DOI 10.2478/vjes-2022-0012

Start-ups and Business Accelerators in Algeria: Financing and Marketing

Said FETNI
Hadjer BARHOUM
Tebessa University, Tebessa, Algeria
said.fetni@univ-tebessa.dz

Abstract

Emerging institutions play an important role in the economies of the contemporary world, and because of the sensitivity and weakness of these institutions, especially in terms of financing and marketing, in the presence of a fierce environment of competition, countries have resorted to providing several support mechanisms, and perhaps the most prominent of these mechanisms are the platforms of entrepreneurs, especially business accelerators, where The latter provides the necessary facilities and assistance such as accompanying, financing and even marketing for the establishment of emerging institutions, especially those based on new technological initiatives until they become able to continue and compete in the external environment.

Therefore, through this research paper, the role that business accelerators play and their contribution to enhancing the presence of emerging institutions, working on their success and continuity, raising the level of creativity and innovation, as well as activating the relationship between research centers and emerging institutions by transforming these ideas into successful projects, as well as highlighting the most important models of these Accelerators in Algeria.

Keywords*: start-ups, business accelerators, digital marketing, Algeria.*

JEL Classification: L26, M13, O36

Introduction

Within the framework of comprehensive development, many countries of the world began to search for modern economic tools and mechanisms, represented in the establishment of emerging institutions as the optimal solution to the difficulties faced by major institutions, and to face the economic conditions in light of external competition, especially with the increase in technological progress, which witnessed a great boom in light of Comprehensive globalization, to raise economic growth rates, by relying on small economic sectors based mainly on modern technology.

© Author[s] 2022. This work is distributed under the Creative Commons Attribution 4.0. License [http://creativecommons.org/licenses/by-nc-nd/4.0/]

To finance and market these emerging institutions, countries have created several means and institutions that support these emerging institutions, *the most* important of which are the platforms for entrepreneurs of all kinds. To run the project where you accompany and finance.

Study problem:

From what has been mentioned, the problem of the study can be presented as follows: What is the importance of business accelerators in supporting emerging institutions in terms of financing and marketing?

The importance of studying:

The importance of the study lies in highlighting the role that business accelerators play in financing and promoting emerging institutions in Algeria, especially in light of the openness of the national economy to modern institutions.

Objectives of the study:

The study aims to clarify several elements related to startups and business accelerators, the most important of which are:

- Introducing emerging enterprises and their importance to the Algerian economy;
- Explain the most important ways and means of digital marketing for emerging institutions;
- Highlighting the role of technology accelerators in supporting start-ups;
- Knowledge of the ways accelerators adopt to support innovation startups;
- Knowledge of other entrepreneur platforms: business incubators, co-working spaces;
- Finding models of Algerian business accelerators.

1. What are startups' concept?

1.1. Definition of a startup

Research conducted has shown that there is no universal definition of startups. Only general definitions are agreed upon by most academics, practitioners, and policy makers. Here is an aggregate definition that includes the attributes most commonly used to define a start-up: “A start-up is a new, usually small organization, in its early stage of operation that pursues a sustainable, scalable, and profitable business model that has the potential for a high growth rate[. An organization with a short operating history, often newly established and in the process of growing and searching for markets. The founders' design startups to effectively develop a scalable business model.

The French dictionary “Larousse” defines them as "innovative young enterprises, especially in the sector of new technologies (www.larousse.fr, 2022). These definitions share that a startup is a new organization that seeks to achieve significant growth rates by doing innovative and creative business in a short time frame. In the context of developing public policies that require a more realistic and practical definition of emerging institutions to support them, many organizations and Arab countries have tried to define this type of

institution. According to the English dictionary, a start-up is defined as: "It is a small project at the beginning of its infancy, and the word "Start-up" consists of two parts, "Start", which refers to the idea of starting up, and "up", which refers to the idea of strong growth."

The term "start-up" was used immediately after World War II, with the beginning of the emergence of capital-risk companies, and the term was used after that.

