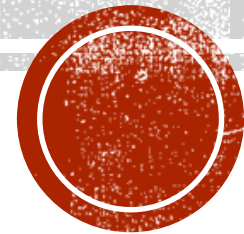


ENTREPRENEURSHIP AND START UP DEVELOPMENT

Fatma M'selmi
U-ACCELERATOR Partner
CEO and Founder Laur'us Consulting

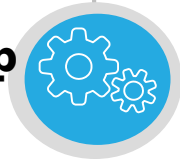


Road Map

ABOUT US



**Entrepreneurship
and Strat Up
Development**



Where do we come from?

<p>Republic of Tunisia الجمهورية التونسية (Arabic) <i>al-Jumhūriyah at-Tūnisīyah</i> <i>République tunisienne</i> (French)</p>	
 <p>Flag</p>	 <p>Coat of arms</p>
<p>Motto: حرية، عدالة، نظام <i>"Ḥurrīyah, 'Adālah, Nizām"</i> <i>"Liberty, Justice, Order"^[1]</i></p>	



The Roman amphitheater in El Djem, built during the first half of the 3rd century AD



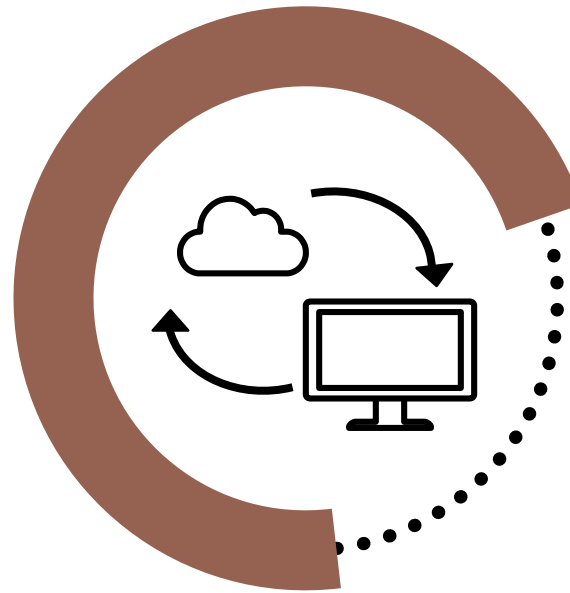
Domes of the Great Mosque of Kairouan. Founded in 670, it dates in its present form largely from the Aghlabid period (9th century). It is the oldest mosque in the Maghreb.

ABOUT US

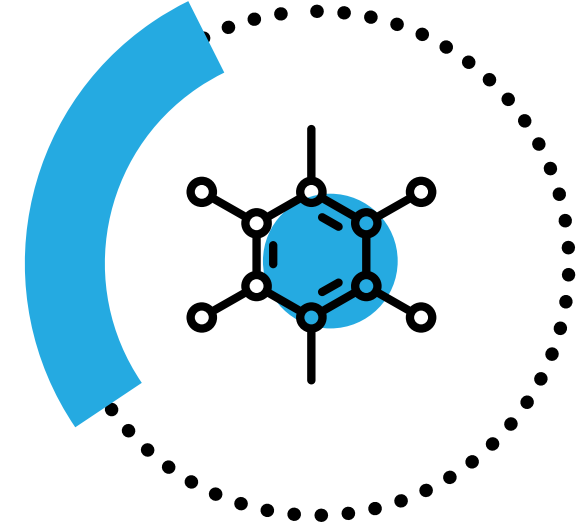
We lead start ups and labs managing their innovation process from Technology transfer till Market commercialization.



