

DAAD International Workshop on Entrepreneurship for Academic Innovations in Information Technology

Entrepreneurship Conference

How To of “Technology Innovation” in Tunisia

Presented by
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The official version of the Revolution

Source FIPA

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



A positive ranking of the education system



Source: 2010-2011 Global Competitiveness Report (WEF)

An education of quality and for all

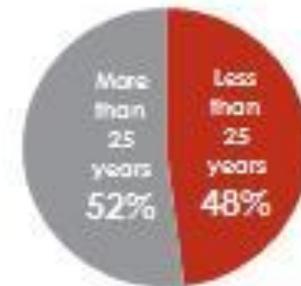
97% of youths are at school

365,000 students, 61% of whom are girls

65,000 new graduates of higher education per year

33% of students oriented towards computer science

A young population



22% of the state budget is dedicated to education

An energetic society

The official version of the Revolution

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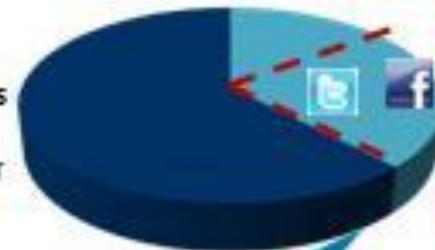
Thanks to a rich cultural heritage of a civilization of over 3 thousand years



- 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

- 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.

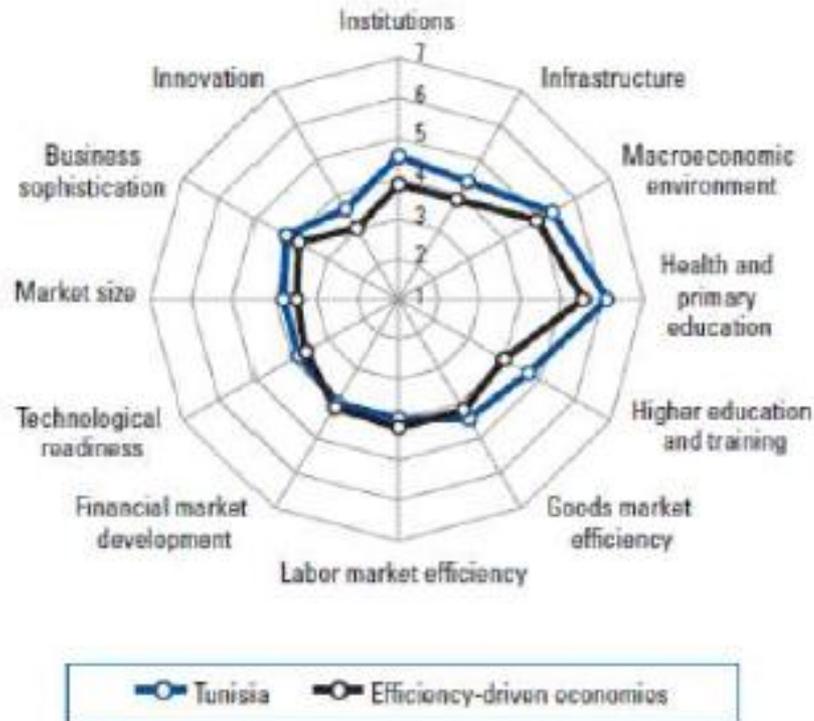
ICT sector as presented by the Government

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- 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.

