

The Launch of The SECOND SMU INCUBATOR COHORT:

The 2nd of October 2021 was the launch of the Second SMU incubator cohort, proceeding to the integration of 10 new startups at the end of a selection and training course that lasted 5 months. Our entrepreneurs made their pitch in front of a jury composed of potential investors, alumni, and faculties.

Unlike the first cohort, that of the year 2021/2022 opened to its external environment by integrating startups launched not only by students, graduates or Alumni of the MSB/MedTech, but also by externals in a proportion of 60/40 also including seniors. The first selection concerned 70 projects to designate about twenty startups which benefited from three days of boot camp with, at the end of the day, a morning of pitch session where 12 startups distinguished themselves.

The selection was made based on various criteria ranging from the nature of the idea and the project, the development potential, the progress of the project, its positioning on the market, the profile and the rigor of the candidates carrying out the project. and their journeys.

The training provided aimed to support start-ups to enable them to operate and perform well in the market, regardless of their sector of activity. They have, as such, been accompanied by experts from various backgrounds for the implementation of a Business Plan and Sales Process.

The 10 selected startups will be put in touch with investors and mentors to support and accompany them on the market.

Faculty and staff members from different departments all participated to assess entrepreneurs' projects and pitches and provide them with their feedback.

SMU INCUBATOR Director :

Ms. Hela CHAARI, the Director of the SMU Incubator, is behind organizing SMU Incubators / Collaborate with mentors, who are mainly successful entrepreneurs, contact and invite guest speakers based on the SMU networking contacts that she is a big part of its development, and collaborate with external incubators (Redstart, Smart Capital, etc..) to benefit the whole program with free features. Succeeding with a follow-up with the entrepreneurs before and after the program; an example of MedTour from the first cohort they got their first partnership with Algerian partners under the name of SMU, negotiate with SMU entrepreneurs to help students get a summer internship, graduation projects or even employability; for example Two startups of the second cohort startups named Sportiny and Retin view engaged with senior MedTech students to help in developing in the start-up project in another hand these students works on their final project, along with organizing demo day.

SMU INCUBATOR Director's message :

"We are in favor of initiatives coming from all regions of Tunisia but also of gender equality and in particular the presence of female entrepreneurship," underlines Hela Chaari, director of the Career and Alumni Center of the SMU. and Head of the "SMU Incubator".

"We also have partners from other incubators, and it is a wealth for all of us to exchange because it brings added value and increases the chance of startups to succeed and succeed" adds Hela Chaari.

SMU Incubator



Context: Why?

- As part of our thriving entrepreneurship ecosystem, SMU is aiming to celebrate its students and Alumni voices and uncover their inspiring stories of trials, hope, and success in everyday life.
 - One of the career center's key responsibilities is to follow-up with its students & Alumni, through conducting surveys, to showcase their career path in owning and operating businesses all over the world to learn more about their business profiles.
 - As a part of Needs Assessment, in collaboration with Noomen Lahimer, MSB Professor, the CAC conducted 20 one-to-one interviews with its students & Alumni Entrepreneurs; Each interview took 1 hour to get closer to interveners needs and to provide the best of SMU in their support.
- We have recorded through the surveys that we sent to our graduates a rate of 10% of graduates from all programs combined were interested in entrepreneurship.
- All individuals are from diverse backgrounds and have innovative ideas. 12 startups have been identified and selected, then participated in the first launch of the SMU incubator event on the 2nd of October 2021 on the SMU campus.
- The Objectives are: Better assess Entrepreneurs' Needs and Provide a personalized support to startups.

12 Entrepreneurs presented their pitches with success

Sportenee

Sportenee

A dedicated Sports Matchmaking Platform with the right tools solving all stakeholders' problems.

Zeid Hanzouli

LoDeep

Ahmed Ghrib

A Digital platform of E-commerce: in the clothing and fashion field.



MonSapo



A line of ecological cleaning products that uses cooking oil and wood ashes as raw material to improve the quality of life of customers and protect the environment from pollution.

Sabrine Chennaoui

RetinaView AI

Majdeddine Soufi

With Computer Vision and Artificial Intelligence, we help retailers listen to their shoppers.





SkillServe

An online wallet where asset transfer and exchange of assets is facilitated in the Finance & IT fields.

Oualid Jaafar

Zoubeir Belhaj
Amor

Adel Hamdi

Ahmed
Massaoud

Dhia Daly

ASQII

Robotized assistant to enable the manipulator easily handle chemotherapy : -Minimize errors -Traceability of acts performed -Makes the manipulator's task easier - Mobilizes less human resources -Ergonomic (Facilitates the manipulator's task) -Reduces the risk of error by increasing accuracy -Modulable (nb. of units depends on activity) -Affordable acquisition costs (medium and small structures)



UP-Cycle LAB

UP-Cycle LAB

UP-CYCLE LAB transforms low value trash into quality sustainable products. It promotes sustainable materials and methods, and the products will be local, handmade and eco-friendly.

