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مساهمة الجامعة في دعم المؤسسات الناشئة على ضوء القرار 1275		
The university's contribution to supporting startups in light of decision 1275		
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ملخص : تسعى هذه الدراسة إلى توضيح مساهمة الجامعة في دعم المؤسسات الناشئة من خلال القرار 1275، بعدما أصبحت الجامعة الركيزة الأساسية لكل مشروع تنموي، علما أن معايير تقييم الجامعات تغيرت، حيث يعتمد التقييم الراهن على مدى جاذبية عروض التكوين والأداء البيداغوجي، بالإضافة المعرفية والتنموية للبحث العلمي في تخصصاته المختلفة، فضلا عن القيمة المضافة من جانب خلق المؤسسات المتجددة، وكذا مدى تطبيق مبادئ الحوكمة الرشيدة. وبالتالي فالجامعة اليوم تعد محرك أساسي للتنمية المتجددة في ظل اقتصاد المعرفة. ومنه، تتبين العلاقة الوطيدة بين الجامعة والمؤسسات الناشئة التي تشكل عجلة حديثة العهد للدفع بوتيرة التنمية الاقتصادية، ومجالا لظهور ابتكارات وأفكار أساسها علمي ومسعاها اقتصادي فالنهاية.

Abstract:

This study aims to clarify the university's contribution to supporting startups through Decision 1275, after the university has become the cornerstone of every developmental project. It is worth noting that the criteria for evaluating universities have changed, as the current evaluation relies on the attractiveness of training offers and pedagogical performance, the cognitive and developmental contribution of scientific research in its various specialities, as well as the added value from the creation of innovative institutions, and the extent to which good governance principles are applied. Thus, the university today is considered a key driver of renewed development in the knowledge economy.

Thus, the close relationship between the university and emerging institutions becomes evident, which form a newly established engine to drive the pace of economic development, and a field for the emergence of innovations and ideas based on scientific foundations with an ultimately economic pursuit.

Introduction and Problematic:

The scientific and technological development that the world has witnessed in all fields has transformed the role of the university. Its role is no longer limited to imparting information and transferring knowledge; today, universities have become a fundamental pillar for entrepreneurship. This transformation followed the economic crises the world suffered from, particularly the collapse of oil prices and the losses it caused in the economies of countries primarily dependent on oil revenues, and notably after the health crisis that paralysed the world and led to the collapse of the economic and health sectors of countries.

However, this environment was conducive to the emergence of startups, which contributed to reducing the unemployment crisis. For this reason, it has become imperative for Algerian universities to adapt to these changes, as they are scientific institutions for the transmission of knowledge and cultures and for promoting positive orientations among young people in the post-training phase. In this phase, the graduate student is concerned with transforming and translating their ideas and orientations into tangible reality through projects aimed at serving both the individual and society. This gives them the opportunity to support entrepreneurship and play an

effective role in economic development.

Among the fields included in university institutions is the field of Physical Activity and Sports Sciences and Techniques, from which graduates suffer from a significant unemployment crisis. This necessitates that these groups seek sources to ensure economic and social stability by opening up opportunities for them to establish startups in the sports field.

Based on the above, we pose the following question:

How does the university contribute to supporting startups?

Accordingly, we address through this question a series of partial questions represented as follows:

- What is meant by startups?

What is the relationship between business incubators and startups?

- What is the role of the university in establishing startups in light of Decision 1275?

Study objectives:

We aim to achieve the following through this intervention:

- Understanding the theoretical foundations of startups.
- Familiarisation with business incubators and startups.
- Understanding the role of the university in establishing startups in light of decision 1275.

The adopted methodology:

We relied on the descriptive-analytical approach for the legal texts related to business incubators and startups.

Importance of the study:

This intervention came to highlight the role of the university in encouraging creativity and innovation, as well as the role played by the business incubator in supporting and accompanying innovative projects.

Intervention plan:

The conceptual framework for startups and business incubators,

The role of the university in enhancing the success of startups.

1. The conceptual framework for startups and business incubators The

conceptual framework for startups and business incubators

Recently, a new type of institution has emerged in Algeria, which the state has been keen to establish through mechanisms to support and accompany young people in creating small enterprises, contributing to the development of the national economy.

