



**AFRICARENA**

THE AFRICAN TECH ECOSYSTEM ACCELERATOR

# TUNIS SUMMIT

15-16 OCTOBER 2024  
SUMMIT GUIDE

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# WELCOME

Welcome to the seventh live edition of the AfricaArena Tour, the first hybrid digital and in-person tech event on the African continent.

This summit and its associated events provide a unique opportunity to delve into both current and future trends while showcasing some of the continent's most outstanding startups and innovators. The AfricArena events span five regions across Africa, bringing together influential figures from international and African tech innovation ecosystems to promote excellence in African Tech.

Previous editions attracted over 700 attendees, featured more than 60 speakers, and generated an impact valued at over 5 million US dollars. Over two days, this summit connects more than 20 of Africa's top startups with over 100 investors worldwide, offering a remarkable platform to highlight Africa's innovative talent. We eagerly anticipate playing a role in elevating the continent's rapidly growing tech ecosystem.

We believe that a pan-African collaborative approach, which leverages and shares innovations across various hubs in Africa, will continue to foster an environment that drives positive change in our world. This year, the AfricArena Tunis Deep Tech & AI Summit will convene local and international AI and Deep Tech startups, corporates, and investors for a two-day event aimed at enhancing investment processes on the African continent, with a particular focus on growth-stage startups.

This is AfricArena 2024.



# PROGRAM OF THE WEEK

Alongside the AfricArena Tour, exposure events and VC Unconference Weekend, AfricArena creates even more opportunities for startups and investors to connect with one another.

## VC Unconference

13-14 October 2024

The VC Unconference is a 2-day program for investors in an informal setting where investors can exchange ideas and share insights on key issues pertinent to the African startup and tech ecosystem in order to strengthen it.



## Founders' Bootcamp

13-14 October 2024

The AfricArise Tunis Founders' Bootcamp is a 2-day program for startups that fast tracks founders' knowledge in certain key areas that are often overlooked by other incubation programs.

## AfricArena Tunis Deep Tech & AI Summit | City of Culture, Tunisia

15-16 October 2024

The mission of the AfricArena Tunis Deep Tech & AI Summit is to bring together the leading corporates and investors investing in the African continent's tech-ecosystem, with the most talented entrepreneurs from across Africa. Tunis is Tunisia's leading startup city and North Africa's second most mature startup ecosystem.



## VC & Corporate Night

14 October 2024

The VC & Corporate Night will take place after the AfricArena Tunis Summit concludes. It is an informal evening where investors can come together to exchange ideas in an unfiltered space.



# AFRICARISE FOUNDER'S BOOTCAMP

Preceding the AfricArena Summits in various cities across Africa each year, AfricArise offers selected founders a remarkable opportunity to engage with speakers, ecosystem partners, investors, and peers in a concentrated two-day bootcamp focused on their growth.

The Founder's Deal Flow Bootcamp accelerates founders' knowledge in crucial areas often overlooked by other incubation programs, equipping them for future investor interactions, networking, and collaborations. Alongside interactive workshops, founders can also connect with peers and founders from across Africa through a series of events and activities during the bootcamp.

**This year, the venue for the AfricArise's Tunis Founder's Bootcamp will be at Startup Village, where the founders, hosts and speakers will stay for 2 nights.**

Check out our [Founders Bootcamp Highlight Videos](#) for more insights.



Scan the barcode and don't forget to subscribe!



SCAN ME

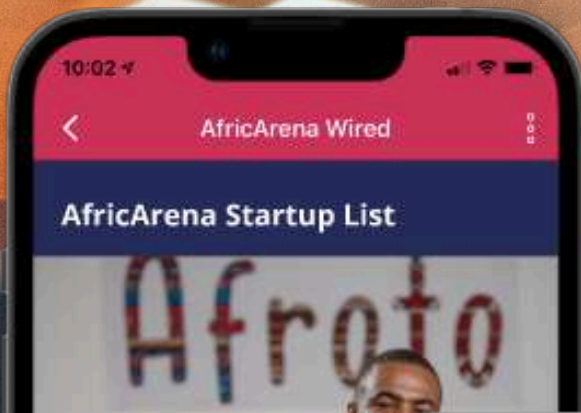
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# Welcome to AfricArena Wired

This is AfricArena Wired - the African tech ecosystem at the palm of your hand. A reimagined and innovative way of connecting african tech founders, investors, partners, mentors and ecosystem players.



**Afroto**  
**AFROTO**  
Alexandre Bon...

Sector: Communication Tech

Team size: 2

Funding Stage: Pre-Seed

@afroto Afroto

Product Solution

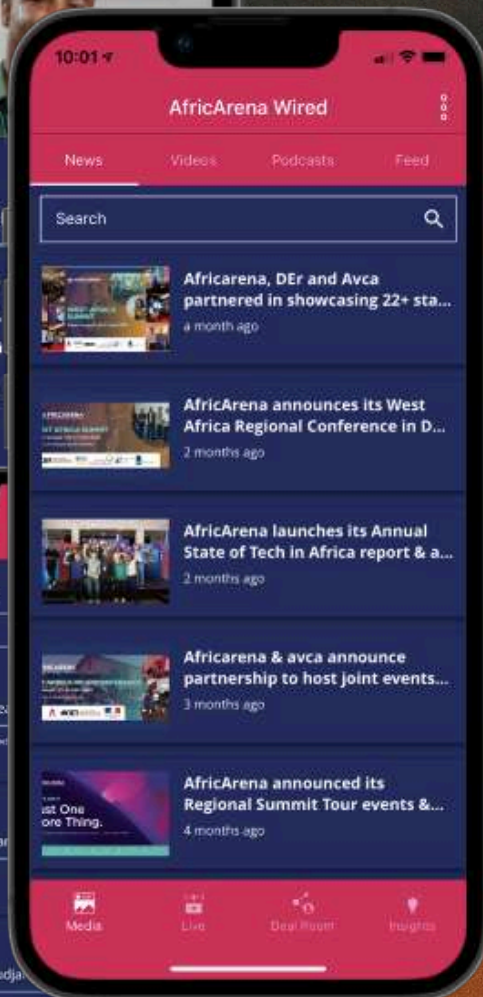


**Afroto**  
**AFROTO**  
Alexandre Bon...

**AgroData**  
Olumide Ogunba...

**Beta Store**  
Leo-Armel Tchoudja...

**Bizao**  
Aurélien Duval-Delort



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# SUMMIT PROGRAM

Day 1 - Tuesday, 15 October 2024

Central European Time (CET)

9:30	<b>GUESTS ARRIVE AND MINGLE</b>
10:00	<b>MC Welcome and Wake Up</b>
10:25	<b>AfricArena Welcome - Christophe Viarnaud (CEO)</b>
10:30	<b>Intro from Sponsors</b>
10:45	<b>Keynote: State of AI in Africa</b>
11:00	<b>Panel Discussion: State of AI in Africa</b>
11:00	<b>WIRED CONNECT - MATCHING MAKING EVENT - FULL DAY</b>
11:50	<b>Pitch Challenge: AI Track</b>
12:40	<b>LUNCH &amp; NETWORKING</b>
13:40	<b>Panel Discussion: AI in Diagnostics: The Future of Healthcare in Tunisia</b>
14:30	<b>Pitch Challenge: Healthcare Track</b>
15:10	<b>Founders Keynote</b>
15:25	<b>Panel Discussion: Navigating Winter Challenges in Fundraising</b>
16:15	<b>Fireside Chat: How Tech Leaders are Nurturing Startup Ecosystems</b>
17:00	<b>END OF DAY 1</b>
18:00	<b>INNOVATION NIGHT</b>