Ali Ben Lassoued

Jihene Kasri

Mohamed Ajmi

BEY&BEY

A crypted provocative streetwear brand based in Sousse.

BEY&BEY



Signature

A high-quality perfume composed with natural ingredients, safe to use and eco-friendly.

Mohamed
Skander Ben
Slimene

Fourat
Ouerghemi

D-Carte

Contactless unique business card.



Dracoss

Dracoss is a startup that aims to make recycling water accessible to everyone through micro water treatment station.

Amen Allah Souli

Mohamed Faouzi
Zorgati

Motion ADS

Motion Ads is a digital advertising start-up operating through a user-friendly platform to help companies manage their advertising campaigns with real-time analysis and charts on the visibility and effectiveness of the campaign.



We decided to open our SMU Incubator 2nd cohort to external entrepreneurs, So for this 2nd cohort 40% of external entrepreneurs are enrolled in our SMU Incubator Program, and 60% are from our SMU Community (MSB/MedTech)

EVENTS

Bootcamp :

The SMU Incubator Bootcamp comes just after the first selection of Startup applications. It is a 3-day intensive training designed to foster innovation, improve business models, and help entrepreneurs pitch their projects. The Bootcamp ends with a pitching session for jury members composed of experts, entrepreneurs, and faculty. Only qualified Startups from the Bootcamp were selected to join the SMU Incubation program for 6 months.

39 Entrepreneurs from 18 startups with different profiles and backgrounds joined the 3-day bootcamp from September 30th to October 2nd, 2021.



1st Weekly Meeting :

SMU Incubator first weekly meeting for the second cohort was under the theme "How to build strategy starting by its mission and vision". It was a fresh start for our entrepreneurs to get things on the right track with the beginning steps for creating a company: Clearly defining its vision & mission. In the first hour and a half, our Guest Mrs Sarah Aouini: CEO and Founder of Black Magnet did her best to empower them and give them the opportunity to understand how to strongly build their startups' mission and vision. After the coffee break, in the second part of the weekly meeting, our guest Mr Laabidi Karim: Chief Executive Officer of Bee Tunisia and EMBA Alumnus shared with our entrepreneurs his rich experience with entrepreneurship and how his clear definition since the beginning of his company's vision and mission helped him convince important investors.

SMU Incubator
MSB - MedTech - LCI

How to build Strategy starting by its mission and vision

GUEST SPEAKERS

Wednesday, October 27th
From 4:00 PM to 6:40 PM
At MB06

D-DAY AGENDA

From 4:00 pm to 5:30 pm
Sarah AOUINI: CEO & Founder of Black Magnet

From 5:30 pm to 5:40 pm
Coffee break

From 5:40 pm to 6:40 pm
Karim Laabidi: Chief Executive Officer at Bee Tunisie & EMBA Alumnus

Sarah AOUINI
CEO & Founder of Black Magnet

Karim LAABIDI
Chief Executive Officer at Bee Tunisie & EMBA Alumnus

BLACK MAGNET

bee

Partners: E-dracon, STP, ASOT, etc.

2nd Weekly Meeting :

Creating a startup puts the entrepreneur under constant risk. Therefore, Business law has decreed certain rules that entrepreneurs can use to protect themselves. To prepare its entrepreneurs for their journey, SMU Incubator organized its 2nd event for the second cohort under the theme "Business Law and Partnership in startup". In the 1st part of the event, our guest Mr Lassaad BELHEDI: Lawyer at Cabinet BLB, listed the procedures that an entrepreneur must adopt to protect himself with his co-founders, investors and even his employees. He enumerated and defined the entrepreneurs' rights and obligations towards law. In the 2nd part of the event, Mr Nacef Bouzguenda: CEO & Founder SaniBain & Digilogement, described his experience in creating and developing a business, the mistakes that exposed him to obvious risk throughout his professional journey and concluded by advising out fresh entrepreneurs to adopt certain legal procedures to protect themselves.



**SMU Incubator Workshop :
Business Law
& Partnership in Startup**

GUEST SPEAKERS

Wednesday, November 3rd
From 4:00 PM to 7:00 PM
At MB06

D-DAY AGENDA

- From 4:00 pm to 5:30 pm
Lassaad Belhedi
Lawyer at Cabinet BLB & Labiadin
- From 5:30 pm to 5:40 pm
Coffee Break
- From 5:40 pm to 7:00 pm
Nacef Bouzguenda
CEO & Founder SaniBain, Casa Square & Digilogement

Lassaad BELHEDI
Lawyer at Cabinet BLB

Nacef BOUZGUENDA
CEO & Founder SaniBain, Casa Square & Digilogement

CASA SQUARE
Maison & décoration

SaniBain
Maison & décoration

3rd Weekly Meeting :

After defining the vision, mission of a startup and protecting its members by Business law procedures, entrepreneurs have to develop a branding strategy for their startup and position it among the market. For that reason, the 3rd weekly meeting organized by SMU Incubator 2nd Cohort was under the theme "Branding and Positioning". Our Guest speakers for this event were Mrs Salma Ines DHAOU: Expert in Marketing Communication who initiated our entrepreneurs with the Branding and Positioning concepts, Mr Hosni GHARIANI: CEO and Founder of 3SG BBDO and Ykone and Mr Youssef KESKES: Associate Creative Director of 3SG BBDO answered our entrepreneurs' questions and advised them about the strategy that fits more their startups.



