

## **DAAD International Workshop on Entrepreneurship for Academic Innovations in Information Technology**

# Entrepreneurship Conference

## How To of “Technology Innovation” in Tunisia

Presented by

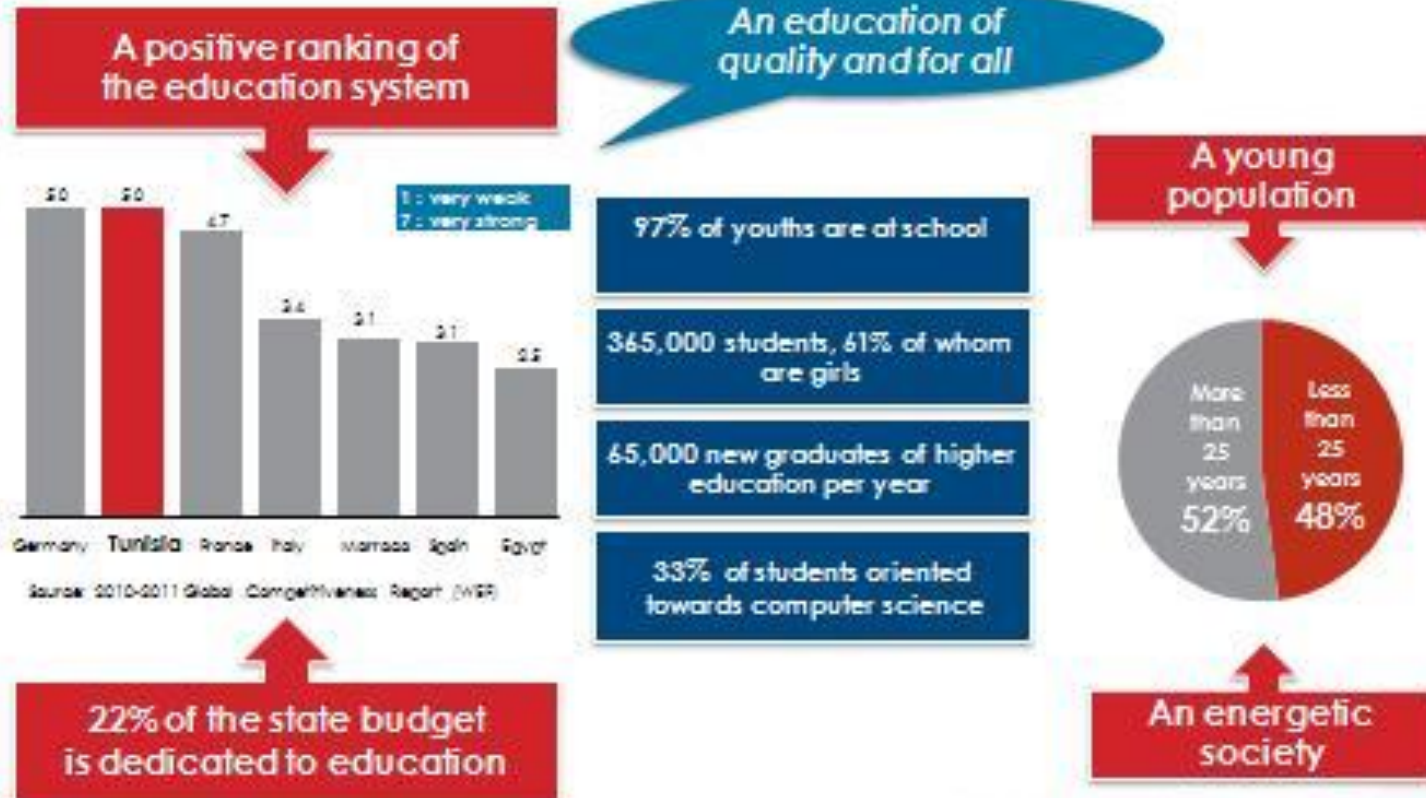
Mondher Khanfir

27 May 2012

# The official version of the Revolution

*Source FIPA*

**The Tunisian revolution has succeeded thanks to the mobilisation of a young and dynamic Tunisia ...**



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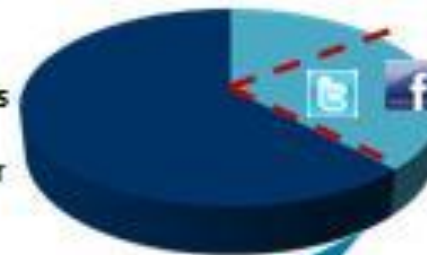
**Thanks to a rich cultural heritage of a civilization of over 3 thousand years**



- A pioneer society (first Constitution in the Arab world in 1861, Code of Personal Status voted in 1956, woman right to vote in 1957 ...)
- A society open to its environment
- A society respectful of cultural diversities

**An open and tolerant society**

**38% of the population connected to Internet**



The most visited website by Tunisians

1 out of 5 Tunisians is connected to social networks

**A population immersed in ICT**

1. Has Tunisia real strengths in the field of technologies innovation?
2. Is Business Environment in Tunisia Innovation friendly?
3. How can we boost the Technologies based innovation in Tunisia?

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# ICT sector as presented by the Government

## [www.Made-in-Tunisia.net](http://www.Made-in-Tunisia.net)

- Plus de 1 800 entreprises privés.
- 219 centres de services partagés employant 17 500 personnes.
