

Original Research Paper

Environment for the creation of business incubators and startups in Algeria: opportunities and obstacles

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Abstract

Startups are essential to political and social economic activity, both in developing and developed countries, due to their ability to change, innovate and grow rapidly. One of the most important support mechanisms pursued by Algeria, as well as countries around the world to ensure the sustainability of these institutions is the creation of business incubators as organs that provide all forms of support, they ensure the formation of links between technology and education on the one hand and knowledge-based economic growth on the other. They also provide action and incubation mechanisms for creative ideas and facilitate the project start-up period. Through our intervention, we have tried to highlight the importance of the state adoption of such institutions through the following problematic: What role do business incubators play in supporting creative and innovative startups in Algeria

Keywords: Incubators, startups, new technology, creativity and innovation.

المخلص:

تعتبر الشركات الناشئة ضرورية للنشاط الاقتصادي السياسي والاجتماعي ، في كل من البلدان النامية والمتقدمة ، نظرًا لقدرتها على التغيير والابتكار والنمو بسرعة. من أهم آليات الدعم التي تنتهجها الجزائر بالإضافة إلى دول في جميع أنحاء العالم لضمان استدامة هذه المؤسسات هو إنشاء حاضنات أعمال كأجهزة تقدم جميع أشكال الدعم ، فهي تضمن تكوين روابط بين التكنولوجيا والتعليم والنمو الاقتصادي القائم على المعرفة. كما أنها توفر آليات عمل واحتضان للأفكار الإبداعية وتسهل فترة بدء المشروع. حاولنا من خلال مداخلتنا إبراز أهمية تبني الدولة لمثل هذه المؤسسات من خلال الإشكالية التالية: ما هو الدور الذي تلعبه حاضنات الأعمال في دعم الشركات الناشئة الإبداعية والمبتكرة في الجزائر.

الكلمات المفتاحية: حاضنات الأعمال، المؤسسات الناشئة، التكنولوجيا الحديثة، الإبداع، الابتكار.

Introduction

The world is moving to accelerate technological progress and inventions so that entrepreneurship is more a key and fundamental engine of change in the culture of society, in a culture of enterprise which is the starting point of the economy, which is influenced by the power of innovation and methods of project management generation that bring great economic value.

Like the countries of the world, Algeria put on start-ups to diversify the engine of economic growth and to win the battle of globalization by setting up networks of support which took several images in particular the incubators of company which are organizations which provide all the forms of supports since the initial study of the idea of the project while starting with its creation in order to present new and innovating ideas until the development of new products in the methods of work of the modern technologies of production contributing thus to the processes of economic and social development in a global and durable perspective.

Hence, the importance of the creation of business incubators, which are a tool to accelerate innovation by embracing human energies capable of, creativity and creation of start-ups in order to achieve many economic and social objectives, such as the development of talents and innovations and the promotion of individual entrepreneurship.

Problematic:

Due to the novelty of the idea of start-ups and business incubators in the Algerian business environment on the one hand and on the other hand, this type of institution is faced with many difficulties even in developed countries due to the adoption of innovative and creative ideas that involve a high degree of risk, hence the reason for this intervention in an attempt to highlight the importance of business incubators in the presentation of Algerian methods of supporting the sustainability of start-ups and in bearing in mind what the Algerian government is doing to promote the sustainability of start-ups. ups and in bearing of what precedes one can formulate the following problematic:

What role do business incubators play in supporting innovation and innovation and creativity of startups in Algeria

Research methodology:

To answer the problematic and to identify all the aspects of the subject, a descriptive analytical approach has been used to highlight and give concepts of different variables and analyze a number of indicators explaining what incubators and startups are and their role in innovation and how they contribute to the promotion of the economy.