Accordingly, we will address the definition of startups, the conditions for granting the startup label, and the characteristics of startups.

1.1. Definition of startups

- Linguistically, it is a small project in its infancy, and the word consists of "start," meaning launch or beginning, and "up," meaning strong growth (English Dictionary).

- Terminologically, it is an innovative young institution in the modern technology sector, and it particularly represents

The "new economy" in America, which grew remarkably since the development of the internet.

Accordingly, we can define it as a modern institution in the business world, relying on creativity, innovation, and modern technology in its activities. Its characteristics include rapid growth and significant profits, along with bearing substantial risks.

2.1 Conditions for granting the startup label

The executive decree 20/254 stipulated the establishment of a national committee to grant the startup label, innovative project, and business incubator. The national committee was created under this decree, and its tasks, composition, operation, and headquarters were defined. As stated in Article 11, the conditions for granting the label of a startup will be outlined.

- It must be a private institution operating in accordance with Algerian law, which is a regional criterion defined by commercial law, where the legislator has mandated that the institution must operate within the national territory.

- A condition that the age of the institution does not exceed 8 years, without specifying the beginning of this period. According to the provisions of Article 14, the 8-year period is calculated from the time it first obtains the startup label, which is granted for a period of 4 years, renewable once. This means that the startup label is granted only once for a period of 4 years.

- Its activity should focus on the production of goods and the provision of services, regardless of their nature or type, and the activity should be centred around an innovative idea, which serves as an attraction for talents and creative ideas.
- Its turnover should not exceed the minimum set by the relevant committee without being specified in the executive decree.
- Its activity should be rapidly growing, and significantly so. And this will help it quickly exit the incubation phase and contribute to launching projects with efficiency in development and progress.

2. Business incubators Business incubators

Business incubators are the most important mechanism for supporting and hosting small and medium enterprises, and they have proven

Its effectiveness in many countries, as it aims to support and develop the economy, and is considered the largest supporter of small and medium enterprises as well as startups. Accordingly, we will discuss the definition of business incubators, their characteristics, and then their objectives.

1.2. Definition of Business Incubator Definition of a business incubator

- They are entities aimed at assisting innovative and emerging institutions and new entrepreneurs, providing them with the means and necessary support to overcome the burdens and stages of launching and establishment, as well as conducting marketing and promotion of these institutions' products. The American Association)
- It is a new model of infrastructure supporting the innovative activities of small and medium enterprises, or developers and creators filled with entrepreneurial spirit who lack the necessary resources to develop their research and innovative technologies and market them. Arab Human Development Report 2003
- A public institution with an industrial and commercial nature that enjoys legal personality and financial independence.
(Executive Decree No. 03/78 issued in February 2003)

2.2. Characteristics of business incubators

Business incubators are characterised by a set of features, namely:

- They can be public or private.
- They may be mixed.
- It supports startups and medium-sized enterprises by harnessing support mechanisms.
- They may be located in a specific place or online.

- It supports small and medium enterprises that involve a degree of creativity and technology.
- It provides housing to incubate startups and medium-sized enterprises and may suffice with supporting the institutions at their location.

2.3. The importance of business incubators

- It qualifies a generation of business owners and supports and assists them in establishing profitable businesses.
- Assisting in the development of production and creating job opportunities to uplift the national economy.
- Opening the door to investment in various fields.
- Supporting small and medium enterprises to achieve growth and provide a quality product or service.
- Assisting in economic and social development by creating a suitable work environment for the development of small and medium enterprises, especially industrial and technological ones.

.3The university and startup institutions

1.3. The concept of university business incubators

They are entities aimed at assisting startups and new entrepreneurs by providing them with the necessary resources (expertise, space, financial support) to ease the difficulties of the initial and establishment phases, and they also focus on marketing and promoting the products of these institutions.

The business incubator represents a type of structure that supports the creative activities of small and medium-sized enterprises, or innovators who possess an entrepreneurial spirit but lack the technical and financial resources to develop their research and innovative ideas and market them. The concept of incubators is based on the idea that a small project or an innovative idea needs supportive environmental accompaniment. This enables it to acquire the elements of success, growth, and sustainability before entering the community to establish successful and productive economic projects.

