

SMU Incubator



Context: Why?

- As part of our thriving entrepreneurship ecosystem, SMU is aiming to celebrate its students' and Alumni's 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. It is done through surveys, in order to showcase their career path in owning and operating businesses all over the world, as well as to learn more about their business profiles.
- As a part of Needs Assessment, in collaboration with Noomen Lahimer, MSB Professor, the CAC by Hela Chaari, Career Center Director, conducted 20 one-to-one interviews with students and Alumni Entrepreneurs. Each interview took one hour, aiming to get closer to interveners' needs and to provide the best of SMU in their support.
- We have recorded through the surveys a rate of 10% of graduate-all programs combined-that embark on entrepreneurship.
- Among the startups that participated in the first launch of the SMU incubator event on **16th of September 2020 at SMU campus**, 13 have been identified and selected.
 - ➔ **The Objectives are:** To better assess entrepreneurs' needs and provide personalized support to startups.


13 Entrepreneurs presented their pitches with success



Africa Smart Glamping

The other way to make luxury meet nature

Africa Glamping solution: A digital Booking solution in the Tourism & Hospitality field.

 @asg_glamping

 ASG-Glamping

Mohamed Ramzi

Jihene Doss

Ridha Mahjoub

Farah Hentati

Ines Soyah


Chiheb Karoui

Barbecha

Responsible shopping begins here

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

 @barbechaa

 Barbechaaa

 barbecha.shop



MedTrip (BookMyMedTour)

Your true health companion

Medical & Tourism agency.

 @medtrip.tn

 Medtrip.tn

 medtrip.tn

Sabra Gargouri

Achref Msakni

Skander Ben Sassi

EAT&FIT

Nice to fit you

A digital Platform for Healthy food delivery in the consumer retailing field

 Eatfit.tn





Flow

Get the most out of your money

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



@flow_wallet



flowwallet



Flowwallet



flow-wallet.com

Omar Guizani

Lilia Lasram

Unwasted

Cradle to cradle

UNWASTED develops 100% eco-friendly, plant-based and socially responsible health/wellness products.



@unwasted_tn



Unwasted



Histoire d'une Fleur

Histoire d'une Fleur

A Florist artisan in the consumer retailing field.

Khalil Ben Mabrouk



@histoire_dune_fleur

Youssef Meksi

Hezni Maak

Spread the carpool trust

An Android and iOS mobile community-based carpooling app that allows people from the same community to travel while reducing the cost of transportation for both drivers and passengers in the service field.



@heznimaak



heznimaak.com



HezniMaak1



My Oya

let MY-OYA vibes steal you away

A Tunisian brand that offers swimwear and other accessories in the consumer retailing field.

 @My.Oya

 myoyaswimwear  my-oya.com

Oumeyma El Kefi

Sarra Khmakhem


Narjess Ben
Slimane

TCHOU TCHOU

Tracking App Smart & Safe management system

A school bus tracking application that will manage student flows in the service field.



 Tchoutchouapp

WOCK'T
WOOD & LEATHER EXPERIENCE

WOCK'T

Wood & Leather Experience

A Tunisian brand that brings together two noble materials: wood & leather. A handmade product introducing naturalness into our daily life while merging authenticity & modern style in the consumer retailing field.

 Wocket1

 @wock_t

 www.wockt.com

Hassen
Cheikhrouhou

Mohamed Ali
Kaddour

Xkeep

A cloud accounting solution democratizing technology, making the power of AI available for every small business regardless of their size, all while protecting the accounting profession, making it more comfortable and more scalable in the IT field.



iFix

I FIX

IFIX is a digital Platform Specialized in electronic devices repairing (smartphones, laptops, tablet.....)

Khalil Ben
Mabrouk

The Launch of The FIRST SMU INCUBATOR COHORT:



16th of September was the launch of the first SMU incubator cohort. Our first entrepreneurs made their first pitch in front of a jury member composed of potential investors, alumni and faculties.

