Lateral Marketing as an Approach to Achieving Entrepreneurship for Startups – A Case Study on the Innovative Reminder Application 'MedMinder' in Algeria

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Abstract

This research aims to measure the ability of lateral marketing strategy to enhance entrepreneurship for startups to achieve communication and success.

Lateral marketing strategy today represents an approach to accommodate changes that connect the organization with its customers, thereby leading to sound decision-making. Consequently, the search for new and advanced management concepts to deal with complex environmental variables has become essential, as has the need for organizations to commit to and intensify their efforts toward adopting lateral marketing to strengthen entrepreneurship and build deeper strategic relationships with customers. Accordingly, this research seeks to further analyze the relationship between the two variables (lateral marketing and entrepreneurship for startups) using a descriptive methodology.

The results showed:

- *Lateral marketing was the tool that transformed creativity into a viable and scalable entrepreneurial project.*
- *The development of the MedMinder application embodies innovation, serves a neglected segment, and enhances the economic sustainability of the startup.*

As a recommendation, Algerian entrepreneurs are encouraged to adopt lateral marketing strategies in designing their products and services, particularly in sectors requiring innovative solutions that serve marginalized groups.

Key words:

Lateral Marketing, Entrepreneurship, Startups.

Jel Codes Classification *:M31, L26.*

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التسويق الجانبي مدخل لتحقيق ريادة الأعمال للمؤسسات الناشئة - دراسة حالة على تطبيق منبه مبتكر **Med Minder** في الجزائر

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ملخص

يهدف البحث إلى قياس قدرة إستراتيجية التسويق الجانبي في تعزيز ريادة الأعمال للمؤسسات الناشئة كي تحقق التواصل والنجاح.

وتمثل إستراتيجية التسويق الجانبي اليوم مدخل لاستيعاب التغيرات التي تربط المنظمة مع زبائنها، مما يقودها بالتالي إلى صحة قراراتها المعتمدة. لذلك أصبح البحث عن مفاهيم إدارية جديدة ومتطورة للتعامل مع المتغيرات البيئية المعقدة وضرورة التزام هذه الأخيرة ومضاعفتها لجهودها نحو تبني التسويق الجانبي لتعزيز ريادة الأعمال، وأن تسعى نحو بناء علاقات استراتيجية أكثر عمقاً مع العملاء. لذلك جاء هذا البحث لتحليل العلاقة أكثر بين المتغيرين

(التسويق الجانبي، وريادة الأعمال للمؤسسات الناشئة) بحيث تم الاعتماد على المنهج الوصفي.

أظهرت النتائج :

–التسويق الجانبي كان الأداة التي حوّلت الإبداع إلى مشروع ريادي قابل للتطبيق والنمو.

– ولادة تطبيق MedMinder يجسد الابتكار، ويخدم شريحة مهملة، ويعزز الاستدامة الاقتصادية للمؤسسة الناشئة.

وكتوصية تشجيع رواد الأعمال الجزائريين على تبني استراتيجيات التسويق الجانبي في تصميم منتجاتهم وخدماتهم، خاصة في القطاعات التي تحتاج حلولًا مبتكرة تخدم فئات مهمشة.

الكلمات المفتاحية: التسويق الجانبي، ريادة الأعمال، المؤسسات الناشئة.

تصنيف JEL : M31، L26.

Introduction:

In today's highly competitive business environment, conventional marketing techniques

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may be insufficient to stand out among competitors. To gain a competitive edge, organizations must adopt new and innovative marketing strategies that go beyond traditional approaches. One such strategy is "Lateral Marketing", a modern and innovative method aimed at breaking away from conventional marketing thinking. This type of marketing relies on creative thinking to generate novel ideas that penetrate the market in unconventional ways. Unlike vertical marketing, which focuses on improving existing products and meeting known needs, lateral marketing seeks to uncover hidden opportunities by re-examining established assumptions. Its essence lies in transferring an idea from its usual context to a new and unexpected one, thereby opening new horizons for innovation and growth. This approach is employed by companies seeking to differentiate themselves and discover new market segments. It also helps counter competition by offering non-traditional solutions to marketing challenges. Prominent among those who discussed this concept is Philip Kotler, who advocated for the use of lateral thinking in marketing strategies. Today, lateral marketing represents an effective tool for revitalizing brands and enhancing market value.

This approach enables organizations to expand their reach beyond traditional markets and engage with new customers in innovative ways, thereby strengthening the organization's marketing capabilities and empowering marketers to achieve their goals and successfully promote products.

Problem Statement:

Based on the above, the central research problem can be articulated as follows:
To what extent can the adoption of lateral marketing strategies contribute to supporting entrepreneurship in startups?
Building on this, the following research questions are posed to express the core of the research problem:
1. What is the theoretical concept of lateral marketing, and how does it differ from traditional marketing methods?
2. How does lateral marketing contribute to innovating new products or services that meet market needs?
3. What is the relationship between lateral marketing and enhancing the competitiveness of startups in the Algerian market?
4. How have lateral marketing strategies contributed to the development of the *MedMinder* application as a model entrepreneurial project?
5. What challenges do startups face when implementing lateral marketing?

