THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN

THE NEXT SOCIETY CLUB 2019 PROGRAMME





THE NEXT SOCIETY MOVEMENT

OUR AMBITION

THE NEXT SOCIETY is a movement carried out by an open community of economic and social organisations from Europe and the South Mediterranean countries: investment agencies, enterprises, start-ups, innovation hubs, NGOs, etc.

It aims at **reinforcing innovation ecosystems** and fostering value creation as well as pushing forward **concrete solutions for a shared prosperity** in the Mediterranean and in Africa.

Launched by the Euro-Mediterranean network ANIMA Investment Network, it gathers over **300 organisations and 2,500 entrepreneurs** so far. It has started in 2017 with a 4-year pilot action plan cofinanced by the European Union up to 7 million Euros.

OUR VALUES

- Reverse Innovation: Efficient solutions to global industrial, societal and environmental challenges will come from emerging countries - frugal innovation, inclusion, resource management, food independence, etc.
- 2. Social Responsibility: Value creation is also about being inclusive and engaged for local communities.
- **3. Shared Value:** The region's promising prospects depend on an effective partnership between the two shores of the Mediterranean and within each country.
- **4. Leadership:** We support and promote the economic and scientific emerging leaders in the Mediterranean, with a highlight on talents from the diaspora



IN THE MEDITERRANEAN, ENTREPRENEURS AND INNOVATORS ARE BUSY CREATING THE FUTURE



Mobile penetration reaches 125% in North Africa and 112% in the Middle East against 101% in the USA and 92% in China



EON Motors manufactures and sells the WEEZ, the first Euro-Mediterranean independent electric car, developed under a French-Tunisian partnership

Nilebot, incubated by the Bedaya Centre in Egypt, allows to monitor and manage water quality on your smartphone for aquaculture or urban networks



The Tunisian group Nielsen designed the first universal 5 in 1 compactor that treats 24 types of waste (plastics, metal, textiles, polystyrene, cardboard...). It holds several patents and rapidly enters the African market





26% of the electricity produced in Morocco is renewable and the Kingdom set a 52% target for 2030

According to EY, among the world's 40 most attractive countries for renewable energy, 20 are in the Euromed region



BioLact Protect, an organic detergent for the agrifood industry, exists! It is more effective than chemical detergents and it is derived from milk bacteria. It was developed by two Tunisian women researchers



... TO OVERCOME MAJOR CHALLENGES IN THE REGION



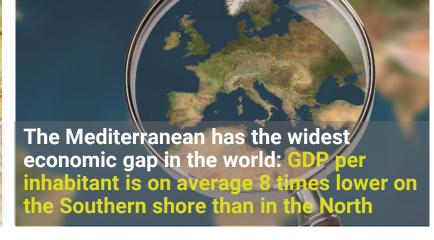
And almost 3 million young people join the labour market every year













OUR ACTION PLAN

THE NEXT SOCIETY is working on the innovation **policy framework** in **7 Mediterranean countries**: Morocco, Algeria, Tunisia, Egypt, Palestine, Jordan and Lebanon; and is implementing **3 Booster Tracks** that will support by 2020:



100 THE NEXT clusters SOCIETY CLUSTER **BOOSTER TRACK** Supporting cluster managers in the Be the Diagnosis/ next! labelling, training, inspiration visits, peer mentoring, business development



THE NEXT SOCIETY

THE NEXT_START-UPS









Now searching, comparing and booking bus tickets for travel anywhere in Mercade platfors and mobile apprehen that the year and compare prises, bus samedales and pick up and drop of locations in 10 languages and 25 currencies.

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THE NEXT SOCIETY
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_PARTNERS

Project partners















































Ecosystem Partners





























Project coordinator



Club

















_THE CLUB

20 LEADING BUSINESSES AND INVESTORS COMMITTED TO CREATE VALUE IN THE MEDITERRANEAN

MEMBERSHIP

- Annual subscription: € 5,000
- Invitation to THE NEXT SOCIETY events (except advocacy panels)
 - Access to entrepreneurs and innovators of THE NEXT SOCIETY community: start-ups, clusters and researchers

EXPERT MEMBERSHIP

- Annual subscription: € 15,000
 - Participation in THE NEXT SOCIETY advocacy panels
 - Use of your expertise for the implementation of selected priorities in the national innovation roadmaps

3 OPTIONS

Cost: € 10,000

MEET-UP/ LEARNING VISIT

- Organisation of tailormade meetings with selected Mediterranean start-ups and clusters
- Organisation of tailormade meetings with a country innovation ecosystem: institutional players and business community

CHALLENGE CALL

 Organisation of a call for solutions among the innovators connected to THE NEXT SOCIETY targeting your tech/ sustainability issues

SOFT LANDING/ MENTORING

 Selection of entrepreneurs and support for the organisation of a short-term incubation in your company, or of mentoring



PROGRAMME CLUB 2019

TUNISIA START-UP BOOTCAMP

23 & 24 april 2019, Tunis

- Launch of the 2019 promotion 2019 of THE NEXT SOCIETY start-ups
- Bootcamp with BiatLab and CONECT
- Start-ups: 20 entrepreneurs from 7 MED countries

INVESTMENT ACADEMY

20 june 2019, Paris

- Preparation for the fundraising of 25 entrepreneurs
- Besides the Forum of African Diasporas

26 october 2019, Dakar

- Preparation for the fundraising of 25 entrepreneurs
- Besides Rencontres Africa (with Class Export & CJD Sénégal)

Origin of entrepreneurs: diaspora and Senegal, Tunisia, Morocco.

