

ECSEL CHALLENGE

From Zero to First Order

— Partnership Proposal 2026 —

1

Produit + Fournisseur

3

Landing Page

2

Stockage & Livraison

4

Création & Marketing

5

Support / CRM

6

1ère Commande

SPONSORSHIP & STRATEGIC PARTNERSHIP

An original entrepreneurial documentary series — six challenges, one real journey, one measurable goal.

01 / THE CREATOR

Built by a technologist and documentary-minded creator.

Aymen Benraya

The Fractional CXO · Entrepreneur · AI builder · filmmaker

One Mind, Connected Expertise.



Algeria Invest Conference 2022

I connect marketing, technology, and sales to help your business grow, and train your team to keep it running.

Mar 2022 – June 2025

Founder – Flagson Render, 360 tech agency

Nov 2022 – Dec 2023

Algeria Venture's Ambassador

Oct 2023

International Cluster Lead – GITEX Dubai, within the Algerian delegation

2022 & 2023

Organizer & Digital Marketer
African Startup Conference

2019 – 2022

360 Tech Freelancer

Education



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VALUETAINMENT PHILOSOPHY

Entertainment , Education and Value sharing

CONTENT PRODUCTION

Real-world event coverage, interviews and creative visual work

TECHNICAL FLUENCY

AI tools, web products, automation and software engineering

EDITORIAL APPROACH

A challenge narrative — not a series of promotional stand visits

02 / THE QUESTION

Starting an online store is easy.

Building an e-commerce business that actually works is something else.

- 01 What will we sell?
- 02 Where will the products come from?
- 03 How do we deliver and get paid?
- 04 How do we win customers profitably?



03 / OUR MISSION

One exhibition. One challenge.

Can we assemble a functioning Algerian e-commerce business using solutions discovered at ECSEL Expo 2026?



REAL PEOPLE

Founders, exhibitors, service providers

REAL OPERATIONS

Products, logistics, websites, marketing

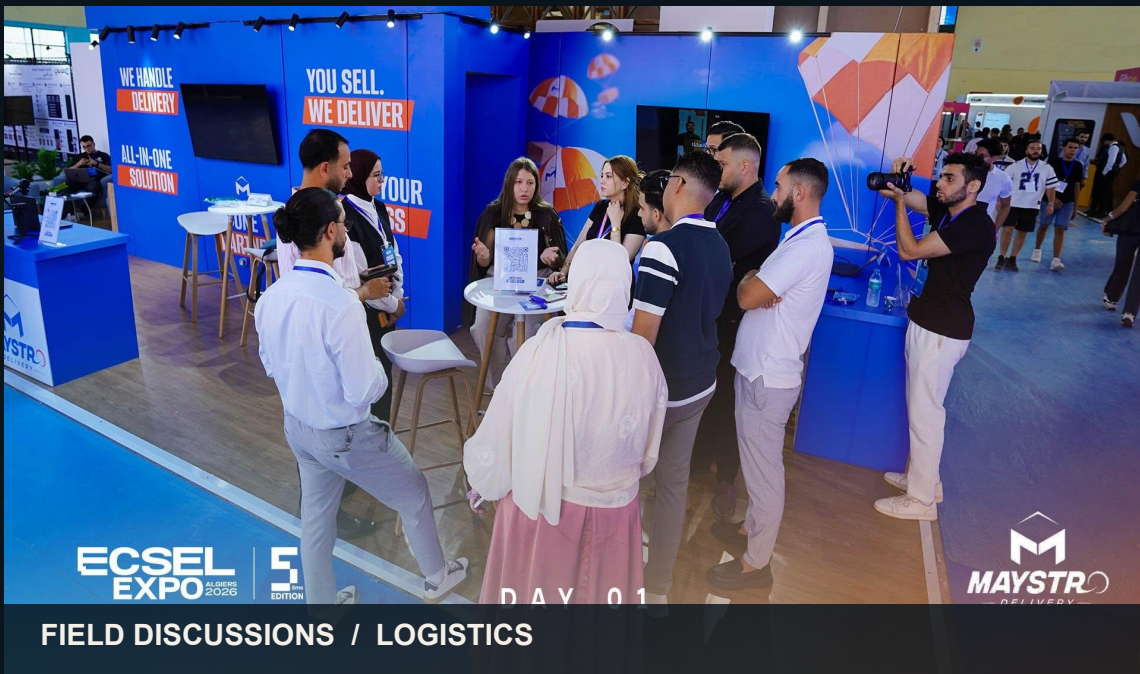
REAL OUTCOME

Delivered order, collected payment, tested margin

04 / NOT JUST AN IDEA

The journey has already begun.