Research Hypotheses:

The study is based on the following hypotheses:
1. **Hypothesis 1:** Lateral marketing is an effective tool for innovating new products and services that support entrepreneurial growth.
2. **Hypothesis 2:** The adoption of lateral marketing strategies by startups enhances their competitiveness in the market.
3. **Hypothesis 3:** The application of lateral marketing in the MedMinder project contributed to offering innovative solutions to underserved target segments.
4. **Hypothesis 4:** There are challenges related to resources and knowledge that may limit the effectiveness of lateral marketing in startups.

Research Objectives:

This research aims to achieve the following objectives:

1. Analyze the concept and importance of lateral marketing in the modern business environment.
2. Examine how lateral marketing contributes to improving innovation and growth opportunities for startups.
3. Present an applied model through a case study of the *MedMinder* application in Algeria.
4. Identify the challenges and obstacles faced by startups when implementing lateral marketing.
5. Propose practical recommendations to enhance the effectiveness of lateral marketing in supporting entrepreneurial projects.

Research Themes:

The topic is addressed through the following themes:

- **Theme 1:** The Theoretical Framework of Lateral Marketing.
- **Theme 2:** Theoretical Literature on Entrepreneurship and Startups.
- **Theme *3*:** Activating the Role of Lateral Marketing as a Strategic Option to Support Entrepreneurship in Startups—A Case Study of the Innovative *MedMinder* Application under Ministerial Decision No. 1275.

Lateral Marketing Strategy

First: The Concept of Lateral Marketing Strategy

Vertical marketing and lateral marketing function in an integrated and interconnected manner, with each being necessary and complementary to the other. In fact, a lateral marketing strategy cannot be developed without a solid foundation of vertical marketing. The process of vertical marketing is based on identifying the target market, and this identification is used to create competitive advantages and foster innovation within the existing market. In contrast, lateral marketing relies on pursuing expansion by exploring new needs or uses in other markets. Consequently, a lateral marketing strategy is not considered a substitute for vertical marketing but rather a complement to it.

A lateral marketing strategy is defined as a marketing strategy that involves identifying opportunities for collaboration or cross-promotion with sectors or businesses not directly related to the organization's core products or services. This strategy aims to explore new markets and generate additional revenue streams by partnering with organizations that share a similar target audience or possess complementary offerings.

The concept of lateral marketing strategy was introduced by Philip Fernando Trias Kotler in his 2003 book, "Lateral Marketing: New Techniques for Finding Breakthrough Ideas," where he indicated that organizations can no longer rely on traditional marketing methods and must instead find innovative ways to distinguish themselves in an increasingly competitive marketing environment. Among the successful examples of applying this strategy is the collaboration between Nike and Apple to develop the "Nike + iPod Sport Kit" product, which combines athletic shoes with music playback technology (Kotler & De Bes, 2003).

Lateral marketing strategy refers to a set of non-traditional tactics used by organizations to differentiate themselves from competitors and build a unique brand image, distinct from traditional marketing approaches. This strategy involves adopting creative methods in product design, packaging, distribution, and pricing, aiming to capture consumer attention and increase brand awareness. It also entails a shift from selling a product to creating a comprehensive customer experience (Stevanovski, 2011, p. 345).

Lateral marketing strategy requires organizations to shift their focus from current customers to non-customers, exploring new ways to reach and engage with this segment. It also emphasizes the importance of collaboration between different departments within the organization to generate innovative ideas and launch them into the market to increase market share (Mark & Frank, 2014).

Lateral marketing strategy works by restructuring available information and moving from the specific to the general through lateral thinking, thereby surpassing traditional methods that operate within a fixed market scope focused on modifying sizes, designs, or accessories without exceeding the conventional framework. In contrast, lateral marketing transcends traditional logical processes (Malynka & Perevozova, 2019, p. 43).

In light of the increasing number of brands, shortening product life cycles, the prevalence of buying new products instead of repairing old ones, the growing number of patents, and unprecedented levels of advertising clutter, it has become difficult for organizations to introduce

new products and entrench them in the minds of consumers. As a result, markets have become more competitive, making innovation a key competitive strategy. With the declining success rate of new products, lateral marketing strategy emerges as a practical solution to these challenges, enabling organizations to develop innovative products that target previously undiscovered or non-existent needs and uses, potentially opening new horizons and expanding the customer base.

Overall, lateral marketing strategy is a powerful tool for organizations seeking to stand out in crowded markets by embracing unconventional creative thinking and exploring new and unexpected opportunities. It empowers them to develop innovative products and services that meet the needs of a broad segment of consumers. Accordingly, the concept of lateral marketing encourages organizations to be more creative and bold in their marketing efforts to stay ahead of the competition and exploit emerging market opportunities (Kiliç et al., 2011, p. 244).

The table below illustrates a conceptualization of the lateral marketing strategy as defined by a number of authors.

