

Structures Supporting Startups In Algeria

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Received: 30/05/2026 Accepted: 30/06/2026 Published: 27/07/2026

Abstract:

In recent years, the Algerian government has focused most of its attention on the small and emerging enterprises sector and the knowledge economy, which required the provision of an appropriate ecosystem to push the holders of creative ideas and innovative projects to realize them on the ground. This research paper aimed to clarify the basic concepts of startups and shed light on the most important structures supporting startups in Algeria. The study concluded that these bodies contribute to supporting and financing start-up projects through the services they provide for the establishment and development

of these projects and contributing to social and economic development, so the study recommended conducting more information and awareness campaigns to introduce the support structures and services that exist across the country and to issue more detailed and organized laws and regulations about these bodies to benefit more from their services.

Keywords: Startups, Business Incubators, Support Structures.

Jel Classification Codes : L26, M13, O31.

Introduction:

Following the rapid changes and fluctuations in the field of business and in light of the new economic system based on knowledge and innovation, the subject of small enterprises and start-ups is receiving great attention from developed as well as developing countries as they are considered as a major engine of economic activity and an effective contributor to economic and social development.

The Algerian government has also directed towards establishing a strong economy and building a diversified economic fabric, based on the promotion of the small enterprises sector and the creation of innovative start-ups, as initiatives that Algeria seeks to build an appropriate ecosystem to revive the entrepreneurial spirit of entrepreneurship and activate modern bodies and mechanisms to support and accompany the holders of creative and innovative ideas, help them implement them and facilitate their embodiment as projects that contribute to the creation of new sources of national income and social and economic development.

In light of the above, we can pose the following problem: What are the structures that support the establishment of start-ups in Algeria?

Objectives of the study:

This study aims to clarify the most important concepts related to start-ups and then to deal with the most important structures developed by the Algerian state to support, promote and ensure the continuity and sustainability of small and emerging enterprises.

Importance of the study:

The study derives its importance from the high importance of startups and their role in economic growth, through the diversification of the economic fabric, the creation of jobs and the contribution to the national income, and from a scientific point of view, it aims to highlight the most important concepts related to startups and introduce the most important supporting and accompanying structures for the holders of innovative projects.

Study Methodology:

The study followed the descriptive approach to introduce the startups and then the use of the analytical method by collecting information and statistics related to the startups and support bodies in Algeria.

In order to answer the problem presented and reach the goals of the study, the research was divided into two main axes:

First: Startups: A Conceptual Approach

Second: Start-up Support Structures in Algeria

1. Startups: A Conceptual Introduction

1.1 Definition of Startup:

The term startups have received several definitions, their definition varies from one researcher to another and from one country to another, but most of them agree that it is strongly related to innovation and rapid growth, and for this reason, we provide definitions of the most famous books in this field.

Eric Reys in his famous book "The Lean Startup" defines it as "a human entity designed to create a new product or service in a state of extreme uncertainty", Steeve Blank defined it as "a kind of temporary organization that is looking for a business model for rapid industrial growth", and Paul Graham defines it as "an organization that is designed with the aim of rapid growth, but the novelty of its establishment does not make it a start-up, and working in the field of technology is not a sufficient condition or It is financed by venture capital, but the main thing is rapid growth and growth."¹

However, although these definitions differ, they agree that a startup is a company that operates under a state of uncertainty, and yet works to provide innovative products and services and always seeks to grow and accelerate based on a continuously scalable business model .

The Algerian legislature defines it according to the provisions of Executive Decree No. 20/254 by meeting the following conditions, namely:

- Every institution operating on the national territory is obliged to comply with the Algerian Commercial Code
- It is not more than eight years old since it received the Startup Mark
- An activity that carried an innovative idea
- The number of businesses does not exceed (4 billion Algerian dinars) the limit imposed by the National Committee for the Granting of the Mark of a Startup or an Innovative Project.
- 50% of the company's capital is owned by investment funds or other persons or financial institutions that own the Start-up brand
- Ability to grow rapidly and continuously
- The number of its workers does not exceed 250 workers

As a deduction from the above definitions, in order for a company to be considered a startup, it must have the characteristics ²

