

MedVentures: supporting the future Mediterranean business leaders

Support start-up internationalisation

MedVentures is a **regional market place and service platform** dedicated to the internationalisation of **innovative high-growth ventures** in the Mediterranean.

The **long term flow of jobs and innovation** in the Southern Mediterranean countries* will be made by new companies with a novel market approach. Entrepreneurs are often restricted by limited national market sizes. MedVentures help them to **open up their business outreach through new partnership and investment opportunities**.

MedVentures also acts as a bridge between incubators, investors and all entrepreneurs' supporters in the region.

*Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestine, Syria, Tunisia and Turkey

MedVentures services

- **Business development:** international marketing approach, business leads and connections, participation in world class fairs ;
- **Coaching and mentoring:** improved strategy, market positioning, location of strategic partners and technology providers, legal and soft landing advices;
- **Team building:** identification of key executives and associates in the targeted countries leveraging expatriates networks;
- **Financing:** introduction to appropriate investors, coaching for investor pitching.

Selecting high potential entrepreneurs

Thanks to a network of national partners, MedVentures annually selects the most promising, high-growth ventures based on the analysis of their business plan and internationalisation project.



Emphasis is put on some strategic domains: **agrifood, ICT, health, biotechs, environment, sustainable energy & tourism**.

Action lines

- **Smart matchmakings** between entrepreneurs, investors and business partners from 10 Mediterranean and 27 EU countries through national and international events and the online MedVentures platform.
- **Coaching and business development networks** benefiting the entrepreneurs by mixing international sector and market specialists with country facilitators. Local coaches' capacity building is ensured through joint technical support missions, workshops and online tools.
- **Early stage investment** is encouraged thanks to pre- and post-investment coaching. Transnational co-investments are promoted by welcoming onboard MedVentures large institutional investors.

Participating in MedVentures activities in 2010

A large collaborative network dedicated to the success of entrepreneurs

MedVentures is based on a network of selected innovation, business and financing organisations located in the EU and Southern Mediterranean countries.

- **Business coaches, innovation and entrepreneurship networks** identify and promote start-ups they know, and support foreign entrepreneurs entering their own national market: business incubators, science parks, SME support organisations, private consultants, etc.
- **Early stage investors, banks, financing organisations** use MedVentures to source new projects, as well as to boost the growth of the SMEs they have in their portfolio.
- **Business networks** help start-ups to find strategic partners abroad: business support organisations (enterprise federations, chambers of commerce and industry, investment promotion facilitators), high level expatriates etc.
- **International institutions**, donors and Euro-Mediterranean networks supporting economic development play a crucial role in the strategy, the visibility and the sustainability of MedVentures.

Join us! ASTF, Dayam Fund, CDG Capital, Fondation Banques Populaires, El Gazala, Ikdam, Tuninvest, Alternative Capital Partners, INSAT, iPark, QRCE, Nile Capital, Ideavelopers, Berythech, Bader, Capital Trust, SEBC, PICTI, PIPA, EBN, EBAN, INSME, Finances Méditerranée OSEO, CDC Entreprises, etc.

MedVentures in 2010

- 15 April 2010** National partners select the top 10 start-ups in each participating country
- 15 June 2010** A jury of international investors, business representatives and sponsors:
 - Comment on the proposed projects (strategy, matchmaking)
- 15 October 2010** Select 1 start-up per country to participate in the finals

MedVentures Awards (Marseille, France)

2nd December 2010 - entrepreneurs trained to pitch their business by international angel investors and VCs.

3rd December 2010

- Audience of 200 enterprises, investors, entrepreneurs coaches from EU and the Mediterranean countries;
- Business to Business meetings and workshops organised;
- MedVentures finals: pitching of the 10 selected start-ups;
- MedVentures Awards: top innovator, top international strategy, top job creator.

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