

Mohamed Boudiaf University of M'Sila
Mathematics and Computer Science Faculty
Computer Science Department



Create and develop a startup

إنشاء وتطوير شركة ناشئة

Semester : 6 SI

Transversal Unit (TU)

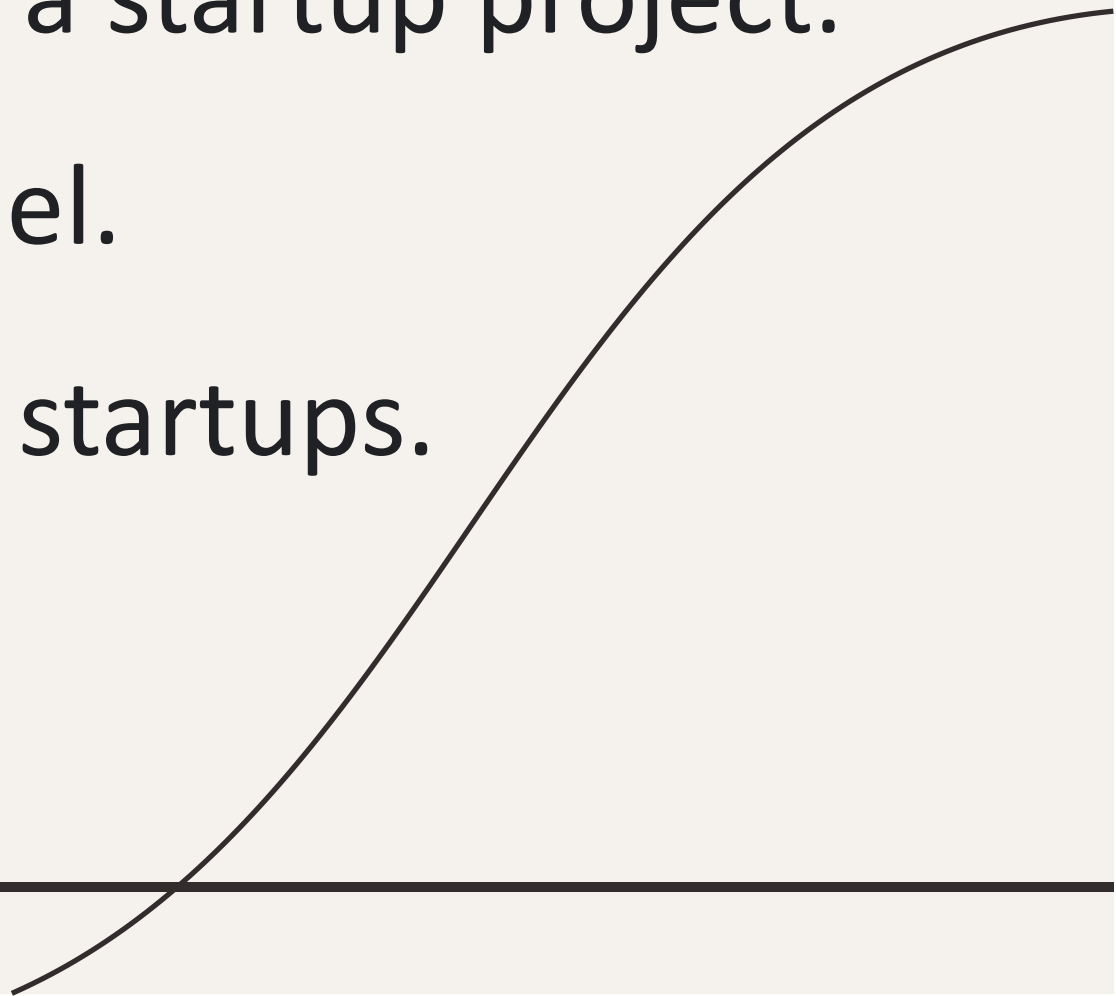
Course : Create and Develop a Startup

Crédits : 2

Coefficient : 1

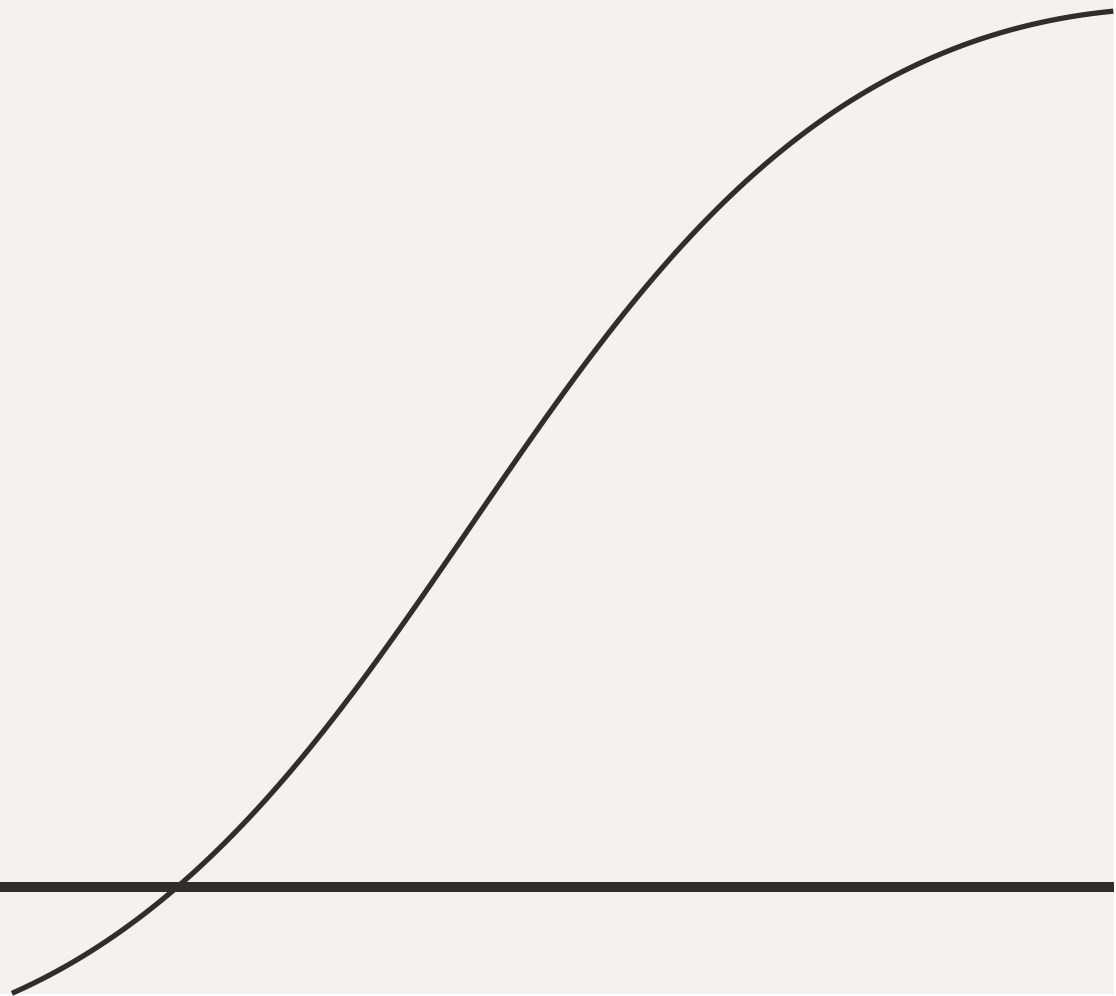
Teaching objectives: this course aims to give students and help them structure, start or develop their entrepreneurial project. The aim of the course is also to develop the “Learn to Entrepreneurship” mechanism in the student. The objective is also to develop entrepreneurial creativity in students by promoting their idea through “business model” type projects.

The course is based on four points :

- ❑ Motivate the students to create a startup and provide them with the means to launch into the business model sector.
 - ❑ Master the tools for formalizing and implementing a startup project.
 - ❑ Transform good ideas into creating a business model.
 - ❑ Adapt the student to the ecosystem and culture of startups.
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The content of the course:

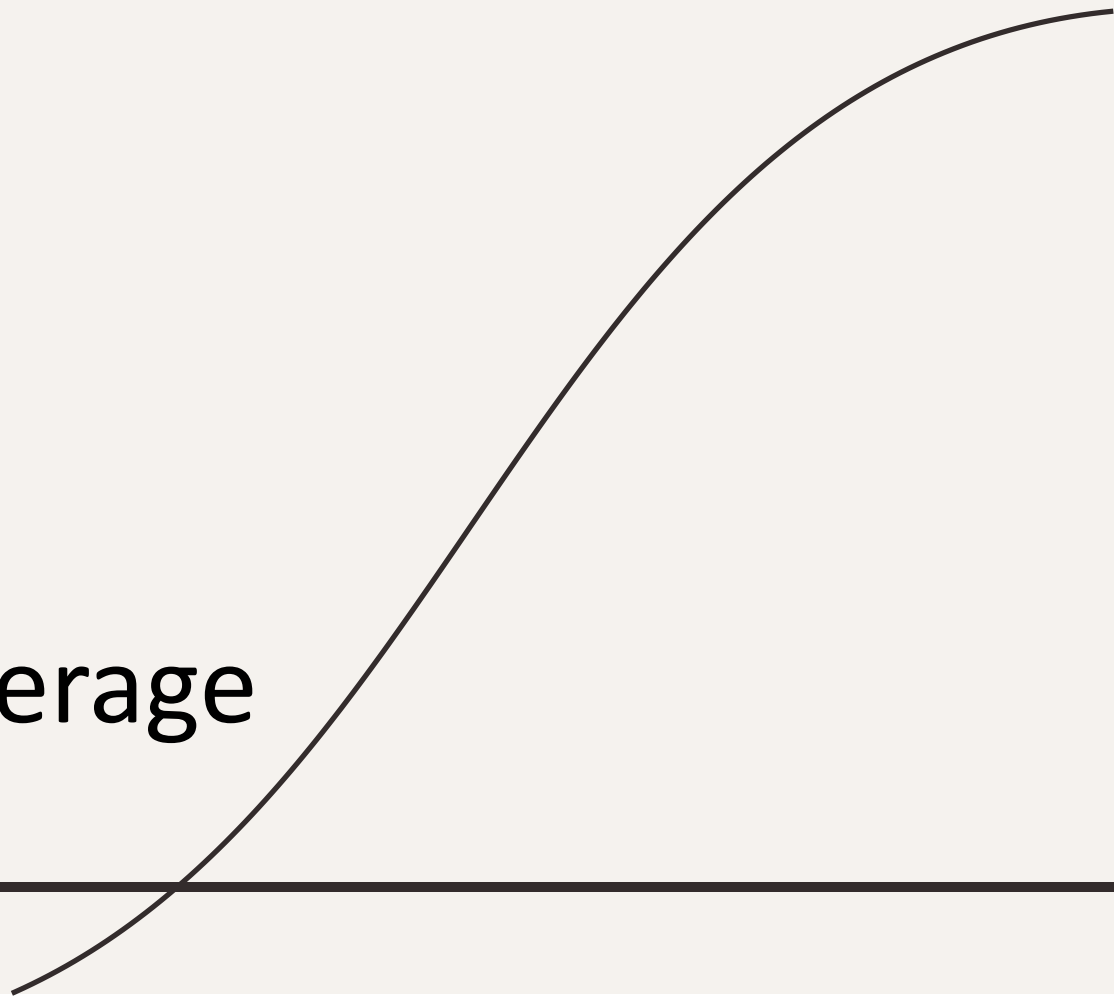
Chapter I: Entrepreneurial profile & Motivations

1. Creating a startup
 2. The posture of the entrepreneur
 3. How to find an idea
 4. The startup ecosystem
 5. Start alone or with others
 6. Growth and sales Mistakes,
 7. failures and best practices
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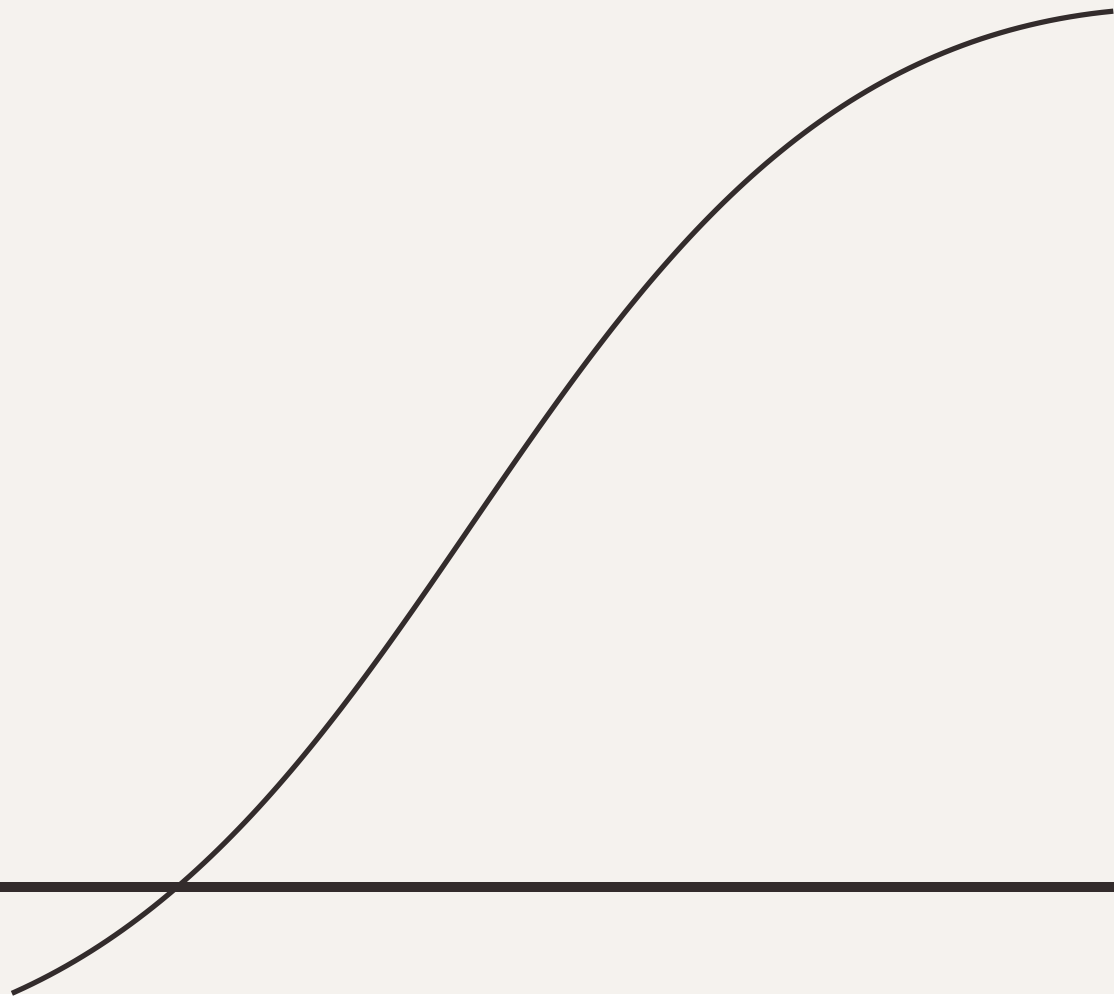
Chapter II: From idea to market