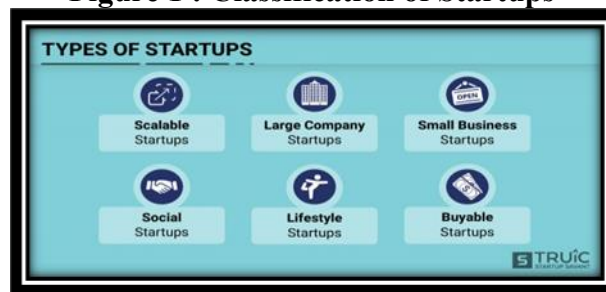
- Temporary: A startup is a temporary step in order to become an economically stable company. The ultimate goal of startups is to be ahead of the curve.
- Risky: You will compete in a market that is still unknown to them.
- Agile: It must be (flexible) to be able to adapt quickly to its environment and developments.
- They need funding: They require a lot of funding in order to start and accelerate their activities.
- Scalable: The more customers, the higher the margins.

- It has a replicable/replicable business model: The company has a business model that can be replicated in other places and on a large scale, and can be replicated by other companies.
- High profitability: Although it suffered losses in its beginnings, it will become more profitable later, thanks to its scalability.

2.1 Types of Startups

There are several types, but the most common ones are the six types (scalable, large company, small business, social, lifestyle, and buyable) according to the following graph³ :

Figure 1 : Classification of Startups



Source⁴: (2022, april 26), Retrieved from what are diffrent types of startups?

<https://startupsavant.com/types-of-startups>

- **Scalable Startups:** Scalable startups often rely on an **idea or concept - in the technology field - and work to increase the company's revenue quickly to achieve the highest possible return on investment**, and this **requires** comprehensive market research to identify exploitable market opportunities. Both companies started **with a scalable model and have succeeded in doing so**
- **Large company startups:** Their goal is to find new consumers and markets, diversify product offerings, and maintain their market share consistently.
- **Small Business Start-ups :** **This type of startup is** created to provide sufficient capital to achieve financial stability by meeting the needs of a target small market. Most of them are family enterprises such as hair salons, grocery stores, retail stores, etc..... They focus more on the local market
- **Social Entrepreneurship Startups :** Unlike other types, they are not focused on gaining wealth, but are created to bring about positive social or environmental change.
- **Lifestyle startups:** born out of passion and desire for independence, where founders dedicate their time and energy towards creating a business through their favorite hobby or activity (tour guide, software developer, and other hobbies), i.e. they arise from motivation and self-passion, so creativity is according to the lifestyle.

- **Buyable startups:** These are designed to be sold to a larger multi-million dollar company. They are generally focused on technology, and many of them work specifically in the app development industry.

3.1 Stages of Establishing a Startup

Establishing a successful startup seems very difficult and difficult to go back to what Failory published about some statistics related to the failure of startups, as it is mentioned that it is equivalent to one company out of ten companies that are successful, and about 20% of them collapse after a year of activity, and this is due to multiple reasons such as the inadequacy of the product and the market, marketing, and other administrative and financial problems, as shown in the graph. Next ⁵:

Figure 2 : Reasons for Startup Failure



Source: Mohamed Abboud, (April 17, 2022), How to Launch a Successful Startup in 2020 Retrieved from <https://expandcart.com>

There are several steps to establish any business and the startup, regardless of its field of work, the entrepreneur must control three main axes in order to be able to build a successful startup in the future ⁶:

- **Owning the idea and looking for solutions:** So that every startup starts with an idea, but not all ideas are suitable for implementation, this idea must have success factors, which are:
 - The idea is an answer to an existing problem.
 - The ability to scale the idea effectively and quickly.
 - Decide to start implementing the idea.
 - If the distinctive idea is not implemented, it will turn into an obstacle that prevents you from finding other ideas.

Here this strategy is called " Pull Market" as an entrepreneur tries to discover the market and look for solutions to the market gap.

- **Owning technology and searching for the labor market:** The company has acquired innovative technological technologies that enable it to gain a competitive advantage in the market and thus search for a suitable market to benefit from this technology and obtain profits, which is called "Technology Push".

The company adopts the concept of "**technological innovation**", which Nelson (1968) defines as "the process of introducing new technologies and products into the economic

system", encompassing all processes that start from an idea, invention or identify a need in the market and then develop into a new commercially acceptable product or technology⁷.

- **Having the enthusiasm and passion to be an entrepreneur:** Having a good idea or technology is not enough if there is no initiative to implement, the three elements (idea, technology and entrepreneur) work together in harmony to create a successful startup in the future.