# SUMMIT PROGRAM

Day 2 - Wednesday, 16 October 2024

Central European Time (CET)

9:30	<b>GUESTS ARRIVE AND MINGLE</b>
10:00	<b>MC Welcome and Wake Up</b>
10:25	<b>Keynote: State of Deep Tech In Africa</b>
10:40	<b>Panel Discussion: Deep Tech Disruptions: Shaping the Future with Emerging Technologies</b>
11:30	<b>Pitch Challenge: Deep Tech Track</b>
12:00	<b>WIRED CONNECT - MATCHING MAKING EVENT - FULL DAY - Side event</b>
12:30	<b>LUNCH &amp; NETWORKING</b>
13:30	<b>Fireside Chat : Mohamed Salah &amp; Ahlem Gdouda - Investing in Deep Tech and AI</b>
14:00	<b>Pitch Challenge: Agnostic Track</b>
14:40	<b>Panel Discussion: The Role of Investors in Shaping Exit Strategies for Startups</b>
15:30	<b>Pitch Challenge: Investor Pitch</b>
16:20	<b>AWARD CEREMONY</b>
17:00	<b>END OF DAY 2</b>





## ACCELERATING INNOVATION **From Africa to Europe**

Methys is a unique international technology firm with expertise in Digital, Business Intelligence, Private Equity and Acceleration Services. We pride ourselves in consistent innovation and facilitate collaborative engagement between corporate, investors and start-ups. Our footprint reaches across the globe with a presence from Africa to Europe.

[www.methys.com](http://www.methys.com)

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### EVENT HOST

**WASSIM BEN LARBI**  
HOST PRODUCER  
EXPRESS FM



Mohamed Wassim Ben Larbi is a talented anchor, journalist, and producer. He pursued his studies in Finance at the University of Toulouse in France and has been active in television and radio since 2009. He has hosted three different TV programs on Tunisian National TV and launched his first radio show on the International Tunisian Radio Channel. Currently, he hosts the morning show on Express FM, where he conducts significant business and political interviews. Additionally, he moderates key panels and hosts major events focused on business, technology, and economic topics. His accomplishments include receiving the prestigious Academia Prize in Tunisia and being recognized as one of the 100 individuals shaping the business landscape in Tunisia for three consecutive years. He has also been selected as one of the 100 Young Leaders for Tunisia and was voted Best Radio Host in Tunisia two years in a row.



### WELCOME INTRODUCTION

**CHRISTOPHE VIARNAUD**  
CEO & FOUNDER  
METHYS GROUP & AFRICARENA

Christophe Viarnaud is a venture builder and the CEO and Founder of several initiatives, including AfricArena, PayGenius, Methys, FSATLABS, and Powertime. He is deeply passionate about entrepreneurship, sustainability, education, and has a love for tennis. He earned a BSc in Finance from EDHEC Business School and an Executive MBA in Systems Thinking from the University of Cape Town. As part of Africa's tech ecosystem accelerator, he connects founders, angel investors, corporates, and VC investors through events such as AfricArena, VC Unconference, Founders' Bootcamp, and the AfricArena Summits in Cape Town. Christophe will deliver the welcome address at the AfricArena Tunis Summit.



### INTRO FROM SPONSORS | CDC

**NEJIA GHARBI**  
EXECUTIVE DIRECTOR  
CAISSE DES DEPOTS ET CONSIGNATIONS - CDC TUNISIA

Nejia Gharbi, who is the Executive Director at Caisse des Dépôts et Consignations - CDC Tunisia, and the chairman of the board of directors at Société Tunisienne des Banques (Tunisian Society of Banks) - STB Tunisia has nearly 30 years of experience and expertise in the field of control, management of public enterprises, financing and investing. She initiated her professional career by taking a position in general control of the public services of the prime minister in April 1991, where she spent 10 years, before overseeing the Administrative and Financial management of a project undertaken to manage and promote cultural heritages during eight years, financed by the World Bank, then hired as a state controller in charge of the phosphate sector, fertilizers and hydrocarbons' transport, attached to the prime minister for 3 years, after that she took the position of an executive secretary in Tunisair from February 2012 to June 2014 , before being appointed representative of the office of the head of government and Executive Director of the Central Investor Support Unit. In April 2018, she was selected to be a Deputy Director at la Caisse des Dépôts et Consignations CDC. She was also designated since November 2015 as a chairman of the board of directors of STB in addition to its current responsibilities (until her second office term) and Managing Director in charge of the bank's management since January 2nd, 2021. Nejia has numerous international and local certifications from known organizations and she holds a master's degree in management from FSEG Tunis and a higher graduate degree from ENA. Nejia Gharbi is entitled as a Woman Manager of the Public Sector 2020, by the TFMA Prize, Co-organized by CONNECT and ALMAS.

### INTRO FROM SPONSORS | CLOUDPLEXO

**SPIFF MOSES**  
CHIEF MARKETING OFFICER  
CLOUDPLEXO



Spiff Moses is the CMO at CloudPlexo, where he leads strategic marketing initiatives to drive brand growth and industry engagement. His expertise in 360 marketing, new market expansion and partnership development helps position CloudPlexo as a leader in cloud solutions and innovation.

### KEYNOTE 'STATE OF AI IN AFRICA' MODERATOR 'STATE OF AI AFRICA'

**ABDERRAHMANE CHAOU**  
CEO  
SENDEMO



Abderrahmane Chaoui graduated from EDHEC Business School in 2013 and is now the founder and Chief Exploration Officer at Sendemo. Over 1.5 years, Sendemo explored entrepreneurial ecosystems across 13 African countries, conducting interviews with investors, government officials, founders, and more. Today, Sendemo operates as a research-driven consultancy, serving clients like MIT, Sciences Po, and Founders Factory Africa. Abderrahmane's early career began in biotech, where he founded a startup focused on transparency in the food industry. Later, as a lead strategy consultant at Fabernovel, he advised large corporations on innovation strategies, helping design incubation programs, venture studios, and corporate innovation structures.



### KEYNOTE 'STATE OF DEEP TECH IN AFRICA' MODERATOR 'STATE OF DEEP TECH IN AFRICA'

**YASSINE OUSSAIFI**  
PARTNER  
AFRICINVEST GROUP

Yassine Oussaifi joined AfricInvest in mid 2012. For the last six years he worked in the chemical and energy industry. First as a business analyst in charge of strategic studies, then as a business developer managing long term hydrogen supply projects. Yassine gained international exposure working on international projects with a focus on the Middle-East region and leading for two years a project investment committee. Yassine holds an engineering degree from the Ecole Polytechnique and Mines de Paris and an MBA from the Collège des ingénieurs.

### FOUNDERS KEYNOTE

**BILEL KHLAIFIA**  
CTO  
NEXTAV



Bilel Khlaifia serves as the CTO of NextAV, a geospatial startup that delivers remote sensing solutions enhanced by AI technologies, data analysis, and scientific interpretation. NextAV focuses on high-resolution satellite and airborne data, allowing them to provide precise assessments and actionable insights for sectors such as mining, oil and gas, environmental monitoring, and agriculture. Bilel is an Autonomous Systems Engineer and AI Researcher, a Certified NVIDIA Instructor, and an NVIDIA Jetson AI Specialist and Ambassador. With a background in computer science engineering, he is an internationally recognized AI expert, an official 3X NVIDIA instructor, and a contributor to PyTorch.

