



EMERGING
Mediterranean

Lab de la Tech For Good
et de l'Innovation Positive
en Méditerranée

Three intensive and inspiring days at the Bootcamp of the 2 Shores all about fostering resilience

Discover the emerging champions of Mediterranean Tech for Good and the profiles of the 10 start-ups that were selected during the Bootcamp of the 2 Shores.

The winners will be chosen at the EMERGING Mediterranean Digital Conference on December 14, 2020.

November 30, 2020 - The first highlight of the [EMERGING Mediterranean](#) programme, the Bootcamp of the 2 Shores ended yesterday with a big final pitch and the 10 finalists will be announced today.

Organised online from Casablanca with LaStartupFactory on November 27 to 29, the Bootcamp of the 2 Shores provided the 30 start-ups, selected from the EMERGING Mediterranean call for tenders, with training sessions, workshops and coaching from high-level experts. 227 Mediterranean start-ups – almost a third of which are run by women – initially applied to participate in this unprecedented Mediterranean acceleration programme that led on from the work done during the preparatory forums for the 2 Shores Conference and was supported by the French Development Agency.

The 10 finalists will be selected during the EMERGING Mediterranean Digital Conference on December 14, 2020 at the Vélodrome Stadium in Marseille. At the end of this conference, 5 winners will receive a seed grant of €7000, get a place on the SIBC support programme and participate in the EMERGING Valley Summit on April 7 and 8, 2021 !

www.emergingmediterranean.co #emergingmediterranean

Nos partenaires principaux



Avec le soutien de nos partenaires collectivités



EMERGING Mediterranean s'appuie sur un réseau de partenaires-pays expérimentés et reconnus en Méditerranée :



EMERGING Mediterranean

Lab de la Tech For Good et de l'Innovation Positive en Méditerranée

The 10 finalist start-ups of the EMERGING Mediterranean programme

Here are the 10 finalists of the EMERGING Mediterranean programme which were announced this morning at 10 a.m.:

Morocco

- My Tindy - Aida Kandil, CEO
- CloudFret - Driss Jabar, fondateur et CEO

Tunisia

- Kyto-Prod - Olfa Kilani, fondatrice
- Ahmini - Meher Khelifi, fondateur

Algeria

- Brenco Engineering & Consulting - Sofiance Boudjema, COO
- YSA MED TECH - Mourad M. Benosman, co-fondateur

Mauritania

- Smart System Services - Almamy Diagana, co-fondateur
- DAADOO VDP - Aminatou Sy, co-fondatrice

Libya

- Green Paradise - Seraj M. Bisheya, fondateur
- Speetar - Ahmed K. Elfaituri, co-fondateur

Before the big final pitch competition, all the entrepreneurs had inspiring training sessions, individual coaching, workshops and one-to-one discussions with [high-level experts and mentors](#). They all received lots of tools and advice to strengthen their resilience in the face of the global crisis, ensure their project stands the test of time and amplify the positive impact they will have both on their territory and for the common good.

The Bootcamp of the 2 Shores: 72 intensive hours to foster resilience

"This Bootcamp is 72 hours of not just collective intelligence, creativity, agility and innovation, but also pleasure, energy and enthusiasm in order to pick out and launch the future champions of Mediterranean Tech For Good! I would like to thank our 30 entrepreneurs, our partners, experts, mentors and members of the panel for getting involved and making this bootcamp as interactive as possible", explains Samir Abdelkrim, founder of EMERGING Mediterranean.

Exceptional guests started the Bootcamp off on Friday

This first ever EMERGING Mediterranean event was inaugurated by Ambassador Karim Amellal, interministerial delegate for the Mediterranean, Mihoub Mezouaghi, director of

www.emergingmediterranean.co #emergingmediterranean

Nos partenaires principaux



Avec le soutien de nos partenaires collectivités



EMERGING Mediterranean s'appuie sur un réseau de partenaires-pays expérimentés et reconnus en Méditerranée :



EMERGING Mediterranean

Lab de la Tech For Good et de l'Innovation Positive en Méditerranée

the French Development Agency (AFD) in Morocco and Samir Abdelkrim, all three of whom spoke to highlight the challenges of such an ambitious project.

After introducing the [30 star companies](#), and to bring the evening to an end, a panel of digital entrepreneurship experts from all over the Mediterranean discussed the challenges of EMERGING Mediterranean. The members of the panel: Isadora Bigourdan, Senior Account Manager at the French Development Agency, Marianne Vidal Marin, Head of Ecosystem Support at I&P Conseil, Rachid Abidi, Director of LAB'ESS (Tunisia), Hidayet el Ayadi, founder of the SgharToon start-up and Moushine Lakhdissi, CTO and Partner of Agridata Consulting, Morocco. *More details about this opening afternoon are available on the [EMERGING Mediterranean](#) website.*

Saturday was an intense, jam-packed day of teaching

On Saturday morning, the entrepreneurs had two training sessions led by Omar Amrani, Head of Innovation and Development at LaStartupFactory, to get them thinking about how important it is to define their start-up vision and mission and underlined the importance of storytelling to make their companies and innovative solutions stand out. Nabil El Hilali, ESCA EM Research Professor and Senior Innovation & Design Thinking Consultant led the third training session all about customer experience before each start-up had personalised workshops with their mentors. *More information about this morning is available on the [EMERGING Mediterranean](#) website.*

The Saturday afternoon continued with coaching from the experts about market analysis, defining a good business model, analysing the competition and Go-To-Market given respectively by Ilham Barakat, Expert of Innovation, Digital Transformation, Cultural Integration and Design Thinking, Hichem Radoine, Co-Founder of the Connect'Innov Consortium, Ali Bensouda, Managing Partner at GO Consulting, and Jamal Boukouray, VP Marketing & Business Development, Multidev Technologies. The mentors then gave their start-ups another personalised workshop. *More details about the Saturday afternoon are available on the [EMERGING Mediterranean](#) website.*

