

THE NEXT SOCIETY

INNOVATORS
SHAPING THE FUTURE
IN THE MEDITERRANEAN

THE NEXT SOCIETY CLUB
2019 PROGRAMME



Project funded by the
EUROPEAN UNION

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 co-financed by the European Union up to 7 million Euros.



OUR VALUES

1. **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

THE NEXT SOCIETY

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



© Garry Knight

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



© EON Motors Group 2015

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



© Nilebot

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



© Nielsen



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



60 % of the South Mediterranean population is **under 30**

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



80 million of people living in the Mediterranean will face a **water shortage** in 2025, and the region is one of the most affected by the impacts of climate change



By 2050, urban population will exceed 75% in almost all South Mediterranean countries, compared with 55% today



The Mediterranean has the world highest **diabetes prevalence rate** with **43 million** people affected



North Africa and Middle East countries account for 6% of the world population but **absorb** 30% of wheat imports on average



The Mediterranean has the widest economic gap in the world: **GDP per inhabitant is on average 8 times lower on the Southern shore than in the North**

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 :

300
start-ups

International bootcamps,
mentoring,
soft landing,
innovators academy,
business development
missions,
power dinners (meetings
with business angels)

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**START-UP
BOOSTER TRACK**

THE NEXT SOCIETY calling
MENA entrepreneurs
& innovators

We are looking for
Innovative early stage start-ups
with impact-driven solutions
Products or services in the following
areas:

- Tech & Software
- Food
- Environment
- Energy
- Health
- Social & Culture

Be the
next!



100
clusters

Diagnosis/
labelling,
training,
inspiration visits,
peer mentoring,
business
development

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**CLUSTER
BOOSTER TRACK**

Supporting cluster
managers in the
MENA region

We are looking for
Managers of clusters, science parks or
business networks
In the following areas:

- Tech & Software
- Food
- Environment
- Energy
- Health
- Mechatronics
- Creative Industries
- Textile
- Materials
- Transport

Be the
next!



60
TTO
**Technology
Transfer
Offices**

Project
marketing,
training,
BtoB meetings

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**TTO
BOOSTER TRACK**

Supporting innovative and
technological capacities
of MENA TTos

We are looking for
Managers of technology transfer offices
(TTOs) or similar organisations playing
a role of interface between research and
industry
In the following areas:

- Tech & Software
- Food
- Environment
- Energy
- Health
- Mechatronics
- Creative Industries
- Textile
- Materials
- Transport

Be the
next!



THE NEXT SOCIETY

THE NEXT START-UPS



GOUTRA
Algeria
#OneLinePitch

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#Mar7abaStartups

“Goutra is a water saving system based on an economical and efficient way to be used in the output of all types of fountains to ensure the safety and the saving of water consumption in real time. Based on a smart sensor and connected to a software to provide the user with a very detailed report of his consumption (statistics and advice for better management).”



UserTestingArabic
Jordan
#OneLinePitch

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#Mar7abaStartups

“We help companies in gathering feedback from real users and identify issues that are hurting their experience on your website.”



209 Lebanese Wine
Lebanon
#OneLinePitch

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#Mar7abaStartups

“209 is a community platform built around a series of engaging channels created to help you discover and appreciate a broad selection of Lebanese wine. Based on your personal online selection, 209 helps you pick and purchase the best bottle to suit your tastes, preferences and budget, and delivers your choice straight to your door.”



Lagare.ma
Morocco
#OneLinePitch

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#Mar7abaStartups

“Now searching, comparing and booking bus tickets for travel anywhere in Morocco becomes easier! Lagare.ma is a website platform and mobile app that will let you compare prices, bus schedules and pick up and drop off locations in 30 languages and 25 currencies.”



EVENTATI
Palestine
#OneLinePitch

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#Mar7abaStartups

“Innovative event and tickets management platform, Eventati is a self-service space for anyone to create, organise, share and promote, manage and sell tickets. It aims to share thoughts, passions and keep everyone connected and up-to-date!”



OCStudios
Egypt
#OneLinePitch

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“Making architectural and urban imaginations more real! OCStudios provides services for Building Information Modeling (BIM), which is a digital representation of physical and functional characteristics of a building and virtual reality.”



Moodfit
Jordan
#OneLinePitch

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“Moodfit is a hassle-free online home furnishing and decoration service. From carefully selected professional interior designers.”



