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Startups in Generative Artificial Intelligence: An Analytical Study of the European Experience

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Abstract:
This research examines the reality of start-ups in the field of generative artificial intelligence in Europe, by compiling statistics from recent reports. The results show that the European Union has approximately 6,300 startups in the field of artificial intelligence, of which generative AI startups account for about 10.6%, with a notable geographical concentration in Germany, France, the Netherlands, and Sweden. In addition, five percent of venture capital funds in Europe go to artificial intelligence and are growing rapidly. The research also discusses the opportunities these companies offer to promote European innovation and technological sovereignty, particularly through the development of models compatible with European values and future regulations. Conversely, the research highlights the main challenges facing these companies, chief among which are limited funding, poor access to computing infrastructure, and a shortage of qualified human resources. The study concludes with a set of recommendations, the most important of which are: creating new tools for research and development, collaborating with European centers of excellence, and leveraging coordinated funding policies to strengthen their global position.

Keywords: Startups ; Artificial Intelligence; Generative Artificial Intelligence.
Jel Classification Codes : L26 ; O33 .

ملخص:
يتناول هذا البحث دراسة لواقع الشركات الناشئة في مجال الذكاء الاصطناعي التوليدي في أوروبا، من خلال تجميع احصائيات من تقارير حديثة. حيث تظهر النتائج أن الاتحاد الأوروبي يضم ما يقارب 6300 شركة ناشئة في مجال الذكاء الاصطناعي، تشكّل الشركات الناشئة في الذكاء الاصطناعي التوليدي منها حوالي 10.6%، مع تركز جغرافي ملحوظ في كل من ألمانيا، فرنسا، هولندا، والسويد، بالإضافة الى أن خمس أموال رأس المال الاستثماري في أوروبا تذهب إلى الذكاء الاصطناعي وتنمو بسرعة. كما يناقش البحث الفرص التي تتيحها هذه الشركات لتعزيز الابتكار والسيادة التكنولوجية الأوروبية، خاصة من خلال تطوير نماذج متوافقة مع القيم الأوروبية والتنظيمات المستقبلية. وفي المقابل، يبرز البحث التحديات الرئيسية التي تواجه هذه الشركات، وعلى رأسها محدودية التمويل، ضعف الوصول إلى البنية التحتية الحاسوبية، ونقص الكفاءات البشرية المؤهلة. ويخلص البحث إلى تقديم مجموعة من التوصيات أهمها: ابتكار أدوات جديدة للبحث والتطوير، التعاون مع مراكز التميز الأوروبية والاستفادة من سياسات التمويل التنسيقية لتعزيز مكانتها العالمية.

الكلمات المفتاحية: الشركات الناشئة؛ الذكاء الاصطناعي؛ الذكاء الاصطناعي التوليدي.
تصنيف جال: L26 ; O33

I Introduction :

In recent years, generative artificial intelligence has been considered one of the most important technological trends that has driven and contributed to the restructuring of the economic and social sector across countries around the world, especially in Europe. This branch of artificial intelligence allows for the automatic production of new content, such as text, images, video, sound, and analytical data, based on the data it has been trained on, or what are known as large base models. This technological development has opened up new horizons for innovation and creativity in various fields.

Startups in this field are characterized by their rapid response to any changes in the market, offering innovative options and solutions that meet customer needs. For example, this technology can be used to increase communication with customers and make quick decisions through big data analysis. Innovation in generative artificial intelligence is a great opportunity for companies to increase efficiency and improve production rates, contributing to the competitiveness of the European economy.

Despite the growth experienced by this sector, European start-ups in generative artificial intelligence face significant challenges, most notably a severe shortage of human resources, weak computing infrastructure, legal differences between European countries, and so on. On the other hand, these companies offer golden opportunities to strengthen Europe's technological position and create innovative business models by developing advanced basic models that take into account European values such as privacy, transparency, and social responsibility.

Research problem

Based on the above, we formulate our research question as follows:

How can European startups in the field of generative artificial intelligence exploit the opportunities available and overcome the current challenges to promote innovation in this emerging sector?

I.1.Research Hypotheses:

Based on the above problem statement, the research proposes the following hypotheses:

1) Startups in generative AI face funding constraints, which are the main obstacle to their expansion and growth.
2) Generative AI startups are expected to drive innovation across various industries.
3) Access to specialized human talent and advanced computational infrastructure directly contributes to improving the performance of startups and increasing their chances of success.

I. 2. Research objectives:

This research aims to:

1) Provide general concepts about startups and artificial intelligence.
2) Analyze the current situation of European startups in the field of generative artificial intelligence and highlight the main challenges facing these companies.
3) Explore strategic opportunities that startups can exploit to promote innovation, while proposing practical recommendations to support the growth of startups in generative artificial intelligence.