The most important steps to establish a startup **can be summarized as follows:**

- Determining the type and purpose of the startup: choosing the field of activity and type of the six types of startups mentioned earlier
- Evaluation of the company's purpose and idea through research: The company's goals and ideas and their feasibility are accurately evaluated on the ground.
- Develop a business plan: Design a workable model to demonstrate that the idea is critiqueable
- Identifying Funding Sources: Raising Funds and Seeking Investors in the Project
- Legalization of legal conditions and official papers: legal registration of the company and investors' shares.
- Choosing the location and headquarters of the company: the right location that fits the budget and business plan
- Team selection: competencies and talents that match the company's activity
- Supporting the company's digital visibility: creating a website
- Media marketing for the company.

2. Startup Support Structures in Algeria

With the increasing global interest in entrepreneurial projects and startups in general, the Algerian government's initiative came to adopt strategies to support and finance startups, so several structures have been established to support Algerian SMEs, including:

1.2 Agency for Small and Medium Enterprises Development and Innovation Promotion: ANPMEPI

It is the public institution of a special administrative nature established under the provisions of the text of the Executive Decree No. 18/170 of 26 June 2018, which was amended and supplemented by Decree No. 25/331 of 22 November 2020.⁸ and support and counseling centers.

I) Institutional Nurseries:

The ⁹ term was first used in Algeria in 2003 in the content of the text of the Executive Decree containing the Basic Law on Institutional Nurseries (No. 03/78) and considered as "Institutional Nurseries". **Public institutions of an industrial and commercial nature that enjoy a legal personality, and are in the form of an incubator, a linkage**

workshop or an institution hostel, where the incubator is meant as " a support structure that takes care of the project holders in the service sector", while the linkage workshop is " a support structure that takes care of the project holders in the small industry and handicrafts sector", and the institutional hostel is "the support structures that take care of the project holders belonging to the field of research".¹⁰

The tasks of institutional nurseries are as follows:¹¹

- Encouraging the establishment of small and medium enterprises and providing incubation, especially those characterized by innovation and rapid growth.
- Providing a place for situational shelter for institutions facing difficulties.
- Conducting training and awareness courses for young entrepreneurial ideas
- Assessing the Local Potential for the Establishment of Small and Medium Enterprises to Intensify and Diversify the Industrial Fabric

Institutional nurseries in Algeria work to provide support to the founders of innovative projects and accompany them, and this is evident through the outcome of their performance from 2019 to 2022, where the number of projects received by nurseries is increasing, as it reached 1915 institutions in 2022, and it seems clear that the contribution of institutional nurseries to the creation of institutions, as 72 institutions were established in 2022, and this is expected to increase the number of jobs by 423 new jobs.

Table 1: Nursery Tally for the Period (2019-2022)

2022	2021	2020	2019	Statistical Publication Application
17	17	17	16	Number of nurseries in active
1915	511	467	/	Number of Projects Received
135	79	85	127	Number of projects benefiting
72	41	61	50	Number of Established
423	169	463	297	Number of jobs expected to be

Source: Prepared by the researcher based on¹²

Ministère de l'industrie et des mines, Direction générale de la veille stratégique, des études économiques et statistiques « Bulletin d'information statistique de la PME », données de l'années (2018-2022) n° (33 ,35,37,39,40)

II) Support and Counseling Centers:

These are institutions under the tutelage of the Minister in charge of Small and Medium Enterprises, established in cooperation with the European Research Center in the Mediterranean, where the center has formed frameworks from the Ministry of Small and Medium Industries and Handicrafts to take care of the needs of entrepreneurs and facilitate the procedures and deadlines for the establishment of small enterprises in Algeria, this body has a monitoring and guidance board and enjoys financial independence and legal personality, and 35 centers have been opened spread across the

provinces of the country (Algiers). , Tipaza, Boumerdes, Oran, ...) ¹³ The Support and Facilitation Centers are responsible for implementing the support programs approved by the Ministry to ensure the sustainability of the process for small and emerging enterprises, through the following tasks ¹⁴:

- Studying the most important requirements and needs of small enterprises, analyzing them in contact with local actors, proposing appropriate solutions and adapting them to the programs and systems they implement.
- Ensuring the good implementation of the support programs identified by the Agency.
- Supporting innovation, modernization and digitalization in SMEs
- Developing Handling and Promoting National Industrial Integration
- Proposing Projects for Developing Ecosystems for the Creation of Small and Medium Enterprises

Facilitation Centers, under its new name, have become support and counseling centers, focusing their efforts and services mainly on innovative and emerging institutions, in particular, and this explains the decrease in the number of receiving and directed institutions despite the increasing number of centers.