**South Mediterranean University
MSB - MedTech - LCI**

Branding & Position workshop

GUEST SPEAKERS

Wednesday, November 10th
From 4:00 PM to 7:00 PM
At MB06

D-DAY AGENDA

- From 4:00 to 5:30
Branding & Position workshop
Salma Ines Dhaou, Expert in Marketing & Communication
- From 5:30 to 5:40
Coffee Break
- From 5:40 to 7:00
Hosni Ghariani, CEO & Founder 3SG BBDO & Ykone
& **Youssef Keskes**, Associate Creative Director at 3SG BBDO

Salma Ines DHAOU
Expert in Marketing & Communication

Hosni GHARIANI
CEO & Founder 3SG BBDO & Ykone

Youssef KESKES
Associate Creative Director at 3SG BBDO

3SG BBDO
Ykone

Feedback Pitching Session:

The weekly meeting of November 17th was a Feedback Pitching Session guided by Mr Noomen LAHIMER. At first part, he defined and explained clearly: what is a pitch? the main points on which it has to be build? And under which characteristics?

Second, he gave some remarks to each startup for its Bootcamp pitch and how they can upgrade it.

Finally, he asked 3 entrepreneurs from different startups to train themselves on pitching and he wanted the other entrepreneurs present in the event to evaluate them.



SMU Incubator :
Debrief and Evaluation :
Feedback Pitching Session

GUEST SPEAKER

Wednesday, November 17th
From 5:00 PM to 7:00 PM
At MB06

D-DAY AGENDA
From 5:00 pm to 7:00 pm
Debrief and Evaluation : Feedback Pitching Session

Noomen LAHIMER
Consultant in economics and entrepreneurship and Founder of Evey

Logos: SMU, MB06, @dracoss, @tpe, @ASAP, @LIFE, @TONE, @Innovation, @LIFE, @Sportimee

1st Workshop :

This workshop, organized over 2 Days, by the SMU Incubator 2nd Cohort, was dedicated to our entrepreneurs to know more about project management and Agile Development. The project management part was explained by details by Mr. Nejib Chennoufi: Ph.D, Associate Professor and Founder of Mind-Lift Engineering on Friday 26th of November. The second day, Saturday 27th of November was segmented into 2 parts: the 1st part, in the morning, Mr. Imed Hammouda: Dean of MedTech taught our entrepreneurs the Agile Development Concept: a holistic iterative framework that focuses on common goals by productively and creatively delivering the highest value products. In the 2nd Part of the event , in the afternoon , the 2 mentors prepared a lego game that needs an application of the project management and Agile Development concepts to be solved.



SMU Incubator :
Proj Management & Agile Dev

GUEST SPEAKERS

1st Day: Friday, November 26th
From 2:00 PM to 5:00 PM
At MB06

D-DAY AGENDA
2:00pm to 3:30pm: "Project Management Workshop"
3:30pm-5:00pm: Q&A session
Saturday 27th of November
"Proj Management & Agile Dev" during all day
Agile Presentation/ Concept Scrum: from 9:00am to 12:30pm
Agile/Scrum training workshop: from 1:30pm to 4:30pm

Imed Hammouda
Dean of MedTech

Nejib Chennoufi
Associate Professor & Founder of Mind-Lift Engineering

Logos: SMU, MB06, @dracoss, @tpe, @ASAP, @LIFE, @TONE, @Innovation, @LIFE, @Sportimee

4th Weekly Meeting :

For the 4th Weekly Meeting, SMU Incubator 2nd Cohort invited a special guest who came from France to supervise our event, Mrs Ishraf ZAOUI: Professor an Researcher in Digital Innovation, Data and IA. The event was under the theme "Digital Marketing".

For 3 hours, Mrs Ishraf explained to our entrepreneurs the different types and concepts in Digital Marketing. Given the power and influence of this kind of Marketing, she enlightened our fresh startup creators that they have to know how to manipulate it to succeed and maintain a constant growth throughout our technological area.

After a high-quality presentation, a Q and A session was set to answer our entrepreneurs questions.