1.Definitions :

1.1 The business incubators(Insaf, 2020, p. 34) :According to the American National Assembly, business incubators are organizations that aim to help new businesses and entrepreneurs and provide them with the necessary means and support (training and transmission of field experiences, individualized coaching, financial support) to overcome the difficulties of start-up and establishment as well as the marketing of products of these companies (Chrifa, 2018, p. 69). The term incubator includes the various devices of support for innovation projects, covering three stages: (CHOUAM, Mohammed DJELTI Prof. Bouchama, p. 40)

- ❖ The pre-incubation: it is the evaluation of the innovation, the business plan,
- ❖ The development and modeling of the company and training.
- ❖ Incubation: consists of access to financing, coaching, housing, commercialization and advanced business planning.
- ❖ Post-incubation: involves innovation diagnosis, technology support, commercialization and business development.

1.2 Startups:

According to the economist Fridenson Patrich:(htt)

Startups are not related to age, size or industry, but rather one should look for the following:

- ❖ Potentially high growth and modern technology use.
- ❖ Need amount of financing and make sure the market is good and new because it is difficult to evaluate the risk

1- Characteristics of startups:

The characteristics that differentiate startups from small businesses are as follows:

- 1- They are new businesses with an opportunity for progressive and increasing growth
- 2- They are mainly technology-related institutions that require low costs.

Startups rely on technology and generate large profits at a rapid pace.

2-Steps in the creation of a startup:

According to Alfred Marshall's model, a company, including startups, goes through several stages: creation, start-up, growth, maturity, decline, relaunch or change strategy.

The following figure shows us these stages:

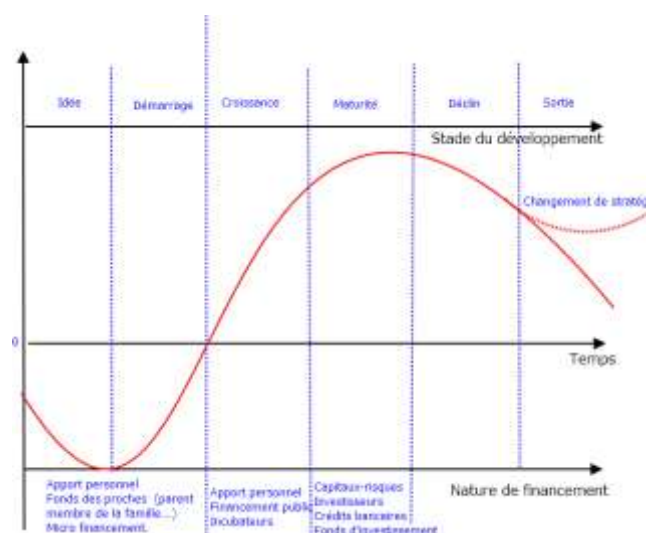


Figure 1. Life cycle of a startup (1)

3. The importance of business incubators :

The main objective of the business incubator is to embrace and develop small creative businesses by providing the best services and assistance associated with the foundation and growth phase as well as support for economic development and the development of entrepreneurs and risk-taking of new investors.

- ❖ Its importance can be seen in the following points:(Azzedine Abderraouf, 2017, p. 96)
- ❖ It is a centre of development and creativity that leads to the advancement of the economy.
- ❖ Encourages the development of new startups by providing all kinds of support.
- ❖ Supporting economic development by achieving a high rate of return growth.

The main question now is:

What determines the success of startups rather than their failures? Are there any criteria or indicators that make startups succeed or fail

The expert in the field of startups "Bill gros"(Mohamed, 2013, p. 21) conducted a wide and deep study on many startups trying to understand the factors related to their success and failure. He found some points that control the influence and ranked them in order of importance:

- ❖ Time factor 42%.
- ❖ Team-based implementation 32%.
- ❖ Idea design 28% (importance).
- ❖ Business model 24%.
- ❖ Financing 14%.

From these ratios it can be concluded that the time factor in the implementation of business and projects is one of the most serious and important factors in determining the success or failure of startups. In addition, the conception of the idea is more important than the financing in order to better exploit the time and execution, so these are the essential factors that help startups to bring in sources of financing at any time.