**Open Innovation
& Innovation
Management**



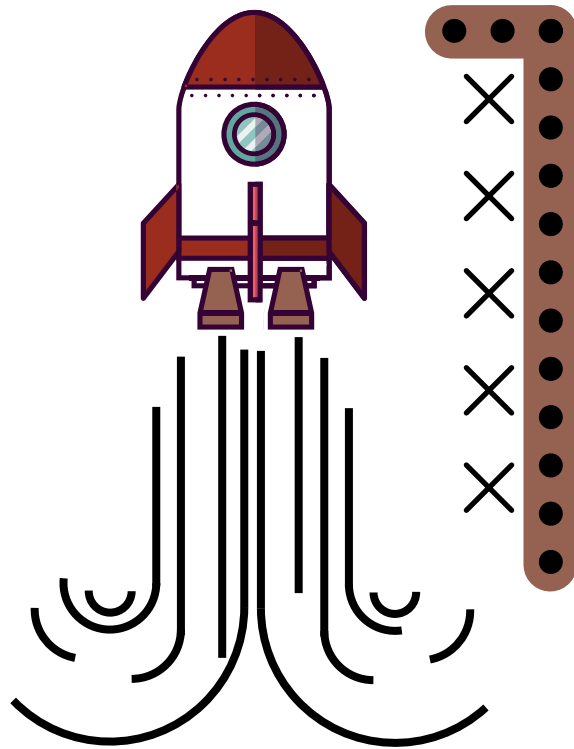
Technology Transfer



Clustering



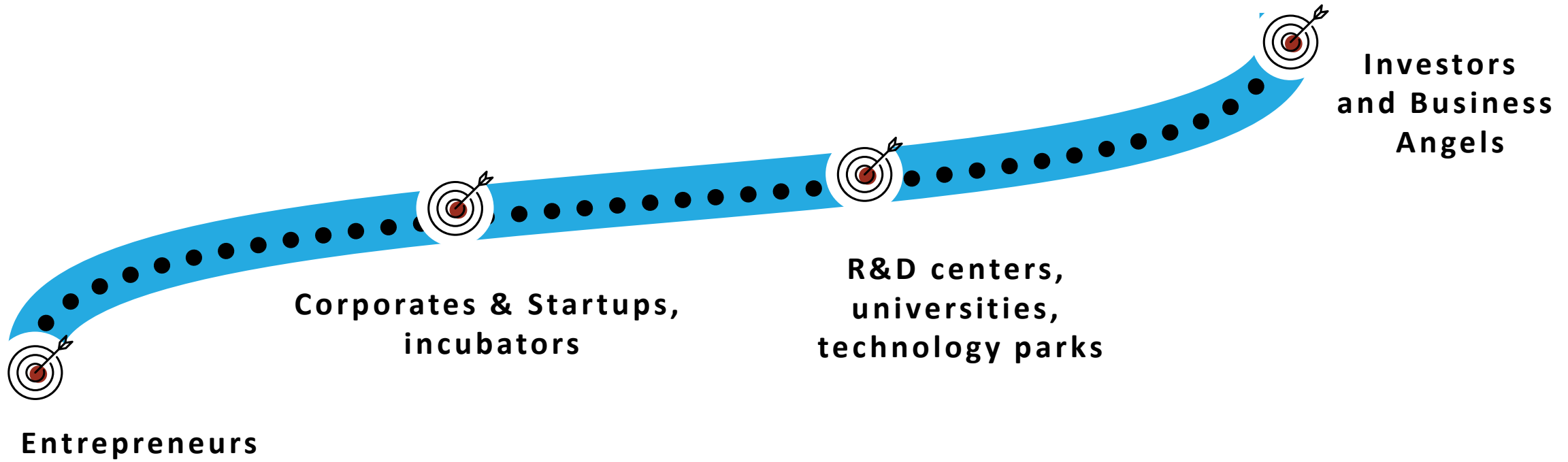
OUR MISSION



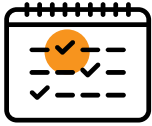
- Accelerate the co-development of High-tech innovative project and startup creation.
- Promote and commercialize innovative High-tech products of corporates and startups.
- Develop national and international partnerships for high-tech business.



OUR TARGETS



WHAT WE DO ?



Project Planning

- Business plan
- Human resources
- Funding
- Operators management



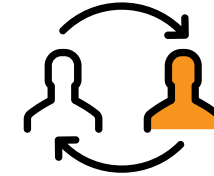
Product Maturity

- Product development management
- Business models
- Market prospection
- Commercialization



