



Memory in Action

Pink Tarbouche Foundation Project

Transforming Heritage into a Driving
Force for the Future

A Word from the President

THE GOLDEN THREAD: REWEAVING THE BONDS BETWEEN YESTERDAY AND TODAY

In Morocco, living together is an intimate memory, a way of inhabiting our cities and our hearts. It is the outstretched hand of our elders, the blessings exchanged, the intertwining melodies of synagogues and mosques, and the words of Arabic and Hebrew that echo one another. This truth is simple: we belong to each other. The bond between the Kingdom and Judaism is not a closed chapter, but a living wellspring to irrigate the future.

Yet many memories are fading, stories are falling silent. Moroccan Judaism, this treasure that connects us, may be lost if we do not preserve it together. Inaction is no longer an option; this is our last chance. From this urgency springs my ambition: to create the Pink Tarbouche Foundation to make memory a project that unites and to turn faithfulness to our history into momentum for innovation. Our goal is to build a bridge of knowledge, culture, and opportunities between Morocco and Israel.

My journey stands at the crossroads of two worlds: that of numbers, as an actuary, and that of human connections, as a headhunter. These experiences have taught me rigor, patience, and above all the art of connecting and communicating. This alliance will guide our choices in designing reliable mechanisms and creating human connections that truly change trajectories.

I am not starting from scratch. For over a year now, I have been championing Moroccan Judaism and relations with Israel on social media, where an active community of more than 100,000 people encourages us to move from narrative to impact. Concretely, this means educating and transmitting this heritage to young people, connecting talents, and promoting an authentic image of our shared history with clear and measurable results.

I dream that tomorrow, a child from Morocco can say: "What I learned about our roots gave me direction." **That students, entrepreneurs, artists, and decision-makers discover themselves as allies, not through nostalgia, but through ambition.** That projects are born and our differences become strengths.

We are not merely honoring yesterday: we are opening a construction site for tomorrow. If this ambition speaks to you, join me. I carry this vision and these ideas, and it is with your trust that we can build this bridge. This is how memory remains alive: when it becomes a work and the work changes lives.



Amine Drissi Boutaybi (Pink Tarbouche)
President-Founder

Our Missions

A HERITAGE EXISTS ONLY WHEN IT LIVES

We have the ambition to transform Judeo-Moroccan heritage into an active force that inspires the present and shapes the future. To achieve this, we deploy an integrated approach around four complementary axes.



EDUCATE

Train minds, not merely transmit facts. We create solid foundations of knowledge to develop critical thinking and connect history to contemporary issues.

Impact: Enlightened citizens capable of deconstructing prejudices and positively influencing their environment.

TRANSMIT

Circulate living memory through immersive digital formats, workshops, and interactive archives. Heritage becomes a shared and inspiring resource.

Impact: A heritage that reinvents itself and creates connections between generations and territories.

CONNECT

Transform relational potential into concrete value: economic projects, knowledge transfers, and strategic partnerships between Morocco and Israel.

Impact: Positive and sustainable interdependencies that anchor relationships in reality.

PROMOTE

Produce analyses, podcasts, and documentaries to shape a modern and credible image of plural Morocco. Beyond communication, build genuine intellectual authority.

Impact: A respected and influential voice in international public debates.

Educate, Transmit, Connect, Promote: four essential levers that give Judeo-Moroccan memory renewed vitality. **It no longer remains a simple frozen memory, but asserts itself as a living resource**, an engine for the future capable of inspiring, bringing together, and building sustainably.



This four-dimensional architecture will be deployed through three fundamental pillars of action, designed to transform our vision into reality.

Pillar I — Memory & Transmission

MAKING THE PAST A LIVING RESOURCE TO ILLUMINATE THE FUTURE

In every alley, every prayer, every song, there is a memory that connects us. **Our duty will be to keep it alive, not as an immobile museum, but as a force that inspires and guides.** This heritage offers irreplaceable keys to understanding a future where diversity enriches rather than divides.





