



Project funded by the  
**EUROPEAN UNION**

# THE NEXT SOCIETY

INVESTMENT ACADEMY

Barcelona, Spain 3rd-4th October





**Welcome to THE NEXT SOCIETY Investment Academy!**

We are very pleased to welcome you all today for the first edition of THE NEXT SOCIETY Investment Academy! Building upon the success of the Innovators Academy event in Tunis in April of this year, we have once again brought together inspiring entrepreneurs from Algeria, Lebanon, Tunisia, Egypt, Morocco, Jordan, and Palestine with experienced investor coaches, this time aiming to familiarize them with what happens when you talk to investors and the steps that come after.

We hope you will enjoy these two day with us in Barcelona, and that you will make the most of this opportunity offered by THE NEXT SOCIETY.

We wish you a great and fruitful day!



**EBAN**

Co-organisier and TNS Partner



**BANC**

Co-organisier and EBAN member

### THE NEXT SOCIETY



THE NEXT SOCIETY is an open community of change makers engaged in innovation and economic development. It gathers entrepreneurs, investors, corporates, NGOs, public and private innovation, research and economic development hubs from Europe and the Mediterranean countries.

### WE INTEND TO

- Remove the barriers to innovation and unleash the creative potential
- Reinforce innovation ecosystems and foster the value created by innovators
- Push forward concrete solutions for leveraging social and development challenges

## **START-UP BOOSTER TRACK**

The Start-up Booster Track is a flexible support programme for entrepreneurs in the MENA region with the aim of supporting them to bridge with key markets. It started in 2018 and is composed of several services that help entrepreneurs through their journey.

**Who are we looking for?** Innovative early-stage start-ups with impact-driven solutions with products or services in the following areas: Tech & Software, Food, Environment, Energy, Health, Social & Culture

### **Eligibility**

Start-ups need to be established in one the following countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia.

Entrepreneurs need to be able to pitch in English (support services are delivered in English, except the Entrepreneurs Mentoring Programme which can also be delivered in French in Algeria, Morocco and Tunisia).

**Simple, flexible & tailor made: you can access one or several services of the Booster Track.**

**Free of charge: we support your travel expenses!**

**We love diversity: teams at least one woman co-founder and/or young talents are most welcome!**

**You are ready for take-off and want to join our Start-up Booster Track?** Check that your profile fits our services:

Check out the services we offer and if your profile fits them at:

**<https://www.thenextsociety.co/next-society-calling-mena-entrepreneurs-innovators>**

**#BeTHENEXT!**

**Programme**

**03/10/2019**

<b>Registration</b>	<b>9.15-9.45</b>
<b>Welcome and opening speeches</b> Kardelen KALA, EBAN Raphaële COHEN, ANIMA Investment Network Antoni Abad, BANC TBC, FOMENT	<b>9.45-10.00</b>
<b>Introductory rounds</b> <i>Introduction of the entrepreneurs and the BSOs -            1 minute per person</i> <b>Open discussion on the local ecosystems and investment            Environments in the MENA region</b> <i>Albert Colomer, Start Up Business Partners</i> Roundtable session to talk about local contexts, barriers to investment	<b>10.00-11.45</b>
<b>Coffee break</b>	<b>11.45-12.15</b>
<b>Funding a Start-up</b> <i>Alex d'Espona, BANC</i> <i>Ways of financing my Start Up</i> <i>Equity financing vs debt financing</i> <i>Equity instruments: BAs, VC, CF</i> <i>Critical Points: The Investment Process</i>	<b>12.15-14.15</b>

**Networking Lunch**

**14.15-15.30**

<p><b>Legal Aspects of the Fundraising Process</b> <i>Berta Munté</i>  <i>(Reempresa) + Àlex d'Espona (BANC)</i></p> <p>Stages</p> <p>Legal documentation: Letter of Intent (LOI), Terms Sheet</p> <p>Special Clauses: Tag-along rights and other aspects</p> <p>Exclusivity and non-competition clauses</p> <p>Governance and other legal issues</p>	<p><b>15.30-17.00</b></p>
<p><b>Closing Day 1</b></p>	<p><b>17.00-17.15</b></p>

**Welcome Dinner**

Welcoming	<b>9.15-09.30</b>
<b>The Financial Business Plan: How to Model a Business Proposition</b> Àlex d'Espona (BANC) Documents to model Meaning and Goals P&L Break down Balance Sheet Break down Valuation vs Negotiation	<b>9.30-11.30</b>
<b>Coffee break</b>	<b>11.30-12.00</b>
<b>Business Model Presentation work shop</b> Àlex d'Espona (BANC) Group workshop to put the ideas from the previous session into practice Sample presentations and feedback	<b>12.00-13.00</b>
<b>Showcasing ecosystem support: How local institutions can boost and consolidate the entrepreneurial fabric</b> <i>FOMENT: Maria Mora; ACCIO: Oriol Sans ; Barcelona Activa: Marc Sans ; ENISA: TBC</i> Each organisation's representative showcases how their organization contributes to help local entrepreneurs consolidate their ventures; presentation of good practices	<b>13.00-15.00</b>
<b>Networking Lunch</b>	<b>15.00-16.30</b>



## Coaches



### Albert Colomer i Espinet

#### Founder | BANC

Albert is an innovative social entrepreneur, entrepreneurship guru and Business Angel.