Intellectual Property Strategy

- Patent
- License
- Technology transfer

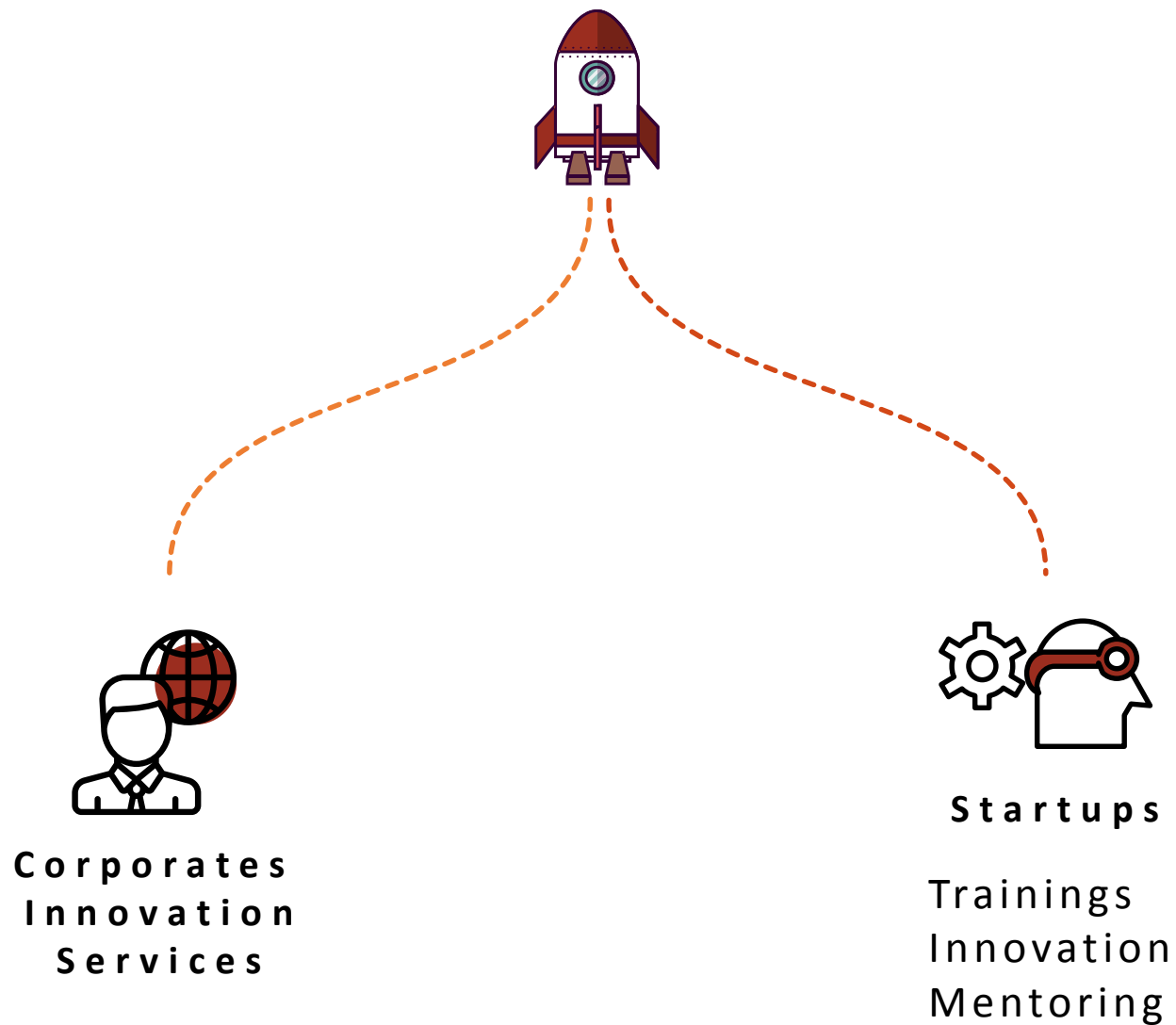


Partnerships & Business Development

- Subcontracting
- R&D
- Investors
- B2B Partnerships
- Consortiums
- Business development



OUR SERVICES





Entrepreneurship And StartUp Development

seven

questions to ask before starting a business

by Jon Grall

one.

Am I prepared to start a business?

two.

Am I passionate about this idea, and will I still be in five years?

four.

What problem am I solving?

five.

What is the market opportunity?

six.

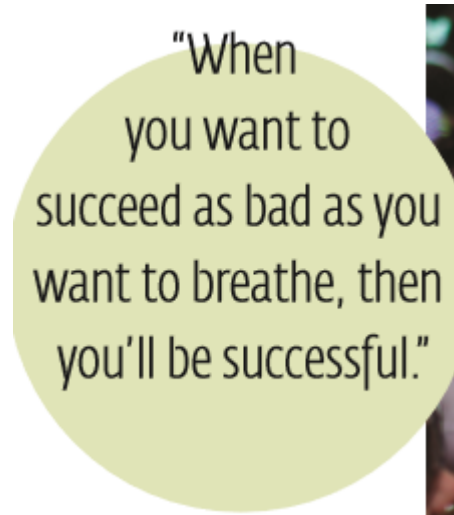
Is there a clear business model?

three.

Am I the right person to do this business?

seven.