1. Customer development and product development
2. The construction and formalization of an economic model
3. The art of PITCH

Chapter III: From market to growth

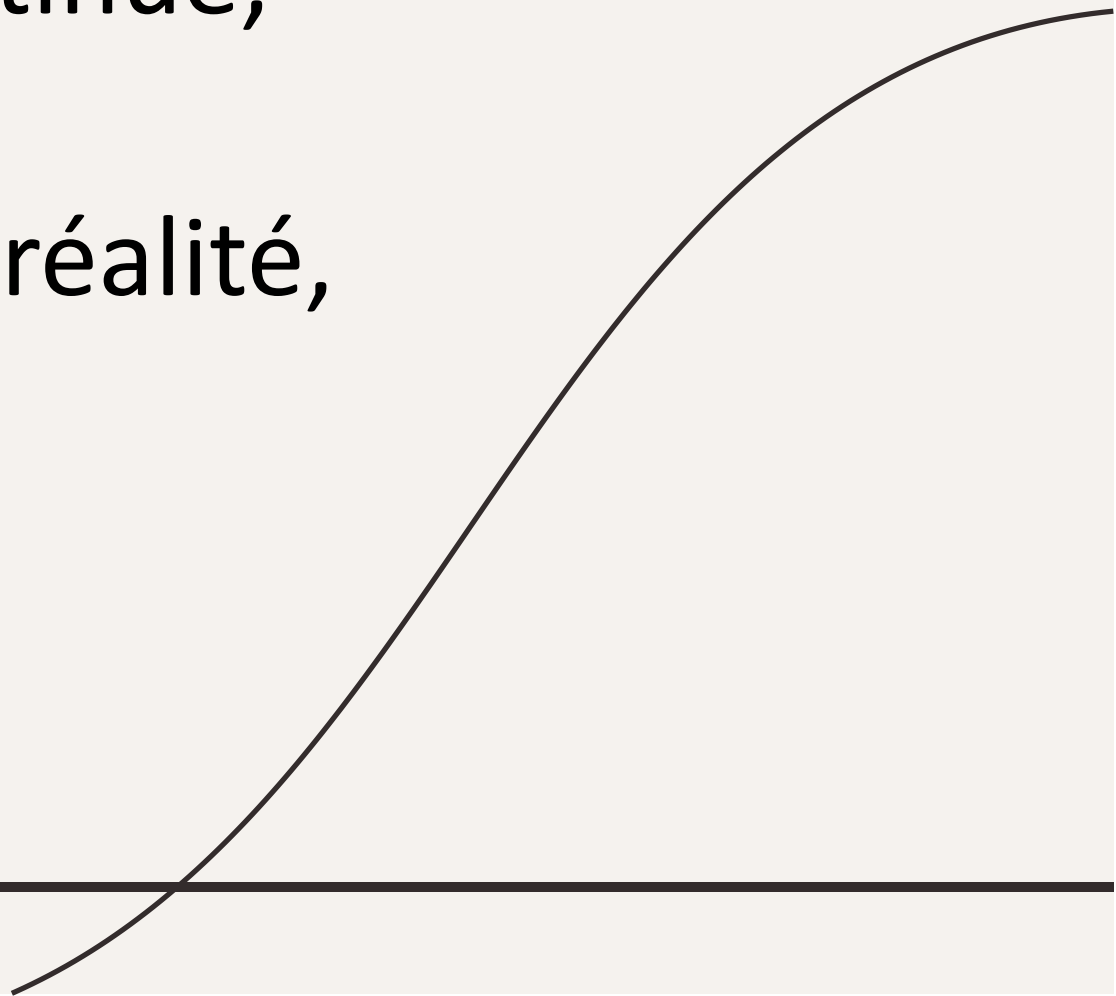
1. Growth hacking or the cult of growth
 2. Fundraising and valuation
 3. Crowdfunding: marketing and financial leverage
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Chapter IV: Administration and management

