

StartupTunisia



TunisianStartups.



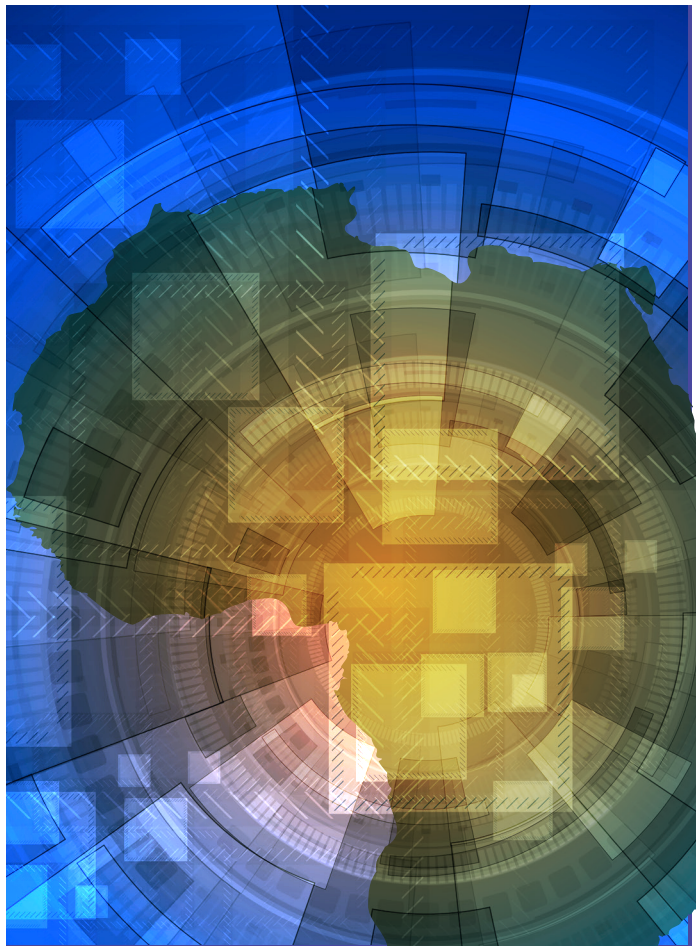
# LAB INNOVA for Africa ICT



Ministero degli Affari Esteri  
e della Cooperazione Internazionale



[madeinitaly.gov.it](http://madeinitaly.gov.it)



# TUNISIA





## TUNISIA - SECTOR

*AgriTech, GreenTech, ICT, IA, Medtech, Mobility, Textile*

### COMPANIES:

Aquadeep

Bambinositters

Chitelix

Dataverse

Fluonik Nanotechnologies

Logimes

Pepolls

Screenflex

Strics Ads Sarl

Wefix Sarl

#### AQUADEEP

A start-up based in Tunisia, has as its main objective to assist hatcheries and aquacultures from a technological point of view. Our aim is to provide this sector with solutions that can optimize their activity by offering both qualitative and quantitative solutions.

Our support comes in the form of monitoring solutions that start as soon as the eggs hatch and continue until the fish reach adult size and leave the farm.

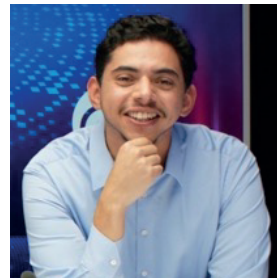
As a sector, aquaculture is set to become the main protein production mechanism on earth, and we want to position ourselves as partners to hatcheries by assisting them from a technological point of view.

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AquaDeep



Mohamed Ben Ahmed

AgriTech

## BAMBINOSITTERS

Bambinosit.com is the first online home care platform in Tunisia. We have more than 4000 babysitters available across Tunisia. Bambinosit connects parents with qualified babysitters and nannies nearby through a geolocation system trusted as they are selected based on recommendations and ratings, chosen after interviews and online babysitting tests.