Can I **bootstrap or raise enough funds to reach profitability?**



debunking the myths

REAL ENTREPRENEURS ALWAYS SUCCEED

ENTREPRENEURS ARE BORN, NOT MADE

ENTREPRENEURS NEED A LOT OF MONEY
TO START A BUSINESS

ENTREPRENEURS ARE SOLO PLAYERS

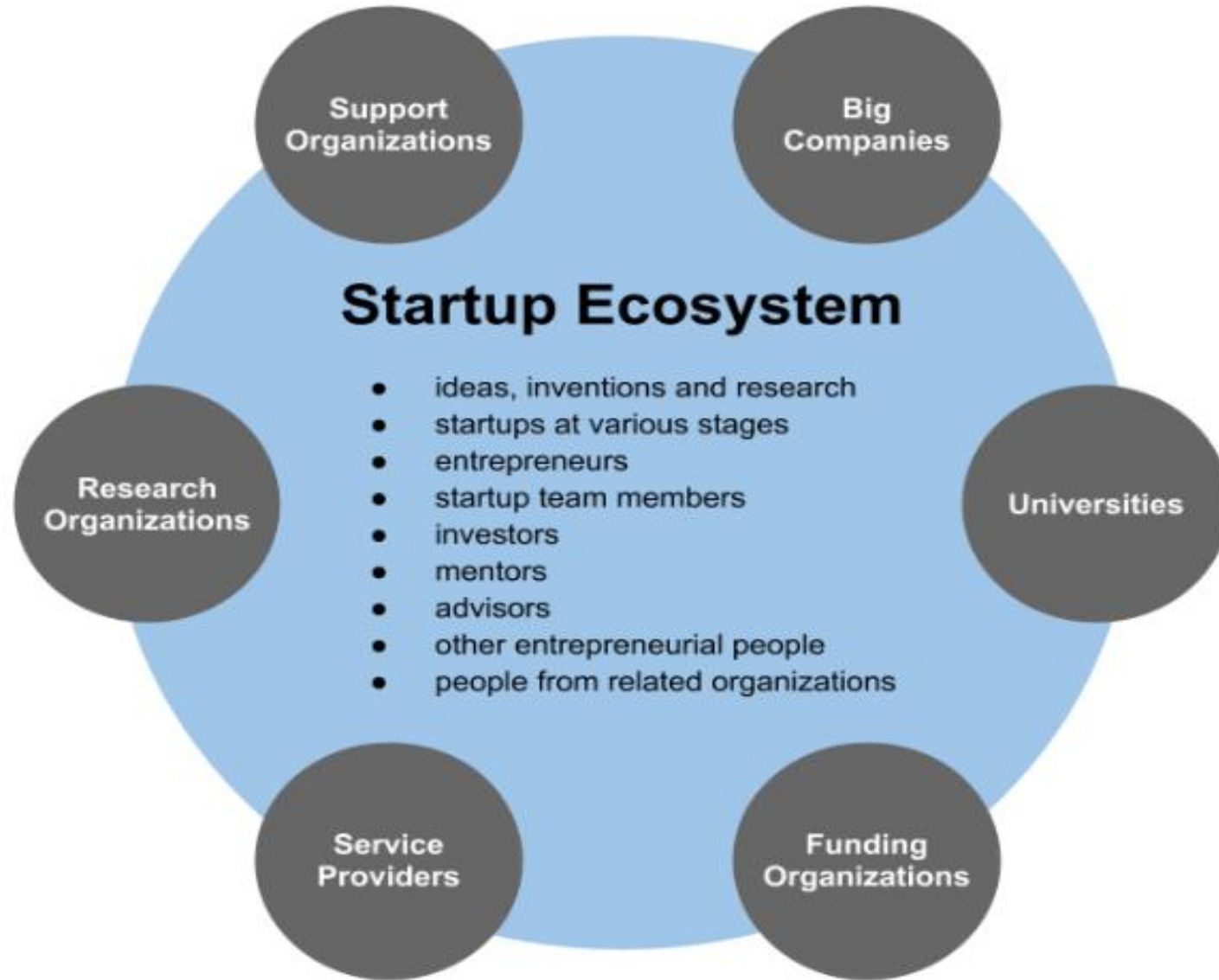




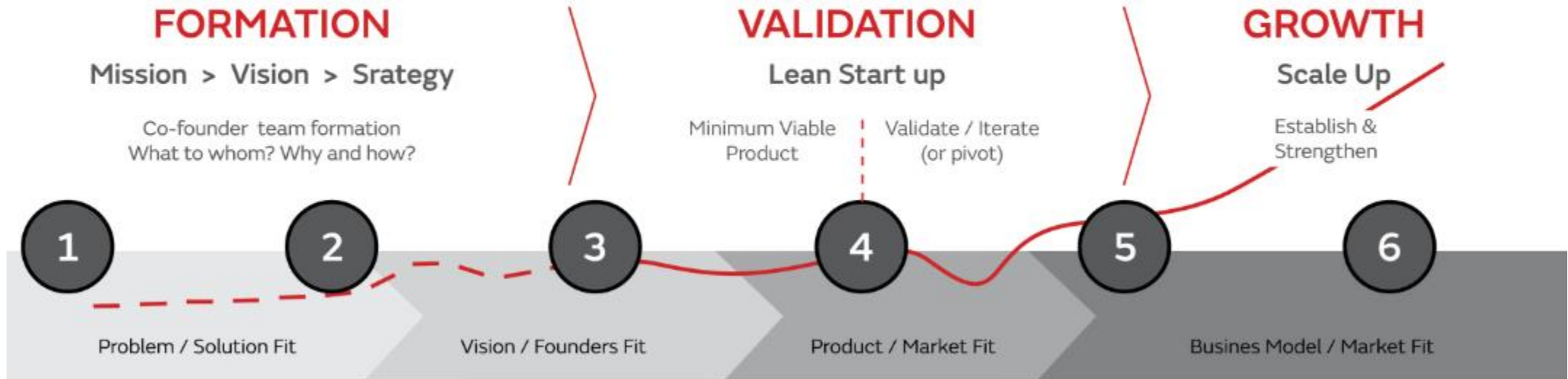
Start Up Development Stages & Ecosystem

You are not Alone!