Table (1): Definition of Lateral Marketing

Number	Researchers	concept

1	(Kotler & De Biss, 2003, p.29)	A strategy that seeks to offer the customer something not directly related to the core business of the organization but has the potential to add value to it.
2	(Ouillé, 2012, p. 23)	Refers to a marketing strategy that seeks to expand the goods or services offered by the organization by exploring new markets or by creating entirely new products that complement the existing product line.
3	(Kapoor & Kansal, 2014, p. 284)	A strategy of offering products or services complementary to the core business but not directly related to it, enabling the organization to expand its customer base and increase revenue.
4	(Boone & Kurtz, 2012, p. 251)	A method for introducing new products not directly related to the current product line. The new product is introduced to meet the needs of existing customers and attract new customers.
5	(Ferrell & Hartline, 2014, p. 235)	Creating new products or services not directly related to the organization's core business, but which may appeal to the same customer base. This approach can help organizations diversify and expand their product lines while also increasing customer loyalty.

Source: Prepared by the Researcher

From the researcher's perspective, a lateral marketing strategy is one through which an organization aims to introduce a new product to customers that is not directly related to its core business but has the potential to add value to it. This strategy enables the organization to achieve better growth by leveraging its expertise, resources, and capabilities, expanding its activities into areas adjacent to its primary operations, achieving differentiation, better meeting customer needs, and increasing its revenues and profits.

Second: The Importance of Lateral Marketing Strategy

Lateral marketing is an essential aspect of modern marketing, which involves looking beyond the traditional boundaries of a specific product to explore new avenues for growth and innovation. It entails adapting products and services to meet emerging customer needs, analyzing current and future trends, and developing new marketing strategies (Kotler & Keller, 2016, p. 678). Thus, the importance of lateral marketing lies in its focus on creating new market spaces for the organization that are uncontested by competitors, rather than competing in existing markets. Zhang (2013, p. 491), Hsieh & Setiono (2016, p. 69), and Alegre, Chiva, & Zhou (2019, p. 419) agree that the significance of lateral marketing strategy can be summarized as follows:

1. **Use of unconventional channels and tactics**: Organizations can often reach their target audience at a lower cost compared to traditional advertising.
2. **Targeting new and distinct market segments unrelated to the organization's core business***:* This expands the customer base and diversifies revenue sources.
3. **Significant impact on organizational profits**: Lateral marketing can increase market share, revenue, and profitability.
4. **Enhancing brand awareness**: Small organizations that engage in lateral marketing report higher levels of brand awareness and greater success in entering new markets compared to those that do not.
5. **Effective means of expanding the customer base**: Expanding the customer base represents a major opportunity for growth and success. By investing in attracting new customers and maintaining good relationships with existing ones, organizations can enhance their reputation and achieve higher profits.

6. **Differentiation from competitors***:* Distinguishing the organization or its products from competitors is a critical element of business success. Differentiation helps the organization or product stand out and increases the likelihood of being chosen by customers.

Third: Processes of Lateral Marketing Strategy

The starting point of a lateral marketing strategy is product selection. The value of this process lies in meeting market needs. Lateral marketing is a powerful marketing tool, especially when organizations face challenges related to products, competition within the market, and deteriorating market conditions. However, the primary goal remains fulfilling market demand. For organizations that may encounter tough market conditions and significant marketing challenges,
lateral marketing is directly related to products and markets, making it a vital marketing tool (Yang, 2010, p. 354).

1. **Product Selection** Product selection is the starting point, where the organization has two options: the first is an internal analysis to identify and define the products the organization markets, and the second is an external perspective to select a competing business activity for the product. Traditional marketing practice involves research studies that begin with customer needs rather than product analysis. This makes selecting the appropriate lateral aspect crucial in highlighting the product during the marketing process, as creativity stems from specific elements.
2. **Defining the Focus** Once a product is selected, it is beneficial to break it down into different segments for modification. Vertical analysis of the product is the optimal method for implementing a lateral marketing strategy. The process is segmented to achieve a specific level in marketing, as the product includes levels of practical solutions and market segments—such as functional use or demand, and consumers. Additionally, the relationship between the marketing mix level focuses solely on how products are sold, concentrating on one of these factors during the marketing process. This is referred to as lateral displacement.
3. ***Creating a Marketing Gap*** In lateral marketing, the foundation is built on creating a gap. Simply put, if no gap is created, it indicates vertical rather than lateral marketing. This is crucial in marketing, and the only way to create this gap is by identifying logical keys. The following are six fundamental methods for creating the gap: substitution, reversal, combination, exaggeration, elimination, and reordering.

Fourth: Lateral Marketing and the Negative Aspects of Digital Marketing

Lateral marketing highlights how digital marketing tools, despite their power, can lead to unintended effects that impact society and consumers. It is essential to balance the benefits of digital marketing with the protection of individual rights to ensure a fairer and more transparent marketing environment. The following points summarize this:
1. **The Dark Sides of Digital Marketing** Digital marketing has immense potential for analyzing consumer behavior and targeting them more accurately and effectively. However, this power comes with unintended consequences that may unexpectedly affect individuals' freedom and privacy. Companies rely on big data and algorithms to direct ads and make recommendations, but this can lead to issues such as:
- **Discrimination and bias in advertising**: Algorithms can reinforce unfair patterns, such as showing technical job ads more frequently to men than women, even without intentional discrimination.
- **Privacy violations**: The business model of many digital companies depends on collecting personal data, raising concerns about how this data is used and who has access to it.
- **Manipulation of consumer behavior**: Some digital marketing strategies are designed to make users spend more time on platforms, potentially leading to digital addiction and reducing their ability to make free and independent decisions.