- 7 Alumni from different backgrounds and companies like Baco Sport, Stecia, Sotuver, Bee, AMA, Amen Bank, and Pfizer.
- 5 external partners with various backgrounds and companies like IntilaQ, TAEF, Tuniinvest, Medina, and UBCI.
- Faculty and staff members from different departments
 - ➔ They all participated to assess entrepreneurs' projects and pitches and provide them with their feedbacks.



SMU incubator Training

SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

SMU Incubator : Branding & Position workshop

GUEST SPEAKERS

Wednesday, October 28th
4:00 pm to 7:00 pm
Room MB 06

0-day agenda

- 4:00 pm - 4:30 pm
SMU Incubator Rules' Presentation / Check point
- 4:30 pm - 5:30 pm
Debrief & Evaluation / Feed Back Pitching session
- 5:30 pm - 5:45 pm
Coffee Break
- 5:45 pm - 7:00 pm
Branding & Position workshop : Salma Ines Dhaou, Expert in Marketing & Communication

Hela CHAARI
Career & Alumni center Director

Noomen LAHIMER
Consultant in economics, entrepreneurship
Founder of Evey

Salma Ines DHAOU
Expert in Marketing & Communication

SMU
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During this event, our guest Salma Ines DHAOU, demonstrated to the SMU incubator entrepreneurs how to have a great branding and positioning.

The 30th of September 2020 is the date of the first workshop dedicated to SMU Incubator. It was the beginning of a joint adventure between SMU and 13 wonderful projects.

SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

1st workshop SMU Incubator with our 13 SMU Projects

GUEST SPEAKERS

Noomen LAHIMER
How to build strategy starting by its mission and vision.

Sofiane BEN CHAABANE
CEO and Founder "Lyoun"
LYOUM

Wednesday, September 30th 4:00 pm to 7:00 pm Room MB 06

ASG EAT&FIT FLOW Barbecha Wicket xkeep IMX-OYA iFix Tchou SMU

SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

SMU Incubator workshop: Business Law & Partnership in Startup

GUEST SPEAKERS

Wednesday, October 7th
4:30 pm to 7:30 pm
Room MB 06

Salah DAKHLAOU
Lawyer

Ouns TAJ
Co-founder
CloudShift

Anis CHEBBI
Co-founder
CloudShift

SMU
SOUTH MEDITERRANEAN UNIVERSITY

We had the pleasure to receive exceptional guests that talked about Business Law and Partnership in the Startup field.

During this session,
we assigned Mentor
to every Start up.




SMU incubator weekly Workshop:
Mentor-Mentees Matchmaking with
our corporate Network taking place on
Wednesday, 14th from 4 PM to 7 PM

From 4:00 pm to 4:50 pm	From 4:50 pm to 5:00 pm	From 5:00 pm to 7:00 pm
 <ul style="list-style-type: none"> Mentor training with Tracy Olson 	<ul style="list-style-type: none"> Coffee break 	<ul style="list-style-type: none"> Theme of the workshop "Mentor-Mentee Matchmaking"



ASG
Africa Smart Glamping

Mentees:

- Mohamed Ramzi
- Jihene Doss
- Ridha Mahjoub
- Farah Hentati

Mentor:

- Ramzi Akrouit



برباشة
Barbecha

Mentees:

- Ines Soyah
- Chiheb Karoui

Mentor:

- Zeineb Gana



Medtrip
Your True Health Companion

Mentees:

- Sabra Gargouri
- Achref Msakni

Mentor:

- Karim Labidi



EAT & FIT
Healthy meal plans

Mentees:

- Skander Ben Sassi

Mentor:

- Radhia Kammoun



FLOW

Mentees:

- Omar Guizani

Mentor:

- Ons Hantous
- Sami Gargouri



UNWASTED

Mentees:

- Lilia Lasram

Mentor:

