When culture meets entrepreneurship

Khaoula Behi, 16 November 2022, Beirut
Introduction of the trainer

International expert in innovation management and societal innovation.

Researcher in the field of crowdfunding and networks in the North African region.

The founder manager of an Innovation lab in Tunis and Berlin, Future Islands and Maarifa for transition

#innovation-management #strategy #sustainability
Since 2014…

I designed and implemented more than 10 incubation programs in art and music, social innovation, Crisis innovation, digital entrepreneurship, Business to Government, and green innovation.

**Stage**: Pre-incubation and incubation  
**Country**: Tunisia  
**Format**: Digital and on-site
Agenda

14:00 – 14:30: Discovering Entrepreneurship Ecosystem in Tunisia

14:30 – 14:50: Creative and cultural incubators

--- 10 minute break with questions ---

15:00 - 15:45: Working Group to create your own Creative and cultural incubator

15:45 - 16:00: Group presentation and discussion
Discovering Entrepreneurship Ecosystem in Tunisia
The essence of an entrepreneurial ecosystem is its people and the culture of trust and collaboration that allows them to interact successfully.

An ecosystem that allows for the fast flow of talent, information, and resources helps entrepreneurs quickly find what they need at each growth stage.
Discovering Entrepreneurship Ecosystem in Tunisia

Annexe 1
Incubators

- Open-ended duration
- Typically fee-based
- Technical facilities
- Physical space
- Rolling admission

Accelerators

- Training
- Mentoring
- Business support
- Selective
- Seed-funding

Typically growth-based (payment via equity rather than fees)

Fixed duration

Cohort-based

Source: Adapted from Dempwolf et al. (2014)
Future Islands

An open innovation incubator for tech and green innovation
Incubation Program

32 social innovators (early stage)
+150 applications reçues

5 cohorts
50 mentors et experts
24 sessions de formations

1 cohort
4 solutions
6 sessions de formations

5 partenaires
+20h d’accompagnement/solution
Partners

Financial Partners

Technical partners
Revenue Model

**Actuel**
- 60% Contrats financés par les bailleurs de fonds
- 30% Services de conseil
- 10% Mutualisation et partage des ressources

**Potentiel**
- 40% Contrats financés par les bailleurs de fonds
- 10% Mutualisation et partage des ressources
- 50% Services de conseil
CCI sector

• Creative entrepreneurs (including arts and design), architects, urban planners;
• Cultural heritage professionals within cultural institutions;
• Cultural & Creative intermediaries and managers (institutions and cultural operators promoting participation, cultural engagement and communication on cultural experiences/offer enhancement);
• Publisher professionals and professionals of the audio-visual sector involved in different forms of cultural production (including digital forms).
Creative and cultural incubators

Creative and cultural incubators operate as reference points for creatives to explore and expand on the dimensions of art, culture and entrepreneurship. The purpose of these incubators is to stimulate their members by offering them opportunities to learn, create, and grow.
Creative and cultural incubators

What is your vision and identity?
Who are the niche of your incubator?
What are you offering as training, service, spaces, network, etc?
Who is paying for the service?
Who are your partners from the value chain?
Exemple 1
Debbo 52 (2014–2015)

This first Tunisian Incubator Arts Project is led in 2014 by a team of artists and cultural managers. The aim is to contribute to the cultural growth by offering space, technical assistance and administrative expertise, networking for young artists who are developing their own artistic projects. During six months Debbo 52 has incubated innovative project as THEOSOPHIE, ZIED BAGGA, TRISTAN GAUTIER and Danseurs citoyen.
Service offering

Free space for rehearsing and training

Marketing and communication support (logo+shooting+presentation)

Event and concert organization

Access to media and network
Beneficiary selection: The importance of establishing a strict selection criteria for the participants

Signing a contract, partnership or MOU

Artist, musician and performers need a cultural manager

Building partnership with the rest of the ecosystem or the value chain

Create a strong branding and strategic positioning
Exemple 2 : Minassa

Minassa is the incubator of the cultural and creative scene in Tunisia.
masterclass et coaching individuels
> module design thinking
> module business plan
> module pitch
> module fundraising
2 appels à projet par an

20 startups culturelles & créatives accélérées

2 appels à projet par an

2 Initiatives culturelles accompagnées chaque année

100 jeunes chercheuses d'emplois accompagnées chaque année

4 Initiation à 4 métiers sur le secteur du digital
Exemple 3 : Tunis International Center for Digital Cultural Economy

Explore the space en 3D [here](#)

Public incubator under the Ministry of the culture
Mahmoud Turki Vs Mohamed Ali Midani
User journey

DCX promotes Heritage and Culture through new technologies.

Training in business modeling, Pitching, design thinking, etc.

Access to investors, donors, and technical partners.

Concert organization
Access to network

Communication and Marketing
Shooting and promotional video

musicien, compositeur interprète.
05 minutes
Let’s have fun and create a CCI incubator
Let’s have fun and create a CCI incubator (30 minutes)

Each participant will pitch an incubator idea in his – her region
Group voting to select three ideas of incubators
Working group to establish
The incubator target
The service offering
The revenue stream
The partnership ecosystem
Appendix 1: Resources

• Cube project
• Minassa
• Debbo 52
Thank you for your attention

Let’s keep in touch

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