Table 2. Outcome of Support and Counseling Centers for the Period (2019-2022)

2022	2021	2020	2019	Status Statistical Bulletin for the
28	28	27	26	Number of Centers in Activity
903	1600	1519	2014	Number of Received and Directed
215	321	1030	543	Number of accompanying projects
178	432	332	105	Number of Business Plan
/	75	59	90	Number of Established Enterprises

The source is prepared by the researcher based on ¹⁵:

Ministère de l'industrie et des mines, Direction générale de la veille stratégique, des études économiques et statistiques « Bulletin d'information statistique de la PME », données de l'années (2018-2022) n° (33 ,35,37,39,40

2.2 Business Incubators:

The concept of business incubation is derived from the word "incubate", which means "incubation", and it mimics the concept of a nursery in which children are placed at birth without their development yet complete, providing them with the appropriate environment for their development to complete their growth and start normal life.

The Algerian legislator adopted the term business incubator for the first time in 2008 through the adoption of the Algerian e-policy, after which a number of

technological incubators were launched across the country and activated in the university environment, and the Sidi Abdallah incubator in Algiers was the first business incubation project in the country in 2010, then this was strengthened by the issuance of Executive Decree No. 20/254 issued on 21/09/2020 related to the establishment of a national committee to grant the brand of a start-up, an innovative project and an incubator. Works and determination of its formation, tasks and functioning, then Law No. 20/16 issued on 31/12/2020 which includes tax exemptions for establishments holding the mark of a startup for a period of 5 years starting from the date of obtaining the mark, and tax exemptions for companies holding the mark of an incubator for a period of two years starting from the date of obtaining the mark¹⁶.

Most of the business incubators in Algeria are concentrated in the north of the country, especially in Algiers, and vary between public business incubators and private business incubators, and the most famous of these incubators are:

Sylabs : A private incubator, which seeks to integrate startups into the entrepreneurial ecosystem by providing support and consulting, as well as expanding networks of contacts and relationships internally and externally for the success of the Algerian entrepreneur.

Incubbe Me : It is located in Algiers and aims to incubate start-ups, follow up on their progress and accompany them administratively, financially, financially and logistically.

Fikra Tech : Located in Algiers, Baba Hassan, Fikra Tech is a specialist in the field of science and technology and incubates innovative projects in the field of science and technology and helps them develop advanced technology through appropriate training and training.

3.2 Coworking Spaces:

In recent years, the number of coworking spaces has increased and the classical understanding of the workplace has become more flexible. Thanks to the internet, it has made it easier for small businesses to work together even if they are spread all over the world. The English word for coworking means "collaboration and co-working", and this has allowed the emergence of coworking spaces where the place where we work is shared, ideas are exchanged and new ones are created, especially by connecting with people from sectors or industries. Typical coworking equipment includes¹⁷

- Open space with heated desks and dedicated desks with internet, telephone and printer.....
- Full offices for small teams equipped with cupboards, kitchens and rest areas .
- Meeting rooms with concierge services.

Coworking spaces were created primarily to offer an alternative to freelancers with freedom of movement. With the popularization of laptops, it is no longer necessary to use a fixed office. Thus, people who work exclusively in the digital field can theoretically work from anywhere, communicated workspaces have been specifically targeted at those

working in the technology and media sector . Among the leading companies that have become co-working spaces are Uber and Instagram .

Coworking spaces are spread in Asia and Europe, especially with 5889 coworking spaces in Asia and 5858 in Europe, followed by North Africa with 4698 coworking spaces.