The French dictionary Larousse defines it: "New enterprise is innovative, in the sector of modern technologies, particularly start-ups represent the "new economy" in the United States, the development of which goes hand in hand with the development of the Internet. Since the sustainability and growth of these companies is still Uncertain, they benefit from specific sources of funding These are venture capital firms that raise funds for business development; they are associated with their management and get paid when they reach maturity. Natural people with great resources can support these small businesses Startups can be listed, which has gained certain credibility in the financial markets, particularly on the NASDAQ or, in the French case, in the new stock market. (www.larousse.fr, 2022)

As Paul Graham defined in his article about growth, it is a company designed for rapid growth, [growth = start-up], and being newly founded does not make it a startup company. However, it is not necessary for these companies to be in the technology field or to be funded by a risk or venture capitalist. [venture funding] The only thing that matters is growth; anything associated with startups follows the growth (www.poulgraham.com, 2022). According to Paul Graham, good growth is at weekly rates between 5% and 7%, and sometimes exceptionally 10%.

According to Patrick Fridenson, a startup must be unrelated to age, size, or sector of activity and must include and meet the following four conditions: strong growth potential, use of modern technology, need huge funding, a new market with difficult-to-assess risk. Emerging institutions can be defined as an institution that seeks to innovate, introduce and market a new product or service, and is characterized by high risk and uncertainty, in return for achieving rapid and strong growth with the possibility of achieving the largest possible return in the event of its success.

1.2. Stages of growth for start-up companies

Startups are continuously growing, but the reality is otherwise. These institutions often stumble and go through difficult stages and severe fluctuations before they know their way to the top. It can be said that startups go through five stages:

- Stage before launching putting forward a prototype for a creative, new, or even crazy idea by a person or a group of individuals. During this stage, the research is conducted in-depth, the idea is well studied, and the market, behavior, and tastes of the target consumer are studied to ensure that it can be implemented on the ground, its development and its continuity In the future, the search for funding, and funding in the early stages is usually self-sustaining, with the possibility of obtaining some aid, either from the government or from individuals.
- Launching stage: At this stage, the first generation of the product or service is launched, where it is unknown, and perhaps the most difficult thing that the owner of the idea can face at this stage is to find someone who adopts the idea on the ground and financially finances it, as friends and family are often the sources. The first that the contractor turns to financing or financing can be obtained by people willing to risk their money at the

beginning where the degree of risk is high. At this stage, the product needs a lot of promotion and the price is high, and the media begins to advertise the product.

- The stage of enthusiasm: when the product reaches its peak, and there is high enthusiasm, then the offer spreads, and the product reaches its peak. At this stage, the activity can expand outside its first innovators, so negative pressure begins as the number of exhibitors for the product increases and failure begins, or other obstacles appear that may push the curve towards backing down.
- The stage of gradual slip and climb: Although the venture capital financiers continue to finance the project, it continues to decline until it reaches a stage that can be called the stage of transformation from the future of the project, which leads to the project's exit from the market in the absence of correction, especially since the growth rates in these The stage is very low.
- The stage of growth and ascent: At this stage, the product is finally developed and comes out of the trial and testing stage and put it in the appropriate market. Economies of scale and huge profits.

1.3. Startups in Algeria

The Algerian legislator issued Executive Decree No. 20-254 dated September 15, 2020, relating to establishing the National Committee for Brands of Startups, Innovative Projects, and Incubators and defining their tasks, formation, and functioning. However: Each institution is considered a "startup" subject to Algerian law and respects the following criteria (www.sendiancreations.com, 2022):

- The age of the institution should not exceed eight [8] years.
- The business model of the startup must be based on products, services, business models or any innovative idea.
- The annual turnover shall not exceed the amount determined by the National Committee.
- The company's capital must be owned at least 50% by natural persons or investment funds approved by a party or by other institutions holding the "start-up" mark.
- The potential for growth of the enterprise must be large enough.
- The number of workers should be at most 250 workers.

