



NEXT





Know, compete, and grow.

Developing knowledge is a strategic choice for successful industry



NEXT



" Invest in new business ideas to make the country more competitive"

this is the utopian idea of NextPj and this is a goal that only with the right partners you can achieve.

The productivity vision for the future is a process of radical change, the future is not written, and we can fill it with creativity, professionalism and innovation. A concept with an impetuous driving force, but difficult to achieve at its core. Innovation means finding new ways to reach the same destination. In fact, if we wanted to find the essence of innovation, we could say that especially in the business world "innovate" means introducing for the first time in an economic system and in the social fabric that composes it new products, services, processes, business models, but above all improving the existing ones

In the current economic and social context of Africa, innovation is one of the main drivers of territorial development and an inertial push for radical social and economic change on the entire continent.

Yes

because innovation, although conceptually simple, is difficult to implement, especially for all those companies that believe in progress and in their products. Innovation, as mentioned above, is a radical change of paradigm in the company system, a system that abandons the obsolete and uninspiring family system (i.e. a company that bases its foundations on the experience of a few) to approach a more flexible and changeable criterion to the stimuli of the market itself, a system in which the synergies of many converge to achieve an amazing technological spectacle. This is TheHUB™ a meeting point between different realities, an innovative cultural utopia that finds in the connection between people, companies and institutional agencies the driving force of the evolutionary business process.



The industry is going through a period of great challenges and therefore great possibilities, as is typical of all crises. At these junctures, the paradigms that were thought to be secure up to that point are the same ones that generated the crisis itself, so NextPj believes they need to be critically reviewed and new ways of thinking, operating and approaching the market introduced. Rather than retreating into intellectual "security", TheHUB™ project believes that the market must open up and be renovated in a radical and innovative way, a renovation that finds its driving force in the new rapid change imposed by society, renouncing obsolete methods of anticipated and forced control and welcoming a more dynamic approach that reflects the reality we are living. It is therefore of primary importance to promote the exercise of a systemic vision capable of radical change and of promoting itself as a productive system rather than as a product.

We are proactively involved in business development and promotion on the African continent and, in particular, in Nigeria, supporting our partners at all stages of the strategic, legal and operational process. From the business plan to the complete achievement of your objectives, we will be at your side to advise you and make your success a reality. NextPj adopts a strategy of collaboration with private individuals and public institutions involved in research and higher education, technology transfer services, innovation financing, and the internationalisation of "business subjects", whether they are businessmen, investors, or dreamers.



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NextPj and its TheHUB™ project acts as a real business incubator.

A programme designed to accelerate the development of businesses and their productive assets through a series of business support resources and services developed and managed by the incubator management both through the incubator itself contact and through the client's networks.





**BUSINESS
DEVELOPMENT**

The incubator offers the possibility to test an innovative business idea before launching it in the market and to reduce the difficulties associated with its start-up.

If you want to create a new company, if you are an entrepreneur and you want to set up a spin-off from an existing company in another country, if you are a researcher and you want to convert the results of your research into a company, if you are an investor and you want to be a driving force for change NextPj is your partner.

INVESTMENT

PLAN

INNOVATION

MARKETING

STRATEGY

PROJECT







The service offered is a "full service concept", in fact, starting from the verification of the feasibility of your business idea to the actual development of your start-up, NextPj with TheHUB™ will walk by your side to transform your dream into a business project.



Integrated and flexible services can help you transform your idea into a real business by increasing profitability and efficiency, gaining a competitive advantage and all while giving you the freedom to focus on your core business. We adapt to your needs and continuous transformation because that is where the ultimate synthesis of TheHUB™ efficiency lies. Whatever the sector, whatever the location, our aim is to increase your success.



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From strategy to implementation, our employees and partners take care of everything. Few organisations can provide the range and - more importantly - the quality of services that we offer, fully supported by our attentive, qualified, and dedicated employees.





Our services?

From business plan writing to researching funding or business opportunities, from entrepreneurial training through networking and one-to-one training methodologies such as mentoring, NextPJ will support entrepreneurs by providing innovative solutions that meet specific business needs and investors by researching projects of interest to invest in and through a proactive process NextPJ will act in advance of market trends to enable you to have the advantage that your choice to work with us brings.

And more...



SWOT a concept from the 1960s, which determined that:

- *What is good in the present is satisfactory,*
- *Good in the future is an opportunity,*
- *Bad in the present is a defect,*
- *Bad in the future is a threat.*

Through an agreement controlled and managed by NextPj, the investor and the founder are united in a productive partnership capable of producing income and value. In fact, the peaceful and profitable coexistence between the founders of the start-up and the investor members is guaranteed by the presence of "tailor-made" shareholders' agreements between the parties, like a suit that can morphologically adapt to a growing body.



Whether you are looking for support for your business or want to bring your know-how to Africa and the world, whether you are an investor, venture capitalist or business angel, NextPj is your partner.



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*7, Abagbon Odeku Street - Victoria Island - LAGOS
FEDERAL REPUBLIC OF NIGERIA
Phone: +234 09019706302 / 08092211112
info@nextpj.com www.nextpj.com*