Sunday was the home stretch to prepare for the final pitch session

Sunday was just as strong as the day before. In the morning, Pierre Tachot, Entrepreneurship Expert at Expertise France, gave a session about how essential it is to implement the right KPIs to be convincing and demonstrate value. The entrepreneurs then had another personalised workshop with their mentors. Kenza Lahlou, Co-founder & General Partner of Outlierz Ventures, concluded the morning by giving the 30 start-ups an inspiring and motivating keynote speech. *More details about this Sunday are available on the [EMERGING Mediterranean](#) website.*

www.emergingmediterranean.co #emergingmediterranean

Nos partenaires principaux



Avec le soutien de nos partenaires collectivités



EMERGING Mediterranean s'appuie sur un réseau de partenaires-pays expérimentés et reconnus en Méditerranée :



EMERGING
Mediterranean

Lab de la Tech For Good et de l'Innovation Positive en Méditerranée

"Over the past 72 hours, we will not only take away with us the good times, the creativity, the tonnes of ideas, the endless discussions and the fantastic meetings, but also the innovation and the passionate start-ups with projects that have strong social and environmental impacts to accelerate the resilience of their societies and shape the future: e-Health, AgriTech, Climate, Territorial Resilience, Mobility, Social and Financial Inclusion and Female Entrepreneurship. We have had brilliant and spontaneous initiatives, seen the mindset these problem solvers have and have been witness to lots and lots of passion and solidarity! The level of reflection, expertise and involvement from project leaders to foster impact in the Mediterranean has truly humbled us. Our start-ups gave everything they had and more to perfect their presentations and convince the panel. After several hours of pitches during which we discovered some incredibly ingenious solutions, the panel deliberated to determine the 10 finalists!" Samir Abdelkrim goes on.

The 10 start-ups finalists of the Bootcamp of the 2 Shores will participate in the EMERGING Mediterranean Digital Conference and pitch their solution live in front of all the participants. This is the last event before revealing the 5 winners of the EMERGING Mediterranean programme.

Paving the way to the EMERGING Mediterranean Digital Conference

The EMERGING Mediterranean Digital Conference is the closing event of the first phase of this major Mediterranean start-up acceleration programme. It will be broadcast live from the Vélodrome Stadium in Marseille on Monday December 14, 2020 from 2 p.m. to 5 p.m. Among the many esteemed participants are Ambassador Karim Amellal, Interministerial Delegate for the Mediterranean, Jérémie Pellet, Managing Director of Expertise France, Kenza Lahlou Founder of Outlierz, Patricia Ricard, French leader of the Summit of the Two Shores of the Mediterranean, Amel Saidane President of Tunisian Start-ups, Rym Jarou, Managing Director of Smart Tunisia, Sami Agli, President of the Algerian Confederation of Citizen Patronage, and Aissata Lam, President of the Mauritanian Youth Chamber of Commerce.

Samir Abdelkrim gives the first insight about this event: *"This second highlight of EMERGING Mediterranean is the **new meeting point for decision-makers and Tech For Good stakeholders in the Mediterranean**. Startups, entrepreneurs, sponsors, investors, officials, mentors, experts and communities will participate in this unique event. They will be brought together for debates and exclusive interviews all about the hot topics throughout the acceleration programme since it launched: financing Tech For Good, ecosystem resilience, the rise of e-Health solutions and the current challenges of biodiversity and sustainable cities. The*

www.emergingmediterranean.co #emergingmediterranean

Nos partenaires principaux



Avec le soutien de nos partenaires collectivités



EMERGING Mediterranean s'appuie sur un réseau de partenaires-pays expérimentés et reconnus en Méditerranée :



EMERGING Mediterranean

Lab de la Tech For Good et de l'Innovation Positive en Méditerranée

ensuing debates and exchanges will contribute to advocating for Tech For Good which will be presented during the special 4th edition of the [EMERGING Valley](#) summit all about resilience on April 7 and 8, 2021."

About EMERGING Mediterranean

After the preparatory forum of the [Summit of the two Shores](#) and with the support of the French Development Agency, EMERGING Mediterranean was set up to identify, accelerate and bring the star companies of Mediterranean Tech For Good to the forefront to help strengthen their impact, highlight their success stories and make their societies more resilient.

For more information: www.emergingmediterranean.co

About EMERGING Valley

The EMERGING Valley summit was created by Samir Abdelkrim in 2017 (author of "Start-up Lions") and brings entrepreneurs, decision-makers and global digital experts to the Aix-Marseille-Provence area. This area is the perfect meeting point between Africa and Europe. EMERGING Valley wants to promote emerging digital ecosystems in the Aix-Marseille-Provence region. EMERGING Valley is supported by the Department of the Bouches du Rhône, the Aix-Marseille-Provence Metropolis, Euroméditerranée, the Marseille-Provence Chamber of Commerce and Industry and the City of Marseille, and helps build bridges between African start-ups and French, European and international innovation networks.

To learn more about EMERGING Valley, please visit: <http://www.emergingvalley.co/>

Press contact

Agence Quatrième Jour

Cindy Mouchard: cmouchard@quatriemejour.fr; 07 82 92 00 16

Maha Bennani: mbennani@quatriemejour.fr; 06 25 46 73 69

Antoine Billon: abillon@quatriemejour.fr; 06 03 72 88 95

www.emergingmediterranean.co #emergingmediterranean

Nos partenaires principaux



Avec le soutien de nos partenaires collectivités



EMERGING Mediterranean s'appuie sur un réseau de partenaires-pays expérimentés et reconnus en Méditerranée :