Table 1.

Ranking of African countries by number of start-ups for the year 2020

No.	Country	No. of start-ups	No.	Country	No. of start-ups
01	Nigeria	694	**07**	Uganda	86
02	Egypt	560	**08**	Morocco	73
03	South Africa	431	**09**	Angola	45
04	Kenya	304	**10**	Tunisia	44
05	Gana	108	**11**	Algeria	41
06	Cameroon	92			

Source: Prepared by researchers based on the website: https://startupranking.com/

It is noted that the Algerian legislator did not know each of the startups directly but did so by mentioning the most important conditions that must be met by the project for it to be granted the status of "startup". It should be noted that most of the startups located in Algiers enter the ranking of the best startups [Startup Top], and this may be due to the environment provided by Algiers [business incubators, the speed of internet flow, the density of banking institutions... for this type of institutions compared to the rest of the states of the country. According to startupranking.com, Algeria [in the absence of a database of startups in Algeria] ranks eleven [11] with one of forty [41] startups, lagging behind the top ten countries in Africa, based on table 1.

2. Business accelerators for startups

Business accelerators programs are a new and modern phenomenon in the world of entrepreneurship, targeting emerging entrepreneurial companies that have completed the incubation period in business incubators and that have a prototype of the product in order to support them and provide a range of services such as: initial financing that helps them cover the costs that the company needs during the acceleration period , guidance and counseling services, and networking services to help it achieve its goals of joining the acceleration program and push it towards success. But what are these programs, how did they appear and what is the motive behind their spread in the world of entrepreneurship, what are their types and how can they be classified, what distinguishes them from business incubators, what is the role they play in the life of emerging entrepreneurial businesses, and what is their mechanism of action? By reviewing the literature that dealt with these topics, the researcher attempted to answer these questions.

The world's first accelerator appeared in Cambridge, Massachusetts, in 2005, founded by Paul Graham and called Y-Combinator. In 2007, David Cohen and Brad Feld, two startup investors, set up an accelerator called TechStars in Boulder, Colorado (Cohen, 2014, p. 122).

2.1. Definition of business accelerators.

Accelerators are group-based, fixed-term programs that include instructional and instructional components, culminating in a public event called the Demo Day (Cohen, 2014, p. 123). In another definition, they are groups of expert businessmen who provide services, office space, directions, guidance, networking, administrative services, knowledge, and experiences to emerging companies as needed to help them succeed in the early stages of the life of their projects (Hoffman & n, 2012, pp. 50-62). Accordingly, we can arrive at a procedural definition of business accelerators as programs with a fixed period, aiming to help emerging entrepreneurial companies increase their chances of success in the early stages of their lives by providing a set of services and guidance by a group of experts and specialists, in addition to investment opportunities by linking them with investors Owners of capital or backers.

2.2. Types of business accelerators

They can be distinguished based on the source of revenue, and nonprofit organizations typically spend on public business accelerators.The goal of public business accelerators is to stimulate the emerging business ecosystem within an organization or technology sector. While private accelerators benefit from investment firms or private investors, their goal is to bridge the gap between startup entrepreneurs and investors.

In terms of the share of capital that accelerators receive in exchange for the services they provide to the start-up business, we can distinguish between two types of accelerators: seed accelerators and open-source seed accelerators. It is presented to startups that are accepted in the form of teams, not individuals, and provides them with seed funding. These programs take from startups a share of the capital in exchange for their services. While open source seed accelerators are unlike the accelerator model used in the first type; These accelerators differ in one major aspect as the open source model means that the program is free for participants; They do not take an equity interest in the services they provide and therefore do not provide significant initial funding (Ahmed, 2015).

Accordingly, we can distinguish between several types of business accelerators: comprehensive business accelerators, which provide services to all types of start-up companies; specific business accelerators; that focus on specific industrial or technological areas; general business accelerators; that non-profit organizations spend on; private business accelerators that investment companies or private investors spend on; seed business accelerators, which take a share in the capital in return for the support it provides to the start-up business; open-source seed accelerators; that do not take a share of the capital in exchange for the support it provides.

