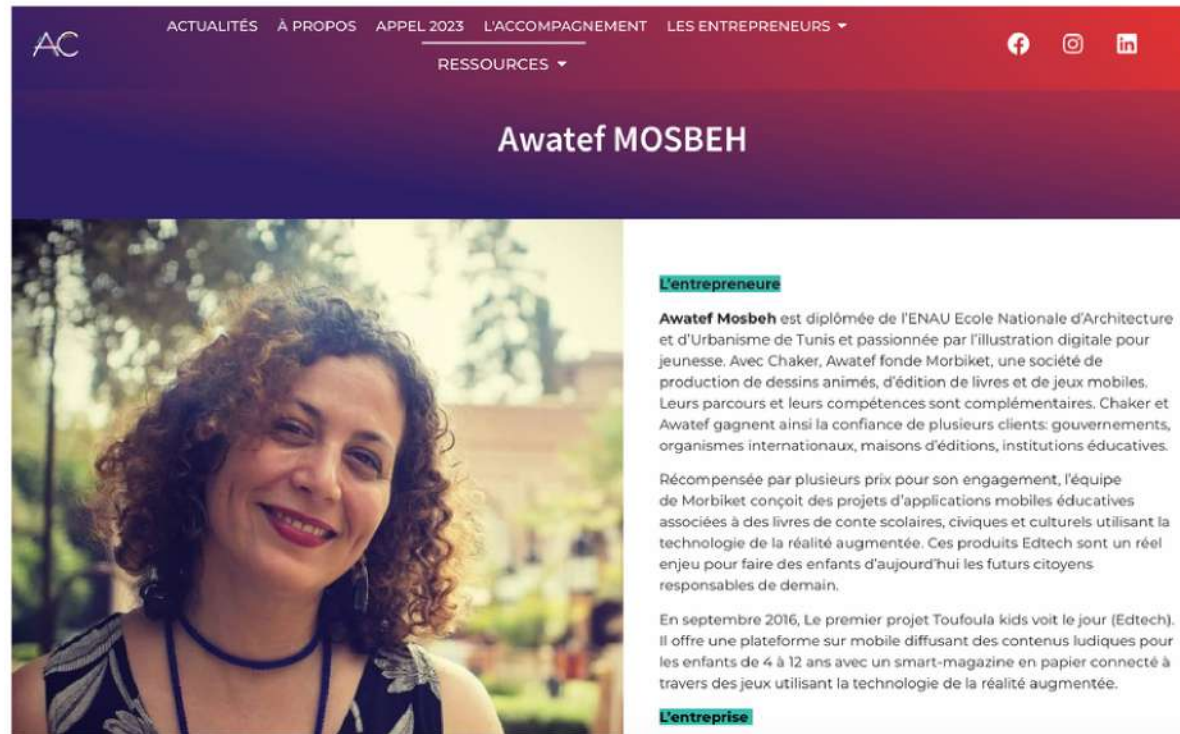
93 vues il y a 4 ans  
Pour la première fois en Tunisie, Tfanen-Tunisie Créative attribue des fonds de subvention à des organisations culturelles déjà bien établis afin de les consolider dans leurs rôles de « moteur » pour la professionnalisation et la structuration du secteur culturel tunisien, et ce, dans le cadre d'un no...afficher plus

[https://fb.watch/pAQJue6D\\_p/](https://fb.watch/pAQJue6D_p/)