1. The starter pack :legal / social / tax / VAT Tools to manage,
 2. develop and communicate about your activity Market access & sales,
Business development, Web marketing
1. Performance management
 2. Strategic monitoring
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Evaluation: Final Exam 100 %

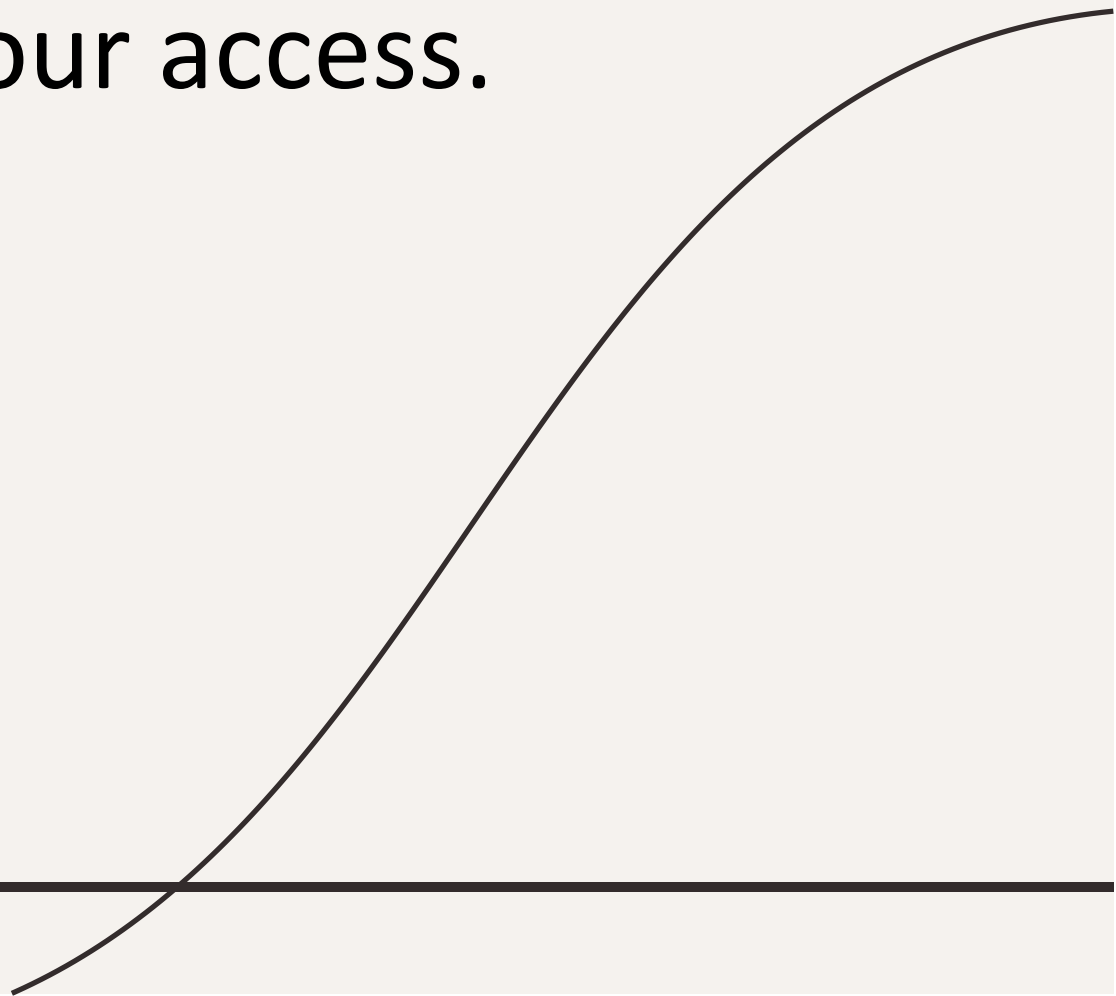
References:

1. Robert Papin, La création d'entreprise, Création, reprise, développement
16e édition - *Collection : Hors collection, Dunod, 2015.*
 1. Eric Ries, Lean Startup : Adoptez l'innovation continue,
Éditeur : PEARSON, 2015.
 1. Vincent Ydé, Créer son entreprise : du projet à la réalité,
Éditeur : VUIBERT, 200
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Introduction

- ❑ Algeria now has some 6,000 start-ups and plans to multiply this figure in the coming years.
- ❑ The Algerian government has set up a series of incentive measures for the creation of startups.
- ❑ The objective is promoting the ecosystem of startups and innovation.
- ❑ Incentive programs designed to support university graduates who have successfully launched their projects as startups.