2.3. The role of accelerators in the life of startup companies

Business accelerators add additional value to startups through the services they provide; Once the startups that will take the seed capital are selected, the founding ventures are immersed in a training environment in the form of a bootcamp with extensive training, workshops, networking opportunities, education, and high-level mentorship. This environment was established to provide an opportunity for startup owners to learn from leading experts and mentors in areas relevant to their business. All business accelerators offer bootcamps with extensive mentorship services, and as a result of their hands-on approach, business accelerators are very selective in selecting bootcamp participants. Every emerging entrepreneurial business has specifications that are taken into consideration with careful consideration, as well as side by side making sure that their mentoring services are available to the accelerator to assist them. While capital investment is kept to a minimum, the overarching goal of business accelerators is to promote entrepreneurship and help generate opportunity and sufficiency (Hoffman & n, 2012, pp. 54-70).

1. Provides income for the startup that helps it devote itself and focus on following up and developing the startup and take advantage of the services offered by speeding.

2. seed funding is important for the founders of a startup, but there are more decisive factors in The accelerator to which he is applying.

3. Sometimes, this funding helps to hire employees to work with the startup team.

4. The seed funding enriches the startup founders from looking for a job to work alongside developing the startup company.

5. From the point of view of the accelerators' founders. One of the goals that drove them to establish accelerators is to support entrepreneurs and help them bridge the funding gap in the early years of startups.

2.4. Duration of time inside the accelerator

Accelerator programs provide support to startups for a fixed period of time, usually 3-6 months. This time frame is party related not only to the reduced time it takes to start a startup but also to create an environment of high pressure on startups that will push them to move forward rapidly. *(Miller & P, 2011)*

A study finds that a set time frame serves as a forced Framework for a deadline, and the final form of the program is usually a 'trial day'. This has a positive impact on startups, as it keeps them motivated to achieve the maximum result in developing their business in a short period of time. A member of the business accelerator's management commented on this result, saying: The duration of the program should not be longer than that, and startups need this amount of pressure considering that it is a kind of stimulus, and if this period is extended, the relative start-ups will not Check more progress in their business. This means it is efficient to be between 3-6 months**"** (Young & D, 2021).

Based on the above, it can be said that the specified time period is an important element for the success of startups for the following reasons:

- it reduces the attachment between the startup and the accelerator, which increases the chances of self-reliance after the accelerator program ends.
- a catalyst to achieve the maximum result in the development of the startup within a short period of time.
- represents a motive for rapid progress.
- maintains the commitment of investors, mentors, and mentors to provide their services throughout the duration of the program, as increasing the duration increases the chances of non-compliance.
- keep the determination of the startup founders equally strong throughout the acceleration period.
- it helps and encourages increasing learning opportunities and adapting to all circumstances and developments.

