

# THE NEXT SOCIETY

INNOVATORS  
SHAPING THE FUTURE  
IN THE MEDITERRANEAN



Project  
funded by the  
**EUROPEAN UNION**

# **TECH BOOSTER PROGRAMME**

## From research to market



# TECH BOOSTER: Helping young researchers-entrepreneurs develop their start-ups

## For whom?

The Tech booster is intended for young researchers or innovators who developed a technology or a research project and who want to turn it into a successful business.

## What does the Tech Booster include?

The Tech Booster is an acceleration programme. It provides a tailor-made support from a pool of experts, mentors and investors to help explore market, funding and business opportunities, develop a valid business model and get local and international exposure.



# TECH BOOSTER: What you will learn and achieve

## Coaching topics

- Intellectual Property
- Market validation and business model
- Commercialisation and go-to-market strategy
- Entrepreneurship process & business modeling
- Access to market and funds

## Outcomes for your start-up project

- A validated Business Model
- A Minimum Viable Product (MVP) ready to access the market
- An investment and/or client pitch deck
- Visibility & meetings with industry leaders and innovation professionals in your sector



## Tech Booster is a unique approach to the commercialisation of research

- A pragmatic approach inspired by start-up bootcamp methodologies
- Training + technical & practical guidance and interaction with international & local mentors and experts
- Networking and best practices with peers from MENA region and Europe
- International exposure with access to local and global markets
- Meetings with targeted B2B networks, industry leaders and investors





# TECH BOOSTER: 3 steps to accelerate your research-based start-up

## Tech transfer bootcamp

### Get ready

3-day intensive training with a focus on teamwork, networking, mentoring sessions, learning, applied knowledge & exchange of expertise

## Coaching

- Collective coaching
- Soft landing

### Accelerate

A series of group working sessions to fine-tune your strategy  
Or a short-term incubation in a European incubator to explore foreign markets & test your solution

## I2I

- Public pitching
- B2Bs

### Demonstrate

Public pitching session + market-oriented matchmaking meetings with targeted investors, industry leaders and experts



# TECH BOOSTER: Be the next! Are you eligible?

## The Tech Booster is for you

- You are a young researcher, postgraduate, engineer or technician willing to develop a start-up or to engage with industry?
- Your innovation is based on a locally developed technology + proof of concept + transferable (no IP issues) + potential of scalability + impact on major industrial, social or environmental challenges
- You are established in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine or Tunisia and you speak English

## Conditions

Online selection. Support services are free of charge (& delivered in English), travel costs are covered



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THE NEXT SOCIETY

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