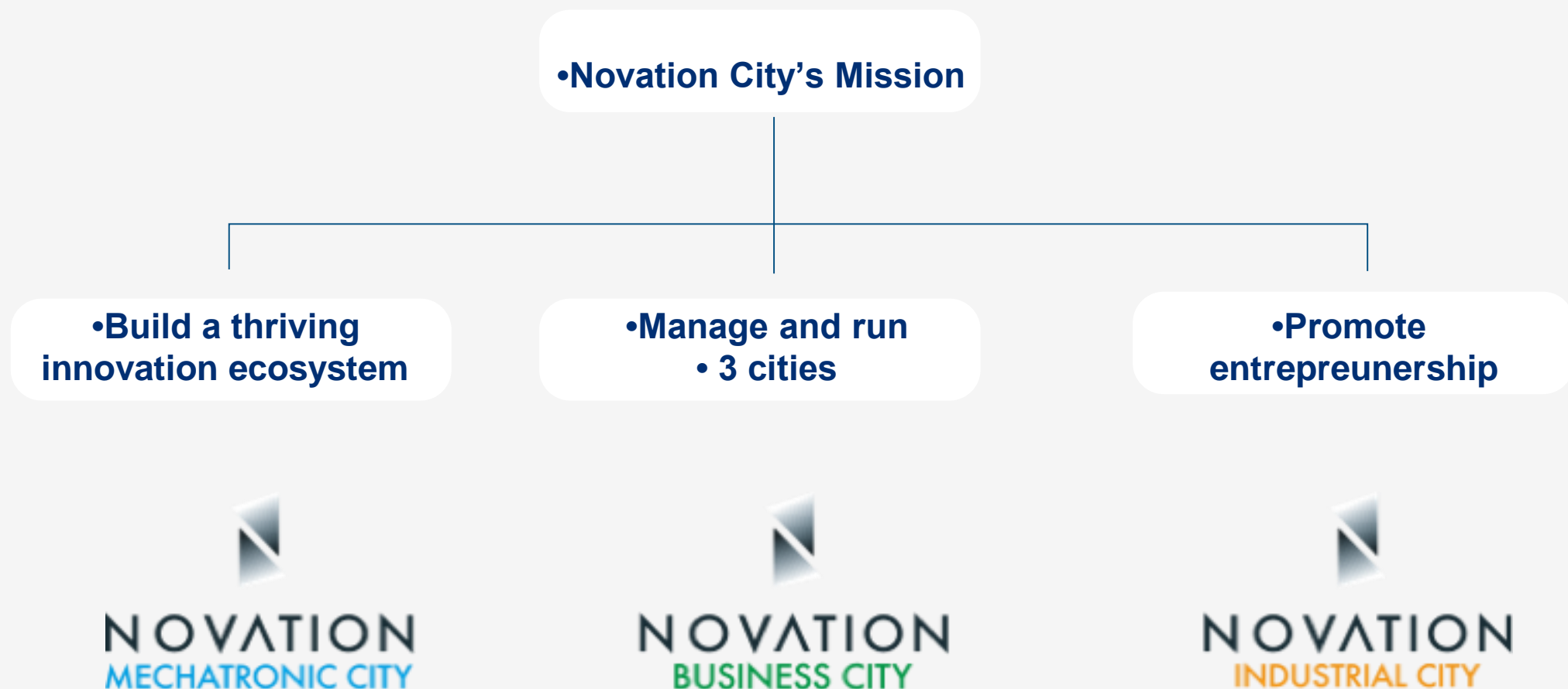




Novation City is a **private company** created in 2009 and based on a **public-private partnership**.

Backed by leading banking and financial institutions and leading industrial groups.





Novation City is launching an **incubator** and an **accelerator** program for early-stage and late-stage startups.

Novation Business Accelerator's mission is to support innovative, startups throughout the entrepreneurial journey – from ideation to scaling up, and to develop the startup ecosystem in Tunisia.





**NOVATION
BUSINESS
ACCELERATOR**

NOVATION CHALLENGES

NOVATION STARTUP BOOST

NOVATION VENTURE RISE

Programmes duration

12 Months

9 Months

9 Months

Competitions duration

2 Weeks

10 Weeks

10 Weeks

Laureate

3

3

1

Frequency

Spring/Fall

Winter

Fall

Target

Students/Graduates

Seed/ early Stage

Late Stage

Selection Process

Pitch Day

**1.Techno. Demo
2.Business Potential
3.DEMO Day**

**1.Business Potential
2. DEMO Day**



**NOVATION
BUSINESS
ACCELERATOR**

Programmes

Objectifs et KPI

TECHNOLOGIQUE SUPPORT

- Accelerate **Time-to-Market** (proto α , proto β , MVP) 15 mois
- Develop **Early business opportunities**