Figure 3. Distribution of coworking spaces by country



Source¹⁸ : [workspace.co.uk\(2020, 08 03\)](https://workspace.co.uk/2020/08/03/the-growth-of-coworking/), the growth of Coworking,
<https://workspace.co.uk/2020/08/03/the-growth-of-coworking/>

As for Algeria, it is still new, as the first co-working space was established by the entrepreneur "Abdallah Malik" in Algiers at the end of 2015, followed by another workspace in 2016 until its number reached in 2020 to more than 32 co-working spaces distributed across the northern provinces of the country, and their average prices range between 400 DZD and 800 DZD per day, and it can be divided into three types, which are: As follows:

- The first type: they are office spaces, whose owners have simple administrative experiences and aim to achieve profit only, they are limited to renting the place with all its office equipment with the absence of innovation and social interaction.
- The second type: Its owners seek to adopt strategies that combine the provision of space and social interaction in a way that allows entrepreneurs to work together and build social interactions.
- The third type: It goes beyond being a physical and social space, but is characterized by great possibilities that allow the creation of an innovative dynamic in a way that supports the expatriates to it (small and emerging enterprises), as its owners have an entrepreneurial spirit that was reflected in the way they manage these spaces and also through the strategy followed in bringing and creating innovation.

So only the third type is the one that emulates the coworking model in the world, which has proven to be successful, although it is few ¹⁹.

Coworking space is a new way of working, especially suitable for entrepreneurs and freelancers, and this new way of working has many advantages, which are ²⁰ :

- Promotes exchanges, creativity and encounters: It is shared between many people, often entrepreneurs which reinforces this work system and contributes to the emergence of a cooperative economy.

- Brings flexibility and freedom: Ease of life for workers There are no written rules, it is the worker who determines them.
- Reduces costs and boosts savings: It provides everything you need for a classic desk, wifi , desk, printer and sometimes more and is more financially attractive than renting or buying a private office.
- Increased productivity: Being in a dedicated place of work, surrounded by motivated workers enhances productivity and efficiency because there is always someone who listens to you and helps you, mutual aid and the combination of complementary skills are real assets for coworkers.
- It is easy to separate private life from professional life: the house can be converted into an office without noticing it, and there is no time to spend with the family, while the co-working space allows for the protection of the entrepreneur's private space.

Despite the aforementioned positives, these spaces are complained of lack of secrecy in the work, especially since they are not compatible with innovative projects that need a special type of confidentiality, and they are suitable for very small projects.

4.2 Contracting House

Contracting houses were established under a partnership agreement between the Ministries of Labor, Employment and Social Security and the Ministry of Higher Education and Scientific Research, where approximately 58 contracting houses were opened across the various universities of the country.

The mission of the Contracting House is to²¹ :

- Creating a framework that promotes and develops the entrepreneurial spirit in the university environment.
- Stimulating the entrepreneurial spirit among students and researchers through programs and activities aimed at spreading and developing the culture of entrepreneurship.
- Establishing an idea bank consisting of the results of the work of university research laboratories.
- Supporting and following up students on projects and simplifying the procedures for implementing their projects with various entities.
- Valuing achievements and enriching experiences in the field of entrepreneurship.
- Introducing the various support and investment entities.
- Clarifying the procedures for establishing micro-projects and linking students with various support and funding bodies to create their own institutions .

The role of entrepreneurship seeks to instill a culture of entrepreneurship among students, but this can only be done by the concerted and exchanging efforts of the management staff at the university with the innovative support bodies by the state and opening the way for investors to get to know the holders of creative ideas from university

students, and that the Entrepreneurship House in its current form does not guarantee students to establish their own projects before graduation, and the most it can achieve is to instill the entrepreneurial culture in students, while openness to various bodies, departments and economic actors from The educational dimension adopted within the Entrepreneurial House creates the desire to initiate entrepreneurial works among students and university professors, and thus spread the entrepreneurial culture among the members of the community, so that a student graduates from the university as an "ambassador of entrepreneurial thought" even if he cannot establish his own institution, and thus the Entrepreneurial House is a beacon that contributes to the spread of entrepreneurial thought in the community²².

5.2 National Agency for Entrepreneurship Support and Development (ANADE)

It is a public body, with legal personality and financial independence, working under the tutelage of the Minister Plenipotentiary to the Prime Minister in charge of small projects, and spread across all the provinces of the country with 61 agencies. It aims to encourage entrepreneurial initiatives in all its forms, and it is an extension of the former National Agency for Youth Support and Employment (ENSEJ), which was renamed on May 05, 2020, and among its tasks:²³