START-UP DEVELOPMENT STAGES



Idea

Entrepreneur has an idea for a potentially scalable product or service. Has an indication of how it will create value. One person or more, but no confirmation on the right balance of skills needed.

Concept

Defined mission and vision with initial strategy and key milestones for next few years on how to get there. Entrepreneur initial team in place with complementary skills and ownership plan.

Commitment

The initial product or service has been created or the resources to develop it are. The initial team has clarified the skills required to grow. Company registered, shareholder agreements signed, milestones created. Personal time and/or the other resources required have been committed by team.

Validate

Test key assumptions about product/service in the market. Modify as required. Demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI) identified. Can begin to attract additional resources (money or sweat equity) via investments or loans for equity.

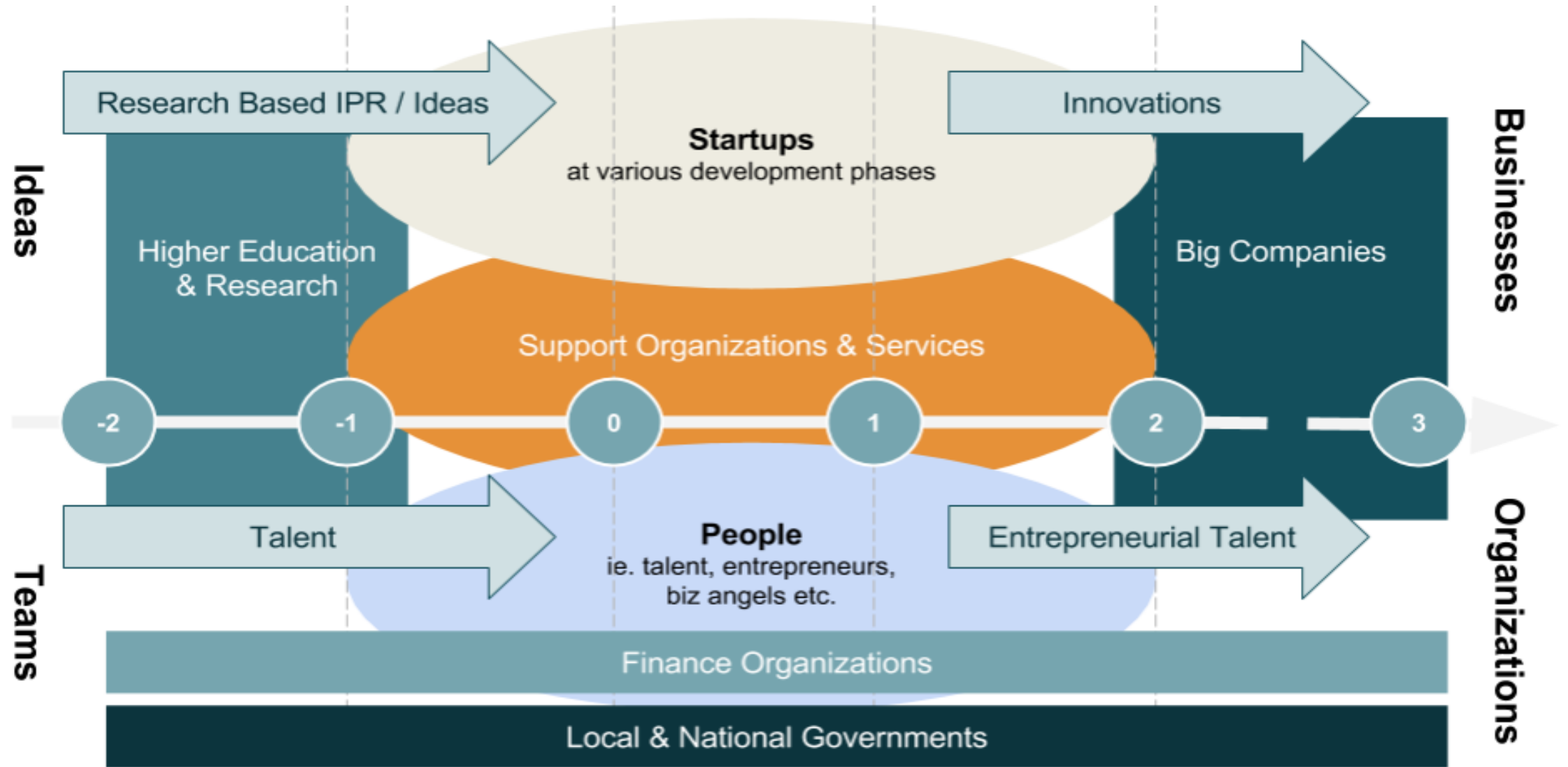
Scale

Focus on KPI based measurable growth in customers and revenues and/or market traction and market share in a big or fast growing target market(s). Consider or have attracted meaningful funding or can if desired. Hiring staff, improving quality and implementing processes.

