

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