2.5. Comparison between business accelerators and other entrepreneur platforms

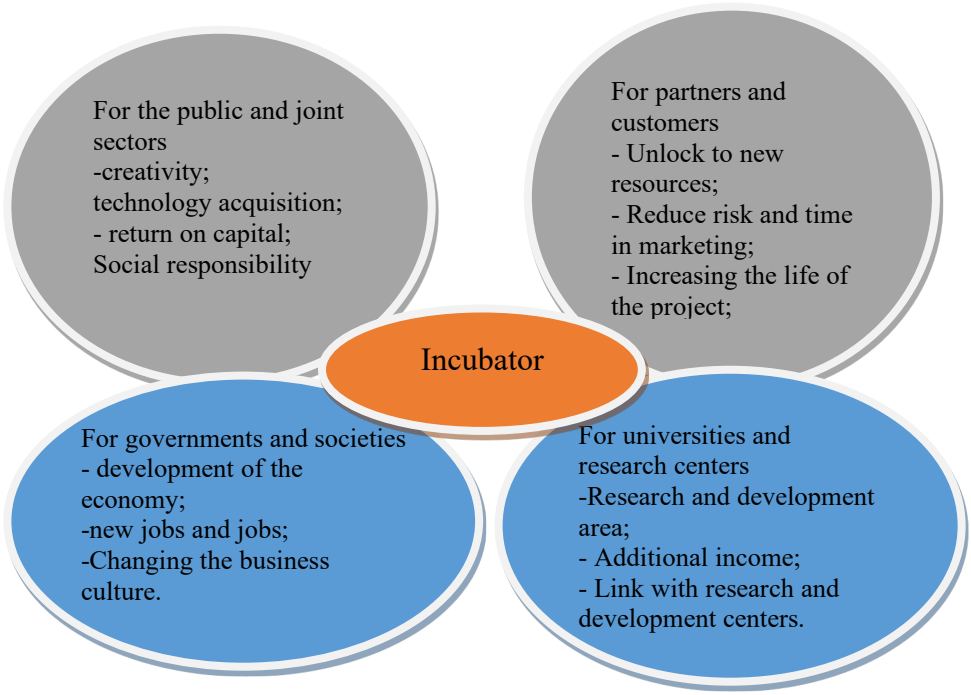
2.5.1. Definition of a business incubator

A business incubator is "an integrated work system that provides all means to host an expatriate project for a limited period [1-3 years], develop and develop it by providing a valid, available and supportive work environment, and includes a place to incubate the project and provide all services And a management that supports technical, administrative and marketing, in return for a symbolic rent, which reduces the investment requirements necessary to start the project to the lowest limits and what is within the capacity of small investors and innovators, and thus leads to accelerating the transfer of the initiative from the idea stage to the reality of commercial application*"* (Cherif, 2019).

*2.5.2. The importance of business incubators for emerging institutions***.**

Business incubators are considered one of the most important programs and economic institutions that support emerging institutions, as recent reports conducted by the business and contracting sector in the European Union indicated that the experience of 16 European countries in incubators since the incubation programs were established in them more than 15 years ago] has yielded good results, as 90 % of all companies established within European incubators are still operating successfully more than three years after their establishment.

Figure 1. The importance of business incubators for start-ups



Source: (Cherif, 2019)

*Therefore, the importance of business incubators lies in the f*ollowing**:**

- Incubators provide various places and spaces, equipped for the establishment of specialized or non-specialized projects, and also provide equipment and devices for computers and office supplies;
- Incubators provide specialized programs to finance new projects through venture capital companies;
- Or government financing programs, and all kinds of support, including technical, administrative and marketing support for the joint projects in which these incubators are managed through a central administration specialized in managing small and medium projects;

- It carries out continuous follow-up and evaluation of joint projects;
- The joining projects are selected according to personal and technical criteria, and in a scientific manner based on a "feasibility study" and a "project plan";
- Develop the traditions of self-employment, and develop the skills of managing start-up projects;
- Promotion of technology initiatives, whether for products or services that achieve high value;
- Sponsoring new projects at the start, growth and success stage, thus creating direct and indirect job opportunities, (Manssouri, 2013).
- Assisting in overcoming administrative obstacles to start projects and helping them achieve high growth rates by providing an integrated package of joint services and providing consultancy and support in various fields, in cooperation with universities, scientific research centers, and local and international industrial centers.

2.5.3. *Definition of co-working spaces*

The first co-working space was officially established in San Francisco in 2005. Only a few researchers have addressed it in studies. Among the definitions are the following: (Rassif, 2022) known as: "Open office environments where you work alongside other professionals for a fee". The International Monetary Fund has defined it as: "A membership-based workspace that allows diverse groups of professionals, independent creators, and individuals working remotely to work in a shared environment, to help those with shared values develop potential collaborations. Through the foregoing, co-working spaces can be defined as "specialized offices for entrepreneurs, which have all the means that help them complete their work in return for a certain subscription and allow them to develop joint relationships."