- De 3 000 à 4 000 emplois créés par an.
- 12 fournisseurs de services internet servant la totalité du pays.
- 8 centres de développement servant des multinationales.
- Une densité téléphonique de 98,8 lignes pour 100 habitants.
- Plus de 3 millions d'internautes avec une évolution annuelle de 38 %.
- 184 d'auditeurs certifiés dans le domaine de la sécurité informatique.
- 7 cyberparks répartis sur plusieurs régions du pays et 7 autres en cours d'achèvement.

# ICT sector as presented by the Government

## [www.Made-in-Tunisia.net](http://www.Made-in-Tunisia.net)

- Le secteur des TIC est un secteur prioritaire en Tunisie. Il est l'un des secteurs les plus dynamiques et parmi ceux dont le taux de croissance est le plus élevé (15% en 2009). Il connaît une expansion notable; il contribue actuellement à 10% du PIB contre seulement 2,5% en 2002 et à 9% de la création d'emplois dans tout le pays.
- Le secteur des TIC a bénéficié d'un important investissement de l'ordre de 6,3 milliards de dinars durant la période 2007-2011 contre 430 millions de dinars seulement durant la période 1992-1996. Cette forte croissance est essentiellement due au renforcement de l'infrastructure, en particulier celle des télécommunications, qui par ailleurs a connu la participation active et motivée des entreprises privées.



**Exhibit 1: Key Indicators for Tunisia relative to efficiency driven average economies**  
Source: WEF, Global Competitiveness Report 2011-2012.