Actual exhibition footage and conversations give the documentary a real starting point.



05 / OUR CHARACTER

Meet Oki, the explorer.

Our original cinematic identity makes a practical business series instantly recognizable.



OBSERVE

Discover opportunities and uncover the actual problems

CONNECT

Link real solutions into a business workflow

EXECUTE

Test what works — and transparently show what does not

06 / THE STORY ENGINE

Six islands. Six challenges.

Every Phase solves a practical problem and unlocks the next mission.



01 PRODUCT & SUPPLIER
Market research · product choice · sourcing

02 STORAGE & DELIVERY
Fulfillment · packaging · returns

03 STORE & PAYMENTS
Landing page · checkout · order capture

04 CREATIVE & MARKETING
AI content · distribution · acquisition

05 CRM & OPERATIONS
Customer support · confirmation · follow-up

06 FIRST SUCCESSFUL SALE
Order delivered · payment collected · margin reviewed

07 / A NEW FORMAT

Documentary realism meets cinematic storytelling.

A repeatable editorial structure built for retention and visual consistency.



01 FIELD INTERVIEW

Meet the people behind the solution



02 PRACTICAL TEST

Investigate limitations, costs and usability



03 OKI UNLOCKS AN ISLAND

A cinematic chapter transition

08 / WHO IT SERVES

Education that feels like an adventure.

Built for an Algerian audience looking for practical, trustworthy business content.

ASPIRING ENTREPRENEURS

How to make the first informed steps toward e-commerce

SMALL BUSINESS OWNERS

Discover tools that make operations more effective

TECH & STARTUP COMMUNITY

Meet local builders and understand their solutions

CURIOUS DIGITAL AUDIENCES

Follow the challenge, setbacks and real outcomes

09 / WHAT WE WILL DELIVER

A complete multi-format content package.

Primary channels: FB & IG Reels, TikTok and other agreed creator platforms.

02 CINEMATIC SERIES
TRAILER

26 DOCUMENTARY EPISODES

06 CHAPTERS TEASERS /
CUTDOWNS

01 FINAL OUTCOME RECAP

+ BEHIND-THE-SCENES
CONTENT

07 SPONSOR PERFORMANCE
REPORT

Final episode lengths, posting dates, approved sponsor placements and usage rights will be set in the agreement.

CONTENT PACKAGE **PREVIEW**

REAL DOCUMENTARY • OKI WORLD • HYBRID EXPLORATION

01 ARRIVAL SAFEX - HALL DE LA CONCORDE



02 EXPO FLOOR REAL PEOPLE. REAL STORIES.



03 PARTNERS IN EXPLORATION FLAG50N x OKI



04 INSIDE THE DETAILS INVESTIGATING INNOVATION



05 IDEAS & PLANNING THE OKI WORLD



06 REAL CONVERSATIONS IDEAS TURN INTO OPPORTUNITIES



07 HYBRID STORYTELLING OKI IN THE REAL WORLD



08 EPISODE JOURNEY DISCOVER. LEARN. CONNECT.



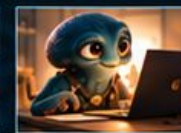
UPCOMING EPISODES



EP 01
THE BIG PICTURE



EP 02
LOGISTICS &
SUPPLY CHAIN



EP 03
STARTUPS &
INNOVATION



EP 04
ALGIERS & BEYOND



ECSEL

— CHALLENGE —

Oki is assembling his crew

3 Legends • 2 Navigators • 2 Explorers

One Ship. One Mission. One Journey.

10 / WHY PARTNER WITH US?

More than visibility. A brand experience.

Turn your products, people and expertise into memorable stories, real-world demonstrations and measurable exposure.