## Afique Créative



AC ACTUALITÉS À PROPOS APPEL 2023 L'ACCOMPAGNEMENT LES ENTREPRENEURS RESSOURCES

### Awatef MOSBEH

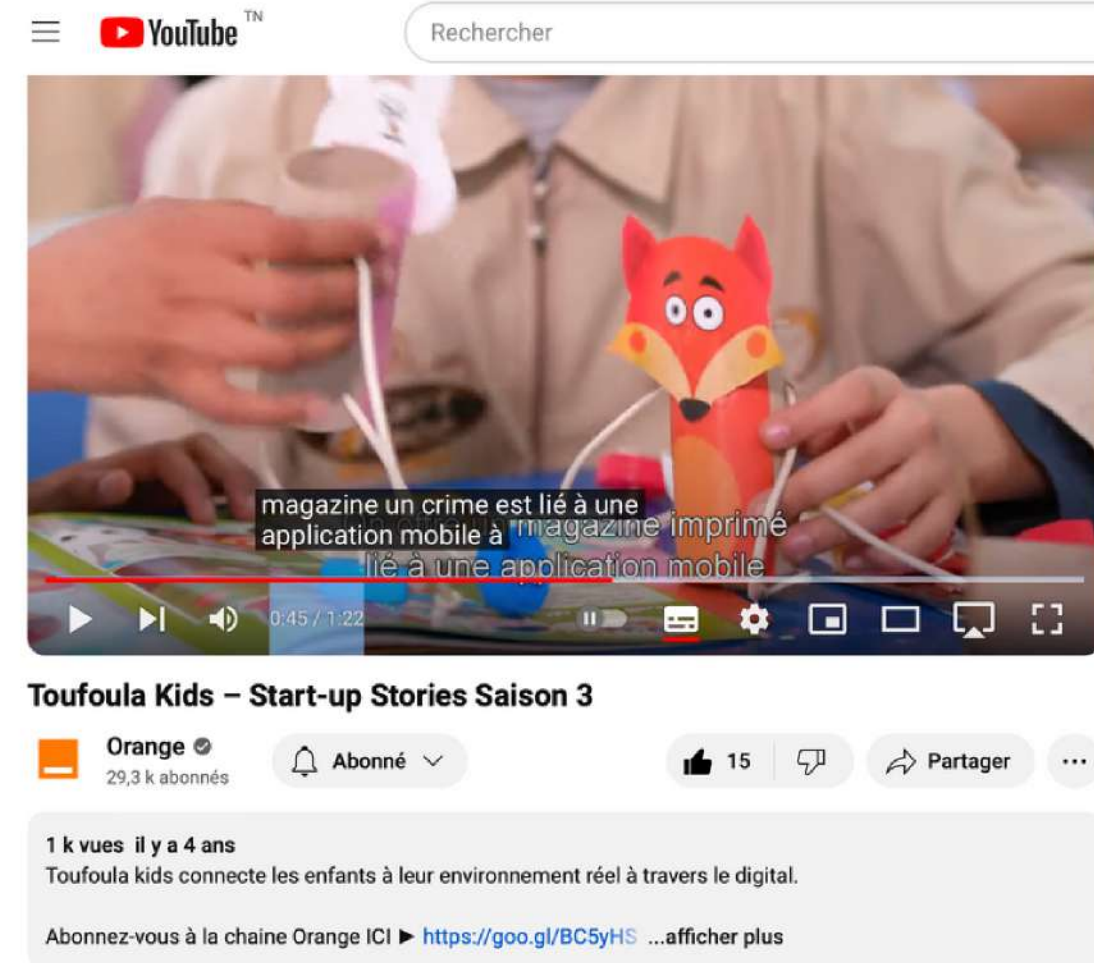
**L'entrepreneure**

Awatef Mosbeh est diplômée de l'ENAU Ecole Nationale d'Architecture et d'Urbanisme de Tunis et passionnée par l'illustration digitale pour jeunesse. Avec Chaker, Awatef fonde Morbiket, une société de production de dessins animés, d'édition de livres et de jeux mobiles. Leurs parcours et leurs compétences sont complémentaires. Chaker et Awatef gagnent ainsi la confiance de plusieurs clients: gouvernements, organismes internationaux, maisons d'éditions, institutions éducatives.