## Stage of development

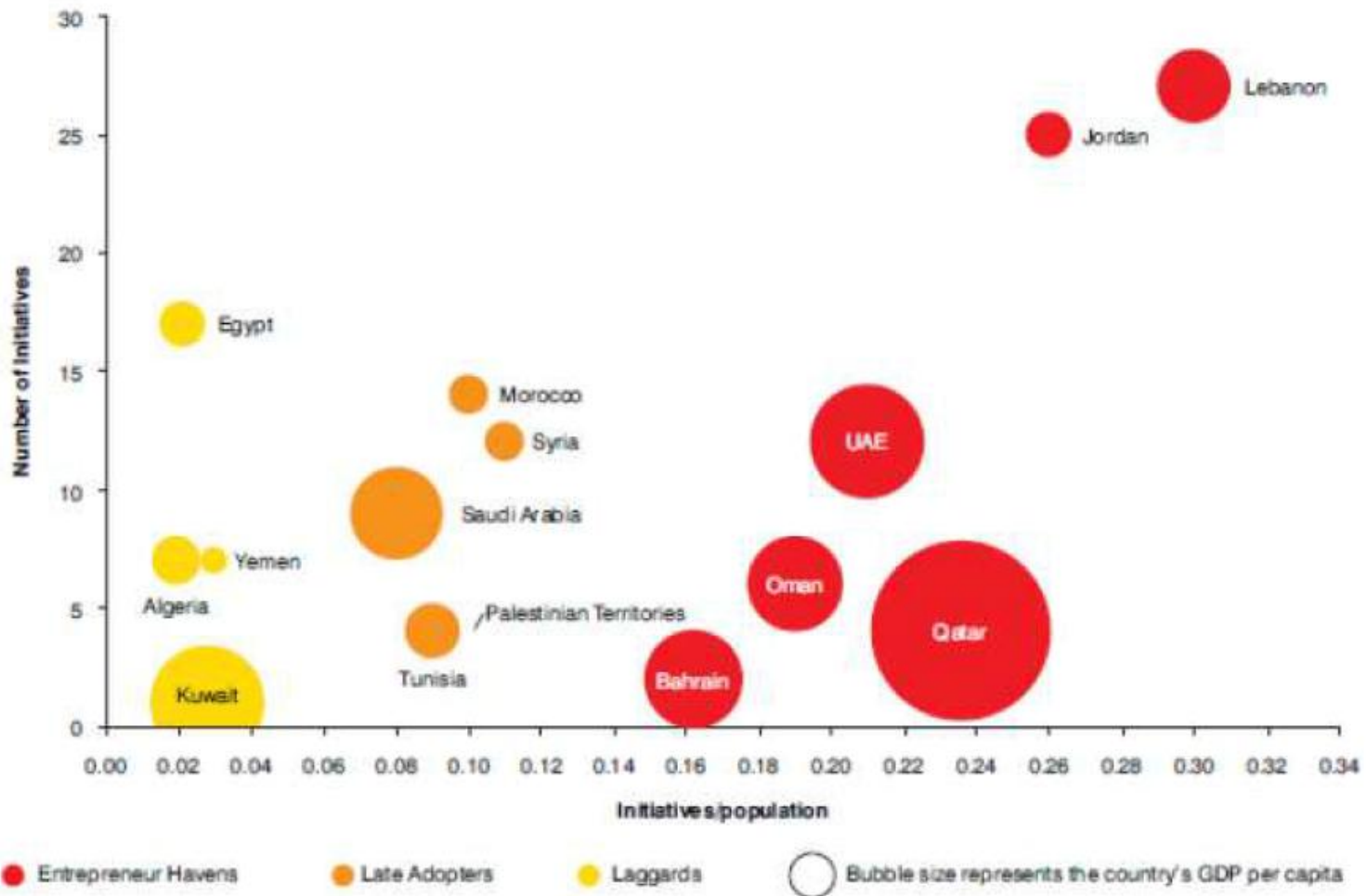


Source: WEF, Global Competitiveness Report 2011-2012.



