



Startups in Algeria

From the idea to the legal form and a launch-ready project plan

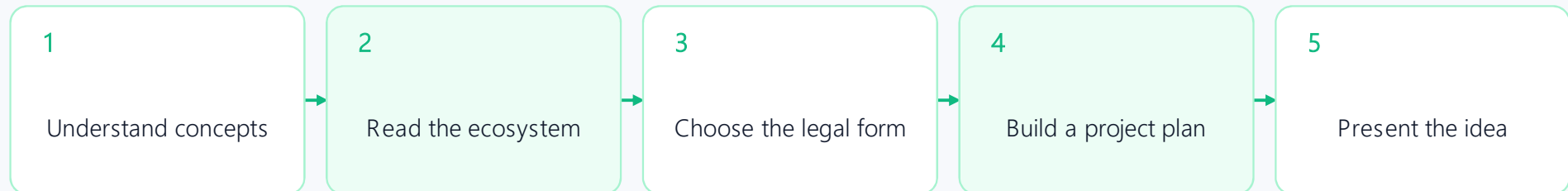
Professional and Personal Project Module



Presentation Objectives

What should students be able to understand and apply?

Understand the concept of an enterprise and a startup, distinguish it from a micro-project, then turn an idea into an initial creation plan.



The presentation is based on the attached course document, reorganized into a practical learning path.

The Algerian Context

Entrepreneurship and innovation are part of the national economic diversification agenda.



2020

Major public measures
to encourage startups

35+

Ministerial delegations
cited for the African
conference

25k

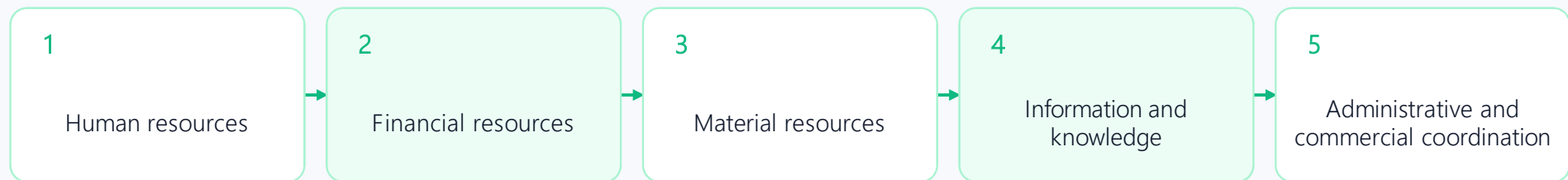
Visitors mentioned
for the conference
edition

- A shift toward digital and technology-based entrepreneurship.
- Links between startups, universities, research centers and firms.
- Specialized funding and support mechanisms.
- Encouragement of young university graduates to create innovative firms.

What Is an Enterprise?

The basic concept before discussing startups.

An enterprise is an organization created to produce or provide goods and services for clients or users.



Core purpose: meeting customer needs and achieving a defined commercial, social, educational or professional objective.

Enterprise Classification by Size

The course document distinguishes micro, small and medium enterprises.

Type	Employees	Turnover / Annual balance sheet
Micro-enterprise	1 to 9 people	Turnover up to DZD 20 million; annual balance sheet up to DZD 10 million
Small enterprise	10 to 49 people	Turnover up to DZD 200 million; annual balance sheet up to DZD 100 million
Medium enterprise	50 to 250 people	Turnover between DZD 200 million and DZD 2 billion; annual balance sheet between DZD 100 and 500 million

This classification helps the entrepreneur estimate obligations, organization, financing needs and expected scale.

What Is a Startup?

Not every small firm is a startup; the key difference is innovation and scalability.

A newly created innovative enterprise that searches for a scalable business model and high growth despite significant uncertainty.



- Offers a new product, service or business model.
- Often operates in a new or changing market with hard-to-measure risk.
- Looks for long-term profitability and increasing revenues.
- Targets rapid growth, not only limited local survival.

Startup vs. Micro-Project

Two different logics: scale-up potential versus local stability.

Startup

- Innovation and fast growth
- High scalability
- External investment search
- Higher risk

Micro-project

- Local or regional activity
- Small workforce
- Self-financing or small loans
- Lower risk and gradual growth

Key Comparison Criteria

Five questions that distinguish a startup from a micro-project.

Growth potential

A startup targets rapid scale; a micro-project usually grows gradually.

Financing

A startup often needs larger capital; a micro-project relies on limited resources.

Innovation

A startup focuses on a new value proposition or a new business model.

Risk

Startup risk is higher because uncertainty and competition are stronger.

Scalability

A startup builds an activity that can be replicated beyond a local market.

Conclusion: the choice depends on market nature, innovation level and expected growth — not on the label alone.

