



STARTUP TUNISIA – تونس الناشئة

To make Tunisia a Country of Startups at the crossroads of the Mediterranean, the MENA region and Africa



April 2020



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



STARTUP TUNISIA | تونس الناشئة

VISION: MAKE TUNISIA A COUNTRY OF STARTUPS AT THE CROSSROADS OF THE MEDITERRANEAN, THE MENA REGION AND AFRICA

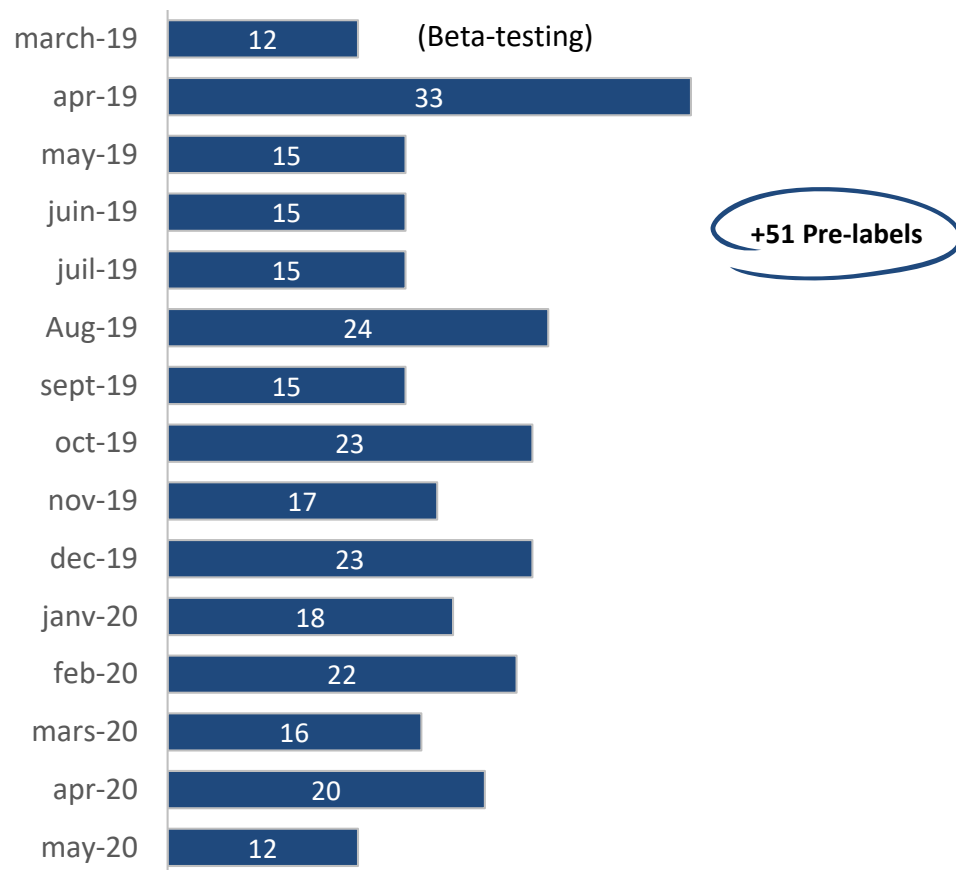


Tunisia also has an emerging and dynamic ecosystem of Startups






Startup Act : 280 Labels and 51 Pre-labels until May 2020

Source : Smart Capital

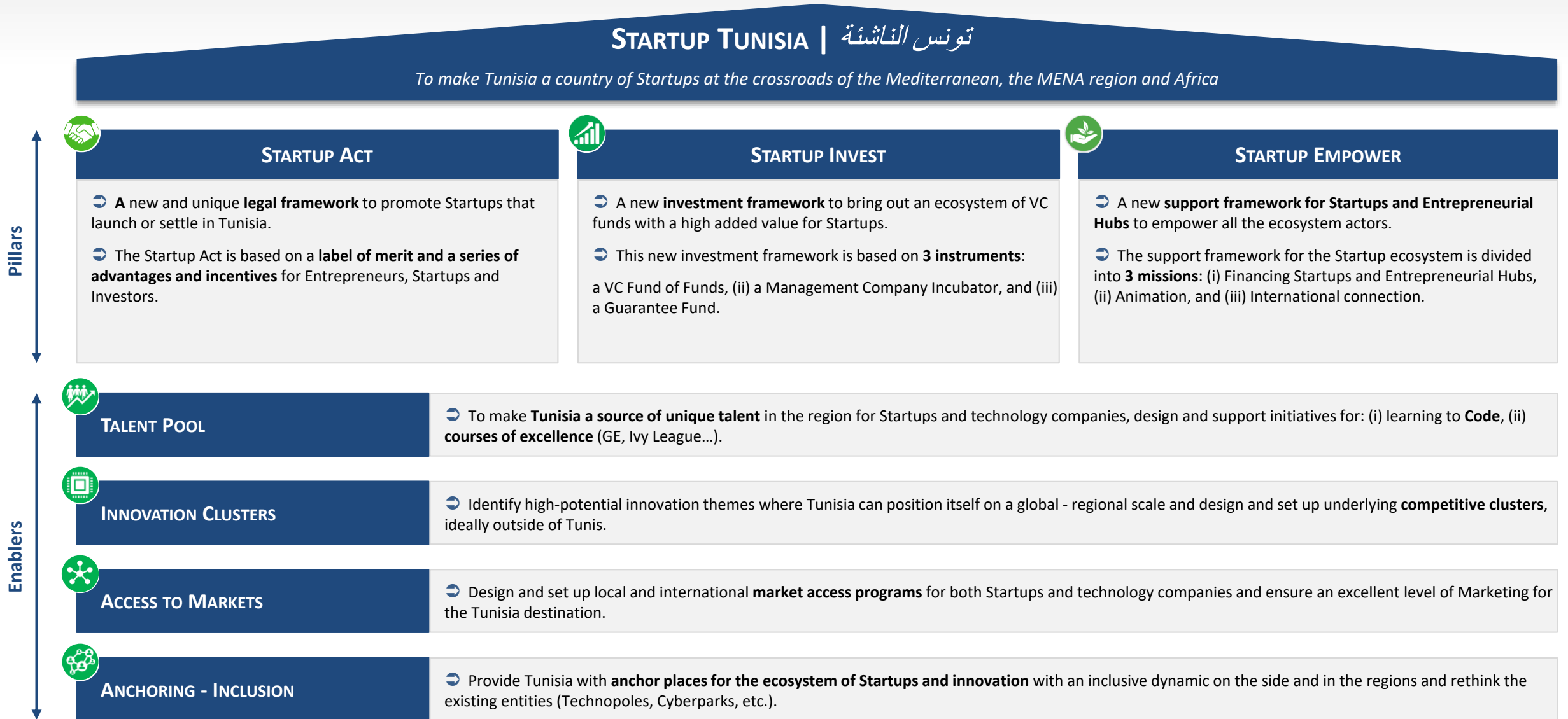
Number of granted Labels per session in 2019-2020 (#)



...with several startups having already raised more than 1 M USD

Startup	Sector	Description	Raised funds
 nextProtein <small>feeding the future</small>	AgriTech	nextProtein produces components for animal feed based on insect larvae.	12.7 M\$
 InstaDeep™	Artificial Intelligence	InstaDeep provides services and solutions to companies based on artificial intelligence.	7.0 M\$
 Expensya	Fintech	Expensya offers to automate the management of expense reports for companies.	5.6 M\$