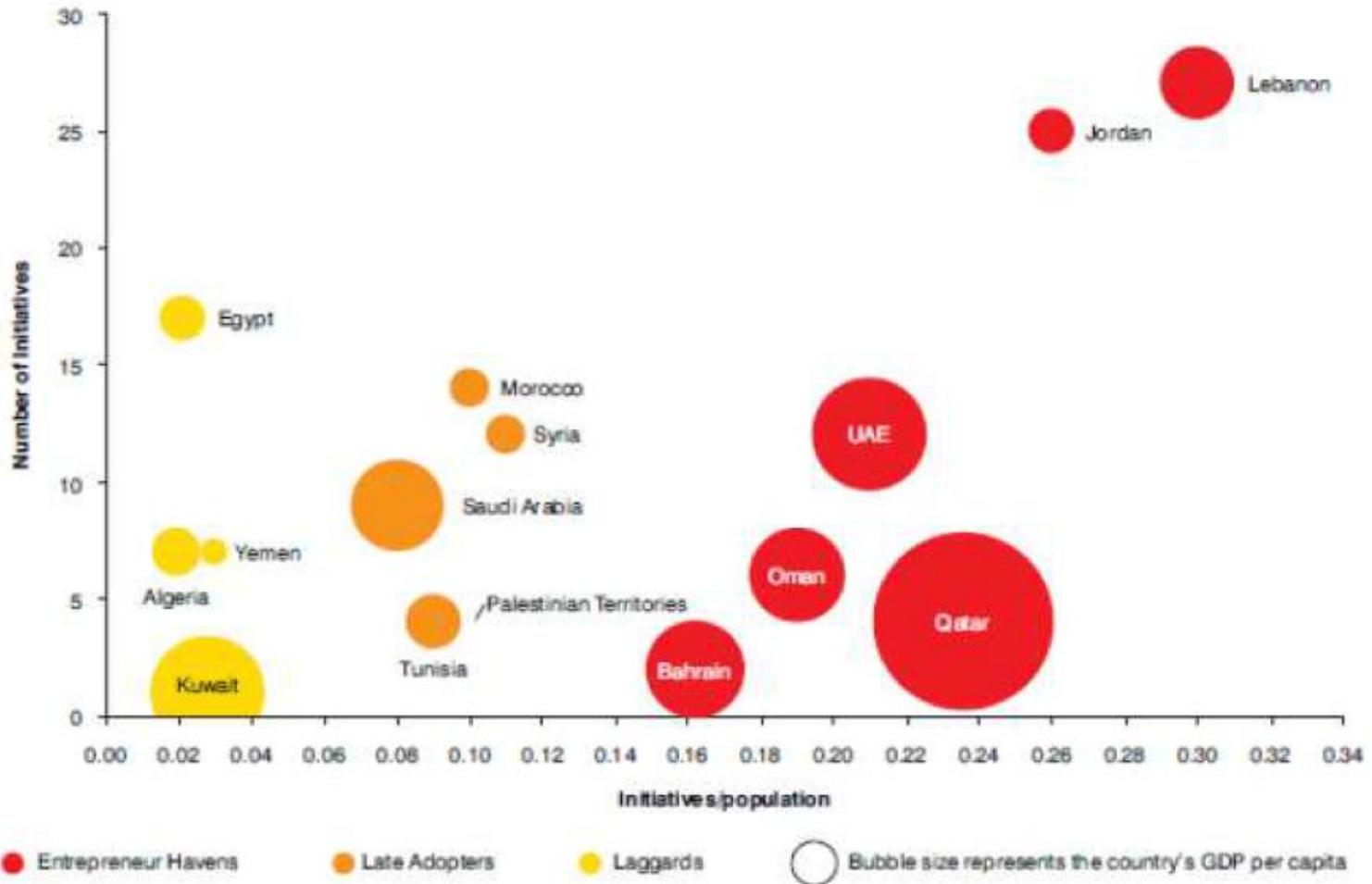
Stage of development



Source: WEF, Global Competitiveness Report 2011-2012.