Récompensée par plusieurs prix pour son engagement, l'équipe de Morbiket conçoit des projets d'applications mobiles éducatives associées à des livres de conte scolaires, civiques et culturels utilisant la technologie de la réalité augmentée. Ces produits Edtech sont un réel enjeu pour faire des enfants d'aujourd'hui les futurs citoyens responsables de demain.

En septembre 2016, Le premier projet Toufoula kids voit le jour (Edtech). Il offre une plateforme sur mobile diffusant des contenus ludiques pour les enfants de 4 à 12 ans avec un smart-magazine en papier connecté à travers des jeux utilisant la technologie de la réalité augmentée.

**L'entreprise**



YouTube™ Rechercher

magazine un crime est lié à une application mobile à magazine imprimé lié à une application mobile

### Toufoula Kids – Start-up Stories Saison 3

Orange 29,3 k abonnés Abonné 15 Partager

1 k vues il y a 4 ans  
Toufoula kids connecte les enfants à leur environnement réel à travers le digital.

Abonnez-vous à la chaine Orange ICI ► <https://goo.gl/BC5yHS> ...afficher plus



Awatef Mosbeh - Lauréate Afrique Créative édition n°2

Copy link

Awatef MOSBEH

Watch on YouTube



Toufoula Kids – Start-up Stories Saison 3

Copy link

Watch on YouTube

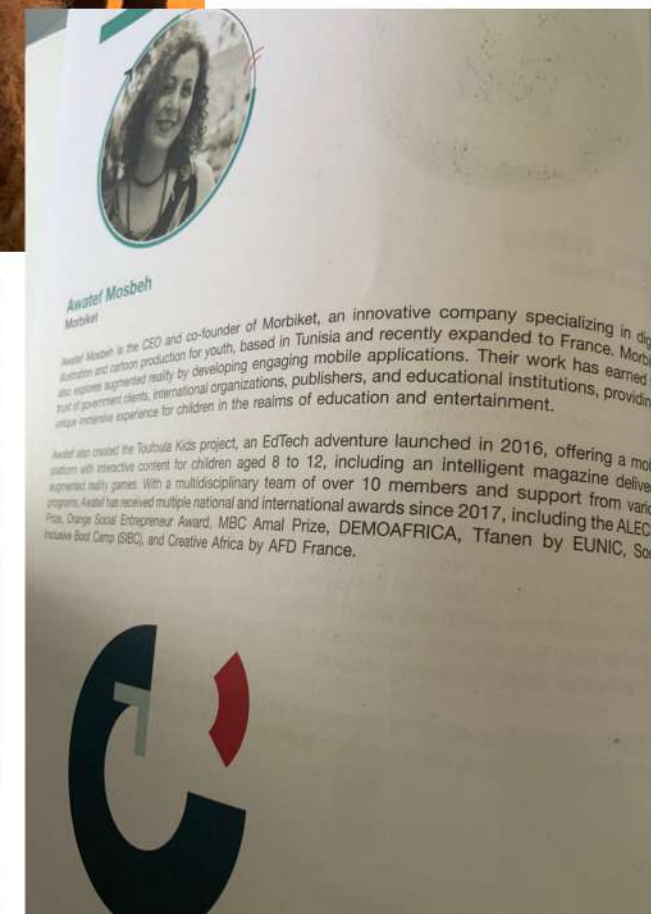
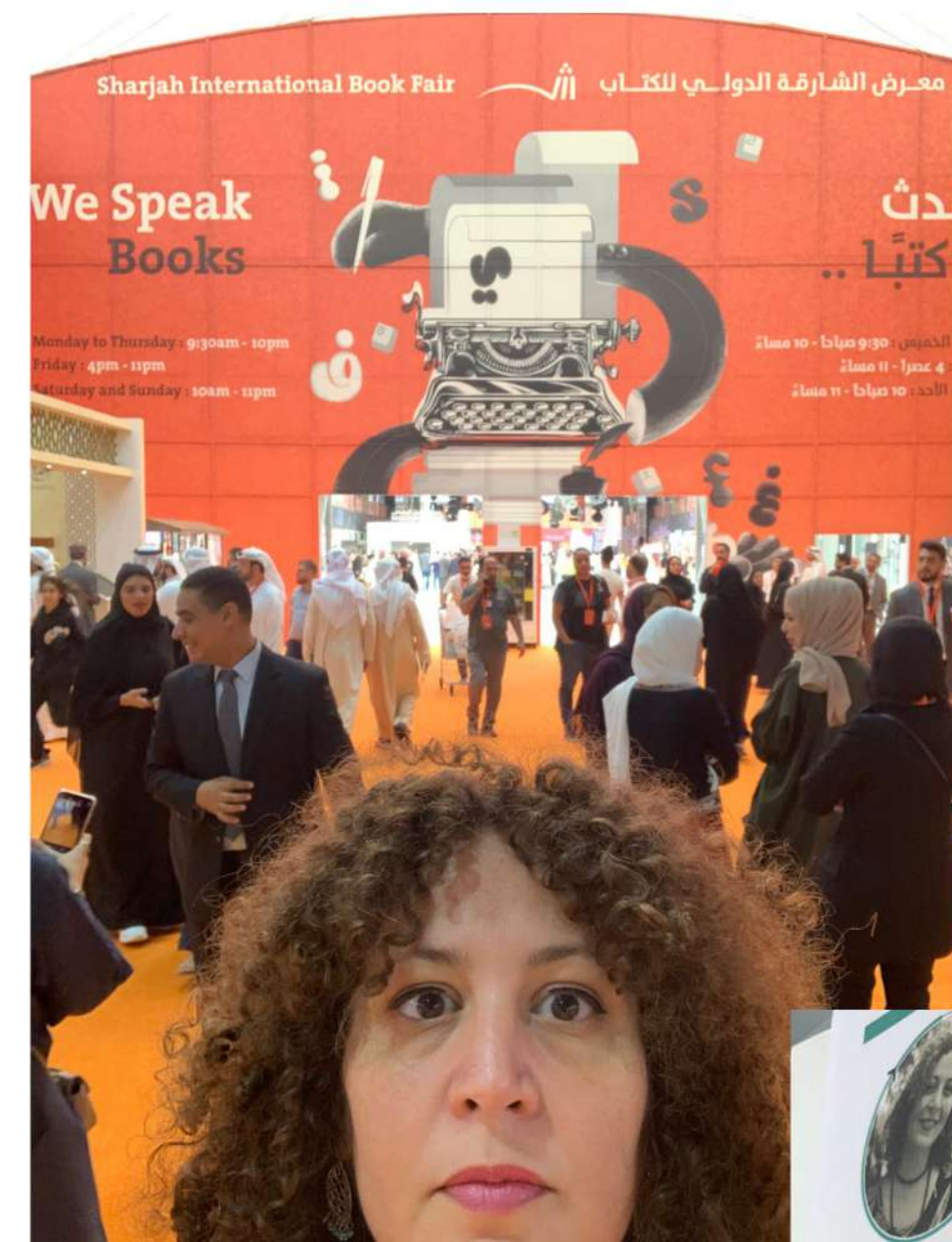
# MORBIKET RÉINVENTE L'APPRENTISSAGE AVEC DES CONTENUS DIGITAUX LUDIQUES ET ÉDUCATIFS

12 juillet 2023 / Dans Focus

## MORBIKET RÉINVENTE L'APPRENTISSAGE AVEC DES CONTENUS DIGITAUX LUDIQUES ET ÉDUCATIFS



<https://cisam-innovation.com/2023/07/12/morbiket-reinvent-apprentissage-contenus-digitaux-ludiques-educatifs/>



**Our hybrid solutions work: books & AR applications**

## Animated cartoons on our mobile applications

### Toufoula kids

Toufoula Kids offers an immersive app with an Arabic magazine for children aged 8 to 12. Social and environmental themes awarded by the Orange Foundation, Alecso, the French Development Agency (AFD), and MBC Group.