Establish

Achieved significant growth, that can be expected to continue. Easily attract financial and human resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.





Startup Ecosystem Dynamics - From ideas to businesses and teams to organizations.

www.startupcommons.org





...And in AFRICA!

THE LARGEST DIGITAL PLATFORM DEDICATED TO ENTREPRENEURSHIP IN AFRICA IS BORN...



...And in AFRICA! What is new about Entrepreneurship and start Up Development?

THE LARGEST DIGITAL PLATFORM DEDICATED TO ENTREPRENEURSHIP IN AFRICA IS BORN...

The Tony Elumelu Foundation (TEF), is launching the world's largest digital platform for African entrepreneurs and the African entrepreneurship ecosystem – TEFConnect.

TEFConnect will officially be unveiled at this year's TEF Forum, taking place on October 25, 2018, in Lagos, Nigeria.

TEFConnect is an open source platform, which will provide bespoke tools and content to catalyse business development for millions across the continent, through technology and directly applicable content.

Positioned as the “Facebook for African Entrepreneurs”, the TEFConnect platform is a contemporary, intuitive, informative and user-friendly go-to entrepreneurship space, that provides five specific benefits to its users, among others:



...And in AFRICA! What is new about Entrepreneurship and start Up Development?

THE LARGEST DIGITAL PLATFORM DEDICATED TO ENTREPRENEURSHIP IN AFRICA IS BORN... (OCTOBER 2018)

- The platform one-stop digital home for entrepreneurship ecosystem players, including entrepreneurs, incubators, investors, academia and the private sector, providing news, informative resources, entrepreneurship events and opportunities.
- It will also create the space to allow African entrepreneurs to transact across countries and regions in Africa's largest digital marketplace, with traffic reaching millions of consumers.
- TEFConnect Access to free business tools such as financial planning calculators, business plan generators and marketing templates. It will help access to the Foundation's Entrepreneurship Programme Application Form, Enterprise Toolkit and business mentoring by global business leaders, enabling entrepreneurs to promote their businesses to potential investors and other entrepreneurs for cross-border collaboration.





...And TUNISIA!

Some facts about start up development in Tunisia

The example of: El
Ghazala Technology
Park



- Specialty : Information and Communication Technologies
- Creation date : 1997
- Composition :
 - More than 250 companies including 10 subsidiaries of major global groups
 - 1 Research Center
 - 1 public higher education institution
 - 2 private higher education institution





...How to foster
**Entrepreneurship
Within a Technology
Park!**

HOW TO FOSTER ENTREPRENEURSHIP WITHIN A TECHNOLOGY PARK?

- Technology Park must develop synergies between all stakeholders :
 - Public Authorities
 - Finance
 - Research
 - Business / Industry





© Martin Le-May 2015

HOW TO FOSTER ENTREPRENEURSHIP WITHIN A TECHNOLOGY PARK?

Public Authorities

- Promoter or management board member
- Owner building, plot or entity located in the park
- Partner in R&D projects
- Business practices
- Other collaboration



- In 2016, the Minister of ICT decided to gather more than a hundred ecosystem players- entrepreneurs, investors, academics, public servants- to discuss legal change to incentivize growth. At these meetings, participants suggested all the possible reforms and measures that would transform the ecosystem and remove the majority of the red tape that prohibited further and faster development. Out of the different meetings, more than 100 various measures were put on the table at some point. A task force, comprised of 70+ leading actors in the sector, emerged and began putting together a feasible plan.
- The ecosystem consistently showed support and pressured as needed all the way through December 2017, when a ministerial council approved the Startup Act and deferred to the assembly for a vote.
- This is part of a broader movement across the region as the Fourth Industrial Revolution changes the way we relate to each other, the work we do, the way our economies work, and what it means to be human. In the Arab world, there is increasing urgency towards capitalizing on these changes by embracing the innovation of start-ups and entrepreneurs.

Source: <http://www.leaders.com.tn/article/24654-bottom-up-policymaking-the-tunisian-startup-act>



HOW TO FOSTER ENTREPRENEURSHIP WITHIN A TECHNOLOGY PARK?