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- ❑ As part of supporting startups holding a label, and in accordance with ministerial decree N° 1275 of September 27, 2022 relating to the mechanism for a **diploma...a startup**, the Ministry of Higher Education and Research scientist asked universities to support startups holding a label, granted by the competent national commission.
 - ❑ Incubators play a crucial role in assisting project leaders to formalize their ideas and assess the viability of their projects. They provide project leaders with comprehensive support, including training, guidance, financial assistance, and a nurturing environment until the establishment of groundbreaking companies.
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- ❑ You can find all the information you require from these incubators by visiting their websites, such as the University of M'Sila Entrepreneurial House. (<https://www.univ-msila.dz/maisonent>)
 - ❑ The national startup portal is also available for your access.
[Startup.dz – Portail national des startups](http://Startup.dz)
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What is a Startup?



❑ The start-up is a young innovative company with strong growth potential which is often the subject of fundraising.

❑ It is in a more or less long phase of developing a product, testing an idea, validating a technology or an economic model.

**A startup is a company that
does not clearly know:**

- 1. What his product is.**
- 2. Who are its customers.**
- 3. How to make money.**

David McClure





A startup is a temporary organization designed to search for a repeatable and scalable business model.

— *Steve Blank* —

AZ QUOTES

**A startup is a company
designed to have
growth of 5 to 7% per
week**

PAUL GRAHAM



❑ The product is currently undergoing a phase of development, idea testing, technology validation, or economic model validation, which may vary in duration.

❑ The small sizes and lack of visibility of these structures contribute to a higher risk of failure compared to traditional companies.

A startup is recognized by 3 very specific criteria

- 1. startup = disruption**
- 2. startup = growth**
- 3. startup = uncertainty**

Startup = Disruption

Entrepreneurship:

- ❑ Action of reallocating economic resources to make more productive use of them

Startup :

- ❑ Young structure whose leader reallocates economic resources to make more productive use of them and whose goal is to become caliph in place of the caliph or caliph of a new industry.