II- Theoretical Framework of Startups :

In this section, we will provide a theoretical overview of startups, including definitions, characteristics, and other related aspects.

II.1 Definition of startups:

A startup is defined in the English dictionary as a small business that has just started, and the word "Start-up" consists of two parts " Start," which refers to the idea of launching, and "up," which refers to the idea of strong growth.
This term began to be used immediately after World War II, with the emergence of venture capital companies
and the term became widely used thereafter. (Maghribi and Sadouki, 2022, p. 83)
According to Steve Blank, a startup is: "An organization created to search for a repeatable and scalable business model."
In other words, the goal of a startup is not simply to exist or generate modest income, but to find a business model that can be scaled and replicated to achieve rapid growth.
The European Observatory does not consider a project to be a startup unless it meets the following conditions:

1.It is less than 10 years old,
2. It relies on highly innovative technology or a business model,
3. It seeks to achieve significant growth in the number of employees or in sales.

A project is considered a start-up if it meets the first condition and at least one of the other two. (Kollmann, Stockmann, Linstaedt, & Kensbock, 2015, p. 15)

Some European countries' definitions of a start-up:

Below are examples of definitions of start-ups from some member states: (Fernandes, Jancova, & Baumgaertel, 2025, p. 3)

- France: A young company that typically seeks funding to develop its product or service.
- Spain: A startup is defined as a newly established company that is innovative and of particular economic importance to Spain.
- Latvia: A capital company with high growth potential, whose main economic activities revolve around the design, development, and production of scalable business models and innovative products.

II.2 Start-up principles:

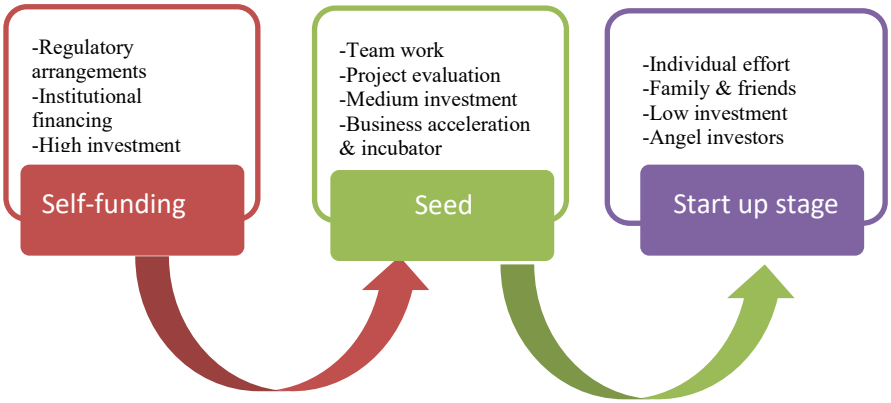
The startup model is a system that combines the rigor of traditional management with the highly iterative nature of a startup. It can potentially be used by any organization that aims to practice continuous innovation, regardless of its size, age, or mission. The principles of the startup are as follows: (DJEKIDEL, doua, & MERRAD, 2021, p. 421)

- Continuous innovation: Many leaders are looking for miracle innovation. But long-term growth depends on another condition: a methodology that allows new opportunities to be identified continuously, by harnessing creativity and talent at all levels of the organization.
- The startup as an independent business unit: If companies want to create continuous innovation cycles and identify new sources of growth, they must form teams capable of experimenting to discover them. These teams are internal startups and therefore constitute distinct entities.
- The missing function: Integrating startups into an organization's ecosystem requires managing them remotely from traditional methods. However, most organizations lack a fundamental skill—entrepreneurship—that is as vital to their future success as marketing or finance.
- Second founding: Introducing this radical change in the structure of an organization is equivalent to founding it again, whether it is five years old or a hundred years old.
- Continuous transformation: All of this requires the development of a new organizational capacity, as the DNA of the organization must be rewritten in response to the multiple challenges it faces.
- It would be unfortunate to settle for just one transformation. Once an organization has successfully transformed, it can—and must—prepare to repeat the experience.

II.3 The life cycle of startups:

Startups are diverse and complex by nature, and these organizations go through their own life cycle. Fortunately, research on the life cycle of this type of organization has developed well over the past few years. Since the sequence of activities and stages may vary among different startups, a comprehensive perspective will be presented for a better understanding of the startup life cycle. These stages are summarized in the following figure:

Figure 1: the life cycle of startups



Source: (Salamzadeh & Kawamorita Kesim, 2015, p. 5)

Self-funding stage: At this very early stage, the entrepreneur himself initiates a series of activities to transform his idea into a profitable business. However, he takes on a higher level of risk or even uncertainty, continues to work on the new project idea, forms a team, uses personal funds, and asks family and friends to invest in his idea.