- It is a comprehensive work system that provides services, facilities, supporting mechanisms, and consultations to host an incoming project for a specified period of time, during which it works on its growth and development by providing a suitable work environment, including a place to

incubate the project and offer administrative and marketing services for a nominal fee, thereby accelerating the transfer of the initiative from the idea stage to the implementation stage (Mufeed Abdul-Lawi).

2.3. Objectives of the university business incubator

It supports and encourages ideas and projects, whether they are new or existing. And it sponsors innovative ideas and important, advanced mechanisms, which prepare a program to graduate many successful businessmen or enterprises, capable of staying and thriving in the market to address and solve economic and social problems through:

- Localising and transferring advanced technology from developed countries and enhancing its uses and applications in the local community.

-Providing foreign currency and maximising local output.

- Assisting in establishing successful projects that serve the community and working on creating a suitable environment, as well as providing the necessary resources to facilitate the establishment of these projects.

3.3. The importance of university business incubators

- Contributing to increasing the success rate of small and medium enterprises.

- Providing scientific advice and feasibility studies for small and medium enterprises. It also contributes to employing the results of scientific research, innovations, and creations in the form of productive projects to provide job opportunities and meet market demands.

- Enhancing community entrepreneurship by considering business incubators as a means to support new projects and promote economic and social development.

- Business incubators help strengthen the communication between universities, scientific research centers, and training centers by marketing inventions to investors, motivating researchers and graduate students to utilise their skills and abilities, and encouraging their initiatives in economic development.

Business incubators are considered a means to build the university's competitive capacity by developing a new strategy to achieve excellence in the job market and provide skilled labour, which contributes to attracting local and foreign investments to keep pace with technological and

scientific advancements. And providing the opportunity to enter global markets and strengthening the relationship between the university and its external environment, by establishing an academic environment, marketing scientific and technical outputs, and translating research into productive projects, thereby contributing to economic development.

.4.3University business incubators in supporting startups

Business incubators are considered one of the most innovative systems developed recently, as they are the biggest supporters of scientific research projects. They work on nurturing creative project owners within a specific space, providing essential services to those with good and new ideas, and building on advanced foundations.

As we know, the traditional role of the university was limited to higher education and scientific research, but it has now taken a new direction, focusing on supporting innovation and transforming the ideas of university innovators into a product model with added value. The university student needs certain criteria to benefit from research results, which he can extensively utilise to establish a connection between the university and industrial and commercial economic institutions. And directing all scientific and technical research towards practical application, and investing in research results by establishing startups based on science and technology.

.5.3The role of the university in supporting startups in light of Decision 1275

Decision 1275, launched by the Ministry of Higher Education and Scientific Research, aims to create a generation of entrepreneurial students with the ability and desire to pursue innovative entrepreneurship and establish startups that generate wealth and job opportunities.

The role of the university in the field of training and supervision:

– Work team:

The work team includes the number of students participating in a single project, where the committee can consist of 2 to 6 students from the same major or from different majors. A single student can also prepare their project, provided they have the capability to do so.

– Preparing the graduation thesis:

The thesis is prepared according to the conventional method, in addition to an independent appendix related to the BMC and the technical card of the project, within a limit of 30 pages. It can also be prepared using the new method, which involves directly starting the preparation of the BMC business plan, which serves as a true economic feasibility study of the project (including market study, technical-economic card of the project).

The project file contains the following elements:

The clarity and soundness of the main idea.

The innovative aspects of the project.

The validity of the Business Model Canvas (BMC).

Access to the prototype.

-Project supervision:

The supervision committee can consist of one supervisor specialised in the main subject of the project, and a main supervisor specialised in the main subject of the project with an assistant supervisor specialised in the supporting aspects of the project (business incubator trainers or entrepreneurship house). Or main supervisors if the idea requires the integration of two different specialisations with a specialised assistant supervisor.

– **Discussion Committee:**

It consists of the supervisor or the supervisory team, a discussant professor specialised in the main idea of the topic, a professor specialised in the Business Model Canvas (BMC), and it is necessary to consult an expert from outside the university, preferably from the economic and social partners of the higher education institution.

The evaluation criteria are determined as follows:

The clarity and soundness of the main idea 20%.