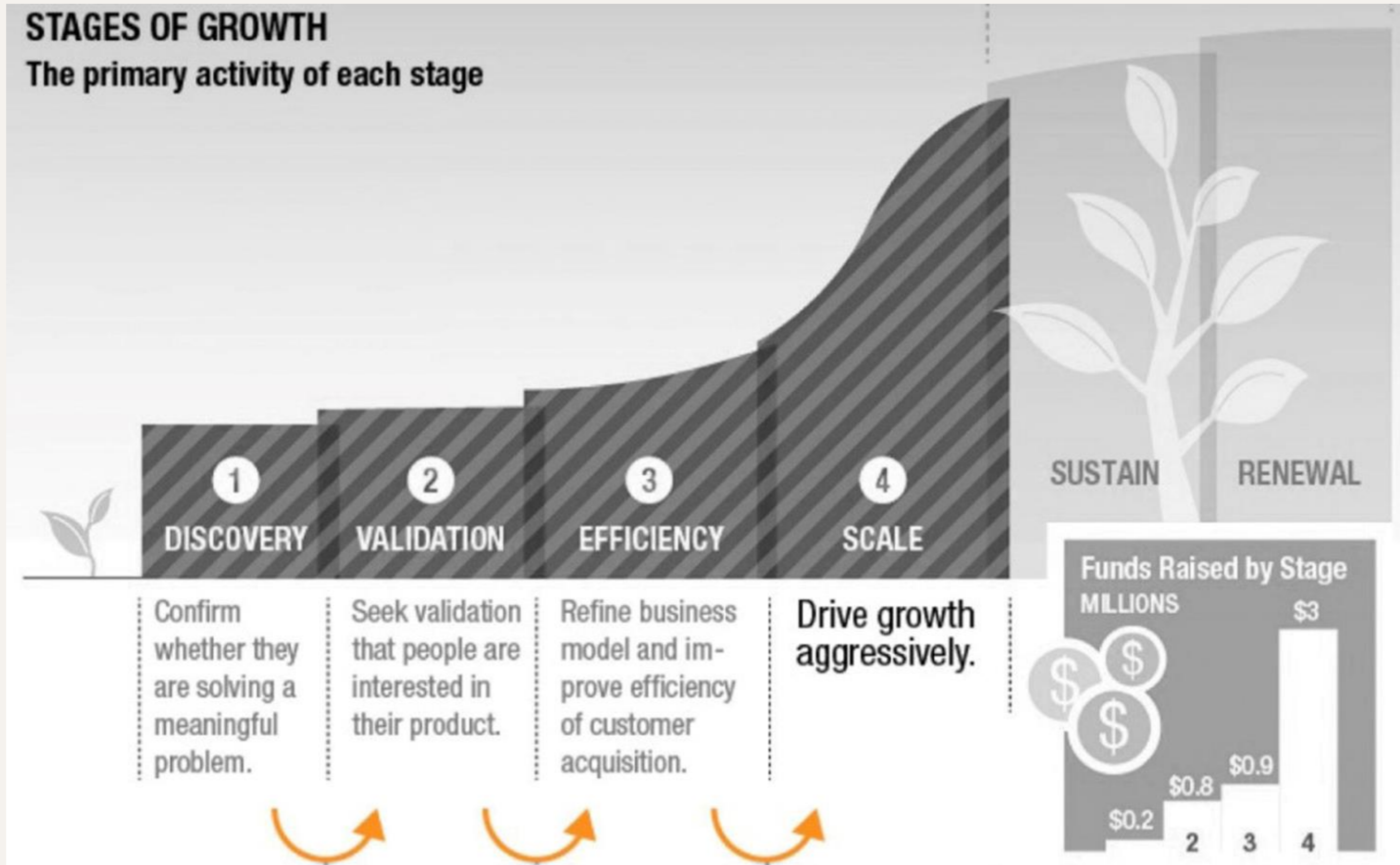
Startup = Growth

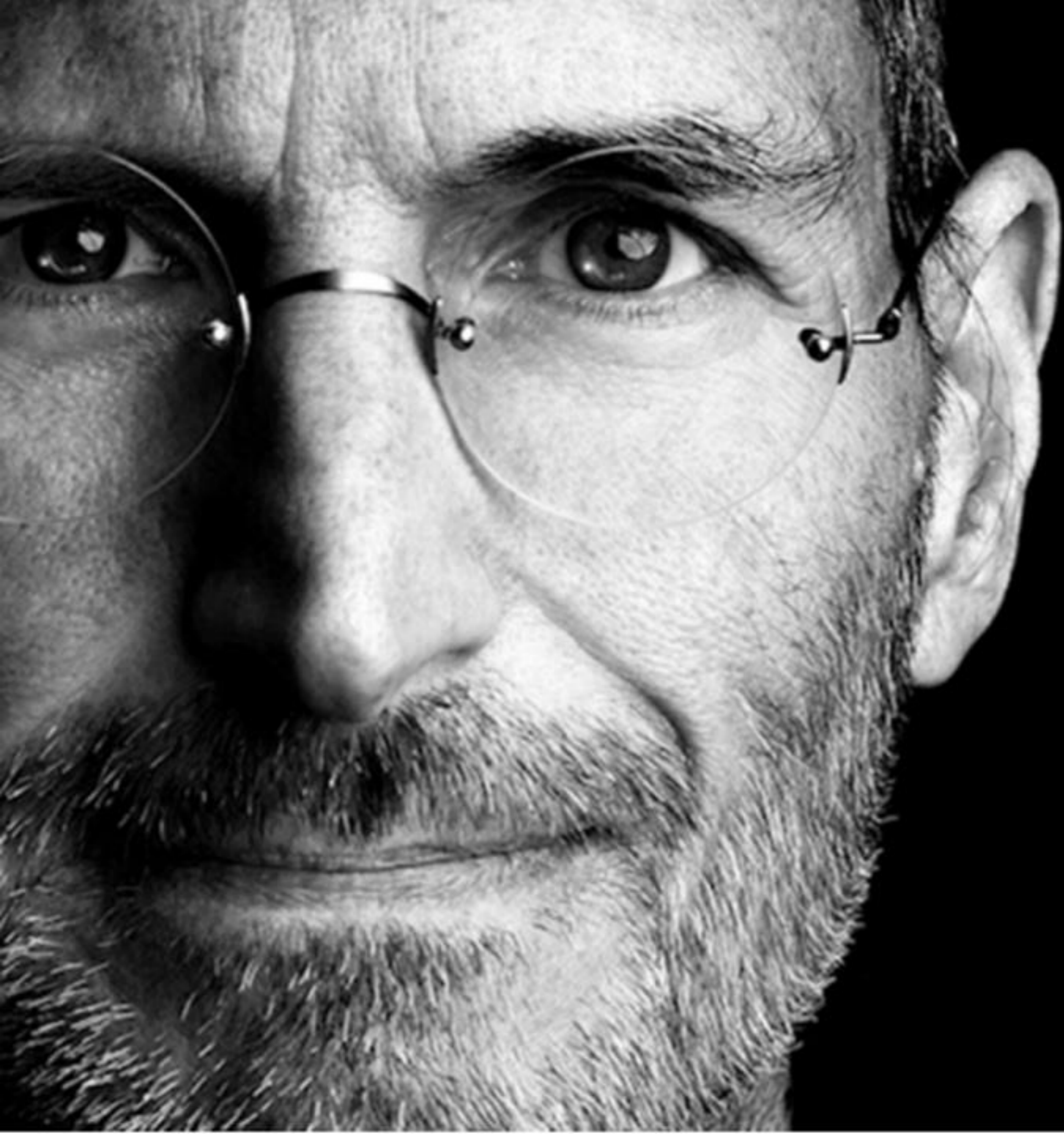
Innovative company growing by more than 10% per week.

“When you maintain 20% MoM growth with 100,000 users, you know you are on something, with a hyper-developed network effect”

Jean-David Chamboredon, ISAI

Startup: controlling your growth without slipping!