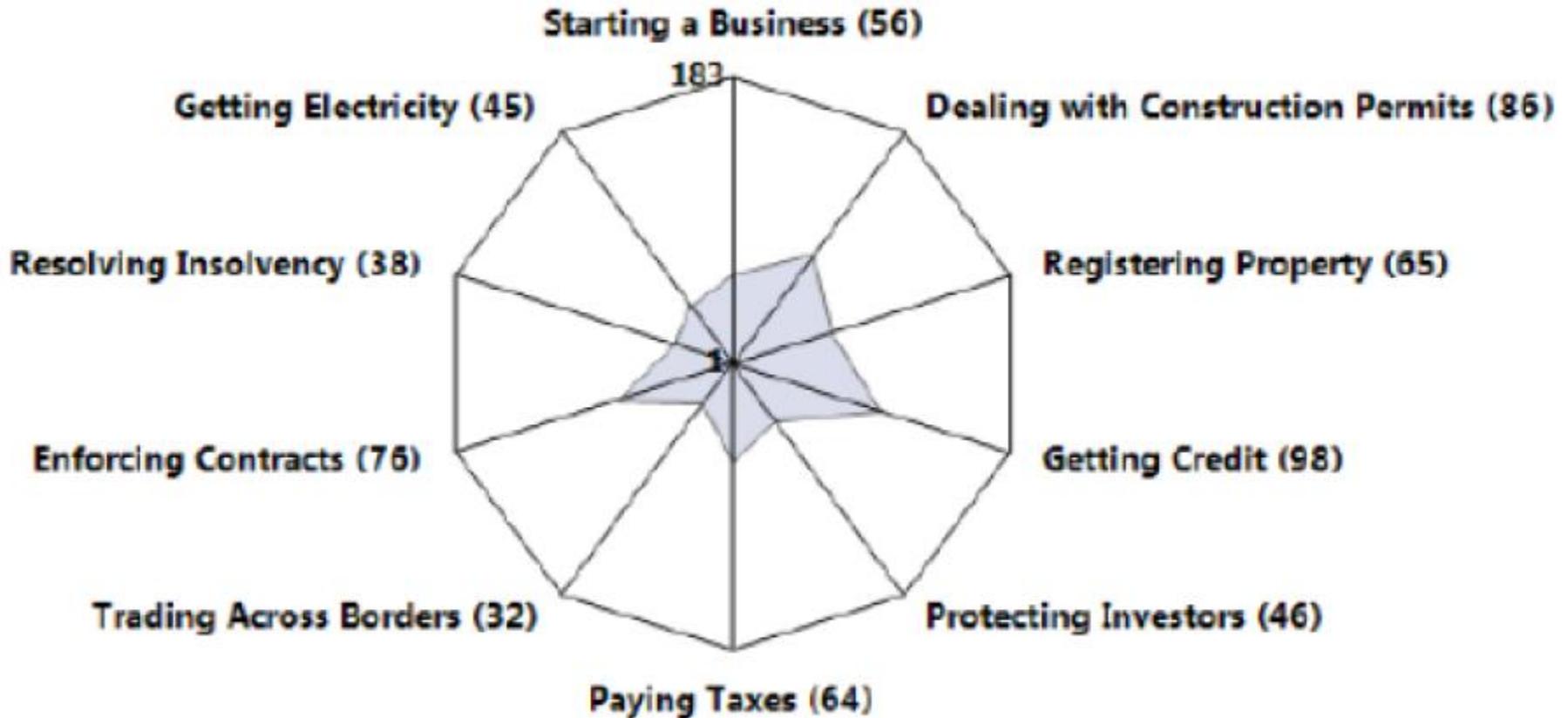
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Exhibit 3: Number of Entrepreneurial Initiatives by Country (1974 to 2010)