3.1. The best startup incubators and accelerators in the world:

Some of the most successful startups in the world have been supported by startup incubators. Startup incubators and accelerators are an excellent launching pad for entrepreneurs who want to build strong, scalable businesses. They provide access to workspace, investment, mentoring, etc. Due to the freelance

revolution, startups also now have better access to independent scientists and consultants who can help them overcome business and research challenges.

Here are some of the most reputable startup incubators in the world:(htt1)

a- Y Combinator, USA: Y Combinator is considered the world's premier startup accelerator. It is practically one of the oldest startup incubators, having contributed to the success of Dropbox, Airbnb, Instacart, Stripe, Twitch, Coinbase, Weebly and Reddit. Y Combinator is a pioneer in the field of startup accelerators. Each year, the accelerator funds a group of new startups with \$120,000. Founded by Paul Graham in 2005, Y Combinator has funded more than 2,000 startups, with an estimated total of over \$100 billion. It is located in Palo Alto, in Silicon Valley. Y Combinator is run by a team of 40 people and acquires around 13,000 startup applications via the internet alone each year. The company then selects between 200 and 240 projects to work with per year, adopting a very draconian selection process. Funding is through a standard contract known as SAFE and is essentially a capital injection. If you have an early-stage startup, you can take advantage of Y Combinator's 3-month biannual programmed. Throughout this period, you will be based in Silicon Valley to work closely with their team. Companies will have the opportunity to shape their offering and move towards growth by targeting further investment.

b- Techstars, USA(htt2):Founded in 2006 and operating in over 15 countries, Techstars is a global network that enables business people to bring advanced technologies to market, wherever they choose to live. Techstars provides financial support, consulting assistance and start-up acceleration. Its accelerator programme has produced more than 1,000 companies valued at over \$8 billion. Techstars is the originator of Startup Week and Startup Weekend, which encourage entrepreneurs to jump in and create new businesses in a matter of hours. With numerous mentor-led acceleration programmes and more than 1,000 active startup projects worldwide, Techstars helps entrepreneurs on their business journey from flash of inspiration to IPO. Techstars Venture, the accelerator's venture capital fund, has invested in companies like Uber, DigitalOcean, twilio and SendGrid, among others.

c- 500 Startups: It was founded in 2010 and is located in San Francisco, California. 500 Startups is a global venture capital firm, with 150 employees from 20 countries managing investments in 74 countries. Their primary goal is to invent successful global ecosystems by innovating skilled founders and helping them advance through a 4-month seed program. Their investment department and network of mentors have proven wisdom in companies such as PayPal, Google, Facebook, Instagram, YouTube, Yahoo, LinkedIn, Twitter and Apple.

d- StartupBootCamp(CHOUM, état des lieux des incubateurs en Algérie cas de l'incubateur de l'INTTIC d'Oran):Founded in 2010, Startup bootcamp organises programmes on the Internet of Things, financial technologies, InsurTech and food technologies around the world, including Singapore, London, Mexico City, Mumbai, Dublin, Dubai and Amsterdam. Startupbootcamp has accelerated startups with an average sponsorship amount of €1.168 million. Startupbootcamp organizes highly focused and in-depth three-month programmes in different cities, focusing on specific sectors, with the mission of helping young founders to rapidly grow their business by leveraging their extensive international network of over 2,000 former founders, consultants, partners and investors.

e- Startup Wise Guys:Founded in 2012, Startup Wise Guys is Europe's largest business-to-business startup accelerator and one of the largest investors in the CEE and Nordic region. Their comprehensive three-month programmes provide cutting-edge energy and effortless guidance to support you on your journey to success. Their main focus areas are: Business to Business, SaaS, Financial Technology and CyberNorth. The accelerator programme focuses on sales and ramp-up, helping you structure your product to reach customers, with the help of their network of over 150 multinational and national experts. It also offers demo days and gives you the opportunity to participate in start-up events and technology conferences.

f- Buildit Accelerator: Founded in 2014 in Estonia and having diversified into Latvia, Buildit Accelerator focuses on capturing your hardware or IoT startup plan and turning it into a market worthy product. They select companies to fund every 6 months. Buildit Accelerator focuses on Business to Business outcomes such as connected industry and software for efficiency, as well as Smart Living (B2C) solutions in areas such as energy, mobility and health technologies. What sets them apart is that they offer what they have called a "full accelerator" programme. This means that you get pre-seed capital and a three-month accelerator programme, as well as additional seed funding with a follow-on programme for over two years.