2. **The Impact of Automation and Algorithms on Marketing** Algorithms and artificial intelligence have become the foundation of many modern marketing strategies, but they may lead to unexpected negative outcomes, such as:

- **Reduced freedom of choice**: Search engines and social media platforms rely on algorithms designed to display content most appealing to users, potentially creating "information bubbles" where users are exposed only to content aligned with their preferences, limiting exposure to diverse viewpoints.
- **Exploitation of personal data***:* Big data is used to offer personalized prices and promotions, which may result in higher prices for some consumers based on their purchasing power analysis, rather than offering fair prices to all.
- ***Lack of transparency***: Algorithms often function as "black boxes," where consumers do not understand how decisions affecting them are made—such as why a specific ad is shown or why a loan application is denied based on opaque data.

3. **Digital Advertising and Unintended Biases** Research indicates that algorithm-driven digital advertising may lead to unexpected outcomes due to the interaction of economic and technical factors, such as:

- **Inequality in ad exposure**: In some cases, certain ads are shown more to specific groups not due to advertiser preference, but because targeting some demographics is more expensive. For example, advertising technical jobs to women may be costlier due to higher engagement rates, leading these ads to be shown more frequently to men because of lower costs.
- **Data-driven ads leading to unfair outcomes**: Since advertising systems aim to maximize return on investment, they may favor some groups over others, inadvertently reinforcing socio-economic gaps.

Fifth: How to Mitigate the Negative Effects of Lateral Marketing

To reduce the negative aspects of digital marketing, several solutions are proposed, including:

- **Enhancing transparency**: Companies should be clearer about how data is collected and used, giving users more control over their personal information.
- **Regulating digital advertising**: Policies and laws can help reduce the impact of unintended discrimination in digital ads and ensure fair access to information for all groups.
- **Increasing digital awareness**: Consumers should be more aware of how algorithms work and their impact on daily decisions, enabling them to make more autonomous and informed choices.

Section Two: Entrepreneurship and Startups

I. Definition of Entrepreneurship

The emergence of the concept of entrepreneurship in economic and academic circles has made it a subject of in-depth research. Consequently, definitions have varied from one researcher to another, though most have converged on the following interpretations:

The term "Entrepreneurship" originally derives from the French word *"Entreprenariat"*, meaning a person who initiates or undertakes the establishment of a business. The famous French economist and businessman Jean-Baptiste Say, known for Say's Law of Markets, was the first to use this term in 1800 in the same context. The concept of entrepreneurship appeared in economic writings as early as the work of the Irish economist Richard Cantillon (1680–1734), who, in his book, confined the concept to the personal will to establish a new venture or enterprise and to assume full responsibility for uncertain outcomes. (Numerous definitions have been put forward (Maftan & Khudair, 2021, p. 6):

- The Organisation for Economic Co-operation and Development (OECD) defines entrepreneurship as "the dynamic process of creating value by establishing or expanding economic activity through identifying and exploiting new products, new methods, or new markets."
- The Global Entrepreneurship Monitor (GEM) defines entrepreneurship as "the vision to innovate and the ability to transform that innovation into a marketable product."

Based on the above, we can derive a simple definition of entrepreneurship: it is the determination and individual or collective pursuit characterized by a degree of risk—yet undertaken with intelligence and persistence—to obtain an innovative idea that is either entirely or partially unknown to others, or to develop a smart technological solution for an existing product or enterprise. This takes the form of a startup or independent business project aimed at achieving multiplied economic gains and profits relative to costs, while saving time and effort in reaching the desired goal.

II. Objectives of Entrepreneurship

The objectives of entrepreneurship may vary depending on the perspective. If we are creative and innovative individuals with the motivation to enter the world of entrepreneurship and establish the startup we believe in—knowing it adds value and will bring us prosperity—we view the objectives from the entrepreneur's perspective. If, however, we wish to list the objectives from the standpoint of the government or administrative body governing a country, which aims to revitalize the economy, create wealth, and eliminate unemployment, our perspective on the objectives becomes more comprehensive and less subjective. Researchers and scholars may also view the objectives from another angle, seeing entrepreneurship as a driver of innovation and invention and a means of connecting universities, laboratories, and institutes with markets and the economic life of nations. We will attempt to highlight the key objectives of pursuing entrepreneurship in the following points (Meer, 2024, pp. 39–40):

1. For Entrepreneurs Themselves

Their objectives vary, including, for example:
- Being one's own boss, making independent decisions, choosing collaborators, determining the nature of the work, setting working hours, deciding compensation, and scheduling breaks and vacations.
- Entrepreneurship offers greater potential for significant financial gains compared to working for someone else.
- It provides the ability to participate in the overall operation of the business—from concept to design and creativity, and from sales to business operations and customer response.
- Entrepreneurs gain a distinct status as the responsible party.
- It grants individuals the opportunity to build equity that can be retained, sold, or passed on to the next generation.
- Entrepreneurship creates opportunities for people to make tangible contributions to their communities and support the economy.