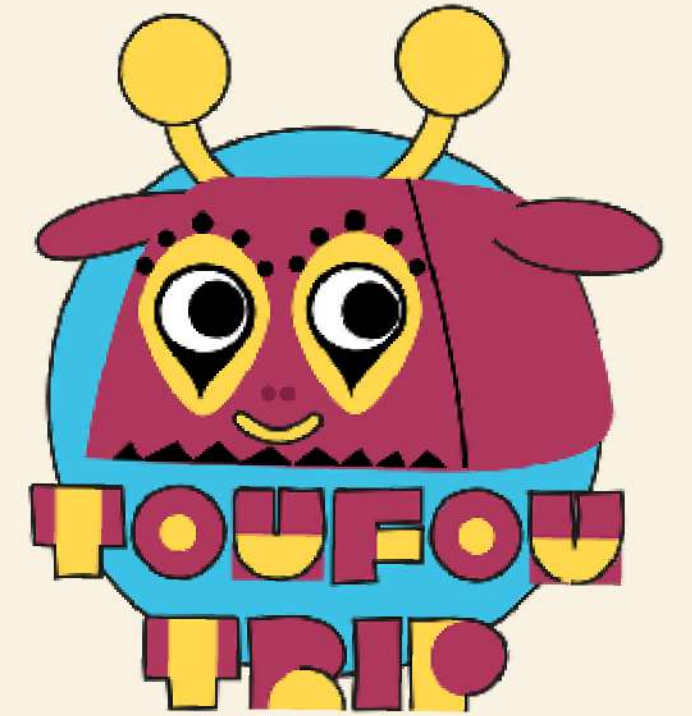


### Toufoubox

ToufouBox, an immersive application, facilitates the learning of French in Tunisian schools by offering printable cards with augmented reality animations, supported by the French Institute for Cooperation in Tunisia.