01 REAL-WORLD PRODUCT SHOWCASE

Your solutions are featured, demonstrated and tested in the context of a real e-commerce project.

02 CINEMATIC BRAND STORYTELLING

Professional videos showcase your products, company, people and vision.

03 DEDICATED PAID DISTRIBUTION

16% of your sponsorship investment is allocated to promoting your contracted content.

04 DISTINCTIVE BRAND POSITIONING

Connect your brand with an original adventure combining education, entertainment and innovation.

All partnership content is agreed in advance. Paid integrations are disclosed; independent documentary findings remain editorially independent.

Three Paths. One Expedition.

Different partnership levels. A shared mission. Real impact.

LEGEND

700,000 DA

3 POSITIONS

For industry leaders who want to be at the heart of the expedition and shape its story.



6 DEDICATED VIDEOS

A complete brand storytelling experience



PRODUCT INTEGRATION

Showcase your solutions in real-world projects



COMPANY & FOUNDER STORY

Share your journey, vision and impact



4 SPONSOR-SELECTED THEMES

Four custom stories tailored to your brand's objectives



16% PAID DISTRIBUTION

To promote your content to a wider audience



ANALYTICS REPORT

Clear insights on performance and reach

NAVIGATOR

350,000 DA

2 POSITIONS

For established brands looking to tell a deeper story and increase their visibility.



3 DEDICATED VIDEOS

Product, story and your chosen theme



PRODUCT INTEGRATION

Feature your solutions in key episodes



COMPANY & FOUNDER STORY

Highlight your origins, mission and vision



1 SPONSOR-SELECTED THEME

Choose one story to focus on



16% PAID DISTRIBUTION

To promote your content to a wider audience



ANALYTICS REPORT

Clear insights on performance and reach



EXPLORER

150,000 DA

2 POSITIONS

For growing businesses ready to be discovered through an original media project.



1 DEDICATED VIDEO

A focused brand discovery experience



PRODUCT INTEGRATION

Showcase your solutions in our project



COMPANY VISIT & STORY

Introduce your company and what you do



CREW RECOGNITION

Your brand on Oki's ship and in the series



16% PAID DISTRIBUTION

To promote your content to a wider audience



ANALYTICS REPORT

Clear insights on performance and reach

11 / PRODUCTION INVESTMENT

3,100,000 DA requested.

Two-month production envelope, including durable filming equipment and project-specific expenses.

778,100 DA

SOFTWARE & AI



711,900 DA

GEARS & ACCESSORIES



1610,000 DA

PRODUCTION & OPERATIONS



APPENDIX A / DZD

Equipment budget

All prices preliminary and subject to seller quotations.

Insta360 X6 Bundle	177,500 DA
DJI Osmo Pocket 4P Creator Pack	220,000 DA
Ray-Ban Meta Blayzer Optics Gen 2	115,000 DA
DJI Mic 3 Wireless Microphones	79,000 DA
Samsung T7 Shield SSD 2TB	63,900 DA
Power bank 20,000mAh	8,000 DA
Spare batteries / chargers	15,000 DA
SanDisk microSD 256GB × 2	22,000 DA
Rolling equipment backpack	11,500 DA
TOTAL EQUIPMENT	711,900 DA

APPENDIX B / 3 MONTHS

Software and operating assumptions

USD software priced using the creator’s budgeting assumption of 240 DA per \$1.

AI & SOFTWARE		OPERATIONS	
Higgsfield credits	571,593 DA	Travel / transport	90,000 DA
ChatGPT Plus	14,400 DA	Advertising	500,000 DA
Adobe Creative Cloud Pro	55,393 DA	Accommodation / meals	120,000 DA
Artlist Max	36,714 DA	Director / Designers / Editors	900,000 DA
Ai Credits contingency reserve	100,000 DA		
SOFTWARE 778,100 DA		OPERATIONS 1,610,000 DA	



ECSEL

From Zero to First Order

THE ADVENTURE IS READY.

HELP US TELL THE STORY.

Six challenges. One real experiment.
An Algerian business story worth following.

LET'S BUILD THE PARTNERSHIP

AYMEN BENRAYA · CREATOR & PRODUCER