Because the people
who are crazy enough
to think they can
change the world
are the ones who do

Startup = Growth

- ❑ Une startup ne peut pas facturer de jours-hommes car les revenus sont proportionnels aux jours hommes et non exponentiels.

Startup = Uncertainty

3 main unknowns

Who ? What ? How ?

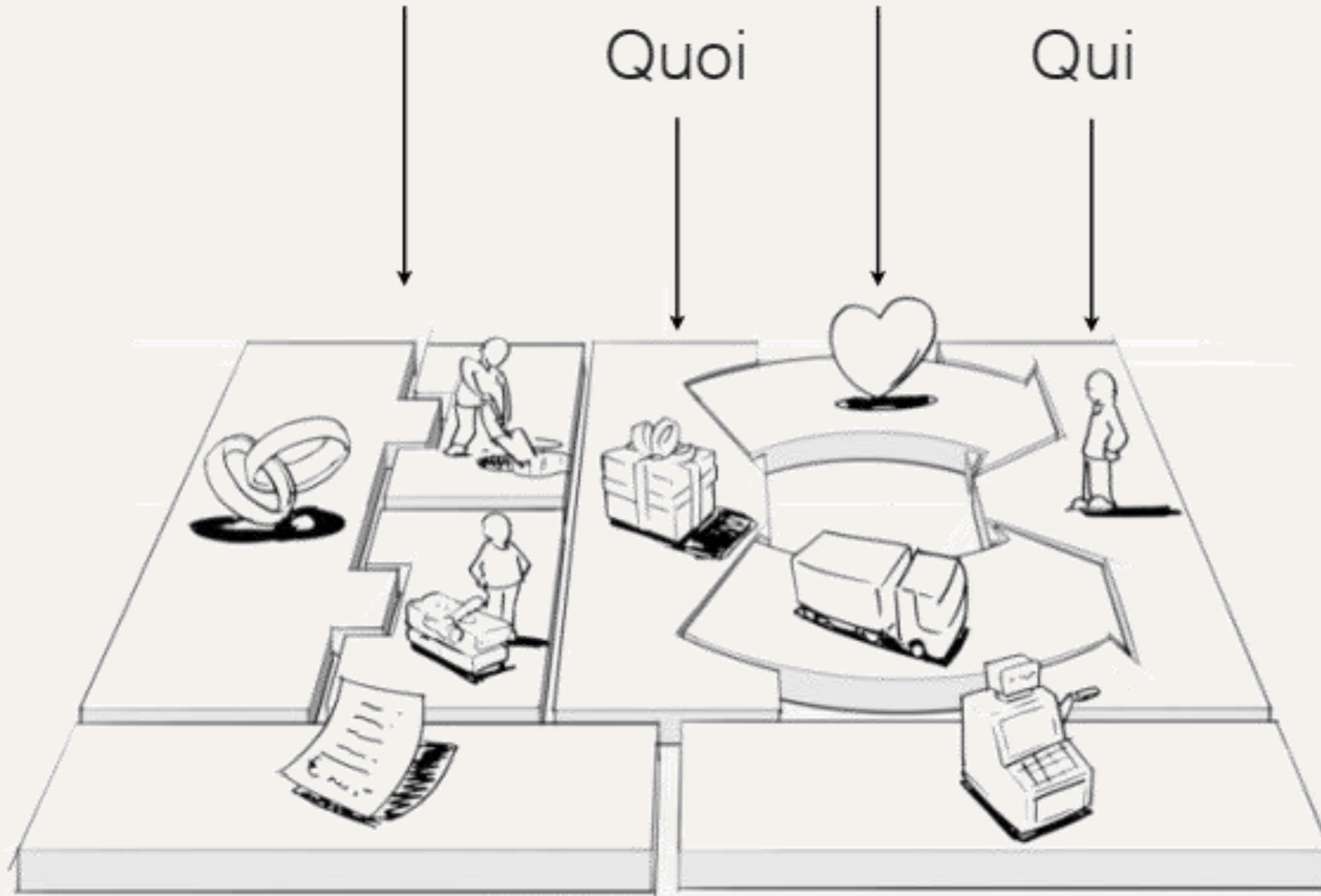


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Quoi

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- **Starting a business during one's studies or right after graduation can be a challenging yet rewarding endeavor.**
 - **There are several factors to consider before taking the leap into entrepreneurship.**
 - **One of the main reasons why some individuals may hesitate to start their own business during this time is the lack of financial resources. Without a stable source of income, it can be difficult to fund a startup and cover essential expenses.**
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- **Additionally, the choice of pursuing a business venture as a life project may not align with everyone's career goals and aspirations. The allure of the job market and the stability it offers may also deter students from starting their own business.**
 - **Finally, there is a significant probability of failure in the world of entrepreneurship, which can be a daunting prospect for many individuals.**
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Thanks!