Albert has been at the forefront of the angel investor movement in Spain and Europe since its very beginning. In 2002, he founded BANC (Business Angels Network Catalunya) the first of its kind to operate in Catalonia. Later on, he fostered the creation of the ESBAN Foundation (2006) to promote Angel investment activities and Business Angels Networks in Spain.

A passionate speaker and an inspiring writer, Albert holds a Master's Degree in Economic and Business Sciences from the Autonomous University of Barcelona (UAB). His books on management, entrepreneurship and investment, such as "Steps and Costs for setting up a self-employment project" (six editions), "Business Angels: driving the business innovation", or his "Entrepreneurship Library" have helped thousands of readers on their entrepreneurial pathway.



### Àlex d'Espona i Flaquer

#### Manager at BANC | Financial Advisor at Patronal CECOT

Àlex d'Espona is a Telecommunications Engineer for the Polytechnical University of Catalunya (UPC) and MBA for the ESADE Business school. Àlex has been

at the front of BANC's operational management for more than 12 years now.

BANC, Business Angels Network of Catalonia, is a private institution that connects business angels with entrepreneurs seeking financing for the development of their business projects.

Since its foundation, BANC has raised more than 12 M€ into the equity of more than 90 entrepreneurial ventures and another 6 M€ as soft loans and grants to boost innovation.



### **Berta Monté Batalla**

**Small Business Consultant | Centre de Reempresa de Catalunya**

Berta Monte Batalla is a Business expert consultant for small and medium enterprises at Reempresa. She advises and supports owners of small and medium size enterprises who seek legal, financial and development counselling. She specialized in legal issues related to business transfers as she has a law degree from the Universitat Autònoma de Barcelona and a Master's degree in Corporate and Business Law from the Barcelona Bar Association.



### **Maria Mora Radó**

**Innovation & Entrepreneurship Director | Foment del Treball**

Innovation & Entrepreneurship Director at Foment del Treball. Passionate about entrepreneurship and innovation. Currently focused on fostering strategic partnerships between start-ups and established companies. Selected by the American Consulate in 2017 to represent Spain on the US Department of State's premier International Visitor Leadership Program. Member of the Catalan Labour Relations Council. Councillor for the Economic, Social and Work Council of Catalonia from 2007-2012.



### **Marc Sans**

**Promotion Adviser | Barcelona Activa**

Marc has comprehensive experience in showcasing Barcelona's outstanding brand and assets as an excellent environment to do business (Europe's 5th Start up city) and for the attraction of international talent and FDI. Large experience in building institutional cooperation relations and partnerships between Barcelona Activa (Barcelona's Local Development

3<sup>rd</sup> – 4<sup>th</sup> October 2019, Barcelona (Spain)

Agency) and public overseas institutions and in knowledge transfer of methodologies and tools to support

entrepreneurship, business growth, digital training and professional guidance. Marc has three years of experience in coaching and training of entrepreneurs and in the feasibility assessment of business projects. Ten years of experience in legal management of merchant corporations and setting up of franchises in the fast food retail and elderly care sectors, two years' experience as Business creation teacher for e-MBA students. Marc has a Graduate in Law by Universitat de Barcelona (UB) and he is a native speaker of Catalan, has bilingual proficiency in Spanish and English and professional working proficiency in French and Portuguese.



## Oriol Sans

Director of the Funding Unit | ACCIÓ

Director of the Funding Unit at ACCIÓ, the Catalan Competitiveness Agency that has the goal to foster the competitiveness, the innovation and the internationalization of Catalan companies.

Before joining ACCIÓ, he has worked in mergers and acquisitions at Deloitte, in venture capital at Invertec being in some boards of directors such as Voz Telecom or Crystax Pharmaceuticals and he has served in some investment

committees of venture capital funds or business angels networks such as Inveready Seed Fund or ESADE BAN.

He holds a BBA and an MBA in Business Administration from ESADE and a Master of International Management from Thunderbird School of Global Management. He has also completed some specialized courses on venture capital at Invest Europe, the European Private Equity & Venture Capital Association. Finally, he lectures on entrepreneurial finance and alternative finance in Istituto Europeo del Design and ELISAVA in Barcelona and Universitat Rovira i Virgili in Tarragona.

