

PRESS RELEASE

Amman, 26 October 2017

3 Jordanian start-ups selected to join THE NEXT SOCIETY Start-up booster track

Three Jordanian start-ups were selected on 25 October 2017 in Amman to access the services of the Start-up Booster Track, a tailor-made support programme for entrepreneurs provided through THE NEXT SOCIETY initiative.



This start-up pitch session was held during the **Elevator Roadshow in Jordan**, THE NEXT SOCIETY movement launch event in the MENA countries. It was organised by the Information & Communications Technology Association of Jordan – int@j in cooperation with Arabreneur, the leading ICT business accelerator in the region, with the financial support of the European Union.

On this occasion, three start-ups particularly stood out: [BEYE](#), founded by Nizar Hawamdeh, is a data management tool to help banks make the right fact-based decisions quickly, and effectively. [Sadeed](#), founded by Abdalla Odat, is a social media

customer service tool using artificial intelligence and machine learning. [UserTestingArabic](#), created by Mona Lattouf, helps companies in gathering feedback from real users and identify issues that are undermining their experience on their website. **They will be the first start-ups to join THE NEXT SOCIETY 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: Europe, Africa, Gulf Countries, and USA. It is composed of several services, starting in 2018, that will help entrepreneurs through their journey: Innovators Academies, International Acceleration Bootcamps (Middle East & Africa) and International Business Development Missions. They will also be eligible to additional services such as Entrepreneurs Mentoring Programme, BigBooster Lyon Bootcamp (International Acceleration Bootcamp for the US market), Soft landing and Power Dinners with investors.

THE NEXT SOCIETY Elevator Roadshows are events where innovation ecosystem stakeholders gather to celebrate creativity, leadership, sustainable solutions and forward-looking partnership, but also the opportunity to introduce the services delivered within **three Booster Tracks designed for entrepreneurs, cluster managers and technology transfer office managers**. The event also hosted an information session presented by Mowgli Mentoring, introducing a unique entrepreneurship mentoring methodology and offering the opportunity to become mentor or to be mentored.

The next Elevator Roadshow will take place in **Beirut, Lebanon, on 16 November 2017, organised by Berytech**. Start-ups and other Booster Track beneficiaries will also be selected in Algeria, Egypt, Lebanon, Morocco, Palestine and Tunisia by early 2018.



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About 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.

THE NEXT SOCIETY gathers already a large network of over 300 business & innovation, research and investment organisations, 2,500 international SMEs and entrepreneurs from 30 countries.

THE NEXT SOCIETY is launching a four year action plan (2017-2020), co-funded by the EU up to 90% for a global amount of EUR 7.8 million budget.

<http://www.thenextsociety.co>

THE NEXT SOCIETY partners' community

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