- Bacem Chiekhrouhou



HEZNI MAAK
Spread the Carpool Trust

Mentees:

- Youssef Meksi

Mentor:

- Yahya Bouhlef



BISTOIRE D'UNE FLEUR

Mentees:

- Khalil Ben Mabrouk

Mentor:

- Nourchene Mezni




Mentees:

- Oumeyma El Kefi
- Sarra Khmakhem

Mentor:

- Souheil Ben Abdallah
- Lasaad Abdelmoula



Tchou
School Bus Tracking App

Mentees:

- Narjess Ben Slimane

Mentor:

- Khansa Ben Farhat Bouassida




xkeep

Mentees:

- Hassen Cheikhrouhou

Mentor:

- Sadok Siala



WOCK'T
WOOD & LEATHER EXPERIENCE

Mentees:

- Mohamed Ali Kaddour

Mentor:

- Mourad Fradi

The role of mentors is to supervise and provide the necessary assistance to entrepreneurs with their positioning within the ecosystem. Therefore, each week Incubated projects have the possibility to attend workshops, so they can show their advancement with their mentors.

SMU entrepreneurs had the opportunity to pitch their project and share with us the beginning of their experience with SMU incubator.



SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

SMU incubator Workshop: Pitching Event

GUEST SPEAKERS

 Salah DAKHLAOUI Lawyer DAKHLAOUI & PARTNERS ATTORNEYS - CONSULTANTS	 Anis CHEBBI Cofounders CloudShift	 Ons TAJ Cofounders CloudShift	 Nadia KALLEL SMU foundation director Fondation SMU	 Hichem KALLEL Professor and director of studies MedTech	 Kales ZHIOUA Chief Strategy & Innovation LA ROSE
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Wednesday, October 21st 4:00 pm to 7:00 pm Medtech Amphitheater

SMU
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During this event, our guest Salma Ines DHAOU guided the SMU incubator entrepreneurs into having great branding and positioning.



SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

SMU Incubator : Branding & Position workshop

GUEST SPEAKERS

Wednesday, October 28th
4:00 pm to 7:00 pm
Room MB 06

D-day agenda

- From 4:00 pm to 4:30 pm
SMU Incubator Rules' Presentation : Check point
- From 4:30 pm to 5:30 pm
Debrief & Evaluation : Feed Back Pitching session
- From 5:30 pm to 5:45 pm
Coffee Break
- From 4:30 pm to 5:30 pm
Branding & Position workshop : Salma Ines Dhaou, Expert in Marketing & Communication

 Hela CHAARI Career & Alumni center Director	 Noomen LAHIMER Consultant in economics, entrepreneurship Founder of Evey	 Salma Ines DHAOU Expert in Marketing & Communication
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On the 6th of November, our entrepreneurs had the opportunity to attend a workshop dedicated to project management and Agile development.



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SMU Incubator Workshop : PRJ Management & Agile Dev

GUEST SPEAKERS

FIRST DAY

Friday, November 6th
In the afternoon
Online

SECOND DAY

Saturday, November 7th
During all the day
Online

 Imed HAMOUDA Dean of MedTech MedTech	 Nejib CHANNOUFI Assistant Professor and Founder of Mind-Lift Engineering
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We were pleased to receive Robert BONOMO. He animated a workshop about direct and digital marketing.



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**SMU Incubator Workshop :
How to do Direct /
Digital Marketing**

GUEST SPEAKERS

Wednesday, November 11th

4:00 PM to 7:00 PM

MB06

D-DAY AGENDA

from 4:00 pm to 5:00 pm
Progress Overview

The intervention will be organized as following :

from 5:00 pm to 5:30 pm
Introduction, sharing his experience in international markets

from 5:30 pm to 6:30 pm
Q&A with Entrepreneurs (an open consultancy on marketing and branding)

from 6:30 pm to 7:00 pm
Coffee Break

Robert BONOMO
Media Consulting expert

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**SMU Incubator Workshop :
Design Thinking**