### Our services:

Babysitting (occasional or regular care) - Elderly care  
School pick-up - Tutoring - Pet sitting

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ICT



Nivine Mussa

## CHITELIX

Chitelix is a pioneering biotech startup dedicated to transforming seafood by-products into chitosan and agri/food bio-ingredients.

With state-of-the-art technology, continuous R&D, and a commitment to sustainability, we lead the way in providing eco-friendly solutions for various industries.

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GreenTech



CHITELIX



Hedhili Emna

## DATAVERSE

Is a added value solutions provider , dedicated to democratizing access to technology and driving innovation across industries. With a commitment to accessibility, collaboration, and integrity, we empower businesses and individuals to thrive in the digital age. Our flagship platform, Replic-A, revolutionizes collaboration, 3D visualization, AI- driven design anomaly detection and efficiency in the construction industry. Our digital inclusion initiatives bridge the gap in digital access and empower communities with limited resources, aligning with our mission of democratizing technology and driving innovation.

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ICT



DATAVERSE



Mejdi Bouaff

## FLUONIK NANOTECHNOLOGIES

A Tunisian startup established in 2022 by four scientists from the Faculty of Sciences of Sfax, is revolutionizing disinfection solutions with its innovative green-tech products. Specializing in nanotechnology-based solutions, Fluoink offers cutting-edge sterilization methods across vital sectors such as medical, food, healthcare, and industrial applications. Our flagship product, the Bacticleaner platform, harnesses state-of-the-art nanotechnologies to effectively sanitize various surfaces, including paints, wood, devices, glass, and textiles. By swiftly eradicating 99.9% of even the most resistant bacteria and viruses, Fluoink ensures efficient and sustainable protection against infections and pandemics in healthcare facilities, recreational areas, and residences alike.

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Medtech



Ramzi Maalej

## LOGIMES

LOGIMES specializes in ERP/MES offerings that redefine manufacturing processes. Our solutions enhance productivity, promote operational efficiency, and drive growth in industrial businesses. Integral to our strategy, our EdTech offerings equip users with Industry 4.0 skills, ensuring smooth adoption of our systems and unlocking their full potential.

With a strong presence in the automotive and electronic sectors, LOGIMES demonstrates expertise and innovation. Our partnerships with 15+ universities and training of 3000+ engineers underscore our commitment to education and the future of Industry 4.0.

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Mohamed Louati

## PEPOLLS

Pepolls is a social network powered by the latest web 3.0 technologies that revolves around polls, combining users' interests and rewarding them for their participation and interactions.

It aims to create a more engaging experience, replacing traditional social network practices and monetized advertising with a more engaging and profitable system through its wallet and native token Pecoin.

Pepolls thrives on a different kind of profit model that creates a valuable community that attracts partnerships and potential brand integration opportunities.

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Jihed Rahmouni

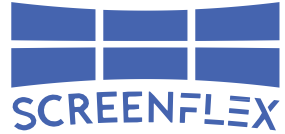
## SCREENFLEX

Is a SaaS that mainly helps optimize and automate the processes of content creation and screen management for users of digital signage screens. It allows them to initially create the content of their displays either from scratch or utilizing provided templates, and even schedule playlists of content to run on devices once or at recurring times. The software also enables the remote access, management, distribution and synchronization of the digital signage display content from anywhere. However, it is not limited to being a management tool, but has extended features that make it a great marketing tool as well. Screenflex provides services such as Demographic targeting through facial analysis, Product recognition, and hand tracking for a contactless yet interactive experience with the displays.

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IA



Billel Nsibi

## STRICS ADS SARL

Relead revolutionizes the advertising industry by offering an innovative advertising solution based on Wi-Fi advertising.

Relead connects advertisers, location partners and advertising consumers, offering a win-win solution for all. Advertisers benefit from innovative digital access to deliver targeted, engaging advertising, while location partners gain free, secure Wi-Fi access for their customers and an additional revenue stream.