MANAGERIALE & BUSINESS SUPPORT

- Increase start up **Viability** to (2/10)
- 3 specific track

FINANCIARE SUPPORT

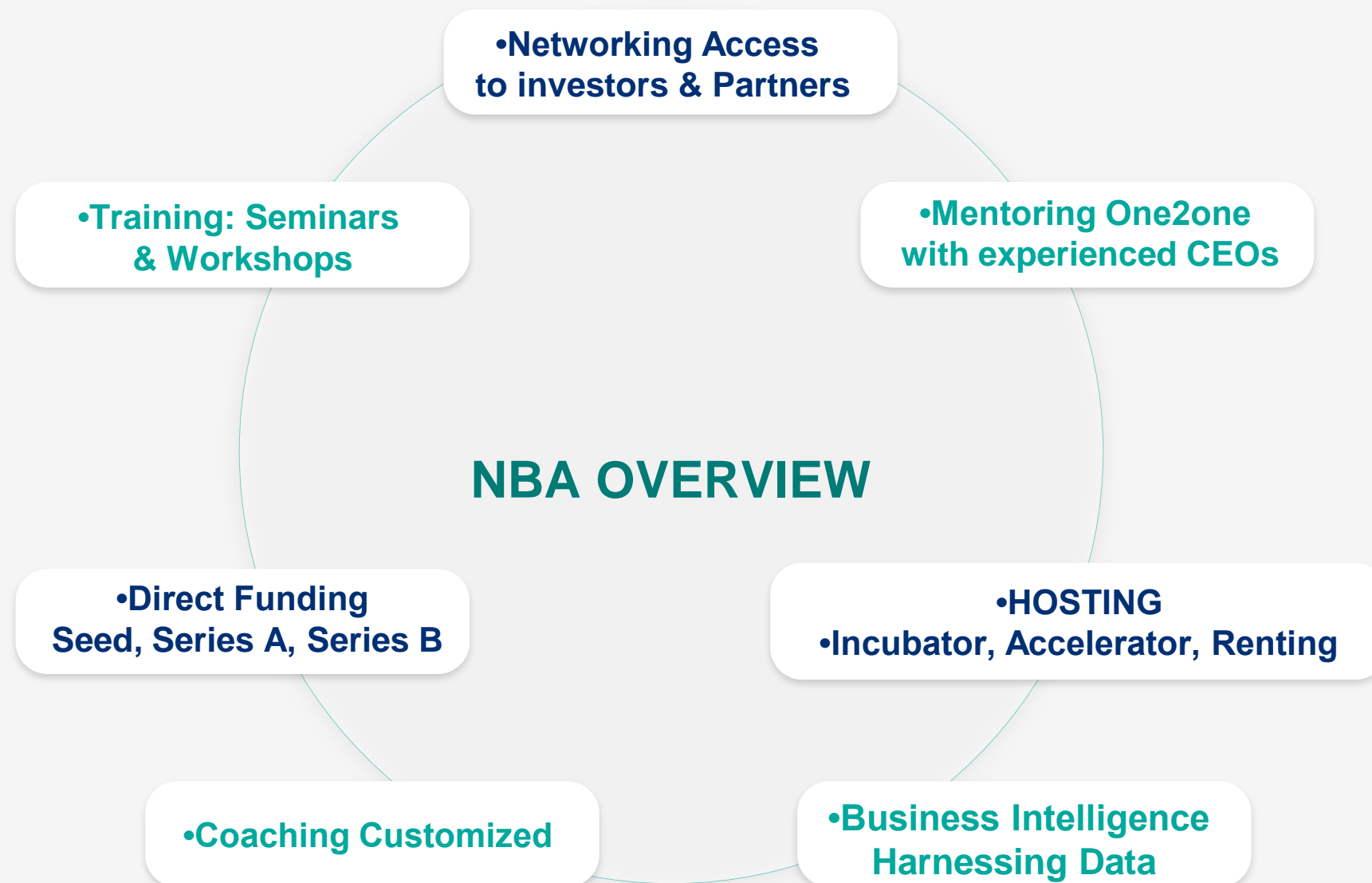
- **Early and late stage fund**
- Develop new financing mechanisms 'Finance Innovation'

GO INTERNATIONAL SUPPORT

- Facilitation of installation, creation of subsidiary
- Accelerated exports



**NOVATION
BUSINESS
ACCELERATOR**



NBA Prizes

NOVATION CHALLENGES

HOSTING :

Incubator

VOUCHERS :

training session
Prototyping

EQUITY :

NOVATION STARTUP BOOST

Office Accelerator

training, international
business experiences, MVP

seed funding
(50 to 150KTD)

NOVATION VENTURE RISE

Renting

training, international
business development
Industrial scaling

Venture funding
(200 to 600 KTD)

Modules Overview

**NOVATION CHALLENGES
INCUBATION**

**NOVATION STARTUP BOOST
ACCELERATION**

**NOVATION VENTURE RISE
SCALING**

**DURING
COMPETITION**

workshops: 2 days

- Ideation Validation
- Problem/Solution fit
- Lean Canvas

Training workshops: 5 days

- Product/Market fit
- Development Plan
- Sales and Acquisition
- Growth & Traction

Coaching : weekly (20h)
Mentoring meeting

Training workshops: 5 days

- Proving scalability readiness
- Business Model Pivot
- Business Model/ Market fit
- Defining scaling strategy

Mentoring meeting : 2

**POST-
COMPETITION**

Training workshops: 10 days

MVP design workshop
Developing a sustainable
business model
Development of Lean Canvas
Going to Market
Hosting & FabLab Access
Legal & Accounting support

Coaching : weekly (100h)

Training workshops: 5 days

Growth validation
Positioning, marketing and
branding support from experts
Meeting with investors
(Angels & VC's)
Investment Readiness
Hosting in the Accelerator Lab

Coaching: weekly (48h)
Mentoring meeting : 5
Networking events: 5

Training workshops: 5 days

KPI's on Market share and Market
growth
Designing a scaling model
Market exploration & penetration
Scaling & international visibility
Renting options.