SMU Incubator :
Digital Marketing

GUEST SPEAKERS

Wednesday, December 8th
From 4:00 AM to 7:00 PM
At MB06

D-DAY AGENDA
Program: Plan & Conduct your Research
4PM - 5:30PM: Digital Marketing
5:30PM-5:40PM: Coffee Break
5:40PM-7PM: Q&A

Ishraf Zaoui
Professor and Researcher in Digital Innovation, Data and IA

Logos: SMU, MB06, @dracoss, @tpe, @ASAP, @LIFE, @TONE, @Innovation, @LIFE, @Sportimee

1st Pitch Session:

On Saturday 11th of December, after a month and a half since the start of the SMU Incubator 2nd Cohort journey, the 1st Pitch Session was planned. With a jury composed by high qualified professional members: Mrs Dorra Abidi: Specialist in Private Sector Development and Trade Facilitation, Mr Youssef KESKES: Associate Creative Director at 3SG BBDO and Mr Noomen LAHIMER: Consultant in economics and entrepreneurship and Founder of Evey. Each startup had the opportunity to pitch 3 minutes and show the evolution they have done through the time since the beginning of their journey in the SMU Incubator.

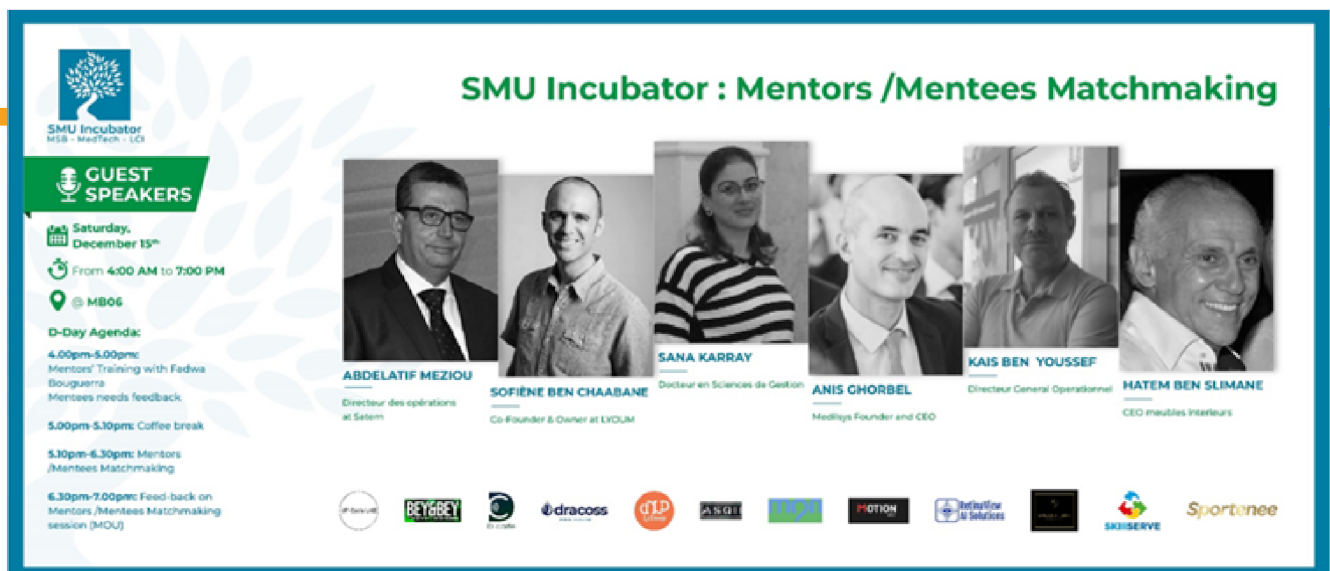


5th Weekly Meeting :

For the last event planned in the year 2021, Our weekly meeting was under the theme "Mentors/ Mentees Matchmaking". In this session each startup meets its mentor for the first time and must develop their first contact.

Mrs Fadwa Bouguerra guided the beginning of the session by mentors/ mentees training to specify the rights and obligations of each party and how each party has to act toward the other. She also proposed different games to make it more understanding and easier.

After each one's roles were clearly identified, the mentors and mentees started matchmaking so they could develop and exchange information and ideas.



Startup :
Sportenee

Mentees :
Zied Hanzouli

Mentor:
Karim Hadjar
*(Business Unit Manager
at INSOMEA. MCT. Co-
founder and CTO of
Gridnex Cloud Gaming)*

Startup :
LoDeep

Mentees :
Ahmed Ghib

Startup :
MonSapo

Mentees :
Sabrine Chennaoui

Mentor:
Kais Ben Youssef
*(Chief Operating Officer
Unilever)*

Startup :
RetinaView AI

Mentees :
Majdeddine Soufi

Mentor:
**Rafik Kanoun (Founder
& General Manager
chez Chari.tn)**

Startup :
SkillServe

Mentees :
**Oualid Jaafar
Zoubeir Belhaj Amor**

Mentor:
**Sana KARRAY (Doctor
in management
sciences)**

Startup :
ASQII

Mentees :
**Adel Hamdi
Ahmed Massaoud
Dhia Daly**

Mentor:
**Anis Ghorbel (Medilsys
Founder and CEO
/CCO | Coolest Chief
Officer @ Aymax)**