GUEST SPEAKER

Wednesday, November 18th

4:00 PM to 7:00 PM

MB06

D-DAY AGENDA

from 4:00 pm to 5:30 pm
Kick off the workshop
What is Design Thinking?
Building empathy for the user

from 5:30 pm to 5:40 pm
Coffee Break

from 5:40 pm to 7:00 pm
Ideation Generate ideas and potential solutions
User journey mapping

Salma HAMZA
PhD Assistant Professor and
Software Program Director

SMU
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On November 18th , our guest Salma HAMZA prepared a creative problem-solving session based on the principles of design thinking.



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**SMU Incubator Workshop :
How to put in place
a Sales Process**

GUEST SPEAKER

Wednesday, November 25th

5:00 PM to 7:00 PM

MB06

D-DAY AGENDA

from 4:00 pm to 5:30 pm
In this workshop, we will introduce the sales process and its importance in sustaining the growth of the startup. We will explore some useful tools and tips that help achieve a sustainable and repeatable business model.

Ramla JARRAR
Founder and CEO at MASS Analytics

MASS ANALYTICS

MSB
Mediterranean Science & Business

We had the pleasure to enjoy two sales process workshops with Ramla Jaffar, founder and CEO of MASS Analytics. One on November 25th and another on the 2nd of December. Ms. Jaffar, introduced the importance of sustaining the growth of the startup.



SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

**SMU Incubator Workshop :
How to put in place
a Sales Process**

2nd edition

GUEST SPEAKER

Wednesday, December 2nd

3:00 PM to 7:00 PM

MB06

D-DAY AGENDA

In this workshop, we will introduce the sales process and its importance in sustaining the growth of the startup. We will explore some useful tools and tips that help achieve a sustainable and repeatable business model.

Ramla JARRAR
Founder and CEO at MASS Analytics

MASS ANALYTICS

MSB
Mediterranean Science & Business

A workshop dedicated to the storytelling technique when communicating the concept of a project, was presented by Noomen Lahimer and Pattie Ceresani.



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**SMU Incubator Workshop :
The art of Story Telling**

GUEST SPEAKER

Wednesday, December 9th
From 4:00 PM to 7:00 PM
MB06

D-DAY AGENDA
from 4:00 pm to 7:00 pm
The art of Storytelling - How to succeed by capturing your audience's attention by engaging narrative. The most effective pitch decks all use storytelling techniques to convey purpose and show effective ways to solve problems. Together with effective Public Speaking you can make the difference, achieve your goals and be a success.

Pattie CERESANI
Director at Language and Culture Institute
LCI

Noomen LAHIMER
CEO & Founder of Evey
evey



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**SMU Incubator Workshop :
Reflecting on Last Pitching Session**

GUEST SPEAKER

Wednesday, January 6th
From 4:30 PM to 6:30 PM
MB06

D-DAY AGENDA
from 4:30 pm to 5:00 pm
Reflect on Last pitching session
from 5:00 pm to 5:30 pm
The Agenda items. (open doors, demo day, the incubator space...)
Break
from 5:30 pm to 6:30 pm
Hassine Labaied :
Skila Co-founder