Consumers, meanwhile, benefit from a pleasant, interactive advertising experience that respects their privacy.

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ICT



Aya Gam

## WEFIX SARL

WeFix wants to reduce the electro and appliance waste and discourage users from purchasing new devices if it's not necessary or not repairable.

We offer a internet platform [www.wefix.tn](http://www.wefix.tn) to support users or businesses in repairing or purchasing their household appliance in a sustainable way.

We want to reconcile users with repairs and encourage the purchase of reconditioned devices.

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GreenTech



Sabri Cheriha

# MOROCCO





## MOROCCO - SECTOR

*Retail Tech, AI, Fin Tech, B2B Logistics, B2B SaaS, Green Tech, Well Tech, ICT, Media Tech, Smart Manufacturing.*

### COMPANIES:

AgroConform

Fmcg.ma

Betterfly Solutions

Futurus

ClickaPorter

Docdialy

Datatika

PostGoo

Id&a tech

Veezen

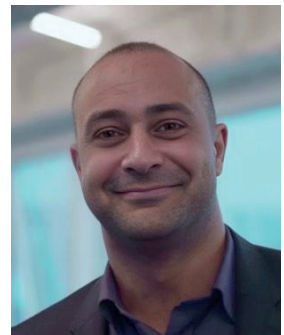
#### AGROCONFORM

AgroConform is an agritech platform that empowers farmers to optimize crop yields, drive sustainability, unlock access to premium markets, and manage financial risks through emerging technologies. Our solutions enable farmers to anticipate challenges and define ideal crop cycle conditions using digital twin simulations, optimize resource utilization through AI-driven precision agriculture models with continuous learning capabilities, and ensure product integrity and conformity through an auditable decentralized ledger. This comprehensive approach positions AgroConform as a one-stop solution for farmers, agribusinesses and agriculture stakeholders, addressing the critical pain points they face.

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#### AGROCONFORM



Saad Ramadan



## BETTERFLY SOLUTIONS

Betterfly is a game-changer in the realm of Quality, Health, Safety, and Environment (QHSE) management. We understand the time and energy challenges businesses face in maintaining these systems. Our cutting-edge web application automates these processes, replacing traditional methods with efficient digital solutions. By integrating customizable modules for workflows and forms, we empower process managers to streamline operations seamlessly. Our intuitive interface ensures that even non-IT professionals can easily create and manage their QHSE processes. This not only enhances compliance with ISO standards but also drives continuous improvement. Betterfly's unique value lies in its ability to simplify ISO requirements and shift towards performance-driven management.

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B2B SAAS



Younes Laassouli

## CLICKAPPORTER

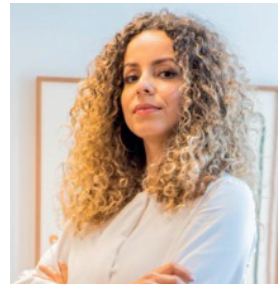
Clickapporter manages international sourcing, procurement, logistics and payments for small and medium sized businesses with the aim of simplifying and optimizing their international purchases. We have signed a 1st of its kind agreement with Amazon that allows us to integrate our proprietary technology with Amazon's EU and USA marketplaces. This unique synergistic agreement allows us to offer over 350 million products listed on the Amazon Platform to our customers for purchase in local currency. Clickapporter.com acts as Amazon's buyer and importer of record.

Clickapporter has also an agreement with Blackhawk networks for the sale of digital gift cards and top-up for well-known Global brands. This agreement will allow Clickapporter to enhance its portfolio and expand into the rapidly growing digital economy.

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ICT



Myriam Fadil

## DATATIKA

DATATIKA platform enables to Design, Deploy, and TrackFactories KPIs. Embedded A.I. makes it powerful to visually explore data, quickly spot deficiencies, augment teams' capabilities, enhance problem solving and decision-making. At seed development stage, we aim to network with industry leaders and showcase our innovative solutions.