Mentoring meeting: 5
Networking events: 5

NOVATION CHALLENGES

Is a catalyst for innovative ideas. During the challenge, teams work towards achieving problem/solution fit and building a beta version.

Objective :

Novation challenge's goal is to help aspiring entrepreneurs get their innovative ideas off the ground by turning their technical skills into marketable opportunities.

Process :

Throughout 2 weeks, selected teams receive training & coaching on entrepreneurship. The Challenge culminates in a public pitch event where teams pitch their ideas in front of a jury for a Prize.

Impact

- Validate the initial idea and vision.
- Reach problem/solution fit
- Identify the Business model
- Build the prototype
- Create startups

13 Feb to 13 March

Call for applications

14 March

Initial selection:

discarding incomplete and invalide application

18 March

Technical coaching

29 March

Demo

25 March

Coaching on Entrepreneurship

Final Ceremony

30 March

NOVATION STARTUP BOOST

Novation startup Boost accelerates the growth of early-stage startups.

Objective :

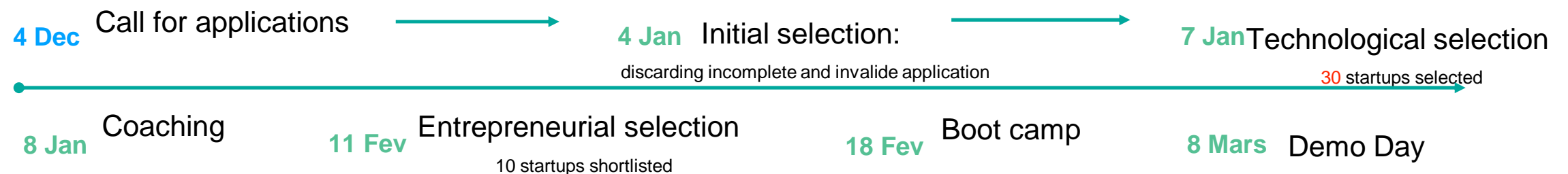
Aims to accelerate the growth of seed and early-stage startups by offering tailored support to the specific needs of each startup, as well as seed and series A funding.

Process :

30 promising entrepreneurs will be selected to participate in an online coaching based on the product/market fit. 10 out of the 30 startups will, then, be selected to take part in a business boot camp based on their market & revenues growth potential. The competition culminates in a demo day where startups compete to raise Series A funding of 50 KDT to 100 KDT.

Impact

- Validate Product/Market fit.
- Achieve Market growth.
- Customer acquisition and traction growth.
- Raise direct fund of Series A.





NOVATION VENTURE RISE

Novation Venture Rise accelerates the scalability of later-stage startups.

Objective :

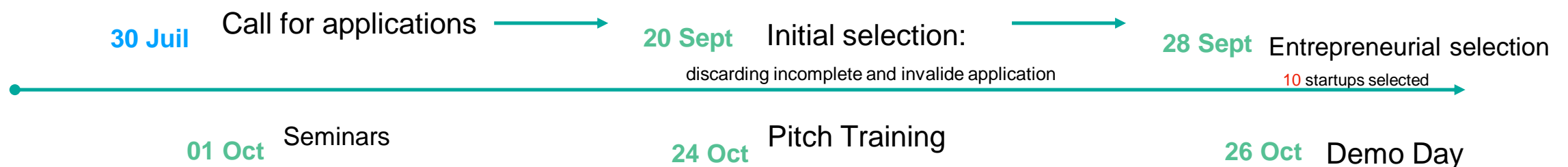
Novation Venture Rise mission is to help late-stage startups to scale up by helping them expand their market reach, thus develop their global scaling strategy, as well as raise the next round of funding (Series B round).

Process :

Ten high-impact startups will be selected to participate in a 10-week scaling program. The startups are reviewed based on their scalability and high-impact potential. The competition culminates in a demo day where CEOs pitch their business to raise series B funding of 150K DT to 250 KDT.

Impact

- Validate their market growth.
- Pivot their Business Model.
- Develop scaling Strategy
- Explore and penetrate new Markets.
- Raise series B funding of up to 250 K DT





NBA is a highly-tailored program dedicated to startups in different development stages.

Incubation for pre-startups.

Acceleration for seeds and early-stage startups.

Scaling for late-stage startups.

NBA is the reference program in Tunisia for business support throughout the startup journey, making its impact far-reaching.

THANK YOU...



**NOVATION
BUSINESS
ACCELERATOR**