## Companies



### Affinity Consulting

*One of the first DMPs in this region, specializing in the collection & structuring of behavioral to target and optimize marketing investment in Africa*

Affinity is a next-generation, more modern & more agile Marketing Solutions' Provider. We want to be recognized as the specialists of data and its use for Marketing & Advertising purposes, all sectors of activities combined. Affinity considers technology and data as its strategic allies. Our signature: 'Data Driven Performance'.

Our leitmotiv is to help our customers master the customer journey, reach the right user at the right time with the right message and motivate them to take action, both offline & online. In order to meet this challenge, we help companies analyse the lifestyle and behaviour of their existing and potential customers to accurately target them based on this data.

To be able to accurately analyse the constant increase in data volume, not only a data strategy is needed but also and above all a system that makes the data easily accessible to Marketing Managers or Analysts. For this reason, data management platforms (DMPs) have become unavoidable. Affinity Consulting's DMP provides businesses with technology that collects and consolidates data from different sources and allows them to organize and activate this data..

Website:	Under construction
Country:	Morocco
Sector(s):	Financial services, FMCG, Automotive, Media..
Contact:	Nabil Abouzaid Nabil.abouzaid@affinityconsulting.co



## Amal

*We disrupt the construction industry by bridging workers with contractors bringing transparency, trust, and culture change*

Aims to digitize the construction industry to bring transparency, trust, and efficiency to it, focusing on the workforce. By creating an online marketplace that helps customers find pre-vetted construction and renovation workers to complete their projects on-time and within budget. These workers can be managed and tracked via the platform. The product has three parables: onboarding for users, online matching which will be done via AI and Education and documentations.

Website:	Amalwork.com
Country:	Palestine
Sector(s):	Construction, Hi-Tech
Contact:	Rowan Alawi Rowan@amalwork.com



## City Locker

*CITYLOCKER is a delivery solution based on smart lockers*

CITYLOCKER is a smart delivery solution consisting of automated parcel lockers that are accessible 24/7.

Installed in different locations (supermarkets, shops, office hall or simply in public places), the lockers act as automated relay points managed via a mobile app. They are suitable for both professionals delivery services and consumers.

The mobile app allows the users to manage the reception of items: be notified at the delivery, assign a representative or manage the returns and the claims in case of a problem with the parcel.

Website:	www.citylocker-algerie.com
Country:	Algeria
Sector(s):	Delivery, IoT
Contact:	Sofiane BOUDJEMA, CEO and Co-Founder, sboudjema@brenco-algerie.com - Tel: +213659451205



## Devision X

*Quality Inspection  
solutions for  
manufacturers by  
using AI  
Technologies*

DevisionX is building Quality Inspection Solutions for solving the quality challenges of the manufacturing processes – that is related to the Product, Machine, or any other process – by using Machine Vision and AI technologies [Deep Learning & Machine Learning]. DevisionX solution consists of Vision part [an industrial camera/sensor] and a customized AI software Algorithms that analyse the vision output to be turned into meaningful information help enabling the system detect defects, classify & recognize them as an example.

Website:	<a href="http://www.devisionx.com">www.devisionx.com</a>
Country:	Egypt, Cairo
Sector(s):	DevisionX solutions can be applied in Textile, Automotive, Pharmaceutical, Food & Beverage, Packaging, Plastic, Printings .... And many other sectors
Contact:	Name: Samar Hamdy Email: <a href="mailto:shamdy@devisionx.com">shamdy@devisionx.com</a>



## Engineers International Community

*Smart interactive platform for commercializing innovations.*

Engineers International Community, an innovative online platform which aims to bridge academia with the industry by providing an easy to use problem solving online platform, where through engineersic.com the industry can present their challenges, problems and even research related topics for aspiring researchers and engineers to compete in solving, as we also assist researchers & engineers to commercialize their projects and innovations.

Website:	<a href="http://www.engineersic.com">www.engineersic.com</a>
Country:	Jordan
Sector(s):	IT
Contact:	Hisham Balatiah ( <a href="mailto:ceo@engineersic.com">ceo@engineersic.com</a> )





## EVEY TECHNOLOGIES

*Evey helps event organizers to manage/engage their audiences in a one-stop shop platform with advanced data analytics & reporting*

Evey develops an engagement platforms that helps organizations manage/engage their communities with real time votes/surveys and advanced analytical dashboard system that are secure, transparent, effective.

Evey mainly aimed at the event segment : it is an Event Management and Participant Engagement solution. Not only does it help the organizers to manage the logistical aspects of an event (registration, badging, agenda ...) but it also makes it possible to transform the event into a real Community Building & Development tool. It is ideal for Pitching events, e-voting, panels, conferences-debates, trainings, seminars ...