- Provide support, advice, and accompany project holders to establish their own enterprises.
- Providing all economic, technical, legislative and regulatory information related to their activities to the entrepreneurs.
- Develop relationships with various system partners (banks, tax, CNAS , CASNOS, etc.)
- Establish a multi-sectoral partnership to identify investment opportunities – different sectors.
- Develop training programs on small project management techniques for project leaders.
- Facilitate procedures and other measures to promote and expand the creation of activity.
- Financial assistance and tax benefits granted by the system, which are as follows:
 - Non-equivalent loan: Ranging from 15% to 50%, depending on the financing formula, the area in which the project is completed, and the status of the project owner.
 - Reduction of Bank Interest Rate
 - An additional loan that is not equivalent to renting a shop up to 500,000 DZD
 - Additional loan not equivalent to exploitation of a shop up to 1,000,000 DZD
 - Exemption from conversion fees granted in exchange for real estate acquisitions made in the context of establishing an industrial activity.
 - Exemption from registration fees for company bonds of association.

- Apply a reduced rate of 5% in terms of customs duties on equipment that goes directly into the realization of investment.
- Gross exemption from Fixed Individual Tax (IFU), IRG, IBS , or TAP according to the real profit system.

6.2 National Agency for the Promotion and Development of Technological Warehouses (ANPT)

It is a public company of an industrial and commercial nature, established in 2004 under the supervision of the Ministry of Posts and Communications, enjoying a legal personality and financial independence, governed by administrative rules in its relations with the state, it is considered a trader in its relations with third parties, and its headquarters is located in the Technopark in Sidi Abdallah. It is responsible for working to create a national ecosystem that allows the development and prosperity of economic activity in the ICT sector, with the aim of ensuring effective participation in the national economy. Its role is represented in technological penetration within Algerian society ²⁴. Its tasks are as follows:

- Ensure the implementation and dissemination of the tools, mechanisms and skills necessary for the development of a national ecosystem aimed at expanding ICTs and the digital industry that serve the various sectors of the Algerian economy.
- Develop and propose elements of a national strategy for the promotion and development of technology parks,
- designed and implemented to strengthen national ICT capacities.

7.2 National Agency for the Valuation of Research and Technological Development Results (ANVEREDET)

This agency was established under the provisions of Executive Decree No. 137/98 of May 3, 1998, under the tutelage of the Ministry of Higher Education and Scientific Research, and is a public institution of an industrial, commercial and legal nature and enjoys financial independence²⁵.

and The National Agency for the Valuation of Technological Research and Development Results (ANVREDET) as a national tool to bring together innovation actors, who play a role in the development of research products, and whose technological transfer can only take place through this agency, which requires building a bridge of partnership "between university and business" taking into account all the many criteria (economic, social and strategic needs) of the energy transition, as the agency focuses its work on a well-thought-out strategy centered on enhancing research results, whether these results come from universities or research centers attached to the DGRSDT Or selected project ideas within the agency itself, which provide support for this idea from its inception to its completion through the complex and different stages of maturity that it goes through to be ready for implementation.²⁶ .(www.anvredet.org.dz, 2023)

Among the tasks of the agency we find ²⁷: (Salehi, 2021, pp. 287-288)

- Identify and select the search results to evaluate
- Promotion and transfer of new technologies to the socio-economic sector
- Boosting Economic Growth Through Innovation
- Supporting and accompanying innovative ideas
- Develop and promote cooperation and exchange between the research sector and the socio-economic sector

Therefore, the National Agency for the Valuation of Research and Technological Development Results is responsible for the preparation of a work program that enables the realization of innovation and creativity capabilities in the social and economic sectors in a tangible way, through the processes of: identifying promising ideas, evaluating them technologically and legally, especially in intellectual property law, creating technological infrastructures through market research and marketing, and developing and evaluating the action plan. WIPO²⁸.

Conclusion

The Algerian government has also taken care of these institutions in order to get rid of the burdens of the rentier economy and create other sources of wealth.

Results:

- ✓ Startups need special accompaniment and support methods that align with their innovative features
- ✓ The Algerian government is moving towards adopting strategies to support startups and provide them with a suitable work climate
- ✓ Establishment and creation of several supporting bodies in order to facilitate the incorporation procedures of startups in Algeria
- ✓ Protecting innovative ideas and innovators through agencies that value the results of scientific research.

Recommendations:

- ✓ Conducting more information and awareness campaigns to introduce the support structures and their services that exist across the country.
- ✓ Issuing more detailed laws and regulations on how to benefit from the services of these organizations supporting startups.

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