**Press Release
May 28, 2024**

**Tibu Africa, the Embassy of the Netherlands in Morocco, and Bidaya Incubator launch the 4th cohort of the Sports Orange Corners program.**

**Sports Orange Corners is the first incubation and acceleration program for young sports entrepreneurs in Africa, initiated in Morocco in 2021 by the Embassy of the Netherlands and Tibu Africa NGO, with the support of the Netherlands' Ministry of Foreign Affairs.**

**On May 28, 2024**, in Casablanca, Tibu Africa, the national engine for sports development in Morocco, in partnership with the Embassy of the Netherlands in Morocco and Bidaya Incubator, is pleased to launch a new cohort of the Sports Orange Corners program. This program is focused on training and supporting young entrepreneurs passionate about sports who are eager to launch innovative, inclusive, revenue-generating, and job-creating sports startups in five major areas: Sports and Education, Sports and Health, Sports and Tourism, Sports and Environment, and Sports & New Technologies & Big Data.

Following a call for applications from young Moroccans and migrants aged 18 to 35, 15 idea and project holders will be selected to benefit from an incubation and support program, from the integration period to the implementation of the project. Over the next six months, these young entrepreneurs will benefit from training sessions, bootcamps, masterclasses, and mentoring sessions aimed at developing their entrepreneurial knowledge and skills in various areas, including digital marketing, legal and financial structuring of projects, business models, and business plan development.

« Sports social entrepreneurs are innovators. They launch high-impact models that bring new ideas to life, unleash community potential, and create good jobs for African youth », **says Mohamed Amine ZARIAT, Social Entrepreneur of the Year 2024 and Founding President of Tibu Africa NGO**.

« I’m very happy and grateful that with the Orange Corners Sports Programme we can support young people to start and grow their business, and that’s not easy. You need to be brave and have courage to start a business. And therefore you (entrepreneurs) deserve the right support, from your government, from Tibu and from us (Orange Corners). For all those entrepreneurs that will participate in the programme, I wish you the best of luck. » **Lennart Kamphuis Team manager - Private Sector Development- Netherlands Entreprise Agency.**

These young sports social entrepreneurs will be equipped with the necessary tools to transform their ideas and projects into businesses through strategic follow-up sessions provided by the Tibu Africa team, coaches, and sworn experts passionate about entrepreneurship and sports.

The young entrepreneurs will have the opportunity to present their projects to representatives from Tibu Africa, the Embassy of the Netherlands, Bidaya Incubator, members of Sports Orange Corners, investors, donors, and players in the Moroccan entrepreneurial ecosystem.

This high social impact program is not just another initiative. For Tibu Africa, the Embassy of the Netherlands in Morocco, and Bidaya Incubator, Sports Orange Corners is a vital necessity. It is an opportunity to turn innovative ideas into tangible realities, serving as a catalyst for positive and lasting change for youth and their communities.

Spotlight on Sports Startups Supported by Sports Orange Corners since 2021:

* **Allobike**, founded by Amine Talbi, is a Casablanca-based initiative that promotes sustainable mobility through regular cycling while protecting the environment.
* **BEEKA ATHLETIC**, created by Ilham Baqqal, is a Moroccan brand of women's sportswear combining comfort, style, and functionality to meet the needs of active women.
* **Hike and Fly**, launched by Anas El-Youssefi, offers paragliding and hiking experiences in Boulemane, bringing adventure enthusiasts closer to nature while fostering their personal development.
* **ZATNESS**, developed by Ayoub Zouiti, is a sports coaching and nutritional advice platform that provides personalized monitoring for weight loss and overall well-being.
* **Sports Leaders Academy**, initiated by brothers Abdellah and Anas Ghziel, combines sports and technology to transform athletic potential into professional excellence, enriching the careers of athletes and coaches.
* **Creative Minds**, co-founded by Youssef Syabri and Houssam Ouardi, is an innovative mental sports center for children and youth, where activities like chess and the Rubik's Cube nurture mental faculties in a safe environment.
* **Dojang**, founded by Ikram Naim, provides holistic development for children and adolescents through the practice of Taekwondo, combining physical and emotional training to strengthen self-confidence, respect, and cooperation.
* **Sportma**, founded by Omar Lahmoumi, simplifies the discovery, booking, and participation in sports activities and e-sports events, enriching the experience for sports enthusiasts and contributing to the development of a dynamic and supportive community.

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**About Tibu Africa:**
Tibu Africa is the national locomotive for sports development in Morocco. It leverages the power of sports to design social and innovative solutions in the fields of education, empowerment, and socio-economic inclusion of youth and women in Morocco and Africa. As the leading organization in youth education and insertion through sports in Morocco and Africa, with a wide national coverage in more than 35 cities across 12 regions of the kingdom and 5 African capitals, and in line with its ambition to become the locomotive for sports development in Africa by 2030, Tibu Africa is committed to contributing to the achievement of the 17 Sustainable Development Goals (SDGs), viewing them as an opportunity to position sports as a powerful tool for designing innovative solutions to the complex challenges of the 21st century.

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