Evey allow to organizers to manage the entire value chain of events from the Badging to the Reporting in a one stop shop platform.

Website: <https://eveytech.com/>

Country: Tunisia

Sector(s): Tech & Software

Contact: Noomen Lahimer - CEO & Founder  
noomen.lahimer@gmail.com

Mouna Slim - Project Manager  
mouna.evey@gmail.com



## Fabricaid

*A new start for your old clothes*

FabricAID collects clothes from local NGOs for 0.5 USD per kilogram and through smart clothing collection bins. The bins are equipped with a sensor that monitors the level of clothes in each bin and draws collection routes to increase efficiency. For every kilogram collected through the bins, a partnering charity benefits from 0.5 USD.

Collected clothes appropriate for reuse are sorted into over 70 categories to be sold either through one of FabricAID's own permanent shops or at pop-up markets for prices ranging between 0.3 and maximum 3 USD per item. FabricAID distribution channels maintain a dignifying shopping experience, similar to the one provided traditional clothes retailers (clothes neatly display, price labels, changing rooms, personalized advice).

FabricAID also sells clothing in sorted bales to pre-existing second-hand shops. High quality revealing female clothing are up-cycled into fashionable clothing items, while clothes unfit for re-use is shredded and used in furniture. The start-up helps protect the environment and support underprivileged communities in Lebanon by offering clothes at affordable prices.

Website: [www.fabricaid.me](http://www.fabricaid.me)

Country: Lebanon

Sector(s): Clothing Industry

Contact: Omar ITANI, General Manager, [omar@fabricaid.me](mailto:omar@fabricaid.me) -  
Tel: +962 03067447



## IO Tree

*IO Tree (Internet of Trees) is a wireless sensory network of smart traps used for pest control through a mobile app*

IO Tree (Internet of Trees) can signal to the farmer remotely and wirelessly useful information about: the outbreak of pests, the amount and dosage of pesticides that he needs to apply, and the timing through which he needs to apply these pesticides.

IO Tree uses artificial intelligence in order to process the images captured through its smart, building a repository and an entirely new data set of pesticides and insects that will train the initial data set inhibited through demo experiments prior to the product release.

IO Tree's unit smart trap consist of a new customized trap built using 3D printing, a camera, a specific pheromone in order to capture and attract the insects towards the trap, sensors activate the smart trap, and a microcontroller connected to the camera. The image processing technique aims to distinguish a specific type of dangerous type of pest from random unharmed insects.

Hence, the warning sent from the main server can detect the presence of a small number of pests, enabling the farmer to take preventive measures to avoid an outbreak.

Website: [www.iotreesolutions.com](http://www.iotreesolutions.com)

Country: Lebanon

Sector(s): Environment

Contact: L TURKY Nisrine, CEO,  
nisrine.turky@gmail.com, Tel : +961-04  
414470, +961-3 970742

**Jwar**

*Making the e-commerce  
world more fun!*

JWAR focuses on developing products that compliment innovative virtual services. Its first product, ADCAST delivers real-time virtual advertisements that are relevant to on-site interactions and client needs by using a combination of hardware and software to facilitate and personalize functional in-store experiences specific to each consumer.

Using a fully integrated technical platform, JWAR not only remotely controls any location within their network but provides local establishments with around-the-clock maintenance and support. The JWAR platform consists of innovatively resizing displays to feature ads at predetermined paid intervals, depending on their clients' personalized needs. Customers are able to choose either a customized L-shaped banner or block logo featured on resized displays. Advertisements are then circulated in purchased time slots of six and displayed for 20 seconds every six minutes.

Website:	<a href="http://www.jwar.com">www.jwar.com</a>
Country:	Palestine
Sector(s):	Marketing IT, Software Development
Contact:	Amin SHANA'A, CEO, <a href="mailto:amin@jwar.com">amin@jwar.com</a> - Tel: +970 594019019
	Find them on Facebook /jwardev



## Marj3

*Platform for  
scholarship/opportunities  
and studying abroad in the  
MENA Region.*

MARJ3 is an Online Platform provides info and support about scholarships, opportunities and university registration for all MENA Region citizens. MARJ3 is registered as SAE in Egypt.

MARJ3 has 2 products:

- Scholarships/Opportunities Listing: MARJ3 provides list of international scholarships/opportunities with advanced filtration in both languages AR/EN.
- Universities Directory: MARJ3 do partner with universities in different countries to support students to be able to find, compare and select universities through MARJ3 website where S/he can find all info about partner university's courses.

Website:	<a href="http://www.marj3.com">www.marj3.com</a>
Country:	Egypt
Sector(s):	EdTech
Contact:	Abdalla Ibrahim. <a href="mailto:A.samy@marj3.com">A.samy@marj3.com</a>

# MATHSCAN

## Mathscan

*Edtech start-up that identifies and fulfills primary and middle school students' math gaps using AI.*

Math is a matrix of concepts interlinked with one another, a small gap can quickly become a gaping hole as new concepts are introduced and expanded upon. Over time, these gaps can lead to lower scores, frustration and may even cause some students to give up on advancing further in their studies.