## **MODERATOR: 'HOW TECH LEADERS ARE NURTURING STARTUP ECOSYSTEMS' FIRESIDE CHAT**

**IBRA DIOUF**  
SENIOR PM, GROWTH AND INNOVATION - ISVS &  
DIGITAL NATIVES, AZURE ENGINEERING  
MICROSOFT



Ibra Diouf is an experienced tech innovator with over six years in the startup ecosystem. He spent four years at Google, collaborating with emerging startups to foster innovation and growth. Currently, Ibra is at Microsoft, working with startups and ISVs for the past two years. With a dedicated team of engineers, he focuses on helping companies develop cutting-edge technology solutions.



## **MODERATOR: 'AI IN DIAGNOSTICS: THE FUTURE OF HEALTHCARE IN TUNISIA' PANEL DISCUSSION**

**ALAYA BETTAIEB**  
FOUNDER, AFRICA RENAISSANCE PARTNERS  
FORMER DG, SMART CAPITAL TUNISIA

Alaya Bettaieb currently serves as an advisor to African governments, focusing on enhancing their startup ecosystems. From February 2021 to June 2024, he held the position of Managing Director at Smart Capital, which is the national operator of Startup Tunisia. Since 2000, he has been a venture capital fund manager, and since 2008, he has practiced technology transfer. In 2013, he founded the first academic incubator in Tunisia at ESPRIT. He played a key role in establishing the Tunisian Venture Capital Association "ATIC" in 2004 and the Euromed Capital Forum in 2006. Additionally, he has been a member of fund investment committees in Tunisia and Saudi Arabia since 2010. Furthermore, he served as Secretary of State for International Cooperation and Investment from December 2011 to March 2013. Alaya holds degrees in Physics, Engineering, Economics, and Management from Tunisian, American, and Japanese universities.

## **MODERATOR: NAVIGATING WINTER CHALLENGES IN FUNDRAISING' PANEL DISCUSSION**

**WALID DAAS**  
CO-FOUNDER & PROGRAM DIRECTOR  
TEAMLINK



Proficient in project management, Walid Daas brings extensive expertise to advising and training startups, VSEs/SMEs in critical areas such as strategic management, business modeling, financial modeling, business plan and pitch deck creation, investment strategies, and fundraising. His skills extend to advising on startup ecosystems, including program design, open innovation, corporate collaboration facilitation, building SSOs, and orchestrating investor events. Additionally, he specializes in crafting and conducting dynamic brainstorming workshops aimed at fostering innovation and generating creative solutions.



## **MODERATOR: 'INVESTING IN DEEP TECH AND AI' FIRESIDE CHAT**

**MOHAMED SALAH FRAD**  
GENERAL MANAGER - UNITED GULF FINANCIAL  
SERVICES (NORTH AFRICA)  
PRESIDENT - TUNISIAN ASSOCIATION OF CAPITAL  
INVESTORS



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Mohamed Salah Frad has an extensive experience in corporate finance, asset management, financial & business restructuring and valuations. Prior to joining United Gulf Bank in 2008, Mohamed acted as the head of research department at a leading broker in Tunisia and led the listing of several companies in the Tunisian Stock Exchange. He helps startups through investment and incubation programs at UGFS North Africa, which was established in Tunisia in November 2008 as a new asset management company. The company's activities encompass portfolio management services, funds management services and corporate finance.



## **MODERATOR: 'DEEPTECH DISRUPTIONS: SHAPING THE FUTURE WITH EMERGING TECHNOLOGIES' PANEL DISCUSSION**

**SEIFEDDINE OUNI**  
VC ANALYST  
MEDIN FUND MANAGEMENT

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Seifeddine Aouni serves as a Junior VC Analyst at MEDIN Fund Management. Previously, he gained valuable experience as a PMO at Technoriat and as an Assistant at MDBAN. His responsibilities included sourcing deals, assisting with the organization of pitching sessions, conducting follow-up meetings with promising startups, performing due diligence, participating in the design of a new program to support startup growth, and onboarding new investors at MDBAN.

## **MODERATOR: 'THE ROLE OF INVESTORS IN SHAPING EXIT STRATEGIES FOR STARTUPS' PANEL DISCUSSION**

**SAFA TLIJANI**  
VENTURE CAPITAL ANALYST  
216 PARTNERS VENTURES



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Safa Tlijani is a recent graduate in finance with a diverse background encompassing finance, management, and exchange student experiences as an alumna of the Kennedy Lugar Youth Exchange Studies program. In addition, she passionately advocates for human rights and environmental protection through various volunteer roles. With her expertise in Financial and Economic Engineering, Safa has held positions as Project Manager, General Coordinator, and Treasurer at the Tunisian American Alumni Network, as well as Business Analyst and Investor Relations professional at Kamioun.

## 'STATE OF AI AFRICA' PANEL DISCUSSION

**LLEW CLAASEN**  
MANAGING PARTNER  
NEWTOWN PARTNERS



Llew Claasen is the co-founder and Managing Partner at Newtown Partners, a venture capital firm he established with Vinny Lingham in 2014. He specializes as a go-to-market strategist, boasting nearly two decades of senior management experience in cryptocurrencies, digital product management, and digital marketing and holds a Master's degree in the Management of Technology & Innovation. Newtown Partners invests globally in early-stage startups that feature emerging technologies and disruptive business models, focusing on fostering economic activity in a fundamentally positive manner. In 2019, they began collaborating with a global logistics company to support their corporate venture capital program. The firm operates from offices in San Diego, U.S., and Cape Town, South Africa. In addition to his role at Newtown Partners, Llew co-founded Clicks2customers (now known as [www.nmpidigital.com](http://www.nmpidigital.com)), which has evolved into a global digital marketing agency generating over \$100 million in annual billings, as well as Synthasite (rebranded as [www.yola.com](http://www.yola.com)). Llew previously served as the Executive Director of the Bitcoin Foundation, the first, oldest, and largest cryptocurrency advocacy organization in the world, based in San Francisco, U.S.



## 'STATE OF AI AFRICA' PANEL DISCUSSION

**AKEEM (ABAYOMI) ASHAOLU**  
CLOUD ENGINEER  
MACHINE LEARNING SPECIALIST

Akeem Ashaolu is an experienced Cloud Engineer and Machine Learning Specialist at CloudPlexo with expertise in deploying cloud-based ML solutions using AWS services like SageMaker and Lambda. Proficient in Python, TensorFlow, and PyTorch, he has led projects in predictive analytics, computer vision, and NLP. A certified AWS Solutions Architect, Akeem is dedicated to leveraging cloud technologies to drive innovation and enjoys sharing his knowledge through workshops and training.

## 'STATE OF AI AFRICA' PANEL DISCUSSION

**WASSIMA SABER**  
AUDITOR, CERTIFIED TRAINER AND EXPERT ON  
BUSINESS SUSTAINABILITY



Wassima Saber is an Auditor | Specialist in Entrepreneurship | Innovator in Social and Economic fields | International Consultant on Sustainability Standards | Certified International Trainer Consultant in Green Finance, Carbon Footprint, and ESG Reporting.

## 'STATE OF AI AFRICA' PANEL DISCUSSION

**IBRA DIOUF**  
SENIOR PM, GROWTH AND INNOVATION - ISVS &  
DIGITAL NATIVES, AZURE ENGINEERING  
MICROSOFT

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Ibra Diouf is an experienced tech innovator with over six years in the startup ecosystem. He spent four years at Google, collaborating with emerging startups to foster innovation and growth. Currently, Ibra is at Microsoft, working with startups and ISVs for the past two years. With a dedicated team of engineers, he focuses on helping companies develop cutting-edge technology solutions.