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

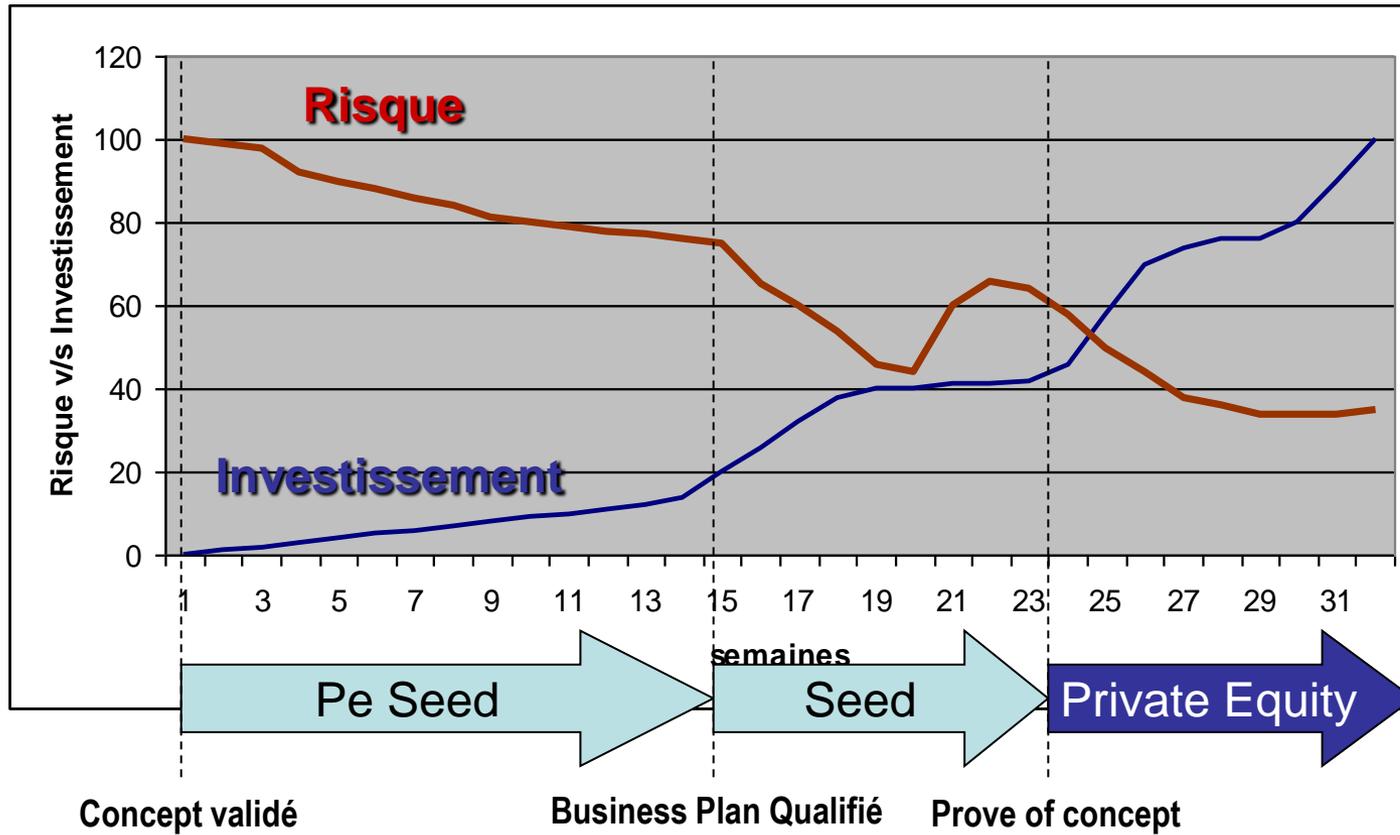


Gap #1
No Information

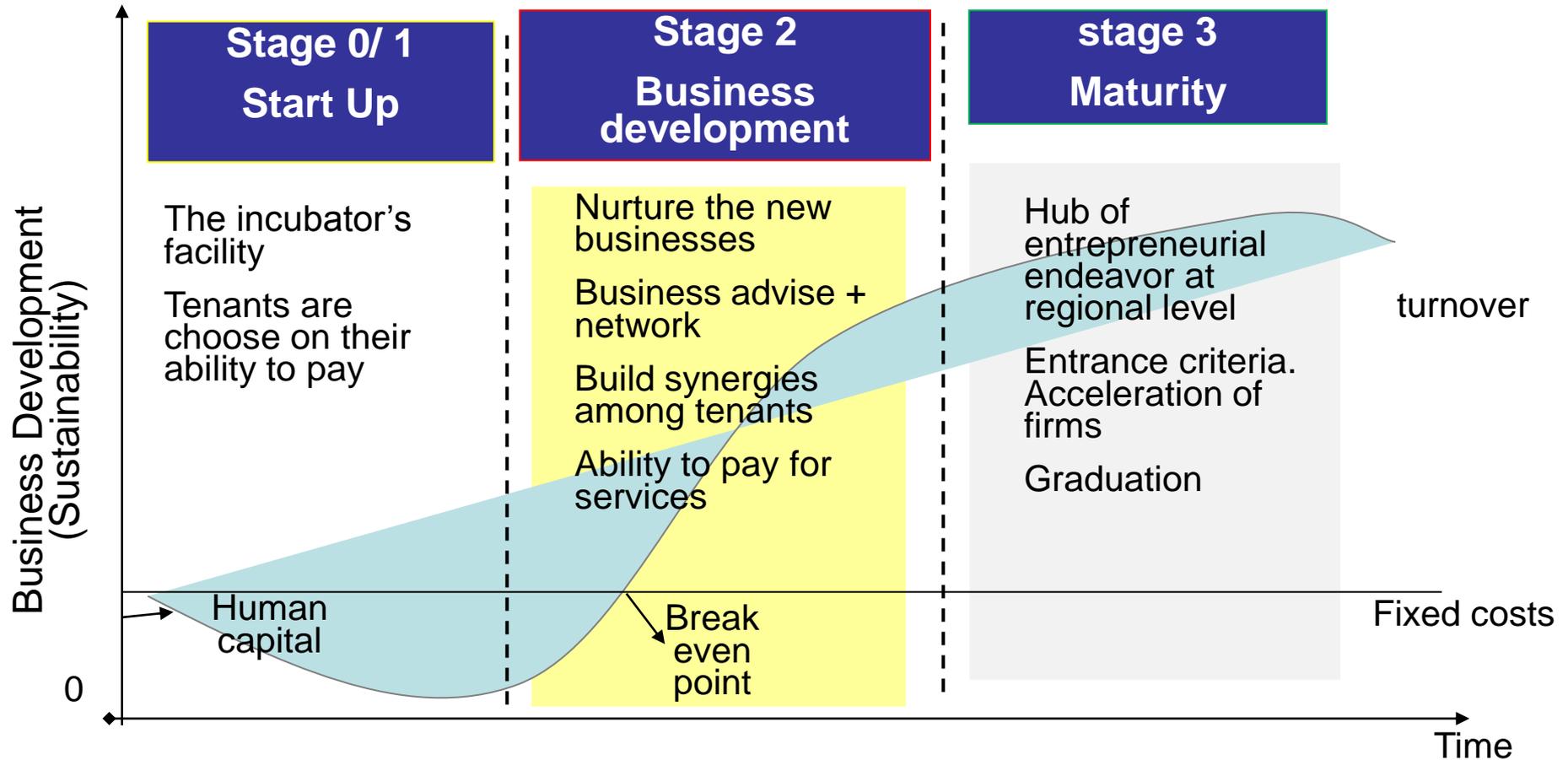