The purpose of this stage is to pave the way for the project's growth by proving the product's viability, cash flow management capabilities, team building and management, and customer acceptance. Furthermore, angel investors are likely to invest at this stage.

Seed stage: After the self-funding stage, the founder moves on to a new stage known as the seed stage. This stage is characterized by teamwork, product prototype development, market entry, project evaluation, and the search for support mechanisms such as business accelerators and incubators, with the aim of obtaining medium-sized investments to grow the startup.

Frankly, for most startups, the seed stage is a chaotic and highly unstable phase. This stage is characterized by the availability of seed capital, which is used to develop the product. Therefore, the founder seeks to use support mechanisms such as business accelerators, incubators, small business development centers, and entrepreneurial labs to accelerate the growth process.

A large number of startups fail at this stage because they are unable to find sufficient support. In the best-case scenario, they may become low-profit and limited-success enterprises. Those that do succeed in obtaining support have a greater chance of becoming profitable. It is worth noting that the value of a startup is usually assessed at the end of this stage.

Establishment phase:The establishment phase occurs when the enterprise begins selling its products, entering the market, and hiring its first employees. At the end of this phase, the enterprise is effectively established, and institutional financing is considered the main option for funding it. Venture capital can also contribute to facilitating the establishment phase by financing the project.

II.4 Characteristics of Startups:

The characteristics of startups can be distinguished as follows: (Ghiat and Boufarah, 2022, p. 161)

- Achieving increased growth thanks to high revenues: The high risk of investing in startups is accompanied by high returns, as the high costs are mainly in the research and development phase, especially for companies active in the technology sector.

- Unstable markets: Startups operate in conditions of uncertainty and instability in markets that are difficult to assess. As a result, they may not have a precise business plan, as they will be launching new products that are unknown and not yet in demand.
- Speed: Start-ups operate in a fast-paced and constantly changing business environment, which requires them to adapt and respond quickly to changes in order to enhance their performance and effectiveness.
- New institutions: They are characterized by being young and immature institutions that have two choices: either to develop and transform into successful institutions or to close their doors and declare bankruptcy.
- Focus on creativity and innovation: This reflects the ability to generate new ideas to solve problems in a positive and beneficial way for individuals and society. It also reflects an individual's competence, confidence, readiness, focus, organization of their abilities, willpower, imagination, experiences, and knowledge.
- Institutions related to and primarily dependent on technology: These are institutions whose business is based on pioneering ideas and satisfying market needs in a smart and modern way. The founders of start-ups rely on technology for growth and progress and find funding through online platforms and by winning the help and support of business incubators.
- Low-cost institutions: These are institutions that require very little investment compared to the profits they generate, which usually come quickly and somewhat unexpectedly.

II.5 The importance of start-ups:

We can summarize the importance and role of startups as follows: (Hussein and Sidiki, 2021, p. 72)

- Providing real productive job opportunities and combating unemployment
- Innovation in research and development: Especially in the field of technology, which is more necessary than ever for the development of any country in the world, and the ability to innovate and develop products at a cost 24 times lower than that of large institutions (according to an American study)
- Increasing productivity and maintaining competitiveness: by using modern production tools, methods, and techniques that reduce costs and improve product quality.
- Contributing to economic growth: by creating new jobs in the long term and increasing annual income, which contributes to wealth creation and gross domestic product, in addition to the fact that most of these institutions are expanding into global markets and thus bringing in foreign currency.
- Flexibility, adaptability, and responsiveness: Through the flexibility of their operations and the smoothness of the solutions they offer, startups provide solutions to the production costs of large companies and to the heavy burdens that countries often impose on their populations.

III- Theoretical Framework of artificial intelligence:

We present the various theoretical aspects of artificial intelligence in order to clarify its concept, advantages, disadvantages, and techniques.

III.1 Definition of artificial intelligence:

American scientist John McCarthy, known as the father of artificial intelligence, defined artificial intelligence as "the science and engineering of making intelligent machines, especially intelligent computer programs." John McCarthy believes that artificial intelligence is linked to the task of using computers to understand human intelligence. (Michel, 2023, p. 404)

Artificial intelligence is a social and cognitive phenomenon that enables machines to integrate socially with society in order to perform competitive tasks that require cognitive processes, as

well as to communicate with other entities in society through the exchange of messages with high informational content and concise representations.(Abbas, 2021, p. 95)

The European Defense Agency has defined artificial intelligence (AI) as "the ability of algorithms to select optimal or near-optimal solutions from a wide range of possibilities in order to achieve specific goals, through the application of various strategies, including learning from knowledge or data — whether provided by external sources or produced internally — as well as by adapting to changing circumstances." (Joint Research Centre, 2021, p. 33)

In fact, artificial intelligence is based on two fundamental principles: (Al-Hamshari, 2024, p. 3023)

The first principle: data representation, which refers to how data and problems are represented in a computer so that the latter can process them and provide the appropriate output.