2.5.4. Characteristics of co-working spaces

The characteristics of the co-working space are derived from the values of openness, interaction, sharing, and participation, and the following are the most important (Rassif, 2022).

Creativity space: The design of the workplace, including architecture and planning, can inspire entrepreneurs and motivate them to be creative, as the focus is on the physical aspect of creativity in the space, which can affect the institution's performance.

Social climate: innovation often occurs in a cyclical and iterative process that is established and maintained in a collaborative environment through social interaction. This is what makes innovation a social process in which social interaction provides a set of inputs that help the innovation process.

Recognizing and exploiting opportunities: The development of opportunities depends mainly on the exploitation of external information, and this is what the joint business space provides.

2.5.5. *Advantages of co-working spaces*:

The growth in co-working at the global level is a result of the clear advantages that co-working spaces provide for organizations and individuals in many ways, namely: (Ahmed, 2015)

- Affordable cost: Co-working spaces are generally cheaper than traditional offices, where users rent the space that suits their needs and this place can range from a single office to an entire floor, and co-working spaces also provide basic business services

at reasonable rates as needed, such as an office service Reception, secretarial services, printing, benefit from meeting rooms, postal services, and others.

- Flexibility: Co-working spaces are flexible and can be quickly increased or decreased in size, and this feature is especially useful for small and medium-sized enterprises that have difficulty reconciling the size of their offices and their needs for the workplace.
- Interact with and communicate with people: Co-working spaces provide its users with the ability to mingle and communicate with people throughout the working day, which may lead to the exchange of ideas creatively, and to see the latest methods and technology used, and typical spaces include a mixture of open space and closed offices.
- Learning and Support: Co-working spaces provide a variety of training and community activities that keep members informed of and deal with the latest innovations and work trends. These activities can include hosting speakers, holding various workshops and training courses, in addition to conducting project launch trials. Also, special support for the needs of start-ups, such as business incubator programs, accelerators, and advisory sessions.

Table 2.

A comparison table between business accelerators and other entrepreneur platforms.

Element of comparison	**Business incubator**	**Business Accelerator**	**Co-working spaces**
The method of work	*Providing startups with the necessary support to help them implement their ideas in a commercially profitable manner, and such startups do not have to provide a product with minimal ingredients.*	*Provide training, support and guidance to startups and help them allocate resources for expansion and growth. The companies you choose for the accelerator have a product with a minimum number of ingredients.*	*A co-working space operator leases office space and other facilities and services for commercial value. More than one company shares space and services to reduce costs as well as to communicate and interact among like-minded Entrepreneurs.*
The aim	*Achieving a return on the first stage investments*	*Achieving a return on the first stage investments*	*Achieving a return on the rental value paid by the start-up companies.*
Duration	*The incubator sponsors the start-up company for the period it approves, as there is no specific period for providing services.*	*Provides training for a limited period [typically 3 to 6 months] and then decides to provide further support based on project progress.*	*The start-up uses the common office space according to the terms of the lease agreement with the co-working space provider.*

Source: Prepared by researchers based on previous data

3. Examples of business accelerators in Algeria

Algeria has put in place facilities to create business accelerators because of the latter's importance in providing financial and logistical support for emerging projects and framing them for complete openness to technology, global markets, and the digital economy.

3.1. The most essential business accelerators in Algeria

- *OOREDOO ACCELERATORS:*

There are three accelerators accredited by Ooredoo that support start-ups (www.ooredoo.com, 2022) :

• tStart: This accelerator supported five start-ups and enabled the Ooredoo Algeria Training Institute to train approximately 1,000 students in 15 universities and business schools.

• iStart: This project supports a range of initiatives, including Algeria's first mobile app store, thegreekFtour, and developer training.

• "Program" competition: This competition supports the development and creation of mobile applications under the name "Made in Algeria" and has witnessed the participation of more than 5000 participants.