## 'STATE OF AI AFRICA' PANEL DISCUSSION

**DR. NAWEL SOUISSI**  
ASSOCIATE PROFESSOR & DEAN  
PRISTINI SCHOOL OF AI

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Dr Nawel Souissi, Associate Professor and Dean of Pristini School of AI First Artificial Intelligence University in Tunisia, holds a PhD in Electronics from Faculty of Sciences of Tunis, her research activities are in the field of Artificial Intelligence and Machine Learning. She is an International Certified Expert in Quality Assurance in Higher Education with ASIIN leading several Engineering accreditation projects. Dr Nawel Souissi has over 13 years' experience in teaching engineering sciences with eight years leading restructuring, development and management projects, with pedagogical and scientific dimensions in the higher education sector in Tunisia. She is the first Tunisian to be part of the International Professional Register ENTER for Engineering Educators.

## 'AI IN DIAGNOSTICS: THE FUTURE OF HEALTHCARE IN TUNISIA' PANEL DISCUSSION

**ABADA KHOULOU**  
CEO  
SKINPHILOSOPHY



As a vibrant and innovative entrepreneur, Abada Khoulood established her startup in skincare technology. With a foundation in chemical process engineering, she has held roles such as a Chemical Process Engineer at Medis and a Mechanical Engineer at Audi UK. She set out on an inspiring quest to transform skincare by merging a holistic approach with state-of-the-art technology. Her startup, SkinPhilosophy, serves as a community platform that offers personalized solutions and supports skin health. Her goal is to elevate SkinPhilosophy, enabling individuals to achieve radiant, healthy skin while boosting their confidence and well-being. Her background in chemical engineering, coupled with her expertise in design and marketing, drives her commitment to making a difference and advancing SkinPhilosophy.



## 'AI IN DIAGNOSTICS: THE FUTURE OF HEALTHCARE IN TUNISIA' PANEL DISCUSSION

**GHAZI SADDEM**  
STARTUP ADVISOR, ORGANIZATIONAL MANAGEMENT &  
DIGITAL TRANSFORMATION CONSULTANT

Introducing Ghazi Sadem, an expert in digital transformation and organizational management. His proficiency has revolutionized businesses and startups across the Mediterranean and MEA region. Ghazi's impact is evident in various initiatives, including Innov'i - EU4INNOVATION and the GIZ Digital Transformation Centre. With over nine years of experience at the crossroads of management, strategy, and digital transformation, he is committed to improving the operational dynamics of startups and organizations. He specializes in designing organizational systems, creating digital workplaces, and streamlining management workflows. His approach emphasizes fostering innovation, nurturing impactful organizational cultures, and driving growth, while collaborating with a wide array of startup support organizations and venture capital firms globally.

## AI IN DIAGNOSTICS: THE FUTURE OF HEALTHCARE IN TUNISIA' PANEL DISCUSSION

**AHMED BADAOUI BADIS**  
CO-FOUNDER & CEO  
VISTASY CLINIC



Ahmed Badaoui Badis is the co-founder and CEO of VISTASY, an AI-driven company transforming customer experiences in the skincare and beauty industry. With a background in electrical engineering and expertise in AI and data solutions, he combines technical knowledge with entrepreneurial skills to lead innovative projects. Passionate about using technology to solve customer pain points, Ahmed is committed to democratizing personalized skincare and enhancing both online and in-store experiences for consumers and cosmetic brands worldwide.



## 'AI IN DIAGNOSTICS: THE FUTURE OF HEALTHCARE IN TUNISIA' PANEL DISCUSSION

HICHEM RADOINE

INTERNATIONAL CONSULTANT PROJECT, FINANCIAL STRUCTURING , CHANGE MANAGEMENT, INNOVATION AND INTERNATIONALIZATION



Hichem Radoine is an expert in innovation and entrepreneurship with extensive experience supporting ecosystems in Africa and Europe. Passionate about technology transfer and the development of innovative projects, he has played a key role in creating startup support and funding programs in collaboration with public and private institutions. Currently, Hichem focuses on fostering strategic partnerships between Tunisia, Africa, and Europe to promote innovation in sectors such as HealthTech and Tech4Good, while mobilizing the African diaspora for local socio-economic development. He also advises institutions, companies, and startups on innovation strategies, and frequently participates in programs like MEET Africa, Connect'Innov, and Expan'Africa.

## 'AI IN DIAGNOSTICS: THE FUTURE OF HEALTHCARE IN TUNISIA' PANEL DISCUSSION

HECHMI LOUZIR

PROFESSOR OF MEDICINE AND IMMUNOLOGY AT THE FACULTY OF MEDICINE OF TUNIS / UNIVERSITY TUNIS EL MANAR AND THE FORMER DIRECTOR GENERAL OF THE PASTEUR INSTITUTE OF TUNIS



Hechmi Louzir is Professor of Medicine and Immunology at the Faculty of Medicine of Tunis / University Tunis El Manar and the former Director General of the Pasteur Institute of Tunis, Tunisia (July 2007-Oct. 2023). He is graduated from Tunis medical school, and then followed an internship at Institut Pasteur in Paris. In late 1988, he joined the laboratory of immunology at Pasteur Institute of Tunis and the Faculty of Medicine in Tunis. He developed many research programs on the host pathogen interaction and contributed to the development of curricula and teaching of basic and clinical immunology. He is author or coauthor of more than eighty original publications and several patents. He has worked in more than 30 research projects funded by international agencies and directed the research of more than 40 students, including 6 PhD. Between July 2007 and October 2023, Hechmi Louzir served as Director General of the Pasteur Institute of Tunis. He was elected as member of the Assembly of the Pasteur Institute of Paris (France), member of the Executive Board of the Network of the Pasteur Institutes and coordinator of the MATI (Morocco, Algeria, Tunisia, Iran) region (2008-2019) then coordinator of the Euro-Mediterranean region (2021-2023). He served as expert-evaluator of several research programs on behalf of the European Commission and other international agencies. He also served as member of the scientific council of many International Research Institutes or Organizations. He is member of the WHO-Eastern Mediterranean Advisory Committee on Health Research and member of The Lancet Commission on 21st-Century Threats to Global Health. During COVID-19 crisis, he served as key person for the scientific management of COVID-19 in Tunisia and directed the scientific vaccination committee then led the vaccination campaign in the country.

## ‘NAVIGATING WINTER CHALLENGES IN FUNDRAISING’ PANEL DISCUSSION

**HENRI ZIETSMAN**  
SENIOR STARTUP BUSINESS DEVELOPMENT MANAGER  
AMAZON WEB SERVICES (AWS)



With more than twenty years of experience in creating scalable solutions for the African market, Henri Zietsman has extensive expertise across various sectors, including startups, government, cloud infrastructure, telecommunications, fintech, and best practices for scaling. His skill set encompasses MVP development, investment strategies, due diligence, pitching, sales, and regional media approaches. Zietsman earned a Bachelor of Engineering degree and actively participates as a panelist, speaker, and mentor, guiding the next generation of entrepreneurs. He is involved with "Startup Wise Guise," "Unleash.org," and is part of selection panels for accelerators such as "Startup Bootcamp." As he puts it, "I believe Africa is not a monolith; each community, country, and city will advance and scale at its own pace, but I am committed to contributing to this success. I am passionate about supporting founders, whether in Venture or Impact."



## ‘NAVIGATING WINTER CHALLENGES IN FUNDRAISING’ PANEL DISCUSSION

**PATRICIA RINKE**  
INVESTMENT MANAGER  
CATHAY AFRICINVEST INNOVATION FUND

Patricia Rinke is an Investment Manager at the Cathay AfricInvest Innovation Fund, where she has worked on deals across Africa in sectors such as Mobility, Fintech, Insurtech, AI & Software, Digital Content, Agritech, Healthtech, and Security Tech. Prior to AfricInvest, she worked in Finance functions at Atos, a French IT service provider, and Magna, an Austrian automotive supplier. She did a Masters in Management and Cognitive Sciences at HEC Paris and ENS Ulm with a research internship about reinforcement learning processes in the brain.