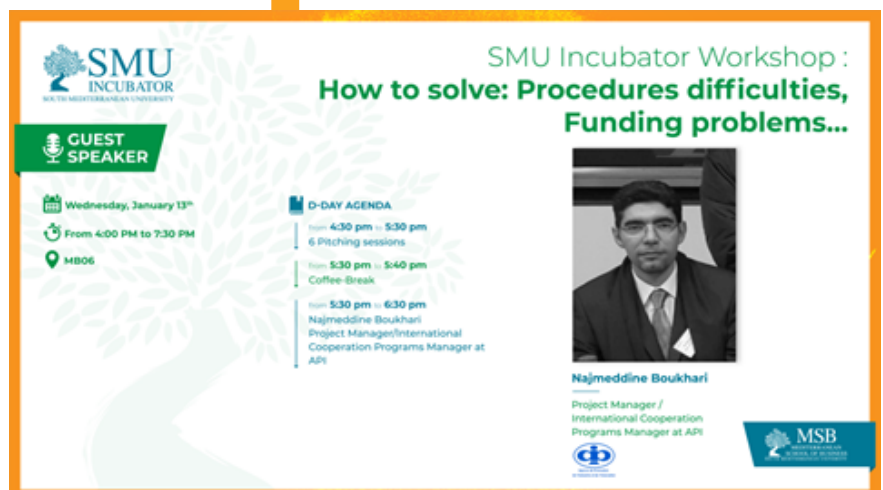
Hassine Labaied
Co-Founder of Skila
SKILA

MSB
MEDITERRANEAN SCHOOL OF BUSINESS

An enriching workshop animated by Hassine Labaied, co-founder of Skila, was held in 2021.

He shared his personal experience and knowledge acquired at his company.

We had the honor to receive Najmeddine Boukhari, Project Manager and International Cooperation Programs Manager at API. He shared some tips about procedures and funding.



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**SMU Incubator Workshop :
How to solve: Procedures difficulties,
Funding problems...**

GUEST SPEAKER

Wednesday, January 13th
From 4:00 PM to 7:30 PM
MB06

D-DAY AGENDA
from 4:30 pm to 5:30 pm
6 Pitching sessions
from 5:30 pm to 5:40 pm
Coffee-Break
from 5:30 pm to 6:30 pm
Najmeddine Boukhari
Project Manager/International Cooperation Programs Manager at API

Najmeddine Boukhari
Project Manager / International Cooperation Programs Manager at API

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SMU INCUBATOR
SOUTH MEDITERRANEAN UNIVERSITY

SMU Incubator Workshop :
Financial Forecasts & Valuation


GUEST SPEAKER

Saturday, January 23th
From 9:00 AM to 01:00 PM
Online session

D-DAY AGENDA

How to succeed Financial Forecasts & Valuation. We will understand the concept of Financial feasibility & 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

Chehir Chehibi animated a workshop about the topic of financial forecast and valuation. This workshop's goal was to enable entrepreneurs to make an efficient business plan. Thus, tools and procedures were shared.

On January 27th, some of our entrepreneurs got the opportunity to pitch their ideas and progress to our guests: Samia Tnani and Onyema Nwigwe from AFRICINVEST. After the pitching, feedback sessions were provided. Also, our guests shared some additional tips about the financial forecast and valuation.

SMU INCUBATOR
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SMU Incubator Workshop :
Financial Forecasts & Valuation

GUEST SPEAKERS

Wednesday, January 27th
From 4:00 PM to 7:00 PM
Online

D-DAY AGENDA

from 4:00 pm to 5:30 pm
SMU Startups Pitch session. With 2 jury members from Afric Invest : Samia Tnani & Onyema Nwigwe.

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

from 5:40 pm to 7:00 pm
Samia Tnani Origination Head at Africinvest Private Credit & Onyema Nwigwe, CAI Venture Capital. From Afric Invest will present Fund raising and Best practice on Financial Forecasts & Valuation.



Samia TNANI
Origination Head at Africinvest Private Credit



Onyema NWIGWE
CAI Venture Capital

AFRICINVEST PRIVATE CREDIT

SMU INCUBATOR
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SMU Incubator Workshop :
Intellectual Property Concept

GUEST SPEAKER

Wednesday, February 3th
From 4:00 PM to 7:00 PM
MB06

D-DAY AGENDA

from 4:00 pm to 5:00 pm
SMU Startups Pitch session

from 5:00 pm to 5:30 pm
Demo Day Preparation

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

from 5:40 pm to 7:00 pm
Noomen Fehri : "Reflection on Intellectual Property rights"



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

MSB
MEDITERRANEAN SCHOOL OF BUSINESS
SOUTH MEDITERRANEAN UNIVERSITY

SMU entrepreneurs pitched their ideas, with our guest Noomen Fehri being present. Noomen Fehri is the CEO at B@Labs and was the minister of ICT from 2015 to 2016. Later, a workshop about the Intellectual Property Concept was held.