*SYLABS***:** Founded in 2015, Celebes is a business incubator and accelerator based in Algiers, near the Central Post. This foundation works to bring and integrate startups into the Algerian entrepreneurial ecosystem. This is done by supporting entrepreneurs with advice and providing the necessary entrepreneurial tools to succeed in the Algerian market, as well as helping them to expand their network of relationships. (Sylabs, 2022)

INCUBME**:** Incube ME is another incubator and accelerator based in Algiers. It is managed by its owners from Algeria abroad. This company assists innovative emerging projects and institutions by providing support and advice and following up on the progress of projects technically / financially, logistically, and administratively]. It also aims to spread the culture of modern entrepreneurship and the business world through conferences and events. (Algerian Agency, 2022)

*CYBERPARC DE SIDI ABDELLAH***:** The National Agency for the Promotion and Development of Technology Parks is a public sector institution established in 2004 and headquartered in the Cyber Park in Sidi Abdallah, Algiers. This institution aims to create a national entrepreneurial ecosystem by encouraging start-ups and innovative projects to ensure effective participation in the Algerian economy. (Algerian agancy, 2022)

BCOS : Bcos is headquartered in Mohammedia, Algeria. This institution provides advisory and mentoring services in addition to training for Algerian companies in the field of business. Its services include project acceleration, support and guidance, and holding events and conferences on entrepreneurship (Algerian Agency, 2022)

*ALGERIAN CENTER FOR SOCIAL ENTREPRENEURSHIP***:** The Algerian Center for Social Entrepreneurship was established in 2016. It aims to promote social

entrepreneurship in Algeria, as well as support and bring together actors in the entrepreneurship ecosystem and support social entrepreneurs. This is done by spreading the culture of social entrepreneurship in Algeria and supporting projects in this field by providing guidance and consultancy. (Algerian Agency, 2022)

FIKRA TECH - CDTA: Also known as the Advanced Technologies Development Center, which is headquartered in Baba Hassan, the capital. It specializes in science and technology, and its services are represented in supporting innovative projects in the fields of science and technology and the field of scientific research and technological innovation, and assistance in increasing the value as well as through training. (Algerian Agency, 2022)

HABBAH INSTITUT: Habbeh Institute is in Belouizdad, 1 May Square, Algeria. Habbeh Institute is a project accelerator that helps develop innovation and entrepreneurship in Algeria through Fablabs and Think Thank. It also has a scientific council to evaluate and monitor projects and accelerate the growth of start-ups using different tools. (Algerian Agency, 2022)

3.2. Challenges of accelerators and startups in Algeria

Despite the effective role that accelerators have played in the world in supporting and promoting emerging institutions, they are still in Algeria far from the advanced stages that some countries have reached.

Minister Delegate to the Prime Minister in charge of the Knowledge Economy and Emerging Enterprises, Yassine El Mahdi Walid, confirmed during the inspection visit on March 02, 2020, which was devoted to reviewing and developing the status of the emerging enterprise sector and entrepreneur platforms in Algeria, by setting a road map to support, finance and empower this type of enterprise. Who played an important role in the national economy. In general, each of the accelerators and startups in Algeria suffers from several shortcomings and faces challenges that stand in the way of their development due to several reasons, the most important of which are:

- The novelty and limitations of the idea of business accelerators and startups in Algeria.
- Weak and unqualified human resources, and a lack of sufficient background in entrepreneurship in Algeria, faces many difficulties and challenges, especially concerning the lack of creative and innovative ideas.
- Weak funding and a lack of venture capital for investment.
- Bureaucratic procedures and failure to keep pace with legislation and laws.
- Poor productivity and competitiveness, and a lack of conformity with international standards.
- Weak government spending on scientific research and the separation of the university and scientific research centers from the ground.
- Technical backwardness, and failure to keep pace with developments in the global business environment [electronic payment, electronic commerce].

This is in addition to the delay in realizing the importance of business accelerators and emerging institutions in developing the national economy and transferring it to an economy that is not linked to hydrocarbons.

