

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي



How to build your startup The Coaching

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Definition

Coaching for the creation of a startup allows an entrepreneur to be coached and advised throughout the implementation of his project.

The goal of the coaching :

- Not to remain isolated.
- To be trained in the techniques of entrepreneurship.
- To be advised by experts.
- Find a shared work environment.

The support to the creation of a startup can be done through different structures.

0.0.1 Incubators

: are structures for hosting startups in creation or newly created. The incubator can propose the activity of incubator within one of its training programs. The goal of the incubator:

- To improve the chances of success for startups.
- To offer services to accompany startups from the creation stage to the launch of their activities.
- Promote projects from public research laboratories or higher education.

Types of support offered by incubators:

- Entrepreneurship training and the provision of personalized managerial support.
- Integration into local management networks.
- Assistance in funding the implementation of the business plan, targeting, and development of the business model.
- The support of professionals (lawyers, accountants, research firms, communication agencies, . . .).
- Modular accommodation according to the size and needs of the startup (storage, meeting rooms, offices, etc.).
- Shared services (IT, logistics platform, secretarial services, etc.),

Accelerators

: its role is similar to that of the incubator. The difference lies in the profiles of the startups that are targeted. Accelerators are geared towards web and mobile technology startups.

- Accelerators primarily offer free services.

- They are founded by innovative entrepreneurs, venture capitalists, or groups of specialists who want to invest in and support innovative projects.

Accelerators benefits :

- Shared technology spaces.
- Technology resources.
- Entrepreneurial management assistance.
- Support and networking.
- Strong mentoring (often a well-known and connected personality who will help legitimize the startup),
- Training modules.

Support in Algeria

In Algeria, several public organizations have as main mission to support young entrepreneurs in the creation of their startups. This assistance varies according to the organizations and concerns financial assistance, intellectual protection, technical, legal, administrative and managerial assistance.

- l'Agence Nationale du développement de la Petite et Moyenne Entreprise : is a national non-profit agency. It helps companies in their evolutionary stages from creation to business development. It helps develop and support export and internationalization strategies.
- l'Institut National Algérien de la Propriété Intellectuelle : allows to protect the Algerian companies against industrial espionage and counterfeiting. It also allows companies to patent their innovations through intellectual property law.
- Les chambres de commerce d'industrie et de l'artisanat : they help financially the companies in the operations integration of new markets, even external ones. They make consultants available to companies to support managers in the integration of the innovation process.
- l'Agence Nationale du Développement des Investissements : It contributes in the valorisation of the national system of innovation in Algeria within the framework of the support and the financial support. It promotes companies that install incubators in the new city of Sidi Abdallah (Algerian Cyberpark entirely dedicated to the valorization of innovation).
- l'Agence Nationale de Valorisation de la Recherche et du Développement Technologique : has the mission to promote scientific research and technological development. It has incubators and nurseries intended to house startups during the two years following their creation. It helps project leaders to formulate their business plan and to go through the different stages of creation of innovative startups.