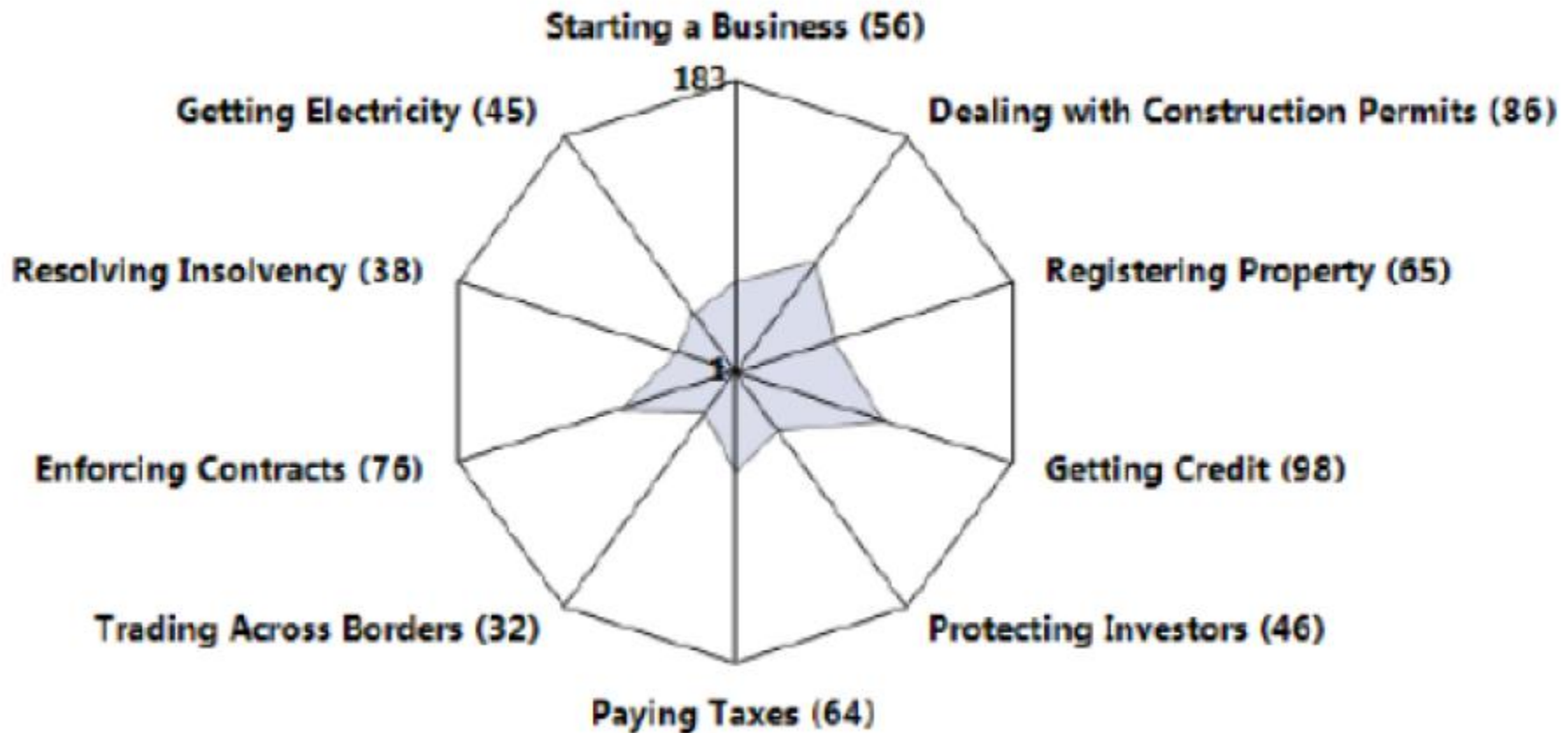
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**Exhibit 3: Number of Entrepreneurial Initiatives by Country (1974 to 2010)**



Source: Booz & Company

**Exhibit 5: Business Environment in Tunisia. How it ranks on Doing Business topics.**



Source: Doing Business database, World Bank. For a complete description go to <http://www.doingbusiness.org/data/exploreeconomies/tunisia/>