Startup :
UP-Cycle LAB

Mentees :
**Ali Ben Lassoued
Jihene Kasri**

Mentor:
**Hatem Ben Slimene
(CEO and Founder at
Meubles Intérieurs)**

Startup :
BEY&BEY

Mentees :
Mohamed Ajmi

Mentor:
**Sofiene Ben Chaabane
(Co-Founder & Owner
at LYOUM)**

Startup :
Signature

Mentees :
**Mohamed Skander
Ben Slimene**

Mentor:
**Abdelatif
Meziou (Operation
Director at Satem)**

Startup :
D-Carte

Mentees :
Fourat Ouerghemi

Mentor:
Mohamed Ali Jemmali

Startup :
Dracoss

Mentees :
Amen Allah Souli

Mentor:
**Khaled Ben Rejeb (Consultant in
Tourism and Public Relations
President of the Tunisian Association
for Solidarity Tourism
Communication & PR Officer at the
Tunisian Tourism Office)**

Startup :
Motion ADS

Mentees :
**Mohamed Faouzi
Zorgati**

Mentor:
**Mongi Bhouri (Senior
Brand Strategist at
FP7/McCANN)**

6th Weekly Meeting :

On Wednesday January 12th, our entrepreneurs had the opportunity to be coached by Mrs Patricia Ceresani who explained to them the necessary criteria to tell a narrative story during a pitch to capture their audience's attention. The purpose of a story in a pitch is that it shows effective ways to solve problems.



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SMU Incubator : Pitch Training & The art of Story Telling



**GUEST
SPEAKERS**



Wednesday,
January 12 th



From 4:30 PM to 6 PM



MB06

D-DAY AGENDA
4:30PM - 6PM: Pitch Training by Pattié Ceresani.
The art of Storytelling : How to capture your audience's attention by telling a story in a narrative way. The most effective pitch decks all use storytelling techniques to convey purpose and show effective ways to solve problems. Combined to an effective Public Speaking you can make the difference and impose yourself on your pitch presentation.



Patricia Ceresani
Director Language and Culture
Institute South Mediterranean
University MSB, MedTech, LCI.



SMU Incubator
MSB - MedTech - LCI

Revenue Model



**GUEST
SPEAKER**



Wednesday,
January, 19th



From 4:30 PM to 6:30 PM



MB06

D-DAY AGENDA
4:30PM - 6PM: Mrs Anissa Allagui
6:30PM - 6:45PM: Coffee Break



Anissa Allagui
Accounting Professor/Performance
Consultant /Entrepreneurship
Mentor

7th Weekly Meeting :

In our weekly meeting under the theme "Revenue Model", Mrs Anissa Allagui: Accounting Professor/Performance Consultant /Entrepreneurship Mentor explained to our entrepreneurs in detail the concept of revenue model which is a key component of a company's business model for generating financial income. This framework identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value.

2nd Workshop :

Our 2nd Workshop was organized through 3 days Wednesday January 26th , Thursday January 27th and Wednesday February 2nd under the theme "UX & UI Software Dev/Empathy and Ideation/Prototyping and Testing".

Mrs. Salma Hamza: PhD Assistant Professor and Software Engineering Program Director conducted this workshop.

The 1st Day content was about core concepts of user experience, the UX Process and Empathy Map. The 2nd Day focused on the "persona" concept by giving our entrepreneurs the chance to adapt it to their startup through an exercise. Finally, the 3rd Day explained in detail the concepts of Usability Testing, KPIs, Affinity Diagram, A/B Testing and Survey.



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GUEST SPEAKER

Workshop : UX & UI Software Dev/Empathy, Ideation/Prototyping and Testing

Starting from Wednesday, January 26th

From 4:30 PM to 7:30 PM

B-M06

D-DAY AGENDA

- Wednesday, January 26th
from 4.30 PM to 7.30 PM.
- Thursday, January 27th
from 4.30 PM to 7.30 PM.
- Wednesday, February 2nd
from 4.30 PM to 7.30 PM.

Salma Hamza
PHD Assistant Professor and Software Engineering Program Director

Logos: SMU Incubator, MedTech, LCI, and various partner logos.

8th Weekly Meeting :

For the 8th Weekly Meeting, SMU Incubator 2nd Cohort hosted Mr Anis Chelbi: Expert in Operation management and Supply Chain. The event was under the theme "Value/supply Chain".

Our entrepreneurs had the opportunity to know more about the theme.

A supply chain is a network between a company and its suppliers to produce and distribute a specific product or service. The entities in the supply chain include producers, vendors, warehouses, transportation companies, distribution centers, and retailers. It identifies the factors that influence costs, the process of interaction between departments (Marketing, Finance, Production, ...) and the CRM Process Design.

After an informative presentation, a Q and A session was set to answer our entrepreneurs' questions.