## ‘NAVIGATING WINTER CHALLENGES IN FUNDRAISING’ PANEL DISCUSSION

**DOUJA GHARBI**  
CEO & CO-FOUNDER  
REDSTART TUNISIE



Douja Ben Mahmoud Gharbi has more than 20 years of entrepreneurial experience. She has a long professional career as an entrepreneur and manager. Serial entrepreneur, she has created and managed several companies in various sectors: industry, services, and commerce.

## **'NAVIGATING WINTER CHALLENGES IN FUNDRAISING' PANEL DISCUSSION**

**ACHRAF KHALLOULI**  
INVESTMENT ASSOCIATE  
FLAT6LABS



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Achraf Khallouli is a dynamic venture capitalist with over five years of experience in the startup ecosystem, specializing in early-stage investments, business scaling, and data-driven decision-making. Currently at Flat6Labs, one of the leading seed-stage investment firms in the MENA region, Achraf leverages his expertise in quantitative analysis and econometrics to assess and support innovative startups. His career spans across a diverse range of sectors, including fintech, e-commerce, and machine learning.



## **'NAVIGATING WINTER CHALLENGES IN FUNDRAISING' PANEL DISCUSSION**

**SAMAR LOUATI**  
CO-FOUNDER & PRESIDENT  
BRIDGING ANGELS

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Samar Louati is the Co-founder and President of Bridging Angels, a business angel network that brings together successful entrepreneurs and investors from the African diaspora to invest in high potential African startups. She has personally invested in over 17 startups to date (Flouci, Dabchy, SYW, Shopmeaway, Wattnow & Altaroad to name a few). She is also vice-president of AFBAN, the African Federation of business Angels Network. Former Femmes Business Angels member, the first female angel investing network in Europe, she also co-founded Redstart Tunisia, an accelerator for startups and SMEs, affiliated to the French incubator Redstart. Samar holds a Masters in Engineering from Ecole Centrale de Lyon and another Masters in Systemic Theories from Centrale Paris, Lyon and Lille, as well as a certification in negotiation from INSEAD, in Public Policy Economics from the university of Oxford and in ESG Investing from the CFA Institute.

## **'HOW TECH LEADERS ARE NURTURING STARTUP ECOSYSTEMS' PANEL DISCUSSION**

**SALMA BAGHDADI**  
INNOVATION LEAD  
WAVE



Salma Baghdadi is a passionate ocean advocate and an award-winning leader in building thriving tech ecosystems, particularly in Africa. As Innovation Lead at WAVE Global, she empowers blue tech startups to solve critical ocean challenges through innovation. Salma leverages her 15+ years of experience to bridge the gap between blue tech stakeholders, fostering collaboration across geographies and connecting talents to impactful opportunities. Her vision extends beyond borders, aiming to build a robust and nature-positive global blue tech ecosystem with a focus on empowering emerging markets. Previously, Salma played a pivotal role in building Tunisia's startup ecosystem. She spearheaded the implementation of the Tunisian Startup Act and numerous programs at Smart Capital, contributing to the growth of over 1,000 startups. Her leadership resulted in funding for over 200 startups, connections for 50+ support organizations, and widespread promotion through various programs. In recognition of her dedication, she was nominated as the African Ecosystem Builder of the Year in 2023. Salma continues to make a global impact by advising governments and Development Finance Institutions (DFIs) on fostering startup ecosystems in emerging markets through Ujenzi Advisory, a consulting firm. She also writes articles in the "Ecosystem stories" series to share her experience, observations with fellow ecosystem builders in the continent.



## **'HOW TECH LEADERS ARE NURTURING STARTUP ECOSYSTEMS' PANEL DISCUSSION**

**ZACK TEMTEM**  
CHIEF OPERATING OFFICER  
OPEN STARTUP (OST)

Zack Temtem is the Chief Operating Officer at Open Startup (OST), overseeing pan-African entrepreneurship programs, capacity-building initiatives, and international partnerships. With extensive experience in the nonprofit sector, Zack has scaled flagship programs across multiple African countries, fostering innovation and startup ecosystem growth. His expertise spans strategic planning, program design, and entrepreneurship. Zack has also played a key role in international partnerships, supporting the formalization of informal businesses and empowering young entrepreneurs through tech-enabled initiatives.



## **'HOW TECH LEADERS ARE NURTURING STARTUP ECOSYSTEMS' PANEL DISCUSSION**

**SIVIWE MASHIYA**  
**PREMIER PARTNER**  
**AMAZON WEB SERVICES (AWS)**



Siviwe Mashiya is a seasoned tech salesman affiliated with an AWS Premier Partner, primarily focused on serving as a launchpad for tech startups aiming to deploy and scale their operations on AWS. He provides founders with fully or partially funded programs designed to assist them in migrating, building, and expanding their businesses within the AWS cloud environment. To support his efforts, Siviwe collaborates with a skilled team that possesses extensive knowledge of AWS services, helping startups develop secure, resilient, and cost-effective solutions. Furthermore, Siviwe facilitates connections between founders and venture capitalists and accelerators that align with their startup's vision and business goals, ensuring they not only secure funding but also collaborate with organizations that have meaningful synergies.



## **'HOW TECH LEADERS ARE NURTURING STARTUP ECOSYSTEMS' PANEL DISCUSSION**

**SAFA MAJDOUB**  
**PROGRAM MANAGER**  
**THE DOT**

Safa Majdoub is passionate about helping startups reach their growth goals. As a facilitator within the entrepreneurial ecosystem, she connects various sectors to foster opportunities and collaborations. With a diverse background, starting as a Project Development Coordinator at Orange Fab Telecommunications, then serving as a Partnership & External Relations Officer at Orange Tunisie, and currently working as a Program Manager at The Dot, Safa designs customized programs, establishes significant connections, and mentors entrepreneurs to ensure their success. Her boundless energy fuels her strong belief in the ability of businesses to create positive change within their communities.

## **'DEEPTech DISRUPTIONS: SHAPING THE FUTURE WITH EMERGING TECHNOLOGIES' PANEL DISCUSSION**

**FATEN BEN AISSA**  
STRATEGIC COMMUNICATIONS OFFICIAL  
DIGITAL COLLEGE



Faten Ben Aissa, a strategic communications official for Digital College and CEO at ComeForCOM is an experienced strategic communications consultant with a deep understanding of digital communications and management of social networks for companies. In addition to this she is experienced in crisis management, and entrepreneurship and is a mentor and coach for young people who have amazing ideas and projects.



## **'DEEPTech DISRUPTIONS: SHAPING THE FUTURE WITH EMERGING TECHNOLOGIES' PANEL DISCUSSION**

**BILEL KHLAIFIA**  
CTO  
NEXTAV

Bilel Khlaifia serves as the CTO of NextAV, a geospatial startup that delivers remote sensing solutions enhanced by AI technologies, data analysis, and scientific interpretation. NextAV focuses on high-resolution satellite and airborne data, allowing them to provide precise assessments and actionable insights for sectors such as mining, oil and gas, environmental monitoring, and agriculture. Bilel is an Autonomous Systems Engineer and AI Researcher, a Certified NVIDIA Instructor, and an NVIDIA Jetson AI Specialist and Ambassador. With a background in computer science engineering, he is an internationally recognized AI expert, an official 3X NVIDIA instructor, and a contributor to PyTorch.