THE THREAD OF MEMORY: HISTORY OF JUDAISM IN THE LAND OF MOROCCO

■ Concept

Create a reference educational program on the history of the Holocaust, the protective role of King Mohammed V, and the resurgence of antisemitism. An essential module will be added to trace the history of the Moroccan Jewish community, from its origins in the Levant to its contributions to Morocco. The objective is to strengthen historical culture and counter narratives that deny Jewish attachment to Morocco and to the Land of Israel.

■ Benefits

- For Universities: An opportunity to enrich their curriculum with prestigious content, co-developed with world-renowned institutions (Yad Vashem, Moroccan Archives), reinforcing their academic excellence.
- For Students and Professors: More than just a course, these will be interactive masterclasses granting continuing education credits, offering the unique opportunity to engage directly with international historians and experts.

MEMORY JOURNEYS: INFLUENCE DELEGATIONS

■ Concept

Organize targeted immersion missions to create a network of powerful and credible ambassadors of the bilateral relationship.

■ Benefits

Delegations (10–15 people) of influential members of the Moroccan Jewish diaspora. A tailor-made 5 to 7-day journey, focused on high-level meetings with decision-makers and in-depth exploration of Hebrew heritage to forge lasting bonds.

Pillar II — Economic & Technological Bridge

FROM MUTUAL ESTEEM TO CONCRETE ACHIEVEMENTS

Diplomatic agreements are a promise. Our role will be to transform them into economic exchanges creating shared interests. Morocco, an emerging technology hub, and Israel, the "Startup Nation," present exceptional convergence potential that we propose to realize.





THE "PINK TARBOUCHE" BUSINESS CLUB: A CIRCLE OF TRUST

■ Concept

A private and invitation-only network of excellence, bringing together the entrepreneurial elite and investors from both countries to foster synergies in an exclusive and high-quality framework.

■ Operation

Animation through premier events: an annual summit and ultra-targeted quarterly virtual "deal meetings" (e.g., 3 Moroccan Fintech startups pitching to 5 specialized Israeli VCs).

THE FINTECH & INSURTECH HUB: THE OPERATIONAL CONTROL TOWER

■ Concept

Act as the strategic "matchmaker" of ecosystems, capitalizing on the founder's actuarial and headhunting expertise.

■ Operation

A single entry point that maps needs, qualifies opportunities, evaluates synergies, and organizes high-potential connections to secure and accelerate decisions.

THE ANNUAL WHITE PAPER: MAPPING OPPORTUNITY

■ Concept

Develop the reference document on Moroccan-Israeli economic synergies, with actuarial analysis of high-potential sectors (Fintech, Insurtech) and decoding of regulatory frameworks.