Finance

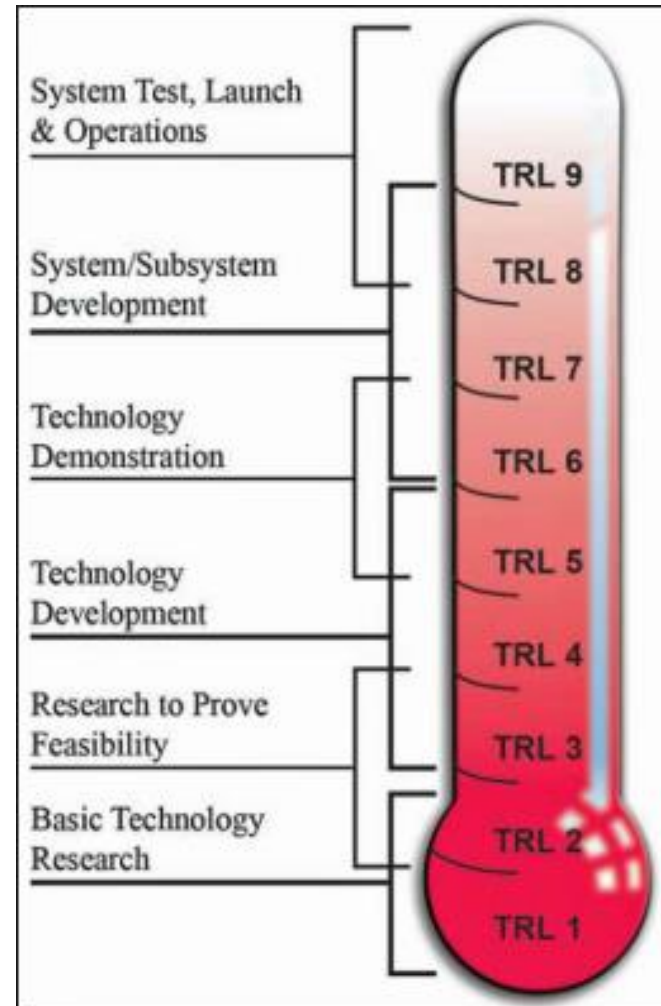


- Investments in promising technology companies with high potential for economic growth and rapid payback.

HOW TO FOSTER ENTREPRENEURSHIP WITHIN A TECHNOLOGY PARK?

Research

- Conferences and seminars
- Masters, PhDs and courses
- Business incubation
- R&D projects
- Internships in companies
- Contests





Vous êtes
une industrie pharmaceutique,
cosmétique, une industrie
chimique ou pétrolière

Vous avez besoin de :

Traiter vos rejets (liquides, solides, gazeux) ou de réhabiliter vos sites pollués,

Notre équipe de recherche vous aide à diagnostiquer, proposer des solutions (bioprocédés et autres) à des problèmes environnementaux pour être conformes à la réglementation en vigueur, et aussi à assister à leur mise en place.

Nous maîtrisons les technologies de pointe suivantes :

procédés membranaires, digestion anaérobie (production de biogaz), traitement aérobie, biofiltration (traitement des émanations), filtration ; coagulation-floculation, procédés d'oxydation avancés...

Nous disposons de savoir-faire spécifiques :

Détermination et développement de traitements spécifiques pour des rejets difficilement biodégradables ; développement et application de procédés membranaires ou autres procédés adaptés aux traitements des eaux usées ; détection et caractérisation des microorganismes pathogènes dans des déchets, rejets ou autres produits.



PRESTATIONS LABORATOIRE

Vous êtes
une entreprise industrielle
du Textile et Habillement,
une institution publique
ou un consommateur

Vous avez besoin de :

- Améliorer et optimiser la qualité de vos produits textiles conformément aux exigences de vos clients,
- Définir les critères techniques pour le choix de vos textiles,
- Vérifier la conformité de vos produits aux exigences et normes internationales,
- Garantir l'innocuité de vos produits pour la santé et la sécurité des consommateurs et le respect de l'environnement.

Nous maîtrisons une expertise développée dans :

- L'analyse physico-chimique de tout support textile,
- La détection des produits toxiques,
- L'élaboration des fiches techniques,
- L'évaluation de la conformité des produits aux normes nationales et internationales,
- L'analyse des défauts générés lors des différentes étapes de production.

Nous disposons de technologies avancées pour :



HOW TO FOSTER ENTREPRENEURSHIP WITHIN A TECHNOLOGY PARK?

Business / Industry (1/2)

- Conferences and seminars
- Promotion of business collaboration
- Science and business promotion
- Idea contests
- Promotion of international cooperation
- Development and support of the design of R&D



HOW TO FOSTER ENTREPRENEURSHIP WITHIN A TECHNOLOGY PARK?