The second principle is search, which we consider to be thinking itself, where the computer searches through the options available to it and evaluates them according to criteria that have been set for it or that it has deduced itself, and then decides on the appropriate solution.

The concept of artificial intelligence can be summarized as a science that uses computers by inputting programs that select the best decisions from the available data and can also interact with the environment and language, in the sense of attempting to simulate human intelligence through machines.

III.1 Stages of development of artificial intelligence:

Artificial intelligence has gone through many stages that have contributed to its development, which we mention in the following points: (Aliwi, 2023, p. 15)

The beginnings (1970–1950) During this period, the goal of artificial intelligence was to simulate human abilities such as playing games and solving mathematical problems. It was expected that artificial intelligence would achieve great things in a short period of time, but these expectations were not met.

The First Winter (1980–1970) After an initial period of enthusiasm, AI researchers faced complex challenges that were not anticipated, leading to a decline in interest and funding in the field.

The resurgence of artificial intelligence (2010–1990) Thanks to advances in computer technology, artificial intelligence began to reemerge, particularly with the success of models based on neural networks and the emergence of new technologies such as machine learning and deep learning (DeepL).

Starting in 2010: Artificial intelligence developed at an astonishing rate and began to be used in many everyday and industrial applications, from healthcare to autonomous driving and instant translation, among others. At the same time, interest in the ethical issues and potential risks of artificial intelligence increased.

III.3 The pros of artificial intelligence:

There are many positives and benefits to using artificial intelligence, including the following: (Al-Shuraida and Issam Abdulrahman Al-Samaraei, 2021, p. 163)

- ✓ Continuous work: Machines can work continuously without feeling tired or bored.
- ✓ Important applications for everyday life: Artificial intelligence provides many applications that have become important for everyday human life. Smartphones and their various intelligent systems, such as GPS, are one of the most prominent examples of the human need for different artificial intelligence applications.
- ✓ Use of artificial intelligence to provide services: Many large institutions have relied on artificial intelligence systems to provide services to their customers instead of traditional employees.

- ✓ Eliminating repetitive tasks: Artificial intelligence systems can be used to perform routine tasks that require the same mechanism each time.
- ✓ Providing medical care: There are many AI systems that provide medical care to humans, including through surgical simulators.
- ✓ Ability to process huge amounts of data: Artificial intelligence systems can handle, store, and process huge amounts of data.
- ✓ Accuracy and reduced margin of error: The use of artificial intelligence systems by humans contributes to reducing the margin of error that may occur during the execution of tasks, in addition to the high accuracy in performing these tasks.
- ✓ Performing difficult tasks: Artificial intelligence systems can perform tasks that humans may be unable to perform, such as exploration and discovery of hard-to-reach places such as the ocean floor.
- ✓ No emotional bias: Unlike humans, artificial intelligence is not affected by any emotions that may hinder work. These systems are not moody but operate according to logical thinking, enabling them to make the right decisions in a short period of time.

III.4 Disadvantages of artificial intelligence:

Despite the many advantages of artificial intelligence mentioned above, it also has several disadvantages, which we summarize in the following points: (Institute of Banking Studies, 2021, p. 10)

- ✓ Job losses: Artificial intelligence systems have eliminated the need for human labor in many jobs, as AI can perform the same tasks as humans at a lower cost and with greater efficiency.
- ✓ Increased income inequality: As a result of many people losing their jobs, the income of some segments of society will decline, while corporate productivity and profits will increase, leading to greater wealth for employers and creating a divide between social classes.
- ✓ A global arms race using artificial intelligence: these technologies can be used in drones and other weapons of destruction
- ✓ Lack of personal privacy: Since these new technological tools require users to provide data in exchange for standardized services, if customers do not provide their personal data, they will not receive the benefits that other customers receive, which creates pressure to give up privacy and provide the company with personal data in exchange for convenience.

III.5 Areas of artificial intelligence:

It should be noted that the achievements made using artificial intelligence have touched various areas of life. Some of these areas and applications are as follows: (Adoum, 2024, p. 882)

- ✓ Smart devices capable of performing mental operations such as examining agricultural designs, monitoring operations, and making decisions
- ✓ Cognitive simulation using computers to test theories about how the human mind works and the functions it performs, such as recognizing familiar faces and voices, recognizing handwriting, processing images, extracting useful data and information, and activating memory
- ✓ Computer applications in medical diagnosis in clinics and hospitals and performing surgical operations
- ✓ Artificial intelligence programs in analyzing economic data such as the stock market and developing stock trading systems.
- ✓ Google search clusters on a computer via the Internet

- ✓ Expert systems that can perform tasks in a manner similar to that of experts, helping them make accurate decisions based on a set of logical operations to reach the correct decision or a set of logical options.