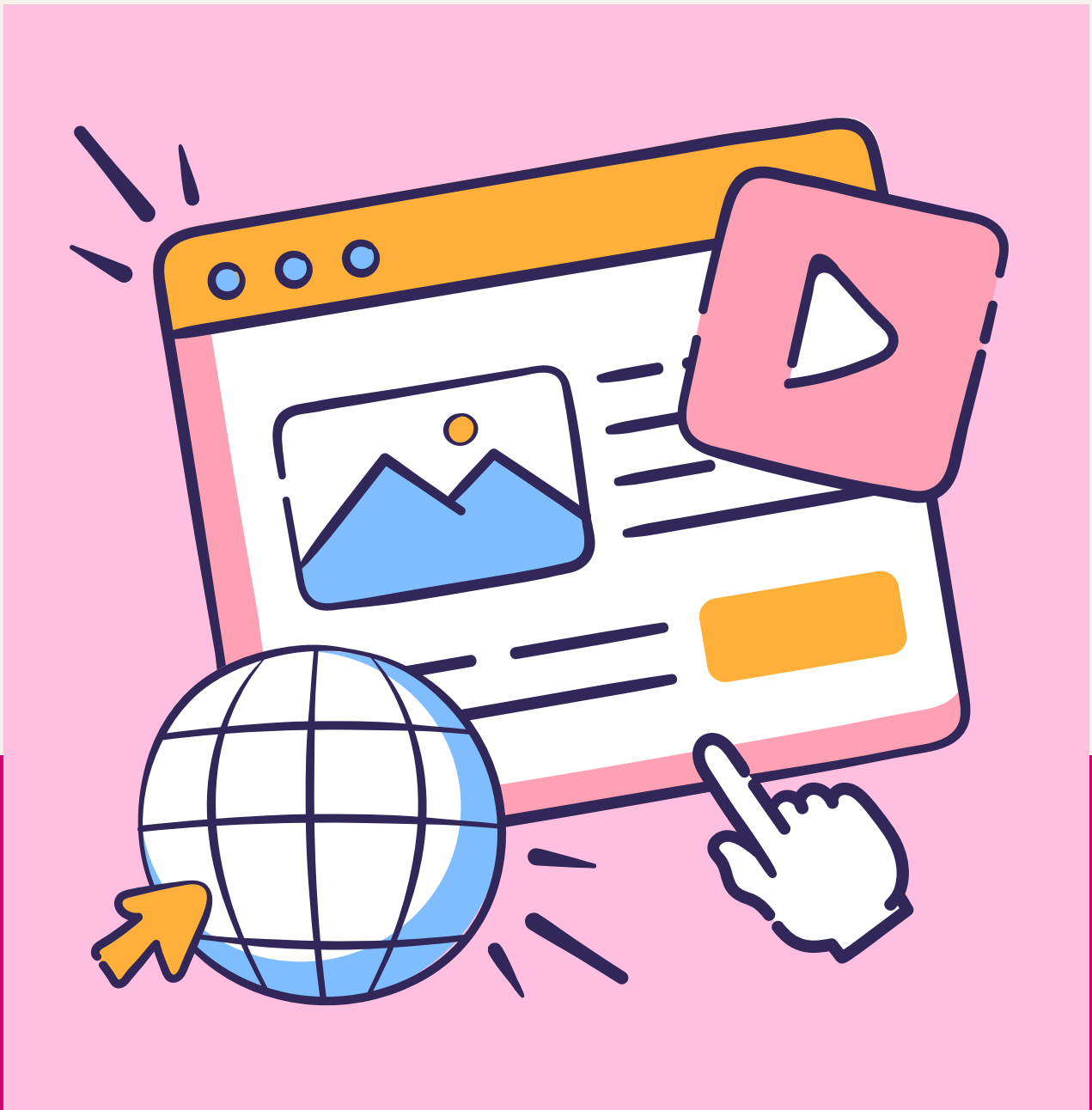
■ Benefits

Provide investors and entrepreneurs with a factual roadmap for collaboration, positioning the Foundation as the essential economic intelligence hub on this axis.

Pillar III – Promotion & Digital Influence

BUILDING THE VOICE THAT WILL SHAPE TOMORROW'S NARRATIVES

In a world saturated with information, it is vital to construct coherent and authentic narratives. **We will not merely communicate; we will build intellectual authority** to illuminate debates and present a modern image of plural Morocco.





EDITORIAL LINES OF INFLUENCE: FROM MEMORY TO ACTION

■ Concept

Promote Morocco, Moroccan Judaism, and the Morocco-Israel relationship through powerful narratives adapted to different audiences. Each platform becomes a strategic lever to reach a specific target and reinforce global impact.

■ Format

Short, viral videos on TikTok and Instagram to educate and inspire younger generations. Analyses, articles, and profiles on LinkedIn and YouTube/Podcast to convince professionals and build lasting intellectual authority.

THE FOUNDATION PODCAST: "THE BRIDGE BUILDERS"

■ Concept

Embody the Foundation's mission through powerful narratives. Each episode gives voice to a personality (historian, artist, entrepreneur, diplomat) who, through their action, contributes to building the Moroccan-Israeli bridge.

■ Strategy

These are not simple interviews, but the creation of inspirational content, amplified across all digital platforms to federate a community of engaged listeners.

THE ANNUAL BOOK: "THE PINK TARBOUCHE CHRONICLES"

■ Concept

Materialize the Foundation's digital influence by publishing an annual book.

