



**OCI Lab**  
Open Collective  
Intelligence Lab

Check Set Cards  
Template

*“Bringing ideas to life”*



Zelij



# **ZELIJ INVENT**

Zelij Invent is a green tech solution that aim to transforms plastic waste into sustainable, eco-friendly construction material. Zelij developed an innovative material using plastic waste and other ecofriendly materials that can be used for building and design-like construction product.

Zelij, which means “little polished stone” in Moroccan Arabic prioritizes partnerships with local artisans to preserve the age-old heritage of Moroccan architecture, and to foster responsible business that drives social and environmental progress. The mission is to alleviate governments, communities and the planet from the consequences of poor plastic waste management and provide eco-conscious architects with ecofriendly products.

***How to build  
The future  
in a Sustainable way ?***

Zelij



*Learn more about this project on edgeryders.eu: <https://frama.link/Zelijinvent>*

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At Zelij Invent we were focus on developing the formula, process and technology and we didn't really work on our business model and related fields. After we joined the Edgeryders community, we discovered the real way to move from a technology to a sellable product and story. From discovering our project problem and effect to developing our lean canvas and organize meetings with customers we benefit from all the necessary expertise and feedback from our mentors and peers on the platform and we believe that we still have a lot to learn from the community and the different contributors.

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**From**

**Cleantech solution**

**To**

**Sustainable Business Model**

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## STAY IN TOUCH!

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