3.2 Government measures to promote start-ups in Algeria :

The Algerian authorities are creating a new economic model away from the rents on which the economy has been based for decades, so investment and support for emerging companies has become a priority for the Algerian economic decision-maker in order to help advance development and strengthen the local production mechanism.

The Algerian government has recently shown great interest in supporting young people who seek to create institutions or so-called emerging institutions. According to figures from the minister in charge of startups is the knowledge economy "Yacine Walid ", the latter expects the number of companies to reach more than 5000 by 2021 (htt4). He also highlighted the impact and role of coaching and innovation in promoting startups using investment funds to finance and accompany startups. This will contribute to the promotion of these institutions and support the innovation that makes them capable of finding solutions to daily concerns and improve the desired economic efficiency especially after the recreational procedures, tax exemptions and other management facilities that contribute to fostering the development of startups and expand their fields of activity by focusing on the creation of business incubators in Algeria in all cities and wilayas.

In October 2020 (2021), the government organized a national conference of startups in which the president of the republic and the prime minister participated with several participants from emerging institutions, incubators, representatives of governmental and financial bodies, economic agents, experts and representatives of associations, universities and research centres. The first meeting of its kind in Algeria was the decision to officially launch the national startup financing fund which aims to enable young entrepreneurs to avoid banks and bureaucratic procedures. The minister added that the government has set up 18 business incubators, 14 of which are located in Algiers.

4 Incubators in Algeria :

a- University incubators: (Bouchour, 2018, p. 69)

Several incubators across the country have been created; the Cyberpark of Sidi Abdellah (2010), the incubator of Ouargla (2012), the incubator "Technobridge" of the INTTIC of Oran (2013) and the incubator of the University of Batna (2013), the incubator of the University of Msila (2018) the incubator of the University of Tlemcen (2021). Their main mission is to take charge of innovative project holders in the field of ICT and accompany them until the creation of the startup. Partnership agreements have been signed between the ANPT and these institutions. The startup incubators in the ICT field are managed by ANPT.

The incubators offer other opportunities to future entrepreneurs by benefiting from strong accompaniment and coaching during a training session spread over 3 stages, from the first phase (Pre-Incubation) to the launch of the project phase (Start Up).

a- Lencubator :

It presents itself as an innovation hub whose mission is to offer a multitude of support and acceleration programmes for startups and innovative projects with high potential in different sectors, based on Open Innovation as a key factor in the realization of innovative projects. With a Startup Factory, Lencubator

focuses on human capital in the creation of innovative solutions that contribute to the development of a modern economy based on knowledge.

Created in 2020, today it is a stakeholder in the ecosystem of innovative entrepreneurship in Algeria through the various programs that are organized under its umbrella, including the Algeria Startup Challenge.

b- CapCowork:

Created in 2018, Capcowork is a startup incubator and support structure for innovative projects, offering a follow-up from the idea to the market launch but also financing for promising projects, with a co-working space.

c- WomWork by the Annex DZ: (2020)

WomWork is the 100% female incubator in Algeria dedicated to women's creation, initiated by the coworking space Annex DZ, and which aims to support women's projects throughout the country, offering them appropriate support to create their business.

d- ACSE :

The Abbreviation of "Algerian Center for Social Entrepreneurship", as its name suggests is an incubator specializing in social entrepreneurship. It was created in 2016 with the aim of promoting social entrepreneurship, accompanying Algerian social entrepreneurs in the creation, development and sustainability of their businesses, known for its Impact at work programme.

e - IncubMe :

IncubMe, is an initiative dating from 2018 undertaken by Algerians coming from the economic world, established in Algeria and abroad. This year they are organizing the pan-African startup incubation programme Africa By IncubMe.

g- TStart by Ooredoo:

An initiative of Ooredoo, Tstart is a support programme for the creation of technological startups dedicated to innovative project holders for the creation of startups in the fields related to NTIC.