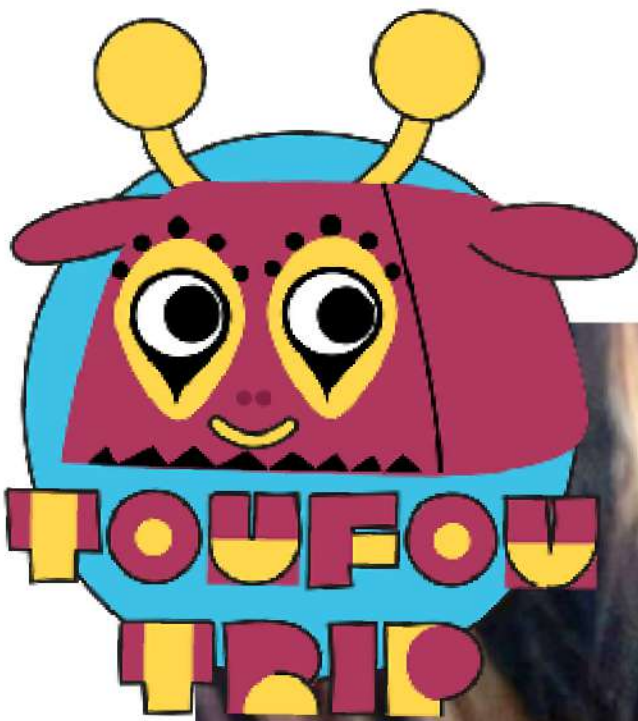
### HykayatAR

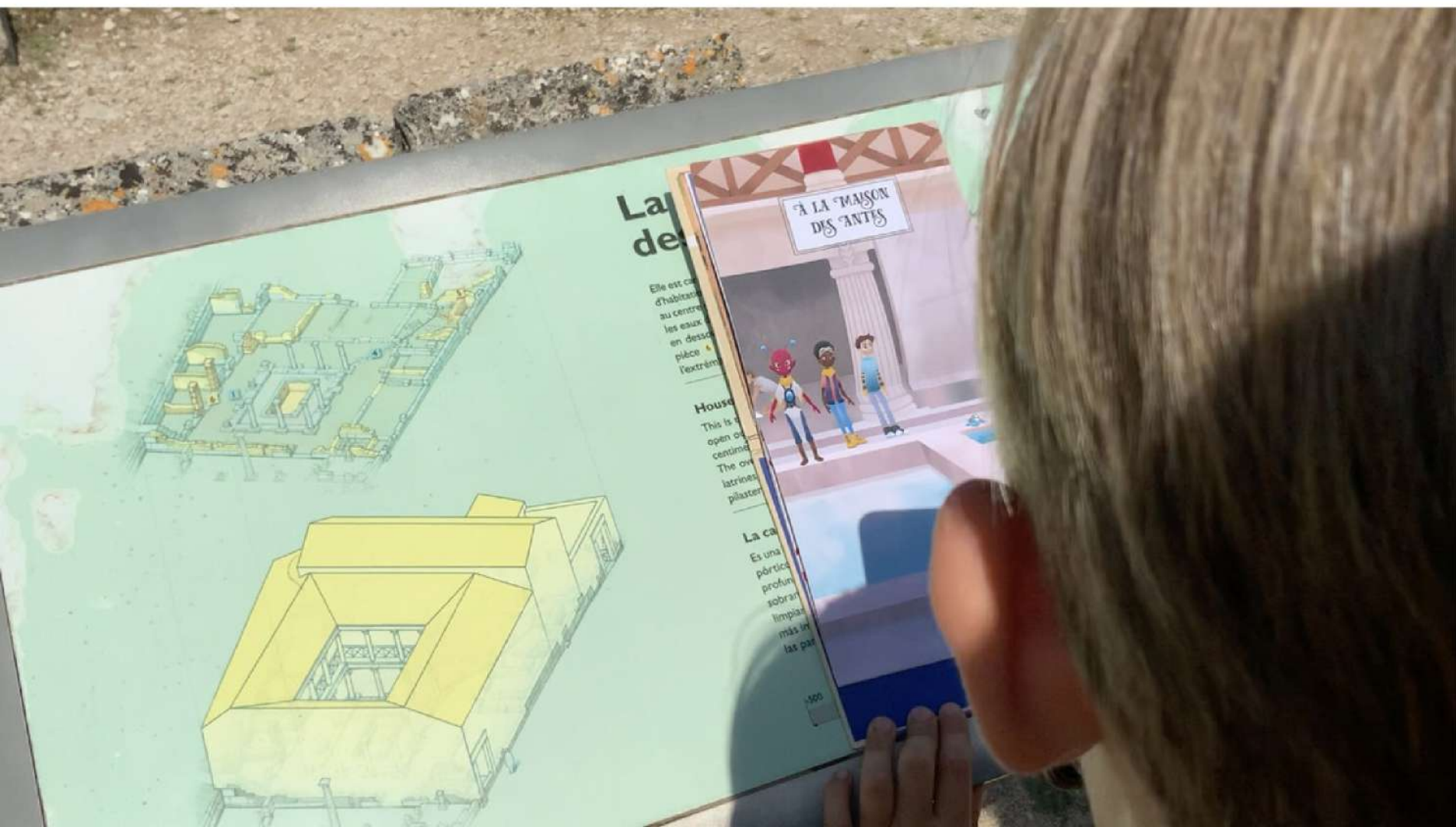
Hykayar is an augmented reality-enhanced story associated with a mobile game to raise awareness among young children about climate change and environmental preservation.