2. For Governments and Administrative Bodies

The objective of entrepreneurship lies in creating a cohesive and diversified economy built on innovation and artificial intelligence. Countries and governments also have economic and social goals in adopting the concept of entrepreneurship:

- Economic Objectives: Instead of graduating thousands of students and researchers from universities, institutes, and higher schools—only for the state to seek job positions for them—entrepreneurship graduates opportunity creators. Moreover, it encourages initiatives to

establish startups that can generate thousands of job opportunities, boost state economic growth, and diversify the economy.

- Achieving Broader Goals: Job creation addresses the social scourge of poverty and unemployment, while fostering prosperous national economies and a high quality of life for all segments of society.

3. For Researchers and Scientists

Entrepreneurship embodies innovative ideas and concepts in real-world applications, whether through patents or startups spanning various sectors. The goal is to contribute to creating smart solutions for individuals, society, and both public and private institutions.

III. Dimensions of Entrepreneurship

Writers and researchers have not agreed on a fixed set of dimensions for entrepreneurship. Accordingly, we will address the dimensions most commonly agreed upon by the majority of writers and researchers in the practical aspect, as they align with the requirements of the current research. The dimensions of entrepreneurship will be briefly outlined as follows (Maftan & Khudair, 2021, p. 7):

1. **Creativity and Innovation**

Creativity and innovation are essential dimensions of entrepreneurship, representing a fundamental requirement in the process of generating entrepreneurial ideas. They are the spirit that emanates from an organization for its survival and continuity, providing a new pathway for creative and innovative ideas through novel and unconventional strategies to solve problems and meet needs. Creativity and innovation represent a new future vision with a strategic, innovative dimension of thinking that involves developing new insights to enhance business activity in financial organizations.

2. **Risk**

Risk is a key characteristic associated with entrepreneurship. Entrepreneurs face risks through decisions marked by uncertainty or ambiguity within the organizational environment. This requires broad thinking to achieve success within the organization. An entrepreneur is a risk-taker, inclined to adopt risks by introducing new products or services.

3. **Proactiveness**

Entrepreneurial individuals possess the courage to seize and leverage available opportunities by relying on community resources. The goal is to achieve a comprehensive vision of individual activities and their effectiveness, while keeping abreast of technological developments that have underscored the importance of proactiveness in entrepreneurship. Initiatives are a fundamental factor in realizing entrepreneurial ideas. Proactiveness means the organization's tendency to capture and exploit new opportunities, identify existing and future customer needs, and conduct environmental scanning in a way that surpasses competitors.

Section Three: Activating the Role of Lateral Marketing as a Strategic Option to Support Entrepreneurship in Startups

Case Study: The Innovative MedMinder App Under Ministerial Decree 1275

I. Project Summary

The project involves developing an innovative smart reminder app specifically designed for people with special needs, such as the deaf, mute, blind, and those with chronic illnesses, while also being usable by the general public. This advanced application operates through multimodal alerts including sound, images, audio recordings, light signals, and sign language, making it a comprehensive tool that helps improve users' quality of life and organize their

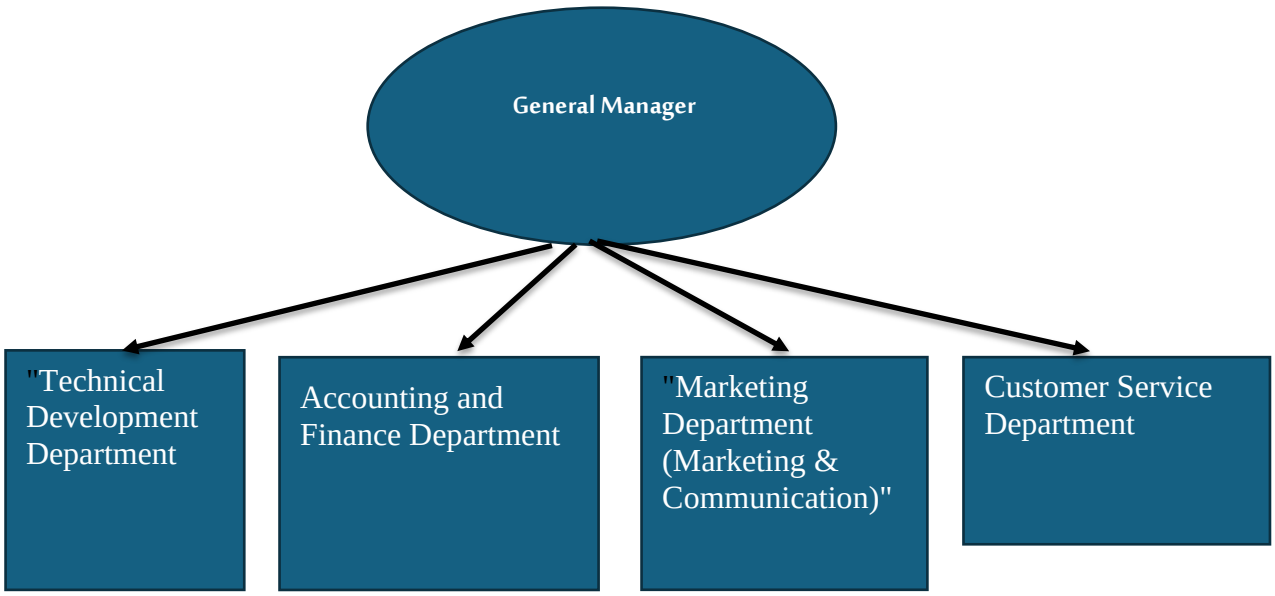
daily activities—particularly those related to health, such as medication schedules, medical appointments, or daily tasks (Belaabad, Bdirina, & Dabab, 2025).