Table N 1: The most important artificial intelligence technologies:

Name of technology	Explanation of the technology
Machine Learning	In this method, the machine analyzes the available data set, known as training data, and uses algorithms to predict possible outputs based on the given inputs.
Deep Learning	Deep learning is an advanced stage of machine learning, where the system is similar to the human nervous system and mimics the way neurons work.
Natural Language Processing (NLP)	Algorithms that process human language and convert it into data that machines can understand.
Soft Robotics / Robotics Process Automation	Automate repetitive tasks and common processes such as customer service and sales, without the need to modify existing IT systems
Virtual Agents	Embodying technology that aims to create effective, yet digital representations of humans, such as chatbots
Expert Systems	Computer systems that use a pre-stored knowledge base and mimic human decision-making capabilities
Decision Management Systems	Interpret data and convert it into predictive and long-term models, helping the organization make necessary and effective decisions

Source: Machine Learning, Deep Learning (Ghosh & Thirugnanam, 2021, p. 27) , Process Automation Virtual agents, expert systems, decision management systems (Al-Naqib, 2024, p. 423)

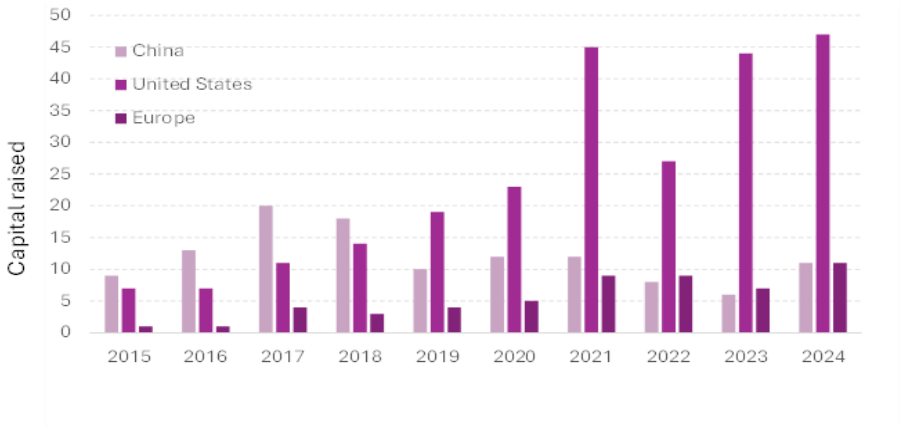
IV- The European Experience in Generative AI Startups

This section aims to analyze the key features of the generative artificial intelligence startup ecosystem in Europe through a data-driven approach, highlighting major trends and funding patterns. By examining available statistical evidence, it provides insights into the opportunities and challenges faced by these startups, offering a comprehensive understanding of Europe's position in the global generative artificial intelligence landscape

IV.1 European investment in artificial intelligence companies:

The following figure shows the capital raised by artificial intelligence companies (in billions of dollars) by region, from 2015 to 2024:

Figure 2: Capital for artificial intelligence companies by Europe, China, and the United States, 2015-2025

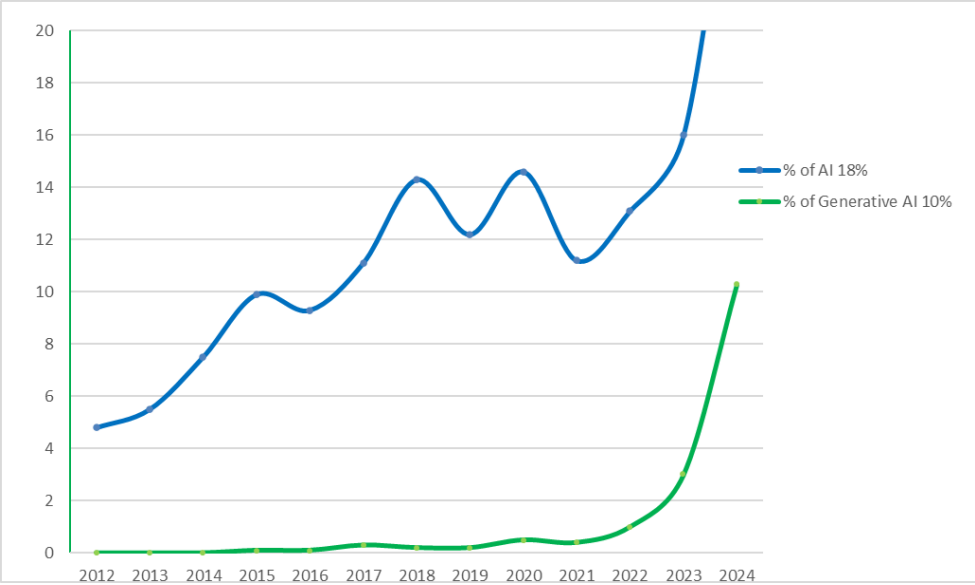


Source: (atomico, 2024, p. 141)

The gap in AI funding is huge between Europe, which invested only $11 billion, and the US, which invested $47 billion.

