

## THE NEXT SOCIETY launches its 3rd call for applications to join the Start-up Booster Track, the tailor-made support programme for entrepreneurs in the MENA region

---

Marseille, September 17<sup>th</sup>, 2019

*THE NEXT SOCIETY is calling entrepreneurs and innovators in Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, and Tunisia to join the 3rd promotion of the Start-up Booster Track. Talented entrepreneurs and innovative businesses will be selected to benefit from the programme services to boost their innovative solutions!*

---

THE NEXT SOCIETY's movement launch by ANIMA Investment Network aims to mobilise entrepreneurs, innovators and corporate ecosystems to tackle the innovation and sustainable development challenges faced in the Mediterranean. Over the past 2 years, it has contributed to bring a real change in the Mediterranean innovation landscape by constantly supporting and connecting entrepreneurs, investors, cluster managers and researchers.

THE NEXT SOCIETY just opened its third call for applications for the Start-up Booster Track. Entrepreneurs in the Middle East-North Africa region are invited to [submit their application](#) by 15 October 2019.

### **The Start-up Booster Track**

The Start-up Booster Track is a flexible support programme with the aim of supporting innovative entrepreneurs in the MENA region and help them connect with key markets in Europe, Africa, Gulf Countries and USA. It started in 2017 and is composed of [several services](#) that help entrepreneurs through their journey: Investment Readiness Programme (Venture workshop and IP training); Entrepreneurs Mentoring Programme for one year; Soft landing missions in European innovation hubs; International Acceleration Bootcamps; International Market Missions; and Power Meetings with investors. It was designed as a tailor-made toolkit where entrepreneurs are matched to the adequate services according to their needs, profile and availability upon selection. All services are free of charge, THE NEXT SOCIETY supports travel and accommodation expenses, and participation fees to events organised by third parties.

### **THE NEXT SOCIETY start-ups**

Since 2017, two cohorts of start-ups have been accompanied by THE NEXT SOCIETY in the frame of its Start-up Booster Track which accounted a dozen operations implemented for early-stage companies with impact-driven solutions, products and services in the MENA region. A total of 75 entrepreneurs have benefited from these activities that helped them go international and raise funds.

While the movement is launching the selection for its 3<sup>rd</sup> promotion of start-ups, the actions from which the second promotion is still benefiting from did not end. Next steps by the end of 2019: in Barcelona (Spain), participation in [Big Booster 2019's competition](#) in Lyon (France), Meet-up with investors during [Business and Innovation Day in Beirut](#) (Lebanon) and during the European Business Angels Network [Winter Summit in Brussels](#) (Belgium).

Plenty of opportunities remain available for THE NEXT SOCIETY 2<sup>nd</sup> promotion of MENA innovators before they hand over the baton to a new wave of innovators [1<sup>st</sup> Investment Academy – Preparing for Due Diligence](#) paving the way to a prosperous and innovative Mediterranean.

To know more about the Start-up Booster Track and to apply, go to [THE NEXT SOCIETY website](#).  
To see on video how we support innovators, [click here!](#)

#### Press and communication contact

Inmaculada Ruiz

[inmaculada.ruiz@anima.coop](mailto:inmaculada.ruiz@anima.coop)

#### About THE NEXT SOCIETY

THE NEXT SOCIETY is an open community of change makers engaged in innovation and economic development. It gathers entrepreneurs, investors, corporates, NGOs, public and private innovation, research and economic development hubs from Europe and the Mediterranean countries.

THE NEXT SOCIETY gathers already a large network of over 300 business & innovation, research and investment organisations, 2,500 international SMEs and entrepreneurs from 30 countries.

THE NEXT SOCIETY launched a four-year action plan (2017-2020), co-funded by the EU up to 90% for a global amount of EUR 7.8 million budget.

[www.thenextsociety.co](http://www.thenextsociety.co)

## Join or follow THE NEXT SOCIETY

---

[welcome@thenextsociety.co](mailto:welcome@thenextsociety.co)

 [@TheNext\\_Society](https://twitter.com/TheNext_Society)

 [THE NEXT SOCIETY](https://www.facebook.com/thenextsociety)