MATHSCAN is a new to the market innovation. We have developed an innovative and creative educational content, and adapted ASSISTments -a math education platform that was developed in the US- to the Arabic and French speaking markets.

We have also developed the unique Moroccan math map of skills that enables "ASSISTments" to

identify, precisely and at granular level, math gaps of students.

Eventually, we do not only help students know and learn the missing skills, but we also help them remember them over time using AI built in "ASSISTments".

Website:	<a href="http://www.mathscan.net">www.mathscan.net</a>
Country:	Morocco
Sector(s):	EdTech
Contact:	<a href="mailto:anas.azzioui@mathscan.net">anas.azzioui@mathscan.net</a>



## PilliotY

*DUST-OUT© is a digital solution developed by PilliotY, it is based on IIOT and Deep-Learning to optimize O&M schedules and maximize the efficiency of energy production in PV and CSP solar fields*

DUST-OUT© is a PV Soiling monitoring solution based on IoT, it provides connected monitoring of PV panel soiling due to its new technology of non-optical Dust Sensor. This technology provides with insights into the power loss due to soiling and dust ratio. The dust sensor is built on planar meta-material array of micro-dielectric mono sensors that provide high sensitivity regarding to the dust particles deposited on the top layer of the sensor array. This non-optical technology doesn't need sun to detect soiling ratio and can be used for 24h/7 day and night measurements at any place. The DUST-OUT© is the unique soiling monitoring solution that helps operators to decide about when and where the cleaning operations must be performed.

Website:	<a href="http://www.pillioty.io">www.pillioty.io</a>
Country:	Morocco
Sector(s):	Industry 4.0 (factory of the future), IIOT, IA, Embedded systems, Adage-computing, PLM, Automatismes, Electronics, Mechatronics, Industrial monitoring and Privacy by design
Contact:	Hafid Griguer / <a href="mailto:Griguer@pillioty.io">Griguer@pillioty.io</a>

## Qaleb Studio



*In-house created pre-designed  
templates and mock-ups with  
Arabic & Islamic flavour!*

Qaleb Studio is an online platform that offers in-house created pre-designed templates and mock-ups with Arabic & Islamic flavour. These templates & mock-ups can be edited and customized online easily, instantly and downloaded by users of even minimal digital literacy. Qaleb Studio addresses the digital divide and digital literacy challenges through:

- Hardware: the platform does not require hefty hardware, allowing any computer access to its digital product that is processed on the cloud, alleviating the load on the user's computer itself.
- Software: Qaleb Studio's solution does not require the user to pay any fees for the utilization of the platform, only one USD per design.
- Learning curve: Qaleb Studio's UI and UX have been developed to be easily comprehensible by non-experienced users through minimizing the required designing tools and providing an extensive library of pre-designed templates.

Simple drag and drop to edit the pre-designed templates or even design from scratch, making the process much quicker and easier!

Website:	<a href="http://www.behance.net/Qaleb">www.behance.net/Qaleb</a>
Country:	Jordan
Sector(s):	Graphic Design
Contact:	Abas AL ASMAR, Founder, <a href="mailto:info@qalebstudio.com">info@qalebstudio.com</a> - Tel: +962 786441813





## Quizzito

*Help children love books!*

Our slogan is: read, play and win. Children read online or paper books, play quizzes on Quizzito and win prizes.

Our main customers are libraries, schools and families.

They use our platform in order to launch reading competitions and to monitor children's results and reading behaviour.

Website: [www.quizzito.com](http://www.quizzito.com)

Country: Algeria

Sector(s): Edtech

Contact: Fabienne Harizi

## Rapid Expense



*from scanning to  
accounting*

RapidExpense helps you automate your invoices processing in a simple click within a secured cloud. Works 100% paperless and reduces manual tasks. With its user-friendly web and mobile design, RapidExpense enters data for accountants, enforces policies for managers and codes invoices for admins.

Website:	RapidExpense.com
Country:	Morocco
Sector(s):	ICT
Contact:	Chakib Allal
	chakib.allal@rapidexpense.com



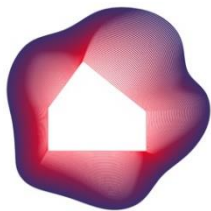
## Saleem Application / Mobileznation

*A Mobile App that makes it easy for patients to find a nearby available Doctor that can give them the needed medical treatment at their place.*

Saleem is the first mobile app that offers patients GP home visit services. It resolves problems both GPs and patients face. Among the struggles fresh graduate GPs face is the lack of absorption into specialty residency programs and low incomes during. This is where Saleem's role is vital as it offers GPs a platform to earn secondary income through freelance home visits. Saleem also helps alleviate problems patients go through to obtain medical treatment. Families who have toddlers or babies and similarly the elderly will not have to leave the comfort of their homes for medical treatments. Saleem is also a convenient solution for patients who suffer chronic illnesses and have to constantly visit medical centres and clinics.