TABLE (02) Project Summary

Project Name	MedMinder
Title	Innovative Reminder System
Field of Activity	
Institution Type	Economic Startup Enterprise
Project Products	Companion mobile app for setting health-condition-based reminders
Workforce	4
Faculty	Faculty of Economic Sciences, Business, and Management Sciences
University	University of Djelfa - Algeria

Source:Prepared by the researcher based on a graduation project

Figure (1): Organizational Structure



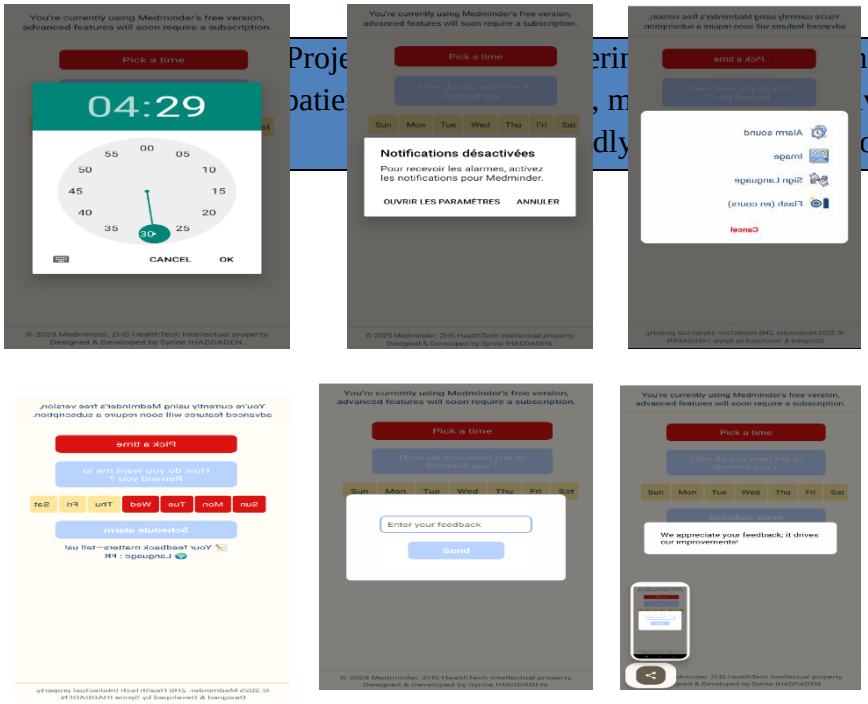
Source: Prepared by the researcher based on a graduation project



11- The Electronic Platform

Project Message:

Med minder for every voice , every sense,every pill



Second: Proposed Values

Value Proposition for accessibility, modernity, performance, adaptability, task completion, cost reduction, pricing, and design (Belaabed, Boudirina, and Debbab, 2025):

1. **High Inclusivity**

- Includes elderly individuals, chronic patients, children requiring a clear routine, and even ordinary people seeking a flexible and intelligent alert experience.
- Customizable multiple alert modes: auditory, visual, vibrational, light-based, images, sign language notifications, and audio recordings from relatives or doctors.

2. **Comfort & Independence**

- Simple and user-friendly interface that enables users of all ages and backgrounds to interact without external assistance.
- The alarm not only wakes you up but also organizes your entire day: (medication intake, medical appointments, meals, physical activity, etc.).
- Supports connectivity with devices such as smart earphones, vibration bracelets, or smart lighting.

3. **Human-Centered Smart Technology**

- Integration of artificial intelligence and smart personalization:
  - The application detects user behavior and learns from it (e.g., if the user does not respond to a specific alert mode, it suggests an alternative).
- Customized interfaces based on disability type:
  - For the blind: full support for audio readouts.
  - For the deaf: robust visual interface and light signals.

- For the visually impaired: large buttons, high-contrast colors.

4. **Health Safety & Medical Support**

- Reminders for medication schedules, insulin doses, blood pressure or sugar measurements, or doctor appointments.
- Allows doctors or family members to record personalized alerts guiding the patient on required actions.
- Tracks health habits and alerts the user or caregiver in case of any irregularities.

If an alarm is ignored or immediate assistance is needed, an automatic notification can be sent to a caregiver or emergency service.

Table (03) objective

Objective	Description	Measurability
1.Reach 100,000 users within the first 3 years	Through targeted marketing campaigns and partnerships with healthcare centers and hospitals	Number of downloads/active users
2- Develop customized interfaces for 5 types of disabilities	For the blind, deaf, mute, visually impaired, and elderly.	Number of customized user interfaces.
3- Reduce medication non-adherence by 70% among users	Through usage logs and smart reminders	Via application usage reports.
4- Establish partnerships with 10 health or educational institutions	Within the first two years.	Cooperation contracts/memoranda of understanding.
5- Provide the application in 3 main languages (Arabic, French, English)	To expand the scope of usage.	Availability of multilingual interfaces.