DIAFRIK INVEST KICKSTART BOOTCAMP

29 & 30 april @ The Camp, Aix en Provence

- Bootcamp with 60 entrepreneurs from the Diaspora and Tunisia, Senegal and Morocco
- Possible coaching by Club members

MIDDLE EAST START-UP SUMMIT

October 2019, Beyrouth

- Buyer and investor meetings, post-acceleration programme
- Organized by Berytech

Origin of entrepreneurs: 7 med countries, Europe

BIG BOOSTER

October 2019, Lyon

- Bootcamp
- Organized by Fondation pour l'Université de Lyon
- Start-ups: 70-100 entrepreneurs Europe, MENA & Africa

AFRICA START-UP SUMMIT

November 2019, Rabat

- Buyer and investor meetings, post-acceleration programme
- Organised by Start-Up Maroc

Origin of entrepreneurs: Tunisia, Senegal, Morocco, Europe

LA MEDITERRANEE DU FUTUR

25-26 November 2019, Marseille

- Conference on investing in the Mediterranean
- Organized by Région SUD

Présence des membres du réseau ANIMA

EMERGING VALLEY

December 2019, Marseille (@The Camp)

- African start-ups forum
- Organized by StartUp BRICS, AFD
- Workshop on Open Innovation by ANIMA

Origin of entrepreneurs: Subsaharan Africa



_MEET-UP/ LEARNING VISIT OPTION

A TAILOR-MADE PROGRAMME TO MEET INNOVATORS IN THE MEDITERRANEAN COUNTRIES

SERVICE

- You define the actors you wish to meet: start-ups, innovation hubs, clusters, business circles, national or regional agencies and authorities
- We build together a tailor-made programme of meetings with your future customers, suppliers, commercial or technological partners and other private or public contacts
- We facilitate your journey and we cover the travel costs of one of your employees



- You meet innovation leaders in your business area and you accelerate your exploratory approach
- You benefit from the trust and the address book built by THE NEXT SOCIETY and by ANIMA Investment Network. This network brings together economic development stakeholders in Europe and in the South of the Mediterranean: 75 members from 22 countries

 government and regional authorities and agencies, business federations, innovation hubs, investors, research centres

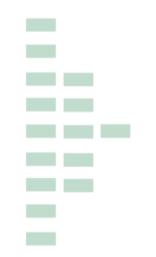


_CHALLENGE CALL OPTION

A COST-EFFECTIVE PROCESS TO SOURCE SOLUTIONS AND AN INNOVATIVE MARKETING STRATEGY

SERVICE

- You define your challenge (a technological, social or environmental issue) and associated reward: financial or moral/non-financial (training, job offer, partnership, etc.)
- We disseminate a call for applications to THE NEXT SOCIETY platform and community
- We process applications received from startups, entrepreneurs and researchers
- You assess pre-selected solutions to decide if your challenge is solved indeed



ADDED VALUE

- You choose an efficient and cost-effective process to source solutions
- You source tailored solutions for the South Mediterranean markets and the demand of local consumers
- You help support entrepreneurship and reduce the failures of innovators by directing them towards market demand
- You develop a new and innovative marketing channel

Ongoing challenge: Zero plastic waste in the Mediterranean

(Provence-Alpes-Côte d'Azur Region / thecamp)



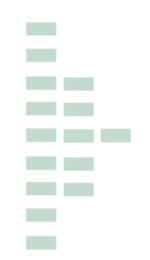


_SOFT LANDING/ MENTORING OPTION

AN INCUBATION IN YOUR COMPANY OR REMOTELY TO BOOST THE DEVELOPMENT AND INTERNATIONALISATION OF A START-UP

SERVICE

- You define your target business sectors
- We disseminate a call for applications to THE NEXT SOCIETY platform and community; and we process applications
- You assess pre-selected solutions to choose the winning start-up
- We help you define a short-term incubation in your company or mentoring programme
- We facilitate the organisation of the start-up travel



ADDED VALUE

- You explore the potential of an innovative project chosen in your business sector
- You support entrepreneurship and accelerate the international development of a Mediterranean start-up by helping the entrepreneur to test a solution, develop his/her address book and fine-tune a strategy to enter the European markets
- You develop a new and innovative marketing channel



_CONTACT US

Zoé Luçon, Director, Strategic Partners +33 4 96 11 18 17 **DIRECT** | zoe.lucon_anima **ID Skype** | zoe.lucon@anima.coop **MAIL**

ANIMA Investment Network

11b rue Saint Ferréol 13001 Marseille – France
www.anima.coop

ANIMA Investment Network is a multi-country cooperation platform for economic development in the Mediterranean. The ANIMA network gathers national and regional investment promotion agencies, international organisations, business federations, innovation clusters, financial investors and research institutes from the region. ANIMA's objective is to contribute to the continuous improvement of the Mediterranean business and investment climate, as well as encourage a shared and sustainable economic development for the region.

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