



STARTUP TUNISIA

Make Tunisia a Startup-friendly country at the crossroads of the Mediterranean, the MENA region & Africa



Tunisia has several assets to become a Startup-friendly country at the crossroads of the Mediterranean, the MENA region and Africa



STARTUP TUNISIA INITIATIVE

VISION: MAKE TUNISIA A STARTUP-FRIENDLY COUNTRY AT THE CROSSROADS OF THE MEDITERRANEAN THE MENA REGION AND AFRICA



An emerging and dynamic Startup ecosystem in Tunisia to be strengthened by a more favourable regulatory and financing framework

An entrepreneurial dynamic already initiated

Startup Act | 152 labels & 25 pre-labels since March 2019

March 12 (Beta-testing)

April 33

May 15

June 15

July 15

Aug 24

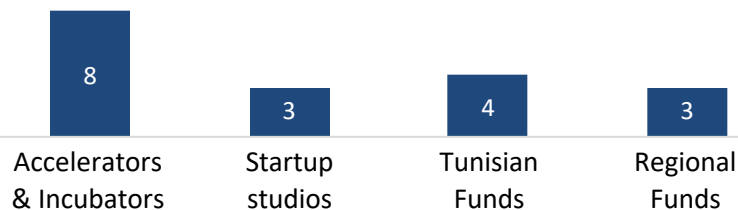
Sept 15

Oct 23






+25 pre-labels*

15+ financing structures already present in Tunisia

10+ Hubs and 5+ Funds already active in Tunisia

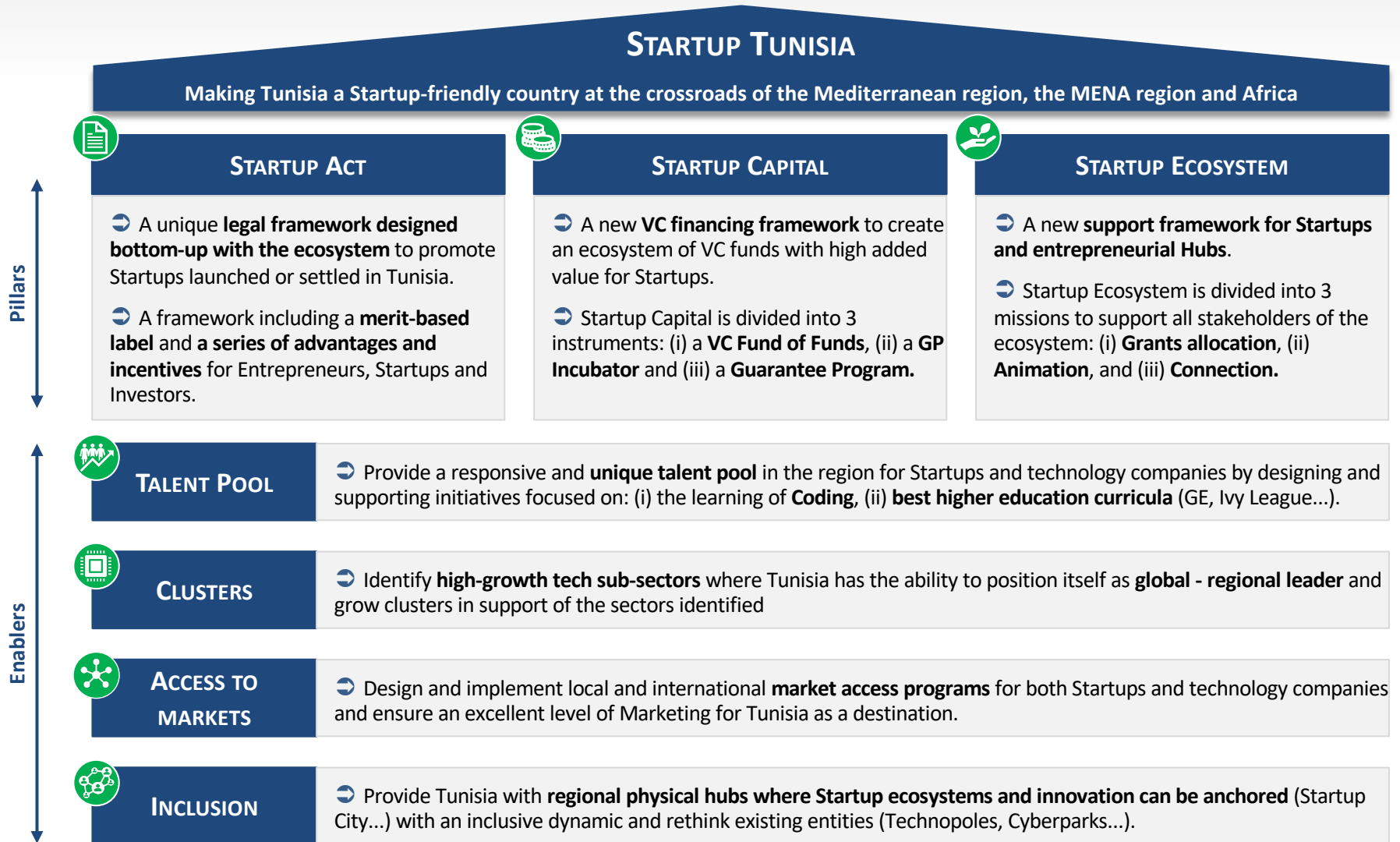


Several Startups that have already raised more than 1 M USD

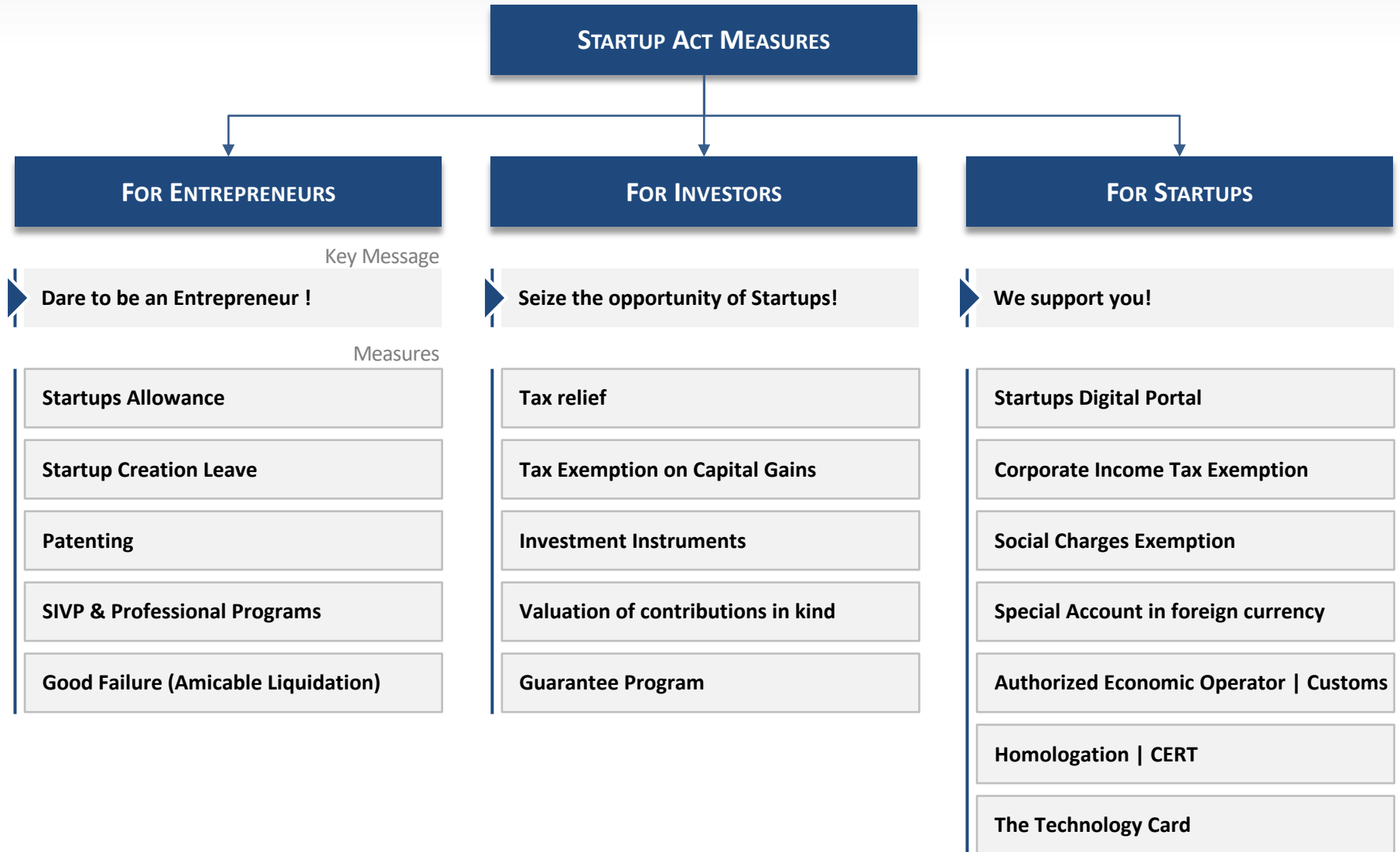
Startup	Sector	Description	Raised funds
 InstaDeep™	Artificial Intelligence	InstaDeep provides services & solutions to companies based on artificial intelligence.	7.0 M\$
 Expensya	Fintech	Expensya offers a solution to automate the management of company expense reports.	5.6 M\$
 Enova ROBOTICS	Robotics	Enova Robotics designs, manufactures & markets mobile robots for the security, health & logistics sectors.	1.5 M\$