■ Format

A prestigious collection of analyses, profiles, and chronicles that generated the most impact and dialogue during the year. This reference work establishes our intellectual authority on substantive issues.

What Will Make This Project Unique

A HIGH VALUE-ADDED PARTNERSHIP

1

UNIQUE FOUNDING EXPERTISE

The founder's profile as headhunter and actuary guarantees a dual approach: analytical rigor to structure reliable projects and human capital know-how to connect the right people.

2

A QUALIFIED AND ACTIVE NETWORK

We combine mass digital influence (+100,000 followers) for awareness-raising with direct access to economic decision-making circles.

3

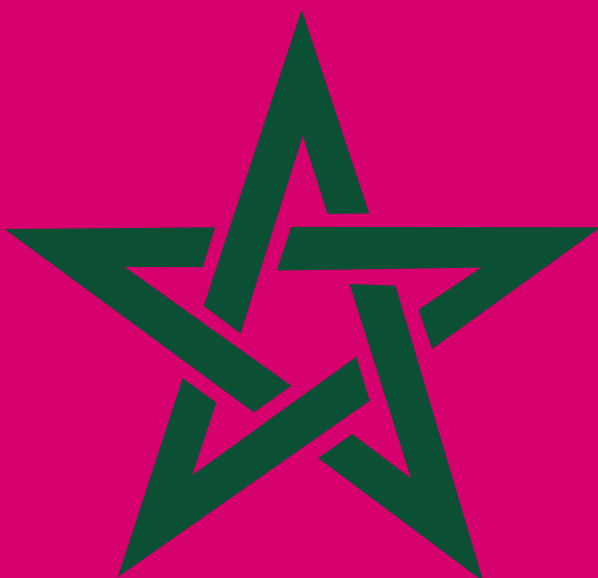
A CATALYST FOR CONCRETE PROJECTS

Supporting the Foundation means not financing reports, but results. Each contribution generates tangible and measurable impact.

4

AGILE POSITIONING

At the intersection of culture, influence, and business, we create bridges with speed and relevance that traditional institutions cannot match.



Biography of the President

BETWEEN NUMBERS AND MEMORY: THE JOURNEY OF AMINE DRISSI BOUTAYBI



Amine Drissi Boutaybi, 36 years old, is a Moroccan actuary with a singular journey, divided between the rigor of numbers and the power of narratives. After five years in consulting and insurance, he devoted seven years to a rare and demanding role: headhunter for actuaries, revealing the most discrete talents of a precision profession.

Under the pseudonym @pink.tarbouche, he has established himself as an influential content creator. On social networks, he explores the soul of Morocco: its history, its culture, but also the more sensitive dimensions of its identity. He highlights Moroccan Judaism, living memory of a plural past, and decrypts with nuance the relations between Morocco and Israel, a subject that is at once historical, political, and human.

Collaboration

Amine is also the author of the book "150 Questions about Morocco," a work that brings together essential inquiries about society, Judaism, economy, culture, and many other facets of the Kingdom. Through this work, he invites readers to go beyond clichés to better grasp the complexity and richness of Morocco.

Responsabilité

Through his chronicles and writings, Amine combines the actuary's eye with the storyteller's pen. Numbers taught him rigor, but it is stories that give him breath and horizon. Between calculation and memory, reason and passion, he pursues a clear ambition: to make the Moroccan narrative a source of pride, knowledge, and dialogue.

Join a Historic Adventure

Our call does not seek simple support. It invites you to become co-founder of a historic adventure. Together, we can write the first page of this project and transform shared memory into a force for the future.

History is watching us, the future awaits us. Let us build together this bridge that will honor our past while constructing our common future.

Contact us to discuss the terms of your engagement and join the circle of donors.

YOUR CONTACT

Pink Tarbouche Foundation
Amine Drissi boutaybi
+212 (0) 6 69 74 40 97
amine@pinktarbouche.com
www.pinktarbouche.com



[@pinktarbouche](https://www.instagram.com/pinktarbouche)