Business / Industry (2/2)

- Dissemination activities of science and technology
- Encourage recruitment of trainees.
- Design of cooperation projects
- Organization of working groups.
- Organization of brokerage events
- Organization of workshops between Academia and Companies.
- Living labs



HOW TO FOSTER START-UPS AND BUSINESS TRANSFER WITHIN A TECHNOLOGY PARK?

- Implantation of incubators and accelerators that will facilitate the development and implementation of start-up projects.
- Organization of info day and sensibilisation seminars for the benefit of the various stakeholders and partner of the technology park
- Support and encourage young entrepreneurs to launch their start ups through entrepreneurship training and coaching sessions







What about Value Chain?

THE VALUE CHAIN CONCEPT FOR MORE CHANCES...

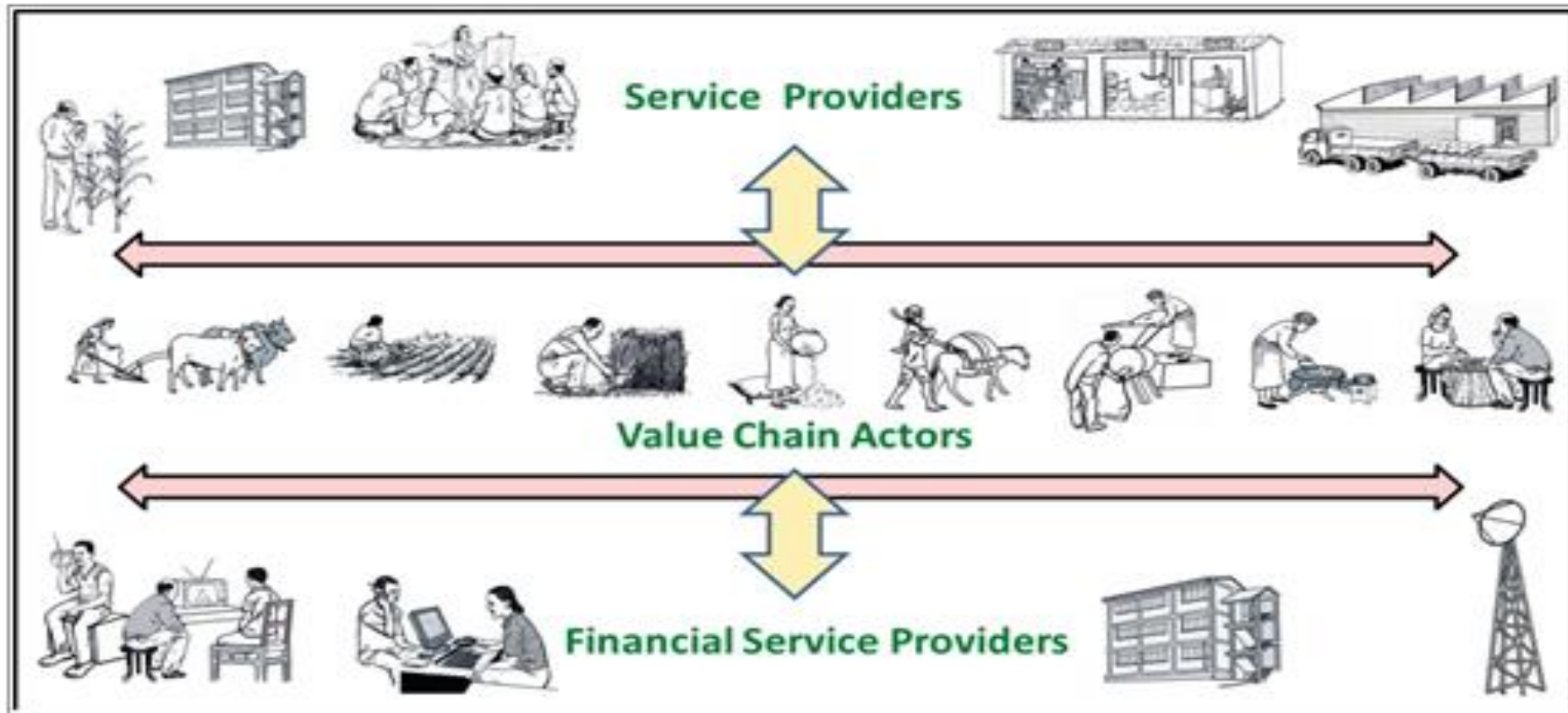



Figure . The interaction of stakeholders along and within a value chain.

A skydiver in a black and white jumpsuit, helmet, and goggles is seen from a perspective inside a plane, looking out through a window. The skydiver is holding a yellow sign with the text "I WAS YOUR PILOT" written on it. The skydiver is smiling and has one hand raised. The background shows a vast landscape of fields and a clear blue sky.

I WAS
YOUR PILOT

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**“...TOGETHER, WE FOSTER SMART
GROWTH BY EXPLOITING NEW
IDEAS... “**