SMU Incubator
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GUEST SPEAKER

Value Chain / Supply Chain

Wednesday, February 9th

From 4:30 PM to 6:30 PM

B-M06

D-DAY AGENDA

Description of the workshop:
A supply chain overview is a network between a company and its suppliers to produce and distribute a specific product or service. The entities in the supply chain include producers, vendors, warehouses, transportation companies, distribution centers, and retailers. It identifies the factors that influence costs, the process of interaction between departments (Marketing, Finance, Production, ...) and the CRM Process Design.

Anis Chelbi
Expert in Operation management and Supply Chain

Logos: SMU Incubator, MedTech, LCI, and various partner logos.

2nd Pitch Session

On Saturday 19th of February, the 2nd Pitch Session was planned from 9 AM to 12 PM. With a jury composed by diversified professional members:

Mr Noomen LAHIMER: Consultant in economics and entrepreneurship and Founder of Evey, Mr Sadok Siala: CEO and Founder Etas Siala, Mr Mohamed Salah Frad: CEO UGFS-NA et President of ATIC, Mrs Patricia Ceresani: Director of LCI, Khansa Bouassida : Institutional communication director of BIAT, Mr Hamza Meddeb: MSB Faculty, SMU Research Center Director and Mr Anis Chebbi: Manager Director Cloudshift.

Our entrepreneurs had the opportunity to pitch 3 minutes and present the progress and growth of their startups after the advice they received from our experts during the weekly meeting and workshops organized by SMU Incubator.



3rd Workshop :

The 3rd workshop was dedicated to our entrepreneurs to know more about the sales process. The event was held by Mrs Dr. Ramla Jarrar: Founder MASS Analytics, the creators of MassTer, the end-to-end DIY Marketing Effectiveness Software, over 2 days: Friday February 25 from 2 PM to 5 PM and Saturday February 26 from 10 AM to 5 PM.

Our entrepreneurs had the opportunity to learn how to create a sales process from zero.

The content of the workshop was about the sales process (Customer journey and sales roles), Customer Retention, Channel Partners, Sales Key Performance Indicator, Sales Diagram, the Sales Tools and Finally, Mrs Ramla gave some tips for our fresh entrepreneurs to have a successful career in sales.



9th Weekly Meeting :

SMU Incubator 2nd Cohort continues its entrepreneurial journey by organizing R & D and IP (Weekly Meeting 8) around the concept of intellectual property for our SMU entrepreneurs.

Our lucky entrepreneurs will have the opportunity to be coached by Noomen Fehri: CEO B @ Labs and Last Minister of ICT, Tunisia.

Hend Masmoudi: Senior Consultant, Challenge Management

The workshop will take place at SMU tomorrow, March 2nd, at MB06. from 4.30PM to 7.30PM

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Weekly Meeting:
Intellectual Property Concept
and Patent Certification

GUEST SPEAKERS

Wednesday, March 2nd
From **4:30 PM to 7:30 PM**
B-M06

D-DAY AGENDA

4.30PM-6PM:
Intellectual Property Concept with Mr Noomen Fehri.

6PM-6.30:
Coffee Break.

6.10PM-7.30PM:
How to protect your patent and obtain a certification with Mrs Hend Masmoudi.

Noomen Fehri
CEO B @ Labs and Last Minister of ICT, Tunisia.

Hend Masmoudi
Senior Consultant CHALLENGE MANAGEMENT

Logos: BEYBET, dracoss, dlp, ASGI, Sportune, etc.

10th Weekly Meeting :

Our weekly meeting under the theme "Investment Room, Financial Fostering and Evaluation" organized on Wednesday 16th of March from 4.30 PM to 7.30 PM.

Our entrepreneurs had the opportunity to be coached at first by Mrs Patricia Rinke : VC @ Cathay AfricInvest Innovation Fund on Financial Forecasts & Valuation: Income statement, Balance sheet , Cash flow projections, Demand Forecast, How to solve Funding and financing issues and How to realize a Project evolution and growth

In the second part Mrs Farah Boughalmi : Startup Ecosystem director | Smart Capital informed our entrepreneurs on How to apply for Fly Wheel Program, and to benefit of its advantages.

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Weekly Meeting:
Investment Room, Financial Fostering
and Evaluation

GUEST SPEAKERS

Wednesday, March 16th
From **4:00 PM to 7:30 PM**
B-M06

D-DAY AGENDA

4.30PM-6.30PM: Financial Forecasts & Valuation with Patricia Rinke

6.30PM-6.40PM: Coffee Break

6.40PM-7.30PM: How to apply for Fly Wheel Program, and to benefit to its advantages with Farah Boughalmi

We will understand the concept of Financial Forecasts & Valuation, Income statement, Balance sheet, Cash flow projections, Demand Forecast...

How to solve Funding and financing issues : What are the challenges you face in the process of funding research?