On the other hand, Europe has made a significant leap forward. In 2015, its investments were estimated at $1 billion, which represents a ninefold increase over the last ten years, and it has also closed the gap with China compared to previous years.

Figure 3: Artificial intelligence's share of total venture capital funding in Europe

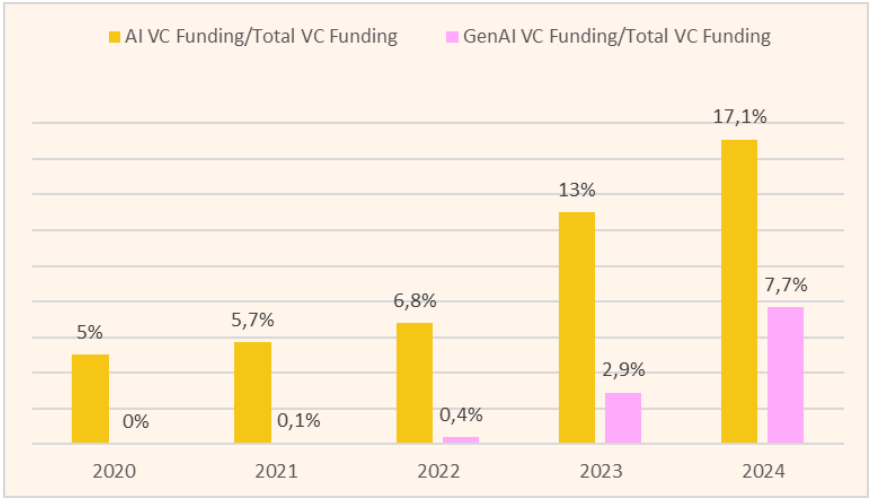


Source: (Roosh Investment Group, 2024, p. 6)

Artificial intelligence now accounts for a record 18% of venture capital funding in Europe, up from just over 4% in 2012.

AI funding remained stable for a period until generative AI experienced renewed growth, now accounting for more than 10% of venture capital funding in Europe.

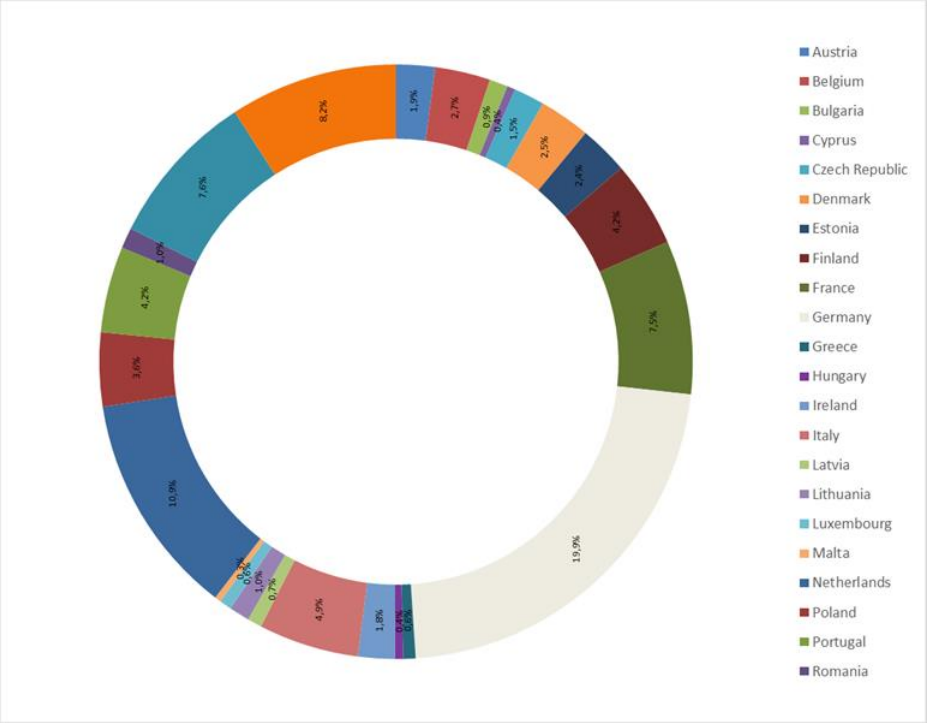
Figure 4: Share of total venture capital funding in Europe 2020-2024



Source: (Chausson Partners, Galion Exe, Revaia, 2025, p. 22)

Artificial intelligence has long been key to software development, and today we are witnessing an explosion in investment in it, with significant growth in generative AI investments in 2023 and 2024.