Saleem is available in both English and Arabic languages and it consists of two applications; one for the patients and the other for doctors. Patients can request a GP, track their location and estimated arrival time, and rate the visit.

Website:	<a href="http://www.mobileznation.com">www.mobileznation.com</a>
Country:	Jordan
Sector(s):	Healthcare , ICT
Contact:	Anas Hijjawi <a href="mailto:Anas.hijjawi@mobileznation.com">Anas.hijjawi@mobileznation.com</a>

**Saraab***Immersive Design Workflow*

## SARAAB

Being able to communicate architecture is not an easy thing, it's hard to find a point of context with a wide audience and SARAAB works to enable that touch, fill communication, collaboration, visualization gaps within the team and with their clients

Immersive Design Workflow designed for architects by architects, offers a digital workspace for your team to manage the design process interactively with Agile tools, 3D and VR/AR. Leave the long email threads, long meetings and printing blueprints era behind and make your clients partners in the process, review, mark-up and validate every step of the design in real time through the Design Narrative Interface, Web based 3D and VR/AR accessible anywhere anytime and embeddable in any Website.

SARAAB aims to help steering creative processes efficiently into powerful outcomes resulting in efficient, cost effective, smart, people oriented buildings of the future and let Architects focus on what they do best... Design.

Website:	<a href="http://www.saraab.net">www.saraab.net</a>
Country:	Palestine
Sector(s):	AEC, Architecture, Agile Management, 3D, VR/AR
Contact:	Omar K. Aboudi <a href="mailto:o.aboudi@saraab.net">o.aboudi@saraab.net</a>



## Smartbox

*Recycling shipping  
containers as a smart,  
ECOLOGICAL &  
COST EFFECTIVE  
construction solution*

Our company delivers an economic and ecological model with a high-quality product, also reducing the costs and time of construction.

We offer a huge number of products, like, houses, offices, snack, restaurant, residence, pool, hotel, school, hospital and refugee camp.

Website:	<a href="https://mahmoudbelghith.wixsite.com/smartbox">https://mahmoudbelghith.wixsite.com/smartbox</a>
Country:	Tunisia / France
Sector(s):	Eco-Construction, Modular solutions, Events
Contact:	Mahmoud Belghith Mahmoud.belghith@gmail.com

## Spike

# Spike

*A mobile assistant for diabetics that proactively and automatically provides insulin reminders and food suggestions on a situation basis*

Spike is a mobile assistant that helps diabetics better manage their diabetes. Spike monitors the patient's daily behaviour and jumps in with reminders and tips when needed about insulin, food, activity, etc.. In addition to that, Spike stores the patient's data for further analysis and/or sharing with doctors and caregivers.

To complete the solution we provide:

- A medicine adherence network from friends, family and other diabetics.
- A real-time dashboard for doctors.

With all the data being collected, Spike is the first warehouse for insulin consumption data in correlation with the environment of the diabetic making it an essential player in the creation of the artificial pancreas.

Website: [www.thespikeapp.com](http://www.thespikeapp.com)

Country: Lebanon

Sector(s): Healthcare

Contact: Ziad ALAME, Founder & CEO,  
[ziad@thespikeapp.com](mailto:ziad@thespikeapp.com) - Tel: +961 70636133

## THE OFFICE

### THE OFFICE

*ThE OFFICE is the RBNB of working spaces!*

ThE OFFICE is a platform that connects offerers and seekers of working spaces.

Companies don't use their workspaces at 100%. Mostly, a business meeting room is used twice a week only for a couple of hours by a company's collaborators. In parallel, many start-ups, freelancers, and other professionals are looking for an affordable workspace.

ThE OFFICE enables companies to make their working places profitable and allows start-uppers and freelancers to work in a supportive environment by offering them other related services (catering, communication, transportation and accommodation) in a networking ecosystem.

Website: [www.theoffice.digital](http://www.theoffice.digital)

Country: Algeria

Sector(s): Internet Services

Contact: Naouel BOUKIR, COO, [bkr.naouel@gmail.com](mailto:bkr.naouel@gmail.com) - Tel: +213 551125481

## Business Support Organizations

# Berytech

**Berytech**

The Ecosystem  
for Entrepreneurs

Berytech is the ecosystem for entrepreneurs, providing a dynamic environment for the creation and development of start-ups, fostering innovation, technology and entrepreneurship.