### Toufoutrip

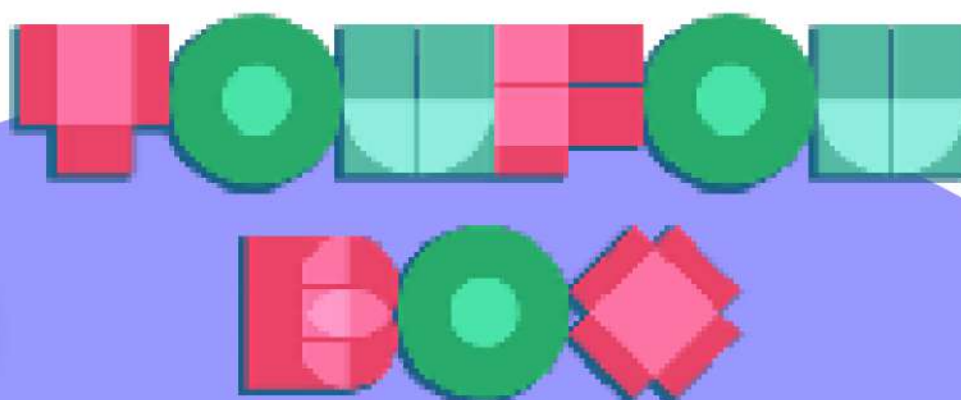
Toufoutrip combines an AR application and a children's guide, promoting the exploration of archaeological sites. An adventure narrative unveils the site's history; this project came to life through the collaboration of the French National Museum Center (CMN) and the French Development Agency (AFD).





Produits ..

Applications  
Scolaires



## ToufouBox

**+9** Unités de Jeux AR  
Reconnaissance vocale  
Cahier d'activité Editable



Episodes de  
dessins animés  
éducatifs





Dans Chaque Unité thématique ..

## Observation & Compréhension



Un épisode de dessin animé éducatif

## Activités manuelles



Fiches pédagogiques augmentées personnalisables

## Expression Orale



La reconnaissance et enregistrement vocale et

### Principales fonctionnalités



Produits ..

## HykayatAR Livres de contes Augmentés



Applications  
Civiques



The integration of interactive and immersive elements into stories, making the reading experience more captivating.

ToufoulaKids  
Smart  
Magazine  
+80  
Contenus



## SMART MAGAZINE



WE REASSURE PARENTS WITHOUT FRUSTRATING THE KIDS



## EDITORIAL ORIENTATION

Mixing digital with physics, Toufoula kids offers educational tools adapted to children and contribute to the development of active citizenship from an early age. Faced with new challenges for sustainable development, it supports educational actors and promotes the spirit of responsibility of children while transmitting values of social and environmental commitment.

Our oriented paper and digital content, stimulate the curiosity of children and encourage them to build their analytical mind, have keys to understanding the world, confront challenges by adapting to new technology.