Source: Prepared by the researcher based on the graduation project

. **Third: Market Share:** This is represented as follows (Belaabed, Bdirina, and Debbab, 2025):

- Market share in Algeria (national market).
- Total potential market size:
- Number of people with disabilities in Algeria: approximately 2.5 million.
- Number of chronic patients and elderly individuals who could benefit from the application: approximately 5 to 7 million.
- With the addition of regular users interested in technology, the estimated total market size is: 12 million potential users.

Table (4): Market Share

Approximate number of users	Percentage of Market Share	Year
60,000users	%0.5	Year 1
180,000users	%1.5	Year2
480,000users	%4.0	Year3

Source: Prepared by the researcher based on the graduation project.

Competitors in the Algerian Market:

- There are no local smart applications specifically designed for the target demographic.
- Indirect competitors include standard alarm applications such as Alarmy or the default device alarm; however, none of these share the same specialization.

2. Global Market Share (International Market)

Global Market Size:

- The assistive technology market was valued at:
- $48.68 billion in 2022.
- Projected to reach $86.91 billion by 2030.
- Annual growth rate: 6.55%.

Potential Market for Smart Alarm Applications for Individuals with Special Needs:

- Estimated niche market ranging from $1.5 to $3 billion.
- Most active markets: North America, Europe, and Asia (Japan and South Korea).

Fourth: Innovative Aspect

1. Radical Innovation (in Applications)

Concept: Transforming the idea of an "alarm" from merely producing sound or vibration into a comprehensive artificial intelligence platform that offers tailored solutions for each specific need.

Areas of Innovation (Based on an interview with the Medminder app's innovation team members, Belabed, Dabbab, and Bdirina, 2025):

- Intelligent Multimedia System (Software-Based MMS):

- For the deaf: Strong phone vibration + rear camera flash (instead of LED).
- For the blind: Customized sounds (e.g., distinct audio for medication doses, different tones for appointments).
- For individuals with motor disabilities: Activating alarms via voice command or light flash without the need to touch the screen.
-

- Technical Example:

Utilizing the vibration API on Android/iOS along with ambient light sensors to adjust alarm intensity in the future.

Competitive Advantage: No existing application integrates all these media into a single, fully customizable interface.

2. Market Innovation (How the Application Will Penetrate the Market?)

Table (5): Target Segments

Distribution Channel	Feature Provided	Category
Collaboration with Deaf Schools	Custom Vibration + Camera Flash	Deaf Individuals
Promotion in	Medication Dose	Diabetic Patients

Endocrinology Clinics	Alerts + Connection to Digital Health Records	
Partnerships with Elderly Care Facilities	High-Frequency Sounds + Caregiver Notifications	Elderly Individuals

Source: Prepared by the researcher based on the graduation project.

Revenue:

- **Free Version:** Includes basic features (audio alarm)
- **Paid Version ($5/month):** Offers additional premium features

3. Technological Innovation (in Programming)

Proposed Technologies:

1. **AI Integration:**

- Algorithm that learns user response patterns (e.g., if the audio alarm is ignored three times, vibration intensity automatically increases)

2. **Unique Customization Interface:**

- For the visually impaired: Enable alarm activation by shaking the phone (without touching the screen)

3. **Integration with Other Devices:**

- Send alerts to a smartwatch or wireless headphones

4. Incremental Innovation (Future Improvements)

- Synchronization with health calendars: "Emergency Mode" — when activated, the app sends the user's location to three pre-selected contacts.
- Sign Language Support: Short videos explaining how to use the app in sign language.

Fifth: Competition

1. **Direct Competitors:**

Table (6): Competitors

Market Share (Estimated)	weaknesses	strengths	Scope of Reach	Primary Functionweaknesses	Competitor Name
4-6%	Not compatible with visual or hearing disabilities	Support from doctors and medical centers	Moderate (Algiers and major cities(	Medication and appointment reminders	Sihaty DZ
2-3%	No features for people with special needs	Pharmacy network	Limited	Medication delivery	Dawak DZ
Very low	Not officially available in Algeria	Good user experience	Occasionally available via VPN	Booking medical consultations	MonDocteur (France

Source: Prepared by the researcher based on the graduation project.

Note: There is currently no comprehensive application in the Algerian market that integrates medication reminders, audio/visual support, delivery services, and disability support, which presents a unique opportunity.

2. Indirect Competitors:

Global applications such as:

-Medisafe: For medication reminders.

- MySugr: For diabetes management.

- Google Assistant/Alexa: Provide general reminders.

However, these:

- Are not adapted to the local language or user culture.
- Do not accurately support disability cases.
- Require a constant internet connection.

Sixth: Financial Plan for the Startup Project

This can be outlined as follows (Adapted from a graduation thesis under the Ministerial Decree framework, Belabed, Bdirina, and Debab, 2025):

Business Volume1

Table (7): Business Volume

			Year 01	Year 02	Year 03	Year 04	Year 05
Service 01	Designation:	Individual Subscription					
	Quantity:		6000	7200	8640	10368	12441,6
	Unit Price		500	500	500	500	500
	Subtotal:		3000000	3600000	4320000	5184000	6220800
Service 02	Designation:	Institutional Subscription					
	Quantity:		240	288	345,6	414,72	497,664
	Unit Price:		30000	30000	30000	30000	30000
	Subtotal:		7200000	8640000	10368000	12441600	14929920
	TOTAL		10200000	12240000	14688000	17625600	21150720
	Progress		-	20%	20%	20%	20%

Source: Prepared by the researcher based on the graduation project.