We're seeking new partnerships with European startups, corporate companies, and investors. Additionally, we leverage our recent sales successes to attract new clients and build trust.

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B2B / Industrials / SAAS



Nor-Eddine Bourouayel

## ID&A TECH

ID&A Tech specializes in financial data management through Prisme Solutions, a cutting-edge platform for collecting, storing, analyzing, and visualizing financial market data in Morocco.

Alongside Prisme, Maya GPT offers advanced AI-driven insights and automation, while Hikma Invest simplifies investment and savings through AI-powered personalized advice and intuitive portfolio management, making financial services more accessible and user-friendly.

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Fintech



Fouad Elaqqari

## FMCG.ma

At FMCG.ma, our mission is to revolutionize the fast-moving consumer goods (FMCG) sector by bridging the gap between brands and local merchants through innovative technology and data-driven insights. We aim to drive efficiency, reduce costs, and foster growth for all stakeholders in the FMCG ecosystem. List of Services: Voice-to-Order Technology: it simplifies the ordering process by allowing merchants to place orders via audio; AI Chatbot with Local Dialect: it enhances customer engagement and ensures communication in local languages; Phygital Relationship Management System: it combines human interactions with advanced technology; Real-Time Data Analytics: it offers insights into sales and demand.

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RetailTECH - AI - FINTECH



Kamal El Hardouzi

## FUTURUS

FUTURUS is an innovative and agile provider of new technologies to manufacturing. We specialize in bridging the gap to Industry 4.0. FUTURUS Edge is our flagship product, an end-to-end solution designed to 10x manufacturers in their journey towards digital transformation and reducing their carbon footprint. It encompasses the entire data lifecycle, from data collection at the edge to its transformation, analysis, and visualization. FUTURUS Edge the layer that gives your manufacturing shopfloor intelligence.

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SMART MANUFACTURING



Fafnakk Mourad

## DOC DIALY

Docdialy is an All-In-One platform, cloud-based, for medical practice management and patient booking, including free or paid teleconsultation services. Since our launch in December 2022 in Morocco, we've grown to over 200 healthcare practitioners across various specialties. Our platform is user-friendly, featuring intuitive interfaces that make it easy for practitioners to manage their practices and for patients to book appointments with doctors (physically, remotely or at home). We are accessible, offering services starting at just \$1 per day for doctors and free for patients. Additionally, Docdialy is customizable, with a versatile consultation form that adapts to any specialty and practitioners' habits in real-time, without coding, and we are the first medical booking service in Darija!

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Healthtech

# Docdialy



Fatima Zahra Bentaleb

## POSTGOO

PostGoo is a comprehensive social media news and monitoring platform designed to revolutionize how users consume and analyze news. By leveraging advanced AI capabilities, PostGoo personalizes news feeds, offers real-time brand monitoring, and combats fake news, empowering users to become active analysts and participants in the digital news landscape.

OUR TARGET CUSTOMERS INCLUDE :

Individual news consumers seeking personalized and reliable news. Companies and brands needing real-time media monitoring and sentiment analysis. Media professionals and analysts looking for comprehensive trend analysis tools.

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MEDIA TECH



# POSTGOO



Mourad Boussetta

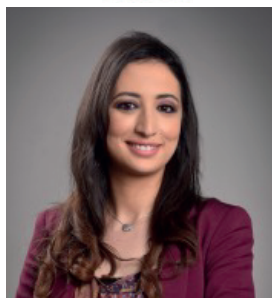
## VEEZEN

Veezen is a leading startup specializing in employee mental health and well-being, offering personalized support programs, psychological consultations, and well-being workshops empowered by AI and VR solutions. Our mission is to create healthier work environments that enhance performance and ensure work-life harmony.

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WELLTECH



Asma Alaoui



ITALIAN TRADE AGENCY



ITALIAN TRADE AGENCY

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