Figure 5: Geographic distribution in the European Union of startups in the field of generative artificial intelligence

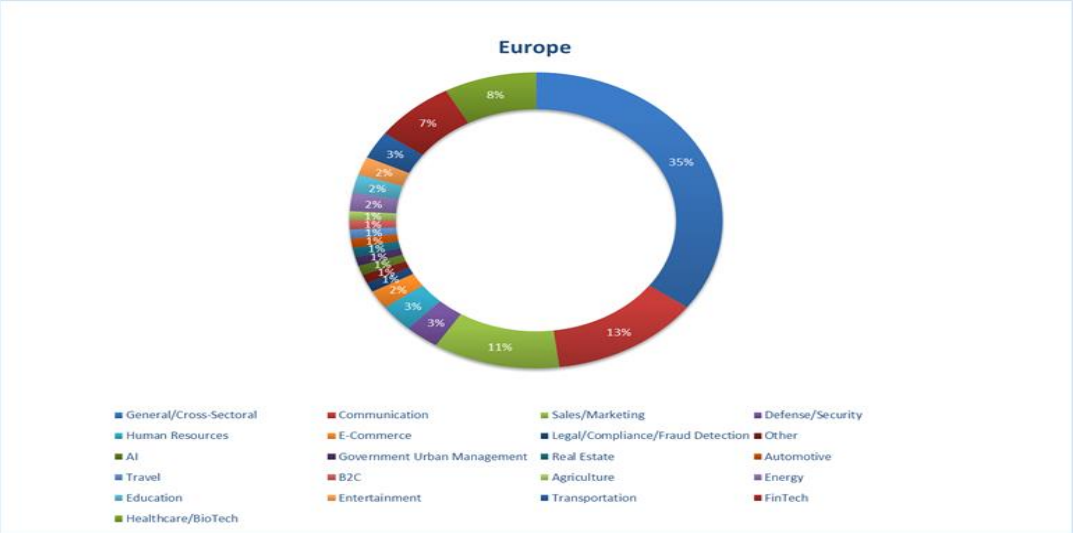


Source: (appliedAI Institut, 2024, p. 9)

There are around 6,300 AI startups in the European Union, of which around 10.6% can be classified as generative AI startups. These startups are spread across the European Union, with a higher concentration of companies in Germany (19.9%), France (17.5%), the Netherlands (10.9%), and Sweden (8.2%).

Thus, the absolute number of generative AI startups can be considered relatively high, and their geographical spread across Europe points to the emergence of a European generative AI ecosystem.

Figure 6: Distribution of AI startups and specialized companies by industry



Source: (ASGARD, Roland Berger, 2018, p. 10)

Seventy percent of startups active in the field of artificial intelligence focus on business-to-business (B2B) services, which means they are interested in providing solutions that improve the efficiency of business processes. Eight percent specialize in the health and biotechnology sectors, and 7% in financial technology. while only 1-2% represent traditional sectors such as agriculture, travel, and real estate, which are very low percentages and where the use of artificial intelligence remains limited. Furthermore, 35% of companies operate in different fields, which means there is a high degree of flexibility for integration into the European market.

IV.2 Barriers to the expansion of artificial intelligence startups in the European Union:

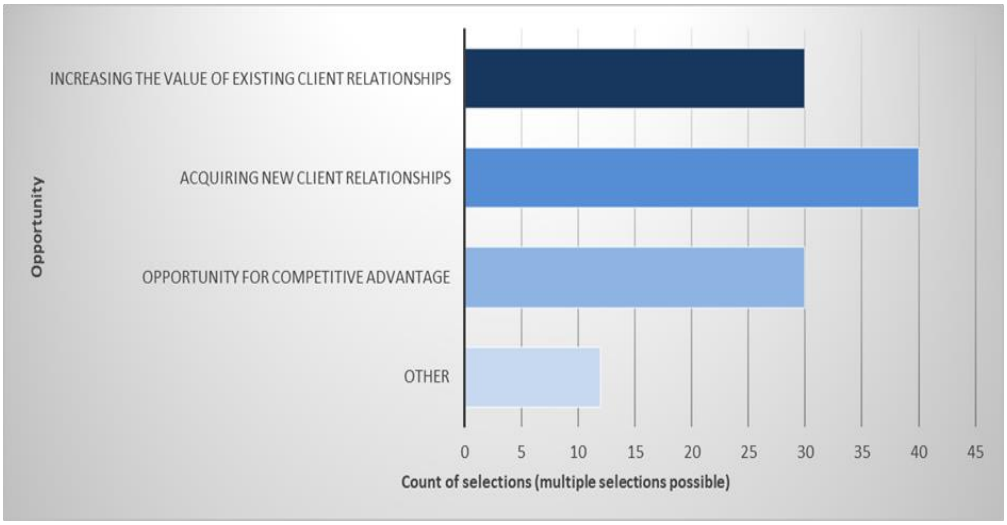
There are approximately 6,300 AI startups in the European Union, of which 10.5% are generative AI startups. Most generative AI companies develop applications, tools, and infrastructure for generative AI models, and about 31% of them also develop core models. Below are some of the obstacles to the expansion of this type of startup: (European Parliament, 2025, p. 9)