The innovative aspects of the project 25%.

The accuracy of the BMC business model 30%.

Access to the prototype 25%.

The certificate:

– The degree:

After the student defends their thesis, they are awarded the main degree (Bachelor's, Master's, Engineer, Doctorate) along with a supplementary

certificate represented by a startup certificate (jointly supervised...). With a detailed supplement to the certificate explaining the student's training in the graduation project – startup, graduation thesis – patent. The main certificate is validated according to the standard procedure, while the supplementary certificate is validated by the Dean of the College, the Director of the Incubator, and the University Director.

The awareness and training role of the university:

The university's awareness role is as follows:

- Extensive publication and promotion of the project, especially on social media pages and websites, with the necessity for all university institutions and business incubators to have social media pages.
- Organising informational days at the level of colleges and institutes with the presence of all project stakeholders (students, supervisors, trainers, specialisation managers,...)
- Utilising mass media such as local radio stations.
- Showcasing successful experiences.
- Recording an inspirational video to be published on social media pages and the websites of university institutions.

As for the university's training role, it is represented as follows:

- Preparing a training program for trainers in the Business Model Canvas (BMC), communication and presentation skills, artificial intelligence, and digital marketing.
- Engaging experts from outside the university and determining a mechanism to value their efforts.
- The possibility of using MOOC technology to make content available to the largest number of target audiences.
- Utilising scientific clubs in the field of creativity and innovation.
- Establishing Fab-Lab manufacturing labs at incubators for prototyping.

Accompaniment in patent registration and protection of innovative projects: University directors are required to work on establishing Technology and Innovation Support Centers (CATI) by signing agreements between higher education institutions and the Algerian National Institute of Industrial Property (INAPI) to facilitate the patent registration process, where they will:

- Conducting awareness caravans within colleges and institutes, especially in technology and science disciplines, to introduce the mechanisms of intellectual and industrial protection for innovative ideas.

- Facilitating the registration procedures for innovative ideas at the incubators and creating a comfortable environment for the holders of innovative ideas as it works on protecting their ideas and innovative projects.
- Accelerating the process of obtaining the deposit number for the intellectual and industrial protection of the project by creating a bridge for cooperation between the Algerian National Institute of Intellectual Property and the incubator managers.
- Concluding and activating agreements between the university and the National Office of Copyright and Related Rights (ONDA) and between the university and the National Institute of Industrial Property (INAPI).
- The university is responsible for enabling project holders to develop prototypes through its own budget or by using the Innovation Platform when needed or the ANVREDET agency.
- The university covers the mechanisms for paying the expenses and fees for intellectual and industrial property rights for students and researchers.
- The ownership of the patent for students involved in the project of a startup certificate/patent certificate is distributed among the student team members and the supervising professors on the inventors' side. As for the university, it is considered the moral owner of the patent since it is registered in its name. The university president can waive the commercial rights of the patent in favour of the inventors.
- Facilitating the integration of university graduates into the economic field, encouraging them, and supporting them in establishing their companies.
- Embracing innovative institutions and providing means for research and development
- Providing greater opportunities for the success and development of startups that rely on science and advanced technology.
- It enables startups to enter the market and profitable business sectors. Business incubators provide several services, including library equipment, computers, workshops, and laboratories.
- It provides services related to incorporation contracts, intellectual property protection, and patents.
- Accompanying collaborating consultants in managing innovative small projects.

Conclusion:

It is evident from all the previous analysis and presentation that the modern economy has come to rely on startups as the main engine of economic growth. But the latter, in turn, rely on business incubators, which play the role of connecting startups with their environment, especially universities, as they are sources of ideas and innovation for creating promising investment projects.

At the end of this intervention, the following recommendations can be made:

- 1- Despite the emergence of business incubators many years ago, Algeria is still lagging behind in adopting them.
- 2- The weakness of the legal framework that regulates business incubators and startups.
- 3- The success of startups and their connection with the university requires the concerted efforts of both the public and private sectors.
- 4- The necessity of giving greater importance to the mechanism of business incubators and startups and working to encourage them.
- 5- The necessity of placing greater emphasis on developing the relationship between universities and research centers with the aim of adopting a larger number of innovative projects and establishing more startups.

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