Results Calculations:

Table (8): Table of Results Calculations

	year 01	Year 02	Year 03	Year 04	Year 05
Revenue	10 200 000	12 240 000	14 688 000	17 625 600	21 150 720
Cost of Goods Sold	-	-	-	-	-
Gross Margin	10 200 000	12 240 000	14 688 000	17 625 600	21 150 720
External Expenses	(504 000)	(504 000)	(504 000)	(504 000)	(504 000)
Salaries and Social Charges	(2 116 800)	(2 116 800)	(4 233 600)	(4 233 600)	(4 233 600)
EBITDA	7 579 200	9 619 200	9 950 400	12 888 000	16 413 120
	(47 000)	(47 000)	(47 000)	(47 000)	(47 000)
EBIT	7 532 200	9 572 200	9 903 400	12 841 000	16 366 120
Financial Expenses					
Earnings Before Tax	7 532 200	9 572 200	9 903 400	12 841 000	16 366 120
Corporate Tax	-	-	-	-	-
Net Income	7 532 200	9 572 200	9 903 400	12 841 000	16 366 120
Revenue Growth					
Gross Margin Rate					
EBITDA Margin Rate	-	20%	20%	20%	20%

Source: Prepared by the researcher based on the graduation project.

3- Financial Position at the End of Each Year

Table 9: Financial Position at the End of Each Year

Amounts in DZD	Year 01	Year 02	Year 03	Year 04	Year 05
Fixed Assets	188 000	141 000	94 000	47 000	-
Clients	-	-	-	-	-
Stock	-	-	-	-	-
Other Current Assets					
Other Current Liabilities					
Cash	7 344 200	16 963 400	26 913 800	39 801 800	56 214 920
Suppliers	-	-	-	-	-
Net Assets	7 532 200	17 104 400	27 007 800	39 848 800	56 214 920
Share Capital					
Net Income	7 532 200	9 572 200	9 903 400	12 841 000	16 366 120
Legal Reserves					
Retained Earnings		7 532 200	17 104 400	27 007 800	39 848 800
Total Equity	7 532 200	17 104 400	27 007 800	39 848 800	56 214 920

Source: Prepared by the researcher based on the graduation project

Cash Flows :

Table (10): Cash Flow Statement

	Year 01	Year 02	Year 03	Year 04	Year 05
EBITDA	7 579 200	9 619 200	9 950 400	12 888 000	16 413 120
Change in Working Capital	-	-	-	-	-
Operating Working Capital	-	-	-	-	-
Non-Operating Working Capital					
Working Capital	-	-	-	-	-
IBS	-	-	-	-	-
Cash Flow from Operations	7 579 200	9 619 200	9 950 400	12 888 000	16 413 120
CAPEX (Investments)	(235 000)	-	-	-	-
Flux de trésorerie provenant de l'investissement	(235 000)	-	-	-	-
Free cash-flow	7 344 200	9 619 200	9 950 400	12 888 000	16 413 120
Cash Flow from Investing					
Free Cash Flow					
Bank Loan	-	-	-	-	-
Dividendes					
Cash Flow from Financing	-	-	-	-	-
Net Cash-flow	7 344 200	9 619 200	9 950 400	12 888 000	16 413 120
Opening Balance	-	7 344 200	16 963 400	26 913 800	39 801 800
Closing Balance	7 344 200	16 963 400	26 913 800	39 801 800	56 214 920

Source: Prepared by the researcher based on the graduation project

Conclusion:

The case study of MedMinder's implementation in Algeria demonstrated that adopting lateral marketing strategies enables startups to access new market segments and gain a competitive advantage through innovation in product design and delivery mechanisms. The application transcended the traditional role of a simple reminder tool by offering a multimedia solution tailored to individuals with special needs and chronic patients, thereby enhancing both its social and economic value simultaneously. Furthermore, the study confirmed that integrating technological innovation with non-traditional marketing contributes to solidifying a startup's position and improves its prospects for success and sustainability in a competitive environment.

Findings:

- Lateral marketing allowed MedMinder to evolve from a mere technological concept into a product targeting a broad and diverse audience.
- The added value of MedMinder stemmed from its ability to address a genuine problem faced by underserved groups in the traditional market.
- Adopting multimedia promotion strategies enhanced the efficiency of conveying marketing messages.
- The product's social dimension increased its acceptance among both consumers and investors.
- The experience confirms that startups in Algeria are capable of implementing innovative marketing strategies despite limited resources.

Recommendations:

- Encourage Algerian startups to integrate lateral marketing into their strategies from the early stages of establishment.
- Invest in research and development to better understand the needs of traditionally underserved market segments.
- Foster collaboration between technical and marketing teams to generate integrated and innovative ideas.
- Provide governmental or financial support for projects that combine technological innovation with social impact.
- Expand promotional efforts for innovative applications through partnerships with associations and healthcare centers.

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