## **'DEEPTECH DISRUPTIONS: SHAPING THE FUTURE WITH EMERGING TECHNOLOGIES' PANEL DISCUSSION**

**MEHDI EL BATTI**  
**OPERATIONS OFFICER**  
**IFC - INTERNATIONAL FINANCE CORPORATION**



Mehdi El Batti is an accomplished project leader with 18 years of experience across economic development, finance, and entrepreneurship. Having graduated from prestigious French, Italian, and Tunisian universities, he specializes in private sector development, investment promotion policy, and fostering innovation and entrepreneurship. Mehdi has contributed to enhancing governance, public sector performance, and digital transformation in both the public and private sectors. His expertise spans international development, financial services, and TMT industries, working with private organizations, multilateral development banks (MDBs), and NGOs. His skills include business planning, management consulting, entrepreneurs coaching, public financial management, and strategic planning. Mehdi is dedicated to driving competitive growth and innovation in both public and private spheres.



## **'DEEPTECH DISRUPTIONS: SHAPING THE FUTURE WITH EMERGING TECHNOLOGIES' PANEL DISCUSSION**

**MOHAMED ALI ABID**  
**CO-FOUNDER & CTO**  
**KUMULUS WATER**

Mohamed Ali Abid is an engineer from École Polytechnique and École des Mines Paristech, specialized in energy systems. He worked over five years as a design engineer and construction manager, working on waste heat recovery and valorisation for power plants, as well as on R&D projects for electricity generation from geothermal brine. He then founded Kumulus Water, a startup that aims to address issues related to access to clean drinking water. Kumulus develops innovative machines that extract humidity from the air and transform it into safe drinking water, providing a sustainable solution for regions facing water scarcity. By leveraging cutting-edge technology, the startup seeks to make a significant social and environmental impact, particularly in areas where access to potable water is limited. Within Kumulus, he's in charge with product development, R&D projects management as well as production and maintenance operations.

## ‘INVESTING IN DEEP TECH AND AI’ FIRESIDE CHAT

**AHLEM GDOUDA**  
TECH OPERATIONS SPECIALIST  
INSTADEEP



Ahlem Gdoua, a tech operations specialist is a dynamic young leader currently occupying the role of Tech Operations Manager at InstaDeep. With a diverse background spanning four industries—Insurance, EdTech, Tech Trust & Safety, and AI—she thrives at the intersection of technology and operations. Her professional journey began in Cape Town, where she worked on innovative insurance solutions for emerging African markets with Swiss Re. She then moved to the African Leadership Group working on expanding their education programs across the continent. After that, Ahlem took her expertise to Singapore, joining Meta’s Trust and Safety team focusing on scaled operations to protect the MENA’s online community. Now back in Tunisia, she’s using her global experience to equip engineers and innovators at InstaDeep with the right infrastructure and processes that will enable them to develop breakthrough AI projects. An international debate champion, Ahlem brings the same passion and strategic thinking to her work.



## ‘THE ROLE OF INVESTORS IN SHAPING EXIT STRATEGIES FOR STARTUPS’ PANEL DISCUSSION

**SARAH BEN YOUNES**  
FOUNDER & CEO  
V3 FACTORY

Sarah Ben Younes is the founder and CEO at V3 Factory an accelerator that empowers startups by enhancing their investment readiness and attractiveness, facilitating connections with local and regional investors. V3 Factory’s mission is to transform visionary ideas into structured, fundable ventures, providing the guidance, resources, and network necessary for growth. Sarah is passionate about building a dynamic startup ecosystem fuelling innovation and helping startups to accelerate their access to finance. Sarah holds a BBA in Accounting and Finance from the Tunis Business School at the University of Tunis.

## ‘THE ROLE OF INVESTORS IN SHAPING EXIT STRATEGIES FOR STARTUPS’ PANEL DISCUSSION

**MOHAMED AMINE BOUDHIBA**  
ASSOCIATE PRINCIPAL  
CROSSBOUNDARY



Mohamed Amine Boudhiba, is an Associate Principal at CrossBoundary Group, a company that unlocks capital for sustainable growth and strong returns in underserved markets through our advisory and investment platforms. Mohamed was previously a Senior Associate at INMA Holding from January 2021 to October 2021. Prior to that, they were a Senior Associate at Mediterranean Corporate Finance from August 2014 to December 2020. Mohamed also worked as a Junior Financial Analyst (Telecoms & IT) at Oddo Securities from July 2012 to July 2013, where they were responsible for analyzing industry macro trends and company financials, insuring correct and up-to-date information for research reports that are distributed to internal/external clients. Mohamed Amine Boudhiba has a MA in European Economic Studies from the College of Europe and a Master’s degree (M2) in Finance from IHEC Carthage.

## **'THE ROLE OF INVESTORS IN SHAPING EXIT STRATEGIES FOR STARTUPS' PANEL DISCUSSION**

**TANIA EYANGA**  
FOUNDING CO-CHAIR & CEO  
CAMPEA



Tania Eyanga, founding co-chair and CEO of CAMPA (Central Africa Markets Venture Capital & Private Equity Association) is an astute international direct investments professional with over 14 years of experience in corporate financing, project funding and portfolio holdings management. She has acted as the Executive VP of Corporate Fundraising and Partnerships at MDT Innovations Sdn.Bhd/ Hela Technologies ApS, a Danish affiliate and subsidiary of MD Group of Companies, Asia Pacific's leading enterprise grade software provider and pioneer of IOT, Biometrics, and P2P to corporate payment technologies. In addition, she is a Managing Venture Partner and Investment Committee Member at ODBA, an early-stage VC fund focused on growing a portfolio of seed and growth equity investments in promising companies in Africa and globally. Tania has acquired a wide range of multidisciplinary skills, spanning a decade in FDI as the Managing Partner at GEE Consulting Partners brokering multi-lateral infrastructure project syndicated financing facility and solutions to government agencies and multinationals in Central Africa. Subsequently, she currently works in venture partnerships with local Africa-focused GP funds and accredited financial investors as a part of her current tenure as CEO at Excelsum Ventures Group, which she has successfully co-founded and operated independently. At this capacity is often mandated as a transactional and operational intermediary by global LPs for local direct or intermediated investments, fund placement allocation and deal sourcing in energy, mining, technology and fintech proprietary equity or co-investment deals. Moreover, as a Global Markets Expert, Tania has amassed valuable knowledge in Fund Administration, Global Asset Servicing and Global Custody Operations during her passage at the Bank of New York Mellon. A member of Fund Women and the 100Women In Finance, she is a proud finalist for a nomination as Woman of the Year by the prestigious Women in Finance Awards 2019 and is a recipient of the Entrepreneur Alumni Achiever Awards, an honor bestowed upon her by her Alma Mater, at the University of Sunderland in the United Kingdom. Tania holds an MBA in Corporate Finance & Strategy from the University of Sunderland.



## **'THE ROLE OF INVESTORS IN SHAPING EXIT STRATEGIES FOR STARTUPS' PANEL DISCUSSION**

**FADI BISHARA**  
FOUNDER & CEO  
BLACKBOX

Fadi Bishara is a seasoned entrepreneur, a startup mentor and the founder and CEO of Blackbox, a global platform designed to support early-stage startups and entrepreneurs by providing mentorship, resources, and networking opportunities emphasizing growth and leadership development. Blackbox has become a catalyst for innovation and diversity, supporting entrepreneurs from underserved regions in accessing Silicon Valley's resources and creating a lasting impact within the global startup community. Prior to establishing Blackbox, he founded TechVenture, a Silicon Valley based talent search and executive recruitment firm focused on the technology sector. TechVenture worked with several notable startups helping them build strong leadership teams that propelled their growth. His unique ability to connect the right people with the right opportunities laid the groundwork for his later work in startup acceleration. Fadi's career has been driven by his passion for empowering entrepreneurs, particularly those from underserved markets, to access Silicon Valley's resources and networks. His vision for Blackbox is to create a more inclusive and connected global startup community, where diverse founders can thrive and succeed in building transformative businesses. He is a sought-after speaker, mentor, and advocate for diversity and inclusion in the tech world. Born and raised in Syria, he immigrated to the US in 1986, currently his efforts are focused on supporting forcibly displaced (refugees and migrants) founders with financing and programs in the EMEA region.