Gap # 2
No Capital

Gap # 2
No Support



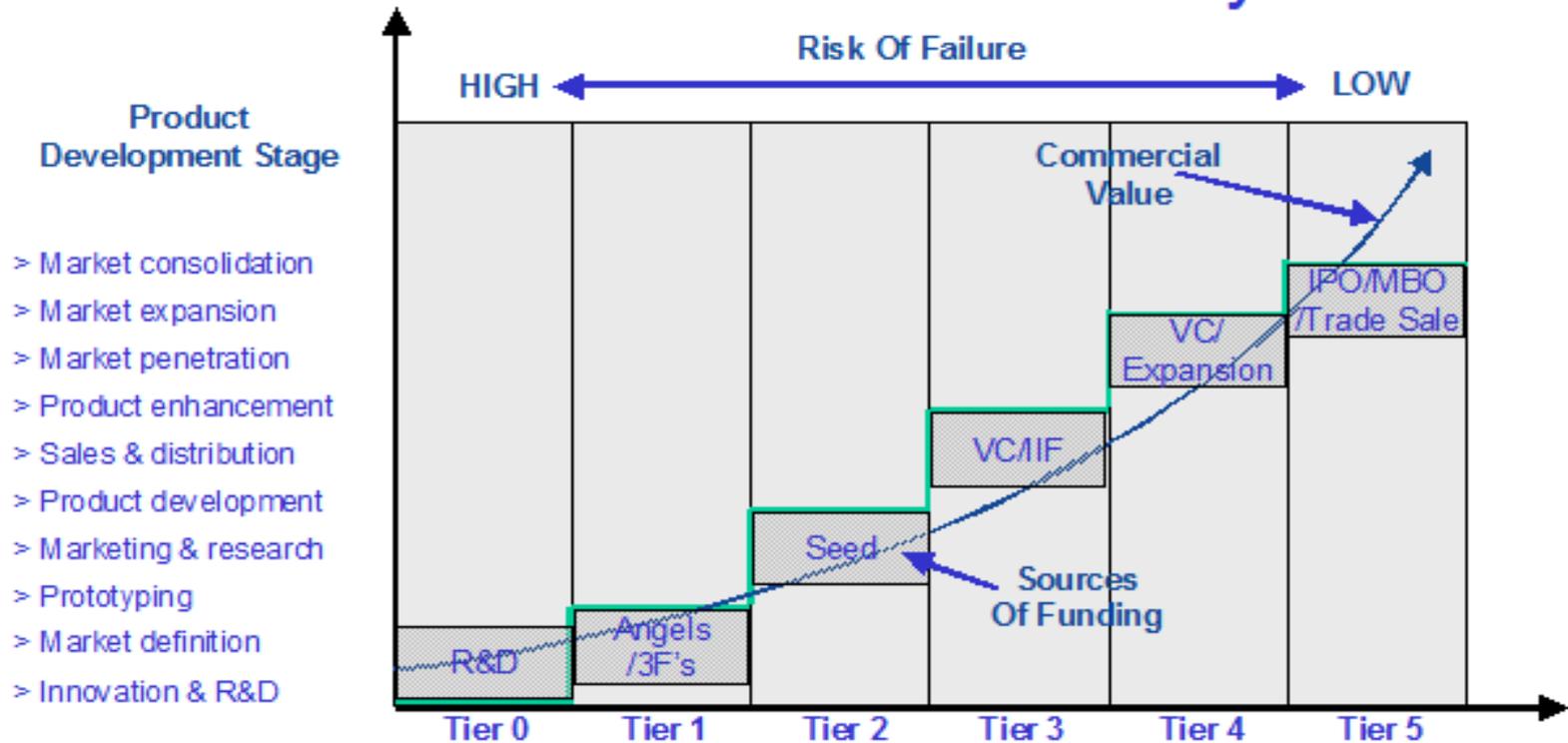


incubator's life cycle



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?