 nextProtein <small>feeding the future</small>	AgriTech	nextProtein develops a large scale & sustainable insect-based source of protein.	1.5 M\$
 POLYSMART	Gaming	Polysmart produces an E-sport video game for PC platforms.	1.2 M\$

Note: (*) Pre-labels granted to projects without an existing company. The benefits are only granted once the company has been created, in compliance with the criteria of the label.

The national STARTUP TUNISIA strategy is based on 3 Pillars (STARTUP ACT, STARTUP CAPITAL & STARTUP ECOSYSTEM) and 4 Enablers



The STARTUP ACT is structured around a Label and a series of measures aimed at Entrepreneurs, Investors and Startups



STARTUP TUNISIA objective is to enable the emergence of 1,000+ Startups within 5 years, of which at least one Tunisian Unicorn

Main KPIs for STARTUP TUNISIA within 5 years

Source: Task Force Analysis



- ➔ On average ≈200 Startups per year.
- ➔ Stock effect in year 1.
- ➔ ≈600 projects reported as startups (source: TSIndex).



- ➔ ≈10 jobs created per startup on average.
- ➔ Gross jobs created over a cumulative period of 5y.
- ➔ Mostly qualified and highly qualified jobs.



- ➔ ≈1M TND Revenue per startup on average over 5 years (≈300 k€).
- ➔ Cumulative turnover until 2023.
- ➔ Mostly from exports.



- ➔ Startup valued at more than 1B USD in 5 years.
- ➔ One well-publicized success story to serve as an inspirational model to catalyze change of mindset.