Support Ecosystem in Algeria

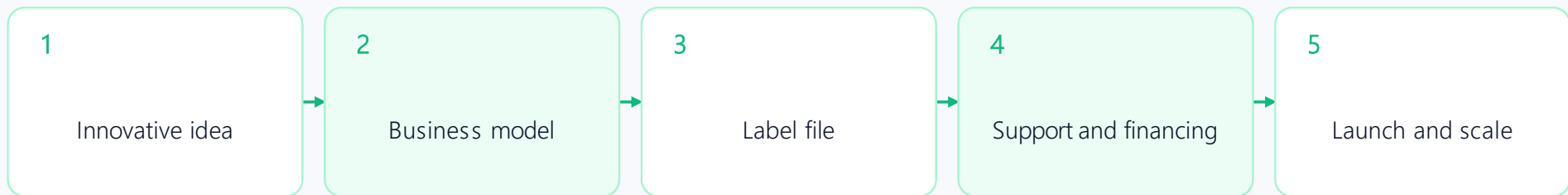
Institutional, financial and training mechanisms support innovation.



- 1 Specialized ministry**
Steers innovation and entrepreneurship policies
- 2 Startup label committee**
Identifies and validates innovative high-growth enterprises
- 3 National startup fund**
Supports early-stage financing and fills the venture capital gap
- 4 Algeria Venture**
Provides training, acceleration and launch-stage support

The “Startup” Label and Incubators

The label is more than a title; it opens access to support and incentives.



- The label confirms the innovative nature and high growth potential of the enterprise.
- Incubators help test the idea and shape the business model.
- Support reduces errors in financing, marketing and legal establishment.
- Tax incentives and financing mechanisms can make launch more structured and less costly.

Legal Forms of an Enterprise

The legal form defines liability, capital structure and management.

Natural person

Simple procedures; suited to modest activities, but business debts may affect personal assets.

EURL

A single-member limited liability company; liability is generally limited to contributions.

SARL

2 to 50 partners; partners are liable up to the amount of their contributions.

SPA

Joint-stock company; suited to large projects and higher capital needs.

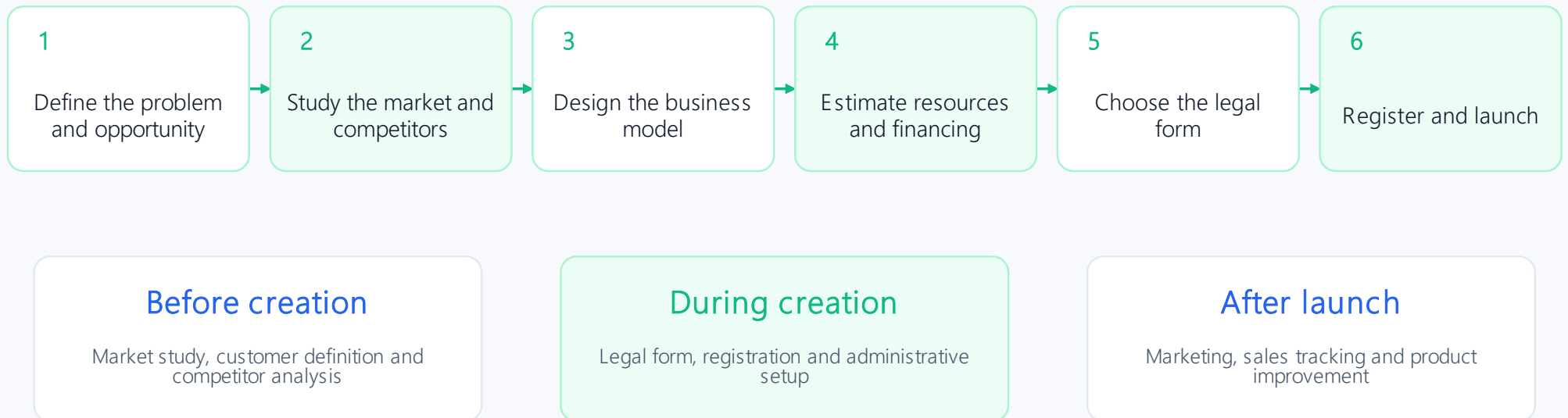
Other forms

Partnership and limited partnership forms vary by partner liability and capital structure.

Practical rule: the larger the project, partners and financing, the more important it is to separate the company's assets from personal assets.

Main Steps to Create an Enterprise

From idea to launch: an organized path, not a random decision.



Each step produces a decision or document: market study, funding plan, statutes, marketing plan and implementation schedule.

Teaching Application: Preparing an Enterprise Project

A practical assignment model for students close to graduation.

Choose an enterprise you would like to create, then present a short program showing how you move from idea to establishment.

Enterprise name and activity

Project idea and rationale

Target customers

Market and competitor study

Human and financial resources

Suitable legal form

Financing sources

Marketing plan

Difficulties and solutions

The aim is not only to describe the idea, but to build an executable and assessable path.

Expected Difficulties and Practical Solutions

A successful entrepreneur does not ignore risks; they turn them into early decisions.

Insufficient financing	→	Initial budget, incubator search and phased financing
Unclear market demand	→	Fast demand testing and customer interviews
Limited legal knowledge	→	Early consultation and suitable legal form selection
Competition	→	Clear value proposition and differentiated positioning
Weak marketing	→	Digital identity and low-cost communication channels

Practical criterion: a good solution can be applied with limited resources and within a short timeframe.

Key Takeaways

A startup is an innovative, high-growth project that needs market research, a clear business model, an appropriate legal form and smart support.

- Start with the problem, not only the product.
- Test the market before large investment.
- Choose the legal form according to liability, partners and financing.
- Turn the idea into a measurable action program.

Thank you

Content source: attached course file on startups in Algeria