How to realize a Project evolution and growth. We will learn about adaptation to new concepts and trends. We will familiarize with Fly wheel Program and the opportunity that it represent for our startups.

Logos: BEYBET, dracoss, dlp, ASGI, Sportune, etc.

4th Workshop :

SMU Incubator 2nd Cohort organized its 4th Workshop under the theme: " Financial Forecasts & Valuation" over 2 days with Mrs Chehir Chehibi: Head of Finance and Accounting Depart, Academic coordinator of the CFA prep. program, and Finance professor at MSB.

The workshop will take place at SMU, MB06 Friday 25th of March from 2 PM to 5 PM and Saturday 26th of March from 9 AM to 4 PM.

During this workshop, Mr. Chehir discussed the financial feasibility of an investment project: preparing and explaining the projected financial statements of an investment project, measuring the profitability and liquidity of an investment project, as well as determining the project's value (intrinsic value per share)



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**GUEST
SPEAKER**

Workshop : Financial Forecast & Valuation



**Friday, March 25th
Saturday, March 26th**



**1st Day: From 2:00 PM to 5:00 PM
2nd Day: From 9:00 PM to 4:00 PM**



B-M06



D-DAY AGENDA

- . Friday 25th of March:**
from 2pm to 5pm with a coffee break at 3.30pm.
- . Saturday 26th of March:**
from 9am to 4pm with a coffee break at 10.30am and a lunch break from 12.30pm to 1.30pm.

The question is How to succeed Financial Forecats and Valuation ?
We will understand the concept of Financial feasibility and Modeling.

The end goal of the Session is that every entrepreneur can be able to do his Business Plan.



Chehir Chehibi
Head of Finance and Accounting
Depart, Academic coordinator of
the CFA prep program, and
Finance professor at MSB-SMU



MSB
Mediterranean
School of Business



CFA Institute



DEMO DAY :



Wednesday
30th
MARCH

From **3.00^{pm}**
to **6.00^{pm}**

**Classroom
MB06**

DEMODOY SMU Incubator 2nd Cohort

*SMU Incubator promotes the diversity
& boost your likelihood of succeeding*

- 40%** external entrepreneurs joined us for this **2nd** cohort
- 5** months training course for entrepreneurs in the ideation phase
- 3** of the **2nd** cohort SMU incubator are Start up Act certified



The journey of the 2nd Cohort of our SMU Incubator has finally come to an end. After 5 months of training and networking with a very synergic team, we organized a Demo Day for our startups to pitch their ideas to alumni and investors. Our entrepreneurs were finally ready to conquer the business world! During our Demo Day, not only did our startups get the chance to pitch their ideas, but they also had the chance to contribute to a booth in the MSB Hall where every startup showed its prototype and services to our guests. Among the attendees were alumni, entrepreneurs, and representatives from TAEF, Wallys car, Etablissement Siala, AfricInvest Group, etc.,

Our SMU Incubator 2nd cohort started on September 2021 with 11 startups carefully chosen. We offered a 5-month training course for entrepreneurs in the ideation phase, through workshops, mentoring, coaching as well as access to our MSB & MedTech courses, which allowed them to develop their businesses. 66.67% are startups from our SMU Community and the others are external startups. Currently, 4 of the 11 startups are certified startup act (Dracoss, ASQII and LoDeep, Monsapo). These startups are active in diverse industries like Education, Health, Clean Tech, GreenTech, Manufacturing, Marketing & Communication,

EXTERNALS EVENTS

Next Woman: Caroline Brummelhuis proposed to our entrepreneurs to be participate in the Challenge “ Francophonie Summit, Djerba 2021” organized by Next women on Friday, 15th Septembre, 2021

APPEL À CANDIDATURES

THE NEXT
WOMEN
TUNISIE

We shared the following program offered by our partners at The Next Women Tunisia. The later organized a Pitch competition named: “ Francophonie Summit, Djerba 2021” “ Francophonie Summit, Djerba 2021” in partnership with African Propaganda and with the French Institute of Tunisia. On the occasion of the 2021 Francophonie Summit, in Tunisia, a competition will be held for the presentation of innovative projects. This competition would allow innovative French-speaking companies and startups founded by women to present a business idea in a new format!

The deadline of applications is September 15th.



Crowdfunding training-RedStart Tunisia: Mr. Thameur Hemdane proposed to our entrepreneurs to be participate in the “ Red'Innov program” organized by RedStart & Expertise France with the support of the European Union on October 26th 2021

The objective of this training is to enable future leaders of crowdfunding platforms in Tunisia to take ownership of the issues and to fully understand the professions, constraints and opportunities of such an activity in the Tunisian context.

MARCH 2, 2021

REDACADEMY
By RedStart Tunisia

WEB DEVELOPMENT TRAINING

RedAcademy's Newsletter



Ever wondered how websites actually work?

How do browsers, computers, and mobile devices interact with the web?

Join us at **RedAcademy** to find out !