Conclusion

An emerging enterprise is defined as a new prominent commercial project, which aims to develop a viable business model to meet the market need or a specific problem with customers, and its advantages are newness, gradual and increasing growth, linked to technology and mainly dependent on it, and they are institutions that require low costs.

The business accelerator mechanism is one of the most effective systems invented in recent years and the most successful in accelerating the implementation of economic and technological development programs and creating new job opportunities. It has been used in Algeria to confront the high rates of failure and collapse of emerging institutions and to provide the support and financing necessary for these institutions.

The importance of business accelerators for emerging institutions can be clarified through their expected strategic roles, including providing scientific advice and feasibility studies for emerging projects, linking emerging and innovative projects with productive sectors and market dynamics and requirements, and accelerating the growth process of emerging institutions.

Recommendations

- Work to remove obstacles and increase the number of emerging institutions targeting the local Algerian markets.
- Reviewing investment laws, and drafting new texts that protect this type of institution.
- Providing a stimulating and safe environment for local investors to encourage them to open start-up institutions and enhance their role in achieving long-term economic development.
- Increasing Algerian government spending on research and development, and linking university and scientific research centers to the business environment.
- Support and encourage the establishment of business accelerators, as they are one of the best means of supporting emerging institutions.
- Intensifying the promotion of business accelerators and the role they play in supporting Algerian startups.
- Evaluating the reality of current business accelerators in Algeria and addressing the existing shortcomings.
- Providing business accelerators for training courses that precede the start-up phase of acceleration, to enable the startups team with administrative, financial, and marketing skills.
- Focus on the diversity of disciplines, experiences, and personality traits required in the startup team during admission to the accelerator program.
- Paying attention to the diversity of the start-up team's team, which ensures the diversity of scientific and practical experiences.
- The necessity of being keen on mastering several languages, and paying attention to pioneering and creative ideas that are concerned with solving local problems and targeting the algerian markets.
- Seeking to provide travel training opportunities for serious work in successful foreign start-ups.

References

Ahmad Abou Chmila Rabie (2015) The impact of business acceleration programs on the sustainability of startups, Gaza, Palestine,

Beggar, R. (2016). *IT Entrepreneurship Ecosystem in Algeria* (Doctoral dissertation, Masarykova univerzita, Fakulta informatiky).

Cherif Mouhamed (2019) The role of business incubators in developing SEMs, A seminar on technological innovation and competitiveness, University school day book on M'sila university, p131-142,.

Cohen, S. (2014). Accelerating startup: the seed accelerator phenomenon. Business Journal

Hoffman, & n, D. K. (2012). Analysis of accelerator companies an exploratory case study of their program, progress, and early results, Small Business Institute Journal, 54-70.

KARA, A. M. (2022). Environment for creating business incubators and startups in Algeria: opportunities and obstacles. *Genetics & Biodiversity Journal*, *6*(3), 90-99.

Manssouri el zin (2013) Mechanisms to support pioneering and innovative projects in achieving development "Business spaces refuge for pioneers and job runaways", Scientific forum on creativity and organizational change in modern organizations, p18, BLIDA.

Miller, & P, B. (2011). The startup factories: The rise of an accelerator program to support new technology ventures. London: Nesta.

Sedkaoui, S. (2019). An empirical analysis of the Algerian entrepreneurship ecosystem: Entrepreneurship ecosystem in Algeria. In *Handbook of Research on Ethics, Entrepreneurship, and Governance in Higher Education* (pp. 476-497). IGI Global.

Internet Resources

www.rassef22.net. (2022, 03 10)

www.sylabs.dz. (2022, 10 13)

www.aps.dz/ar/economie. (2022, 02 18)

www.larousse.fr. (2022, 03 19).

www.ooredoo.com. (2022, 04 26).

www.poulgraham.com. (2022, 01 2022.

www.sendiancreations.com. (2022, 04 27).

www.miror-ejd.eu. Young, B. H., & D. (2021, 10 20).