Recyclo
Lebanon
#OneLinePitch

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“Fourth Industrial Revolution Meets Recycling! Recyclo helps companies, factories, recyclers, commodity brokers and local governments navigate recycling markets.”



MOLDIAG
Morocco
#OneLinePitch

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“Moldiag is developing and manufacturing molecular diagnostic tests for the analysis of chronic cardiovascular diseases. They have already developed, clinically validated and patented two molecular analysis tests: one for the heart cancer and another for the heart failure. These highly-sensitivity tests will cost them less than one Euro and will make them very competitive to the currently marketed products.”



GST
Tunisia
#OneLinePitch

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“In the taxation technology, we have developed GSTSD (General Taxation Software Development) and GSTSD (General Taxation Software Development) which are the most innovative software offers a online platform available for all different countries (Morocco, Algeria, Tunisia, Libya, Egypt, etc.) and GSTSD (General Taxation Software Development) solution for taxpayers.”



KOTOBNA
Egypt
#OneLinePitch

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“Kotobna allows talented Arab authors to publish, promote and monetize their work via the website, mobile app and print-on-demand platform. Thanks to Kotobna, Arab authors will have the chance to get the exposure they need and reach a wide network of around 85-million users in just a few simple steps!”



BEYE
Jordan
#OneLinePitch

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“The solution is an innovative management tool being used by banks today to better understand business performance and all the factors that affect its results. It is definitely the best tool a manager can use to make the right fact-based decisions quickly, and effectively.”



Slighter
Lebanon
#OneLinePitch

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“The Smoking Lighter! Slighter is a smart chemical free lighter that will assist you remove and quit your smoking habit. Based on its patented AI algorithm and connected to your mobile device, the award-winning Slighter tracks, learns and supports you along the way.”



UBConnect
Palestine
#OneLinePitch

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“UBConnect is an innovative digital platform that allows users to turn their business cards into digital cards, managed & controlled seamlessly by their mobile number. From now on, your mobile number is your business card!”



Fibus
Tunisia
#OneLinePitch

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“Fibus Engineering is a business software engineering start-up. Its goal is to offer original and innovative enterprise software solutions to complete the business moves for management, human resources, financial, and business systems, and to bring the solution to quickly business issues, answered by innovative solutions.”



WasteMarche
Egypt
#OneLinePitch

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“WasteMarche has created an online platform for industrial waste management which will be a real asset for handling all activities related to waste management: loading, getting value, transporting of waste materials and networking among all stakeholders in the industrial waste management market.”



Sadeed
Jordan
#OneLinePitch

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“Sadeed offers to manage all your social media accounts through a single window. Thanks to a set of features, Sadeed supports and reinforces your online presence.”



Carpolo
Lebanon
#OneLinePitch

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“Carpolo is a smart carpooling platform with a gamified points reward system and analytics tools to promote carpooling for communities. It aims to become a search engine for unused car space by incentivizing members of the same community to list their empty car seats.”



P4K
Palestine
#OneLinePitch

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“Puppet & Kids is a social enterprise that aims at improving the psychosocial well-being of children through the use of puppet.”



eDonec
Tunisia
#OneLinePitch

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“Because tomorrow's leaders are today's kids, eDonec is a well-balanced ecosystem between early education and family care is key to better generations. As eDonec has created a unique platform that engages parents in their kids' growth process both while in the kindergarten and at home.”

We ARE THE NEXT SOCIETY

INNOVATORS
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IN THE MEDITERRANEAN

Mowgli
Mentoring

AWEX
EBAN
EBN
Eurochambres
MBAN

FPUL
Kedge
Business School
ARII PACA

France Clusters
ANIMA
FEMISE
Sophia BA

BA of Slovenia

AEBAN
BANC
IESE
ACCIO InnoBAN

CEIPIEMONTE
INSME

Galata BA
ITÜ ARI Teknokent
IZKA
TBAA

HeBAN

FCE

APII
Conect

Startup Maroc
R&D Maroc

Berytech

Arabreneur
HCIE
PICTI

RSS

GAFI
ITIDA

Partners Associate Partners

Project partners



Ecosystem Partners



Project coordinator



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 tailor-made meetings with selected Mediterranean start-ups and clusters
- Organisation of tailor-made 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

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



ADDED VALUE

- 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 start-ups, 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

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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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