This course is designed to start you on a path toward a future career in web development, no matter how little experience or technical knowledge you currently have.

DETAILS

START DATE:
MARCH THE 6TH

SPECIAL PRICE FOR DIGITAL MONTH :
700 TND

DURATION:
90 HOURS

RedStart Tunisie: Our Alumni Carolina Ravicino proposed to our entrepreneurs to be enrolled on the web development workshop organized by Redstart on Friday, October 22nd, 2021

Samsung Fasttrack 5th Edition: Nermine Nejima shared the Samsung Fasttrack opportunity with our entrepreneurs and encouraged them to join the 5th cohort. SFT is an intensive 4-week program, initiated by Samsung Electronics Tunisia (SETN) and implemented by Impact Partner (Yunus Social Business Network).



The program lasts four weeks and equips startups with the necessary knowledge to thrive and develop, delivered by top notch national and international experts. SFT exclusively targets early-stage tech startups and aims to support the entrepreneurial ecosystem in Tunisia.

MAST Project: Khaled Ben Rejeb, GIZ, proposed to our entrepreneurs on the 31st of December 2021 to participate in the MAST Project.

The objective of the MAST project is to revive tourism in the MENA zone, while going beyond current paradigms and adopting new approaches in line with sustainable tourism. The beneficiaries will be involved in the project with the support of public authorities, training institutions, NGOs, and other entities for the promotion of sustainable tourism in the 5 targets: Greece, Italy, Malta, Morocco and Tunisia.

By means of free online training (6 courses in total) - the project wants to support tourism students from Mediterranean countries to define a "tourism business model" by offering services and tourism products adapted to the requirements of the post-COVID -19 phase.

Indeed, the most promising ideas will be rewarded through a free technical support service aimed at providing entrepreneurs with the technical tools to structure and launch their own projects. In addition, the winning projects will benefit from visibility via the network and communication tools developed by the MAST project.

HOUSE of ENTREPRENEURS: Hejer Becher, Event Agency, proposed to our entrepreneurs to participate in the HOUSE of ENTREPRENEURS Networking and Meet-up event on the 9th of March 2022.

The event features pitching sessions and speed meetings, as it aims to allow entrepreneurs to expand their business networks, introduce themselves and their brands, attract more visibility, establish new partnerships, and find new ideas and opportunities.

Flat6Labs Acceleration Program: Guest speakers from Flat6Labs joined us on Wednesday, the 13th of April 2022 and proposed to our entrepreneurs to apply for the acceleration program.



South
Mediterranean
University
MSB . MedTech . LCI

Info Session

“Flat 6 Labs & SMU Incubator”

GUEST SPEAKERS

Wednesday, April 13th

From **2:00 PM** to **3:30 PM**

B-M05

DESCRIPTION

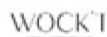
SMU Incubator Collaborate for an info session with Flat 6 Labs that gives all our entrepreneurs the opportunity to present their start-ups.

The SMU Incubator invites all entrepreneurs:

Startups:

1st cohort (10 startups).

2nd cohort (10 startups).



Our entrepreneurs had the opportunity to learn about the program as well as present their startups. The info session concerned startups of the 1st and 2nd cohorts of the SMU Incubator: 11 from the 1st cohort and 10 from the 2nd cohort attended the info session.

TESTIMONIALS

The SMU Incubator requested many testimonials from its entrepreneurs to see the impact of SMU on their career path, the improvements, as well as the experience feedback.

Our objective is to promote SMU Incubator Entrepreneurs. Our community is a source of pride, and our goal is propelled in terms of notoriety in relation to their success and their achievements. All this through the posts on our CAC LinkedIn and our social networks. Various positive feedback has been received since the beginning of our SMU Incubator Program 1st cohort and 2nd cohort.

Sabra Gargouri, EMBA, Co-founder of Medtrip.tn.

"The Executive MBA program has allowed me to pivot from employee to entrepreneur. The adventure didn't stop there and continued with the SMU incubator, where our startup joined the first cohort. It allowed us as a team to refine our company's vision and mission, our business model, and our strategy through valuable coaching and training sessions.

It has been a great experience, and the best is yet to come!

"



Ridha Mahjoub (Executive MBA), Founder of Africa Smart Glamping (ASG), an expert in Africa's targeted business development, and "Les Jeudis De l'Afrique" conference Moderator.

"The Glamping project we developed at the SMU incubator gives our group of 4 founders the opportunity to come up with a new way to emphasize the luxury tourism segment that needs to be more developed in Tunisia.

The SMU incubator has given us the opportunity to learn new elements needed to promote the project in front of VCs. We very much appreciated the high quality of the coaches we had at the incubator. We also appreciated the outstanding team spirit that developed amongst all participants in the first cohort of the SMU incubator.

The project was later defended at the Executive MBA jury and was also, at a later stage, commented on, and improved by one of the big four.

Thank you, SMU incubator management team, for successfully managing the first cohort in an amazing way. "