SMU Incubator 1st
cohort Demo Day

Where **Business**
meets **Engineering**

Wednesday, February 24th

From 2.00pm to 6.00pm



South
Mediterranean
University
MSB - MedTech - LCI



The DemoDay event was held on the 24th of February 2021. It marked the end of the first SMU Incubator Cohort.

The event was hybrid, the entrepreneurs pitched their projects to some guests and partners on campus.

The event was also broadcasted live on our social media and on Zoom.



SMU Incubator **1st Cohort Demo Day**

Wednesday, February 24th
From 2.00pm to 6.00pm



South
Mediterranean
University
MSB - MedTech - LCI



SMU Incubator
MSB - MedTech - LCI

1st SMU entrepreneur : 2.10 PM - 2.15PM : Omar Guizani: Founder "Flow"

2nd SMU entrepreneurs 2.20 PM - 2.25 PM : Achref Msekni & Sabra Gargouri: Founder "MedTrip"

3rd SMU entrepreneurs 2.30 PM - 2.35PM : Farah Hentati & Riddha Mahjoub & Jihène & Ramzi: Founder "Africa Smart Glamping"

4th SMU entrepreneurs 2.40PM - 2.45PM : Narjess Ben Slimène: Founder "Tchou Tchou"

5th SMU entrepreneur : 2.50 PM - 02.55 PM : Youssef Meksi/Maher chekir: "Hezni Maak"

Break B001 2.55PM -3.10PM : BREAK

6th SMU entrepreneurs 3.10 PM - 03.15PM : Skander Ben Sassi "EAT & Fit"

7th SMU entrepreneurs 3.20PM - 3.25PM : Oumayma Kefi & Sarra Khamakhem "My Oya"

8th SMU entrepreneurs 3.30PM - 3.35PM : Chihab Karoui & Ines Soyah: Barbecha"

9th SMU entrepreneurs 3.40PM - 3.45PM : Hassen Cheikhrouhou: Founder "Wockt"

10th SMU entrepreneurs 3.50PM - 3.55PM : Lila Lasram: Founder "Unwasted"

11th SMU entrepreneurs 4.00PM - 4.05PM : Khalil Ben Mabrouk: Founder "Histoire d'une Fleur"

Coffee break 4.10PM- 6.00PM : Networking: Interaction with entrepreneurs + coffee break

The objective of the Demo Day is to connect with the 11 Startups for potential investment or partnerships. The Startups (blockchain money transfer, alternative tourism, smart transportation, gift market...) went through four months of hard work, developing their ideas, building prototypes, acquiring customers, and preparing to scale up. Due to COVID, places were limited on campus. We decided to invite only 27 guests:

- SMU representatives such as Leila Triki (Dean of MSB) and Imed Hamouda (Dean of Medtech).
- Investment funds representatives from CEED, Africinvest, UBCI, Taysir Finance, Carthage Business Angel, and some private investors
- Some Alumni, press, and partners.

A networking session was held after the pitches were over, in order to enable entrepreneurs to share more details about their projects. Unfortunately, the 42 participants on our Zoom and Facebook live could only attend the pitching session.

Accomplishments:



Eat & Fit started its operating during the Demo Day week



Flow participated in another Incubator in Barcelona



Tchouchou participated to TheNextWOMEN Challenge, she won the second prize



11 Projects continuing the journey with us and 2 Projects left SMU Incubator program



UNWASTED



School Bus Tracking App

WOCK'T

WOOD & LEATHER EXPERIENCE

**The second SMU
incubator cohort will
take place in
September 2021.**