- Financing is the biggest obstacle to the expansion of AI startups in the European Union, followed by regulation, computing power, and access to human talent.
- Weak capital and investment markets, particularly venture capital, are a major problem for these companies, which face difficulties in raising sufficient funding within the EU, prompting many to move outside the EU in order to expand.
- Research by the European Parliamentary Research Service (EPRS) indicates that the EU needs to increase its investment in digital infrastructure by between €157 billion and €227 billion per year to boost its competitiveness. Of this amount, public investment is expected to cover 25%, while 75% is expected to come from the private sector.
- Second, limited computing power, the high cost of graphics processing units (GPUs), and a lack of local cloud computing providers are major obstacles. Unless large language models are replaced with smaller ones, the demand for computing power will continue to rise as models grow in size, further limiting the ability of startups to train and run their models.
- Third, the shortage and high cost of talent remains a significant barrier, as access to highly qualified talent such as experienced machine learning engineers, or attracting talent from third countries, remains complex and bureaucratic.
- Finally, public procurement in the EU, which accounts for around 14% of the EU's GDP and is currently under review, could be an opportunity to boost the growth of AI startups and innovative companies by simplifying and modernizing rules and procedures.

IV.3 Key opportunities for European startups in generative AI:

In a study conducted by the European Institute for Applied Artificial Intelligence on a sample of nearly 100 startups in Europe, the results are shown in the following figure:

Figure 7: Key opportunities for European startups in the field of generative artificial intelligence



Source: (appliedAI Institut, 2024, p. 21)

The survey results indicate that European startups in the field of generative artificial intelligence consider acquiring new customer relationships to be a key opportunity, with 38% of responding startups expressing its importance. This highlights the importance given to expanding the market to drive growth.

In addition, achieving a competitive advantage in creating or improving basic models that are compatible with European values and future regulations is an opportunity recognized by 28.5% of respondents. This reflects a strategic focus on compliance and ethical considerations, underscoring the importance of the EU's global leadership in the development of trustworthy AI.

Increasing the value of existing customer relationships, which also stood at 28.5%, underscores the continued strengthening and nurturing of existing partnerships.

Finally, 11.4% of respondents cited other opportunities, such as positioning the EU as a global leader in this field.

V- Conclusion :

Based on the above, our study reached the following conclusions:

- Startups in the generative AI field are newly established companies that rely on artificial intelligence technologies to create and deliver new content, transforming these capabilities into marketable services or products that can grow rapidly.
- European investors are putting an increasing portion of their money into AI, especially generative AI, because it is considered a very promising field.
- The opportunity for breakthroughs in artificial intelligence within Europe is enormous, and this is one of the downsides of this type of company.
- Artificial intelligence now accounts for a record 18% of venture capital funding in Europe, up from just over 4% in 2012.
- The gap in AI funding is huge between Europe, which invested only $11 billion, and the US, which invested $47 billion.
- There are around 6,300 AI startups in the EU, of which around 10.6% can be classified as generative AI startups. These startups are spread across the European Union, with a greater

concentration of companies in Germany (19.9%), France (17.5%), the Netherlands (10.9%), and Sweden (8.2%).

- Seventy percent of startups active in the field of artificial intelligence focus on business-to-business (B2B) services, which means they are interested in providing solutions that improve the efficiency of business processes.

VI- Recommendations:

Based on our study, and in order to expand and strengthen this type of startup, we offer the following recommendations:

- Providing more funding will be key to launching these ambitions in the field of generative artificial intelligence on a global scale.
- Define a European strategic vision: Startups in this field should develop plans to achieve this vision by collaborating with European centers of excellence that will support them in their steps toward rapid growth.
- Enact new laws and regulations specific to this type of company, allowing investors to participate in pilot labs in order to adapt their products to EU standards.
- Develop new models by leveraging modern research and development tools.
- Establish collaboration platforms between start-ups to share resources, data, and technical tools.
- Designing products that solve real problems: investors must create added value for customers.
- Regularly listen to feedback in order to make continuous improvements that meet customer expectations.

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