

# **Dynamic Entrepreneurship in Sfax ICT Technopark**

**Presented By :**

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# Problematic:

- How to make business easy in the park?
- How to support young entrepreneurs and providing them all needs? before and after establishment?
- what investor need To take decision and to set up his business?
- How to support better business decision-making?
- How to have a timely and accurate answer for all requirements?

# Dynamic Entrepreneurship plug and play

## 1. The toolbox

- 1.1 The objectives
- 1.2 The definition
- 1.3 The content
- 1.4 The customers

## 2. The tools

- 2.1 Training and entrepreneurship courses
- 2.2 A model of development of the startups
- 2.3 The club of the leaders of the startups and his work program
- 2.4 A program of mentoring
- 2.5 The gate of the services to the companies and the entrepreneurship

## 1. The results of the project

## **1.1 The definition:**

- An ensemble of strategies, action plans, management tools which the Parc proposes to set up companies via its structure of animation and supports.

## **1.2 The content:**

- A model of development of the startups
- A club of the leaders of the startups
- A program of mentoring
- A gate of the services to the companies
- The installation of a network of Poles.

## **1.3 The users:**

- The leaders of technological startups
- Students
- Investors

## 1.4 The objectives:

- To multiply the number of start up
- To support students to establish and run a business
- To break the isolation of startup leaders and to help them develop their leadership competences
- To establish closer connections between the activities of research and industrial sphere
- To facilitate the access to the foreign markets
- To provide timely an accurate response for investor requirement

## 2. THE TOOLS

### 2.1 Entrepreneurship courses

- to explain economic situation: unemployment crisis, capitalism crisis and the reason why SME reappear last 20 years when big firm disappear .
- to present entrepreneurship virtue: employment-capacity to introduce innovation-flexibility-adaptability-autonomy-wealth
- to develop entrepreneurship spirit : teaching entrepreneurship culture and identifying idea resources , mechanism of financing and supports.
- To select students who are convinced and who are able to set up their own business to integrate them in incubator .

## 2. THE TOOLS

### 2.2 A model of development of the startups: stages of development of technological SME

- Five major phases of development: pre-launch, launch, growth, expansion and decline/stagnation.
- Each phase is a source of problems and opportunities; and call upon different knowledge and skills.
- It is the capacity of the leader to adapt and learn that will decide the fate of the company
- The model was produced to be used as guide by the company leader and to place at his disposal a dashboard useful for the decision-making.

## 2.3 The club of the leaders of the startups

- The context: The importance of network in a more competitive and complex economy
- The rationale of the club:
  - The club is a non-profit organization with a mission to encourage mutual collaboration, to deliver services to leaders and to support their integration in business networks.
- objectives:
  - Serve as intermediary between the park and the startups,
  - Create an environment of mutual aid and services adapted to the needs for the startups.



- *Essential condition for success:* The participation of engaged and motivated people is an essential condition for success.
- *The members:* The members are startup leaders, who are also principal active shareholders in their respective startups.
- *The organization:* The members choose among them some persons in charge who have the responsibility to coordinate the activities of the group. A person from the Pole plays the role of animator on a regular basis.
- *The services:*
  - *Meetings program*
  - *Management conferences program*
  - *Training program* , workshops, discussions, conferences,

## 2.4 A program of mentoring: to help the young entrepreneurs in the starting phase of the company

- What is mentoring? It is a relation where a person of experiment in businesses shares his knowledge in order to increase the know-how and knowledge of a new entrepreneur.
- The basis of a mentoring relationship:
  - The meetings between the mentor (godfather) and the mentored (sponsored) rest on a framed program, a code of ethics and confidentiality.
  - The mentor is not an expert at the full disposal of the mentored and he cannot solve all the problems. He gives a support and seeks the solutions. He can also call upon the resources available in his company and his business network.

■ The aims of this program of mentoring consist of the following:

- to reinforce the personality of the young entrepreneurs;
- to benefit from the experiment of the more tested people;
- to develop the internal networking;
- to share and exchange knowledge;
- to promote professional perfection.

- *Mentor competences*: It is mainly the competences of the mentor that insure the success of the mentoring relationship.

This being said, the mentor is someone who:

- has business flare;
- has the ability to earn the confidence of the mentored;
- can guide and give feedback;
- can listen and communicate;
- available to help a less experienced entrepreneur.

- *Mentored entrepreneurs*: The mentoring program is destined to:

- a new entrepreneur, owner of a company of less than 5 years, with at least 3 employees and based in the pole;
- a new entrepreneur who wishes to learn;
- a person who knows that he needs help.

## 2.5 The gate of the services to the companies and the entrepreneurship

■ This portal is for:

- managers in the search of information and services that meet their needs;
- researchers, teachers, students in the search of information, new knowledge and ideas;
- authorities and institutions, as a tool, and aid for decision-making.

■ The various services accessible via this portal are classified divided in two principal sections.

- The first section, information and services to companies, gather all the Tunisian sites ready to answer the concerns of small and medium enterprises.
- The second section, other countries, gathers the sites of several countries which provide information and expertise adapted to the needs for the managers of Tunisian startups and companies.

### 3. THE RESULTS OF THE PROJECT

- The increased interest and the enrichment of competences of the managers in the park.
- A tool box adapted to the needs of startups in the Pole.
- An experiment useful for other technological Poles in Tunisia.
- A learning process to be continued.

**Thanks for paying attention**