H- WomWork by the Annex DZ: (Kassouri, 2020, p. 74)

WomWork is Algeria's 100% female incubator dedicated to women's creation and is the initiative of the coworking space, the Annex DZ. It aims to support women's projects throughout the country and offer them appropriate support to create their own business.

i- KnowLab :

KnowLab is a co-working space and incubator launched by Almaahed Pro International Company located in Blida. It was created in 2019.

k- Crearena :

Crearena is the new incubator located in Blida dedicated to project holders who want to embark on an entrepreneurial adventure. It is a co-working space that offers a friendly workspace as well as multiple support and consulting services.

l- INNOEST :

The first startup incubator in the wilaya of Tebessa, bringing the idea to an exploitable version prior to the creation of a company through intense incubation programmes.

m- Westinnov :

Westinnov is the new born of the ecosystem, and the first incubator in Oranien, specialised in a number of themes including Agritech, logistics and digital specializing, launched recently by the Idenet group.

n- ANPT : (htt6)

The National Agency for the Promotion and Development of Technology Parks is a public company of an industrial and commercial nature. Its head office is located in the Sidi-Abdallah Cyberpark, and its role is to boost the ICT sector and promote greater technological penetration within Algerian society.

o- Incubator :

Aimed at supporting the creation of startups, it comprises a complete entrepreneurship ecosystem that aims to help young entrepreneurs transform their innovative ideas into startups located in Setif.

p- ENP Incubator by Djezzy :

The incubator of the École Nationale Polytechnique (ENP) in partnership with the mobile phone operator, Djezzy. It was created in 2017 and aims to support start-ups at the beginning of their entrepreneurial journey.

5.Business start-up support schemes: (OECD, Policies for SMEs in North Africa and the Middle East, 2014)

ANGEM: The National Agency for the Management of Microcredit. This scheme is intended for young people over 18 years of age, generally with no income or an unstable income, and for housewives. It deals with the development of people's individual capacities to create their own activity. - It helps the applicant to obtain a loan to purchase equipment and raw materials for the start-up

CNAC: Caisse Nationale d'Assurance Chômage. This is a support mechanism for the creation and extension of activities reserved for unemployed people who have lost their jobs for economic reasons and whose age is between 30 and 50 years. This institution only intervenes in projects whose maximum cost must not exceed 10 million dinars. It has the following mission for this category of people: assisting the entrepreneur during all the phases of the project, including the preparation of a business plan; - helping the entrepreneur to obtain bank financing (70% of the total cost of the project), as is the case for the ANSEJ scheme.)

FAUDTIC (Yacine, 2014, p. 48): Fonds d'Appropriation des Usages et du Développement des Technologies de l'Information et de la Communication. The FAUDTIC committee, whose main mission is to design the fund's action programme and monitor its implementation.

❖ The FAUDTIC operational unit is a body whose mission is to monitor and manage the projects financed by the said fund. This mechanism contributes to the financing of projects and initiatives that are part of the e-Algeria strategy based on the following points, among others - Support actions for the appropriation of ICT by SMEs and large companies.

- ❖ Generalisation of access to the Internet network.
- ❖ Strengthening research, development and innovation.
- ❖ Upgrading of companies in the ICT sector.
- ❖ Tangible and intangible investments contributing to the upgrading of companies.

ANDI: National Agency for Investment Development This institution was created with the aim of facilitating, encouraging and accompanying investment for the creation of companies by using incentive formulas that are essentially based on tax exemption and tax reduction measures. ANPT: the National Agency for the Promotion and Development of Technological Parks. This device is responsible for, among other things:

- ❖ Encouraging the use of ICT in Algeria.
- ❖ Accelerating the rate of formation and expansion of startups and SMEs.
- ❖ Diversifying the ICT value chain.