Since 2002, Berytech has housed more than 310 entities, assisted more than 3,600 entrepreneurs, helped create more than 1750 job opportunities, granted more than \$1.7M to start-ups, raised \$19.5M in funds to manage programs, and has been investing more than \$70M in Lebanese technology companies.

Member of the European Business Network, Berytech was the first in the region to receive EU accreditation as a Business Innovation Center (BIC). Berytech is also Gold member of the InBIA, the largest member-based entrepreneurial support network in the world.

Website:	<a href="https://berytch.org/">https://berytch.org/</a>
Country:	Lebanon
Sector(s):	Innovation and entrepreneurship
Contact:	



**Brenco**

Brenco is an Algerian consulting and engineering firm specialized in market intelligence, business modelling, design thinking and supporting organizations that want to develop human-centric strategies in their decisions making.

Over the past 5 years, Brenco has demonstrated a strong commitment to participate to the development of Algerian start-up ecosystem, through the detection and support of entrepreneurs in the digital, agri-food and recycling industries.

For Brenco, today's children must and will be the green and social entrepreneurs of the future. Brenco has therefore decided to integrate people and nature into training activities and concrete projects it has undertaken.

Since 2017 Brenco has trained more than 1500 young students in design thinking, business modelling, green entrepreneurship and business creation on a voluntary basis.

Brenco develops partnerships with Algerian and regional actors in order to increase its capacity to support entrepreneurs, enabling them to participate in international training, exchanges, competitions and fundraising activities.

Website: <http://www.brenco-algerie.com>

Country: Algeria

Sector(s): Digital, agri-food and recycling

Contact: Karim Brouri [kbrouri@brenco-algerie.com](mailto:kbrouri@brenco-algerie.com)  
+659451205



## Factory 319 & Factory 619

We are a global Start-up Studio based between the two sides of the Mediterranean Sea : Factory 319 in Marseille and Factory 619 in Tunis. We develop growth synergies between Europe and Africa, federates a network of partners to support and structure innovative projects & start-ups and help them in their internationalization phase.

We are more specifically involved in 3 verticals : Health & Biotech, Gaming and digital transformation...

Website:	<a href="http://www.factory619.com">www.factory619.com</a>
Country:	France, Tunisia
Sector(s):	Health & Biotech, Gaming and digital transformation
Contact:	Hichem Radoine <a href="mailto:hichem@factory319.com">hichem@factory319.com</a> +33 6 08 23 65 43 Hédi Michau <a href="mailto:hedi@factory619.com">hedi@factory619.com</a> +216 22 880 880



## Flow

Flow provides Palestinian entrepreneurs a one-stop shop for the skills, resources and network needed to shape a sustainable start-up ecosystem in Palestine. Flow's mission is introducing business best practices and market-adapted incubation and acceleration process in parallel to strengthening the team's entrepreneurial competencies that meet Palestinian sustainable development requirements for young entrepreneurs.

Website:	<a href="http://www.flow.ps">www.flow.ps</a>
Country:	Palestine
Sector(s):	Entrepreneurship & Innovation
Contact:	Aljamil Ismail, Co-founder & Program Manager.
	Tel: 00972562100773   email: aljamil.i@flow.ps

**StartUp Maroc**

StartUp Maroc is an independent non-profit association, committed to accelerate the job creation and stimulate competitiveness and economic growth in Morocco through entrepreneurship and innovation.

StartUp Maroc Operates in more than 15 Moroccan cities. Served 10,000 entrepreneurs at all stages from ideation, Proof of Concept, Minimum Valuable Product and Go to Market Stage through funding / developing capacities / mentoring / market access / national and international exposure. Mobilized more than 400 startups experts and mentors.

StartUp Maroc is certified by the "Caisse Centrale de Garantie" to accelerate and fund approximately 30 projects over a period of 3 years (distribution of grants "Innov Idea" up to 10,000,000.00 dhs over 3 years and loans "Innov Start" up to 10,000,000 dhs over 3 years)

Our last flagship events organized are the StartUp Africa Summit (<https://startupafricasummit.global>) and the Startup Maroc Booster (<https://www.startupmarocbooster.com/>)

Website:	<a href="https://www.startupmaroc.org/">https://www.startupmaroc.org/</a> Facebook: <a href="https://www.facebook.com/startupmorocco/">https://www.facebook.com/startupmorocco/</a> Twitter: <a href="https://twitter.com/startup_morocco">https://twitter.com/startup_morocco</a> Youtube: <a href="https://www.youtube.com/startupmaroc">https://www.youtube.com/startupmaroc</a>
Country:	Morocco
Sector(s):	Innovation
Contact:	Mme Zineb Rharrasse Directrice Générale StartUp Maroc Email: <a href="mailto:zineb.rharrasse@startupmaroc.org">zineb.rharrasse@startupmaroc.org</a> Tel: 00212 664 150 279

EgyptInnovate<sup>®</sup>**The Technology Innovation and  
Entrepreneurship Center (TIEC)***Technology Innovation and  
Entrepreneurship Center*

The Technology Innovation and Entrepreneurship Center (TIEC) was launched in 2010 with the aim of driving innovation and entrepreneurship in ICT for the benefit of the national economy.