## **MED TECH PITCH CHALLENGE JUDGE**

**WACIM BEN YAHYA**  
HEAD OF INNOVATION SOURCING AND PARTNERSHIPS  
AZUR INNOVATION



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Wacim Ben Yahya is an entrepreneur passionate about bio-inspired innovations with 9 years of experience in entrepreneurship and innovation. He holds a Masters degree in Management and Finance and has worked in various roles, including program management, consulting and Venture capital investment. Beyond his professional life, Wacim is a nature enthusiast dedicated to lifelong learning and environmental sustainability. He also mentors startups and volunteers for social integration initiatives.



## **'THE ROLE OF INVESTORS IN SHAPING EXIT STRATEGIES FOR STARTUPS' PANEL DISCUSSION**

**Wafa B'CHIR**  
CO-FOUNDER & SENIOR PARTNER  
CONNECT'INNOV

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At the intersection of scientific research, innovation, and entrepreneurship, Wafa B'Chir brings 15 years of experience in health sciences research and management within Biotech companies as a Biochemist/Molecular Biologist. Her expertise spans various fields, including physiopathology and pharmacology, which have been enriched through her work at different research centers and Biotech firms focusing on Human Nutrition, OMICS, Oncology, Metabolic Diseases, Cardiovascular health, and Molecular Genetics of Musculoskeletal Diseases. Wafa holds a master's degree in physiopathology and a PhD in Biochemistry and Molecular Biology, complemented by her teaching role at the Faculty of Medicine and Pharmacy in France. She furthered her academic career in Montreal with a Post-Doctoral fellowship in Oncology and Metabolic Diseases before transitioning to the Pharma and Biotech industry in Canada. Her focus lies in bridging academic and scientific communities within the HealthTech sector with the entrepreneurial and startup ecosystem, aiming to support innovative ideas and structure projects by leveraging a vast international network. Since 2019, she has been the founder and CEO of World Bio Consulting, a company based in both Tunis and Marseille, offering scientific and strategic guidance for projects in biomedical research, fundamental research, as well as preclinical and clinical therapeutic and diagnostic areas. In 2020, Wafa co-founded Connect'Innov, an initiative dedicated to identifying, supporting, and promoting innovation in the HealthTech field. Connect'Innov provides essential expertise and support for the launch, development, and success of innovative projects at various stages of startup advancement in the HealthTech sector.

# PITCHING STARTUPS



## **NEXTAV - TUNISIA**

(AI) - NextAV is a geospatial startup offering remote sensing solutions, satellite and airborne, powered with latest AI technologies, data analysis, scientific interpretation, and 3D software visualization. NextAV delivers AI-powered solutions and systems for the enterprise. This startup has a team with expertise in AI, aerospace & aeronautical engineering.



## **SOLYNTEK**

(AI) - Solyntek is dedicated to delivering cutting-edge Environmental, Health, and Safety (EHS) solutions that utilize artificial intelligence (AI) to improve workplace safety. The company caters to industries that emphasize safety and compliance, including manufacturing, construction, and logistics. Operating within the EHS market, Solyntek provides a platform that integrates seamlessly with current security systems to monitor and analyze live video feeds. Their business model is based on a subscription service, allowing clients to access their AI-powered platform, AI Guardian, continuously. This platform identifies, analyzes, and reports potential safety risks in real time, aiding businesses in maintaining a safe work environment and adhering to safety regulations.



## **TOUMAI - AFRICA**

(AI) - Toumai Analytics empowers ventures to better understand their stakeholders, regardless of language, and enhance local impact across the EMEA region. By embracing linguistic and cultural diversity, the company integrates dialect understanding into its voice solutions and analytics technology, fostering deeper connections. Toumai is dedicated to linguistic inclusivity, ensuring everyone feels heard and valued, while helping businesses thrive through diversity and inclusivity for a more connected, sustainable future.



## **PROVERDY - AFRICA**

(AI) - Proverdy operates in the environmental sustainability sector, offering a comprehensive platform that calculates individual carbon footprints based on daily activities such as commuting and energy usage. The platform provides users with personalized recommendations to reduce their carbon emissions, tailored to their specific lifestyle and habits. Users can monitor their progress over time, seeing the positive impact of their actions through a user-friendly application. Proverdy primarily serves environmentally conscious individuals looking to make a positive impact on the planet. The company generates revenue through subscription fees for premium features and partnerships with sustainable product vendors. By leveraging advanced algorithms and the latest environmental data, Proverdy ensures precise carbon footprint calculations and actionable insights.



## **KIDZRISE**

(AI) - KidzRise is applying to solve the challenge of making learning more inclusive and equitable while improving outcomes for all learners : through an online platform that detects children talents & strengths with AI , and digital learning programs to turn the detected talents into valuable skills needed to thrive in their communities and have a great impact on the whole world



## **LOCALENLP**

(AI) - LOCALENLP is dedicated to providing smallholder farmers with advanced NLP technology solutions in their native languages, empowering them to harness the full potential of agricultural innovation.

# PITCHING STARTUPS



## **MAKIFAA - LOMÉ**

(SECTOR AGNOSTIC) - MAKIFAA is the first African media platform to offer a wide range of authentic and original content. Our media are created by talented African photographers and creators who are passionate about their culture and heritage.



## **SENIATNA - PARIS**

(SECTOR AGNOSTIC) - SENIATNA is a food company giving a new offer of Tunisian authentic food thanks to collaboration with many independent producers from different regions / terroirs of Tunisia. Seniatna is offering hand-made and natural food products with a high value thanks to its origination with specialized and selected regions and producers such as Harissa from Nabeul with one of the best artisanal producers and dried figs from the specialized village of Djebba. Seniatna helps independent producers to get sustainable revenues.



## **CYNOIA**

(SECTOR AGNOSTIC) - CYNOIA is a dynamic startup that specializes in enhancing team collaboration and communication through its all-in-one platform. The company primarily serves Small and Medium Enterprises (SMEs), which are crucial to the global economy but often lack advanced technological resources. By offering a unified platform for instant communication, file sharing, and project management, Cynoa aims to simplify and enrich the collaborative experience for teams.



## **CHITELIX**

(SECTOR AGNOSTIC) - CHITELIX is a biotechnology startup specialized in up-cycling seafood byproducts into highly sought-after, high value bio-products. We produce mainly chitin, chitosan and biofertilizers. Our business model is based on circular economy with a social and environmental impact.



## **EPIC VALOR X**

(SECTOR AGNOSTIC) - EPIC VALOR X is an educational startup dedicated to transforming the learning experience through immersive virtual reality technology. Our flagship product, Hannibal VR, offers users the opportunity to engage with historical events, particularly focusing on the Second Punic War. By blending historical accuracy with cutting-edge VR and AI technologies, we provide users with interactive and captivating learning experiences.