 Enova ROBOTICS	Robotics	Enova Robotics designs, manufactures and markets mobile robots in security, health and logistics.	1.5 M\$
 POLYSMART	Gaming	Polysmart produces an E-sport video game for PC platform.	1.2 M\$

The national Startup Tunisia strategy was designed around 3 pillars and a series of enablers



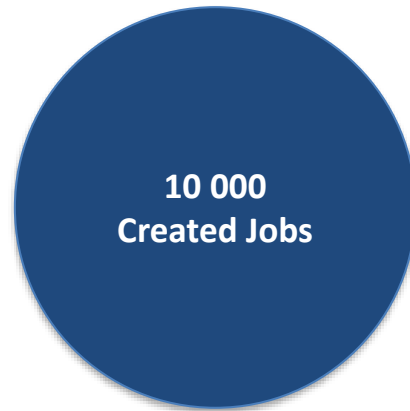
Startup Tunisia aims to bring out 1,000+ Startups in 5 years including at least one Tunisian Unicorn

Main KPIs expected from Startup Tunisia over 5 years

Source : Smart Capital



- ➔ On average ≈200 Startups per year.
- ➔ Stock effect during year 1 of the launch.
- ➔ ≈600 projects consider themselves Startups (TSIndex).



- ➔ Each Startup would create on average ≈10 jobs.
- ➔ Gross jobs created cumulatively over 5 years.
- ➔ Jobs intended mainly for graduates of university studies.



- ➔ Average turnover ≈1 MTD per Startup in 5 years(≈300 k€).
- ➔ Cumulative turnover until 2023.
- ➔ Turnover mainly achieved by export.



- ➔ A Startup valued to more than 1 Md USD in 5 years.
- ➔ A success story and a well-mediatized inspirational model to make it a catalyst for changing mindsets.