# SMART MAGAZINE

## AUGMENTED REALITY GAMES

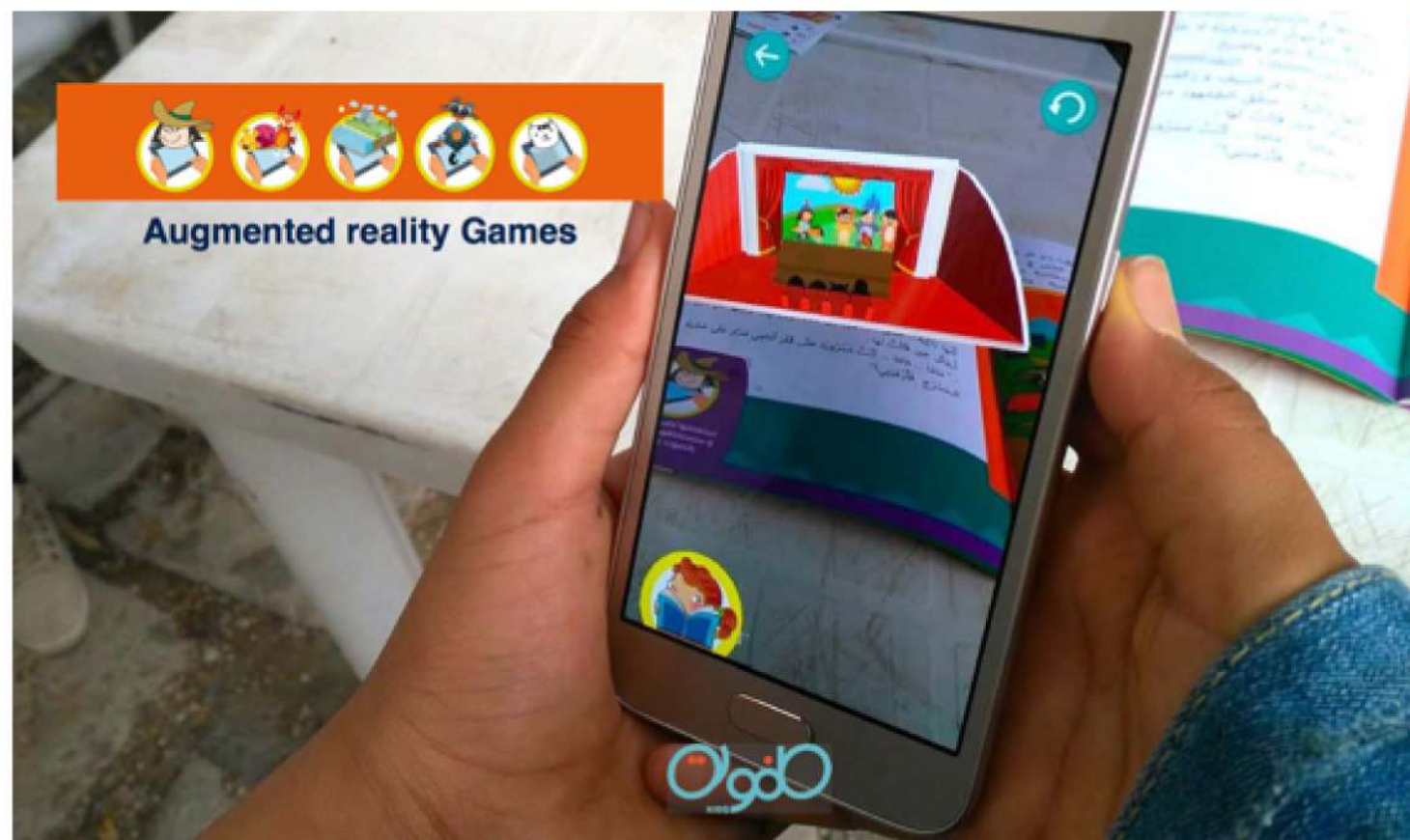
In each new issue, the child discovers 5 games of augmented reality technology, to encourage him to discover our content such as a video for the continuity of a comic book, interactive games to discover what is hidden behind the markers, animated story telling to read the stories more easily and a demonstrative interactive 3D for records of scientific discoveries, as well as there will be more surprises in future issues.



# SMART MAGAZINE



By offering a balanced educational experience that encourages children to discover our civic-oriented content using Toufoula's trademarked characters as a printed magazine linked to a digital content with augmented reality games through mobile applications.



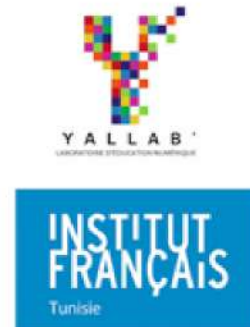


  
**MORBiCREA**

Les Bootcamps Créatifs de Morbiket



## They trust us





"Thank you for joining us."

Contact

Awatef Mosbeh

CEO Morbiket

[www.morbiket.com](http://www.morbiket.com)

[Awatefmorbiket@icloud.com](mailto:Awatefmorbiket@icloud.com)

WhatsApp: +21655515940