- ❖ Organize events (seminars, congresses, forums,) that are of interest to project holders and startups hosted at the ANPT incubators.
- ❖ Promote R&D, innovation,
- ❖ Encourage the rapprochement between the world of entrepreneurship and research and education, - Encourage the creation of innovative companies through the valorization of research and incubation processes.

5. The legal framework for Algerian startups:(Yacine, AKNINE AND PR. FERFERRA, 2014, p. 58)
With regard to promotion outside of hydrocarbons, the 2020 finance bill has adopted facilities and set penal incentives for startups active in innovation and new technologies and exempted them from taxes on profits and VAT, with the aim of accompanying them at the launch stage and ensuring their subsequent development and the most important decisions to embody this strategy are as follows:(2020)

- ❖ Establish investment funds dedicated to financing and supporting start-ups.
- ❖ Establish a Higher Innovation Council to move towards securing innovative ideas and initiatives.
- ❖ Develop a legal framework that defines concepts for start-ups and incubators.
- ❖ Transform the National Agency for the Promotion of Technology Parks "ANPT" to a Ministry of Small Business and Startups and Economic Knowledge.
- ❖ Enable innovative projects and start-ups to take advantage of the spaces available within the institutions of the youth and vocational training sector at national level.

6 Challenges for business incubators and start-ups in Algeria :

The new information, communication and technology sector faces many challenges in Arab countries in general and in Algeria in particular that prevent the development of new technologies, science parks and other technological innovations. Thus, business incubators and start-ups in Algeria suffer from a number of shortcomings and are faced with challenges that hinder their development, which can be mentioned as follows:

6.1 Legislative law factor :(2021)

The absence of legislative and legal texts that facilitate the activity of innovation and creativity as well as the status of the researcher.

6. 2 Organizational and regulatory factor:

The low level of the relationship between the university and the industrial companies and the brands of specialized scientific and technological skills with high qualifications and the lack of mobility of the researchers, in addition to the absence of commercialization of the results of the scientific research and of the financial support and assistance organization for innovation and creativity activities (banks, agencies, companies...).

.6.3 Financial factor: (htt7)

The low mobilization of public capital and the absence of a dynamic financial environment and tax system that encourages research, development, innovation and financing.

Also, the low research and development and innovation budgets within individual companies estimated at around 60% in industrial countries. And finally, the private sector has not been actively involved in the process of funding scientific research compared to developed countries.

Conclusion:

Through this research paper we try to show the importance enjoyed by business incubators in developed and developing countries which has demonstrated its capacity and competence to support and promote start-ups, to overcome the difficulties and obstacles they face in the early stages of their creations.

Given Algeria's experience in this field, business incubators are attempting to play a major role in promoting the national economy, especially after the creation of the Ministry of Start-ups and the Knowledge Economy, which will provide a legal framework and a flexible economy compatible with the challenges and also allows the investment of exceptional ideas and their transformation into successful economic projects.

Innovation is an imperative for the management of these institutions at the moment to maintain them and to gain in competitiveness by improving and modifying their products, methods and ways of working.

Nevertheless, Algeria still lacks the number of business incubators necessary to promote the orientation of the national economy towards the knowledge economy due to the obstacles and difficulties encountered by the startup sector, including the need to provide the conditions for the establishment of incubators to help Algerian startups overcome the burdens and dangers of the establishment stages, thus contributing to technological development and achieving the desired economic and social development.

Based on our previous findings, the following recommendations for entrepreneurship in Algeria can be made:

- ❖ Focus on the role of the media in promoting and introducing incubators and their economic and social role as one of the best ways to support startups
- ❖ Increase public spending on research and development by linking the centres of scientific research and collection to the business environment
- ❖ Provide the right environment for incubators by creating a network of communication and relationships between institutions.
- ❖ To elaborate and develop laws and regulations governing the cooperation between the public and private sector.
- ❖ Bringing incubators closer to young people by using modern methods of access, supporting and embodying new ideas on the ground and removing administrative constraints that hinder projects and their use.

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