# From the point of view of Young Entrepreneurs



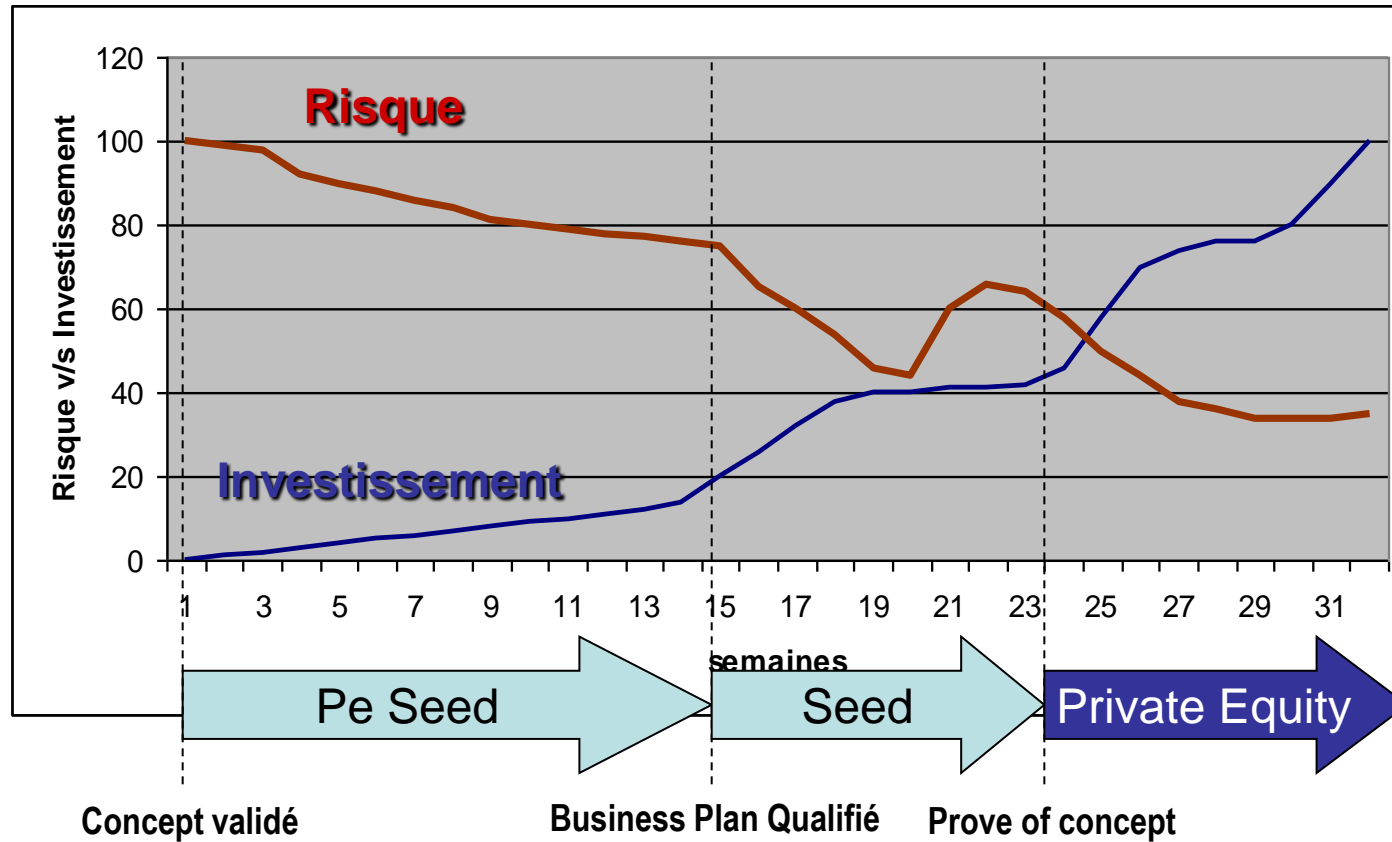
Gap #1  
No Information

Gap # 2  
No Capital

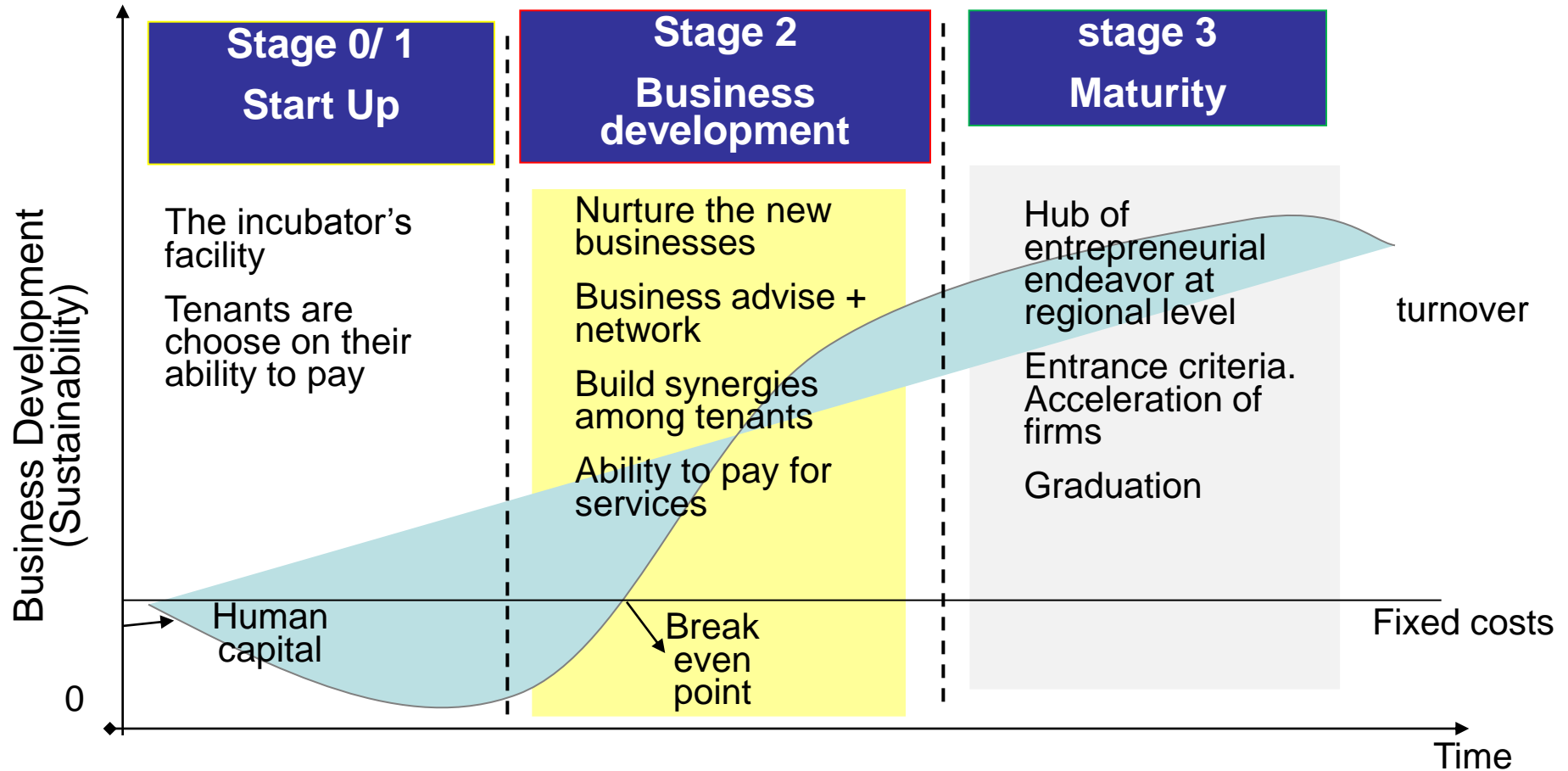
Gap # 2  
No Support



# The Risk Curve



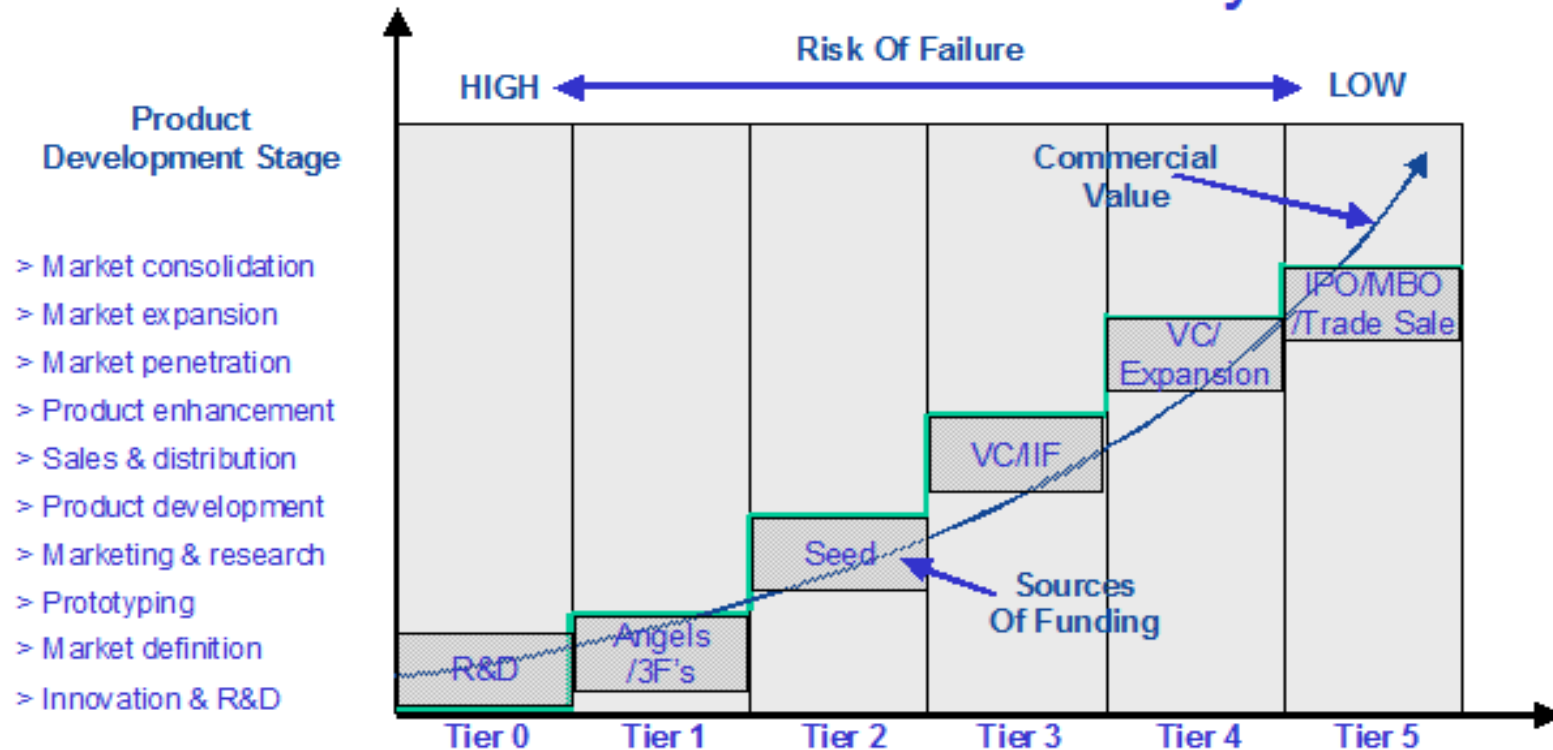
## incubator's life cycle



Missing middle: search networks are key to solve the Management GAP



## The Commercialisation Cycle



### Business Development Tiers

#### Tiers 0/1 - Pre-incubation

- Direction
- Collaboration
- Guidance
- Resources etc
- Pre-Seed funding

#### Tier 2 - Incubation

- Mentoring
- Seed funding
- Contacts
- Consulting
- Clients

#### Tier 3 - Post-incubation

- Funding
- Structuring
- Relationships etc

#### Tiers 4/5 - Commercial Maturity



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# Is ICT an economic sector or a cross sector asset?