TIEC services are designed to offer a full-fledged entrepreneurship value chain to support innovators and entrepreneurs throughout their different entrepreneurial stages: pre-incubation, incubation, and post-incubation. The innovation chain is triggered with specifically tailored capacity-building activities to fulfil its mission of stimulating an innovation-based economy. TIEC offers its flagship incubation program- the first nationwide business plan competition in Egypt- targeting entrepreneurs with ICT-related prototypes who are willing to turn their projects into actual start-ups/enterprise. At the start-up growth stage, TIEC offers a set of services providing the channels to access new markets and financing sources.

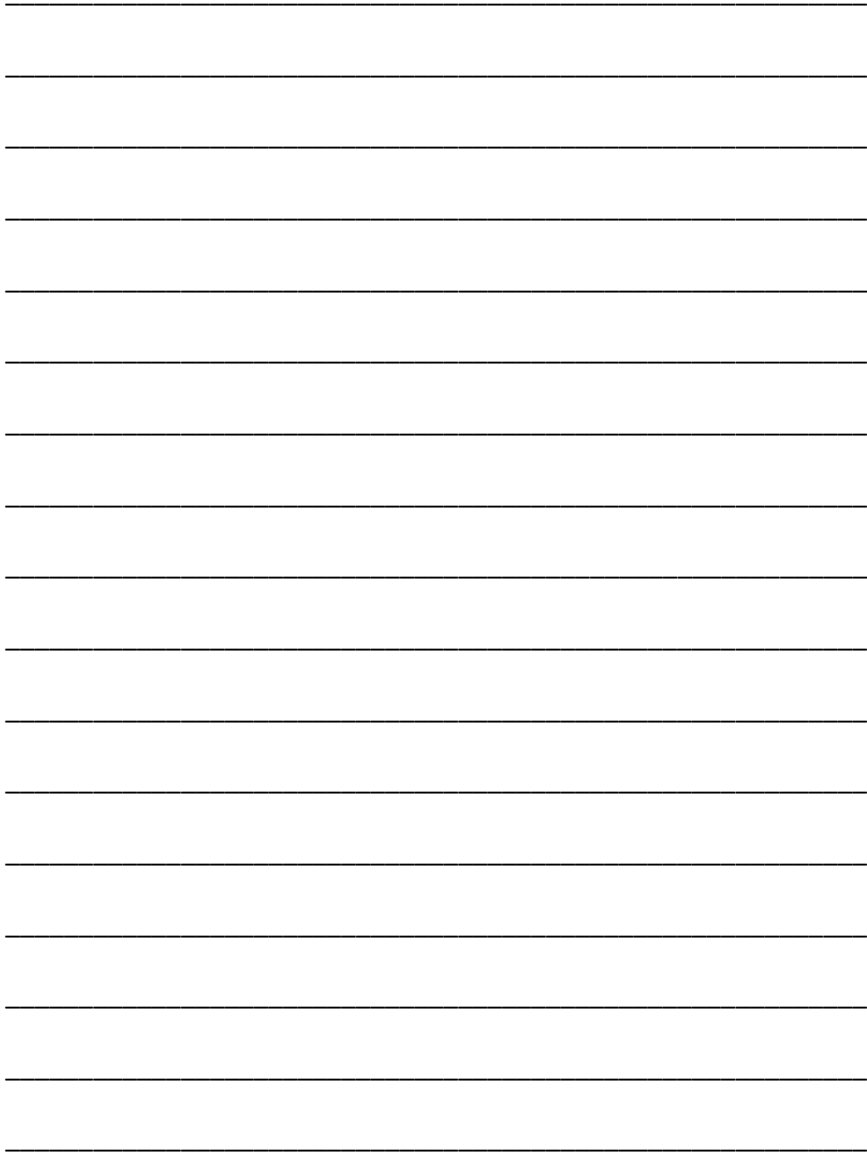
Ultimately, TIEC strives to become the leading regional hub and world-class centre for ICT-based innovations and entrepreneurship. In line with that vision, TIEC launched the EgyptInnovate platform, an online innovation hub for Egyptian innovators and entrepreneurs to connect, learn, and be inspired.

Website: <https://www.tiec.gov.eg/English/Pages/default.aspx>

Country: Egypt

Sector(s): ICT

Contact:





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**[www.thenextsociety.co](http://www.thenextsociety.co)**

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**EUROPEAN UNION**