## **INSTAR**

(SECTOR AGNOSTIC) - INSTAR is a retailtech startup transforming the furniture and décor shopping experience by integrating AR, VR, AI, and NFTs. Through our flagship app, IndAR, users can visualize, customize, and purchase furniture in an immersive environment, while artisans and suppliers can showcase their products in a virtual metaverse showroom. Leveraging AI for personalization and NFTs to protect unique designs, Instar combines traditional craftsmanship with the latest in immersive technology.



## **OKEYO**

(SECTOR AGNOSTIC) - OKEYO is an innovative platform designed for e-commerce sellers to effortlessly create professional online stores using short videos. It offers sellers exceptional visibility, while automatically generating product-dedicated pages. Buyers can easily browse and discover unique products through engaging video content, making the shopping experience more dynamic and interactive.



## **YELLO**

(SECTOR AGNOSTIC) - Yello is an audio-based learning mobile app for middle to high school students who face barriers to accessing quality education, whether due to financial constraints or social issues. Yello ensures that quality education is available anytime and anywhere, even with a wacky smartphone or a poor connection. By offering engaging audio lessons and fostering a supportive community, Yello helps students connect, share insights, and motivate each other. This approach not only bridges gaps in educational access but also builds a collaborative network that supports academic success and personal growth.



## **ALDER GREEN SOLUTIONS**

(SECTOR AGNOSTIC) - ALDER GREEN SOLUTIONS is revolutionizing sustainable agriculture by using AI and satellite imagery to accurately quantify and monetize soil carbon sequestration. Our platform empowers farmers to adopt regenerative practices, creating new revenue streams through verified carbon credits, while helping businesses meet their decarbonization goals and comply with regulations like CBAM. We are bridging the gap between environmental sustainability and economic opportunity.

# PITCHING STARTUPS



## **VIVENTIS - TUNISIA**

(HealthTech) - VIVENTIS Healthcare design, manufacture and supplies a wide range of home care connected products aimed at improving the lives of those suffering with chronic diseases.



## **SAYDALID - TUNISIA**

(HealthTech) - Saydalid combines pharmaceutical expertise and advanced technology for an exceptional patient experience. Saydalid simulates the expertise of a pharmacist at the counter. Their recommendation system analyzes both the patient's symptoms and the pharmacy's stock. This helps you make informed decisions for the well-being of your patient while optimizing your stock management.



## **PIXII MOTORS - TUNISIA**

(Deep Tech) - PIXII MOTORS is committed to revolutionizing the future of mobility by providing high-quality solutions for electric transportation. Pixii Motors' cutting-edge technology and innovative designs pave the way for a sustainable and eco-friendly way to ride around.



## **OPEN ORGANIC ROBOTICS - TUNISIA**

(Deep Tech) - OPEN ORGANIC ROBOTICS (OORB) is revolutionizing robotics by offering an AI-powered, open-source platform that takes users from natural language prompts to fully functional robotic systems. Our mission is to democratize robotics, making advanced technology accessible to educators, researchers, and businesses globally. By integrating AI tools and seamless ROS compatibility, OORB enables fast and intuitive development of robotics systems, transforming how we build, teach, and innovate in robotics.



## **SMART FOR GREEN - TUNISIA**

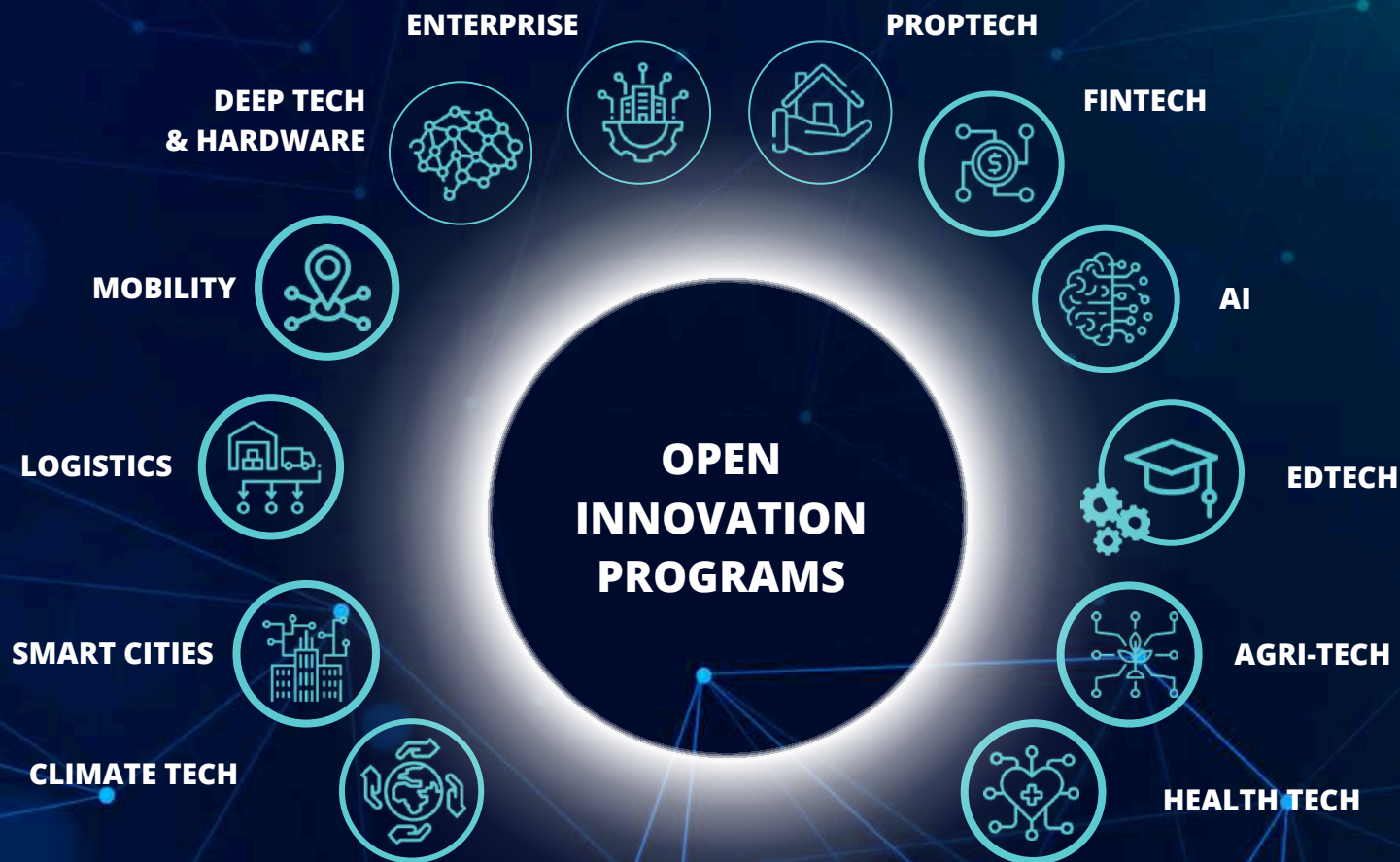
(Deep Tech) - SMART FOR GREEN is a StartUp specialized in AgriTech. We use our know-how to develop digital solutions for nature and settlements. Our aim is to protect at-risk forests, farms and factories from the threat of fire.



## **TANIT AI - TUNISIA**

(Deep Tech) - TANIT AI is your personal companion towards parenthood, designed by doctors, delivered by AI. Taking the decision to become a parent or to have a baby is a big step in your life, Tanit.ai is here to accompany your throughout this wonderful and unique path.





Are you a startup interested in participating? Applications are now open to apply for a chance to grace the centre stage at the AfricArena Grand Summit in Cape Town, 3-4 December.

## Pitch



## Attract



## Promote



## WIN







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