



Algerian Democratic and Popular Republic
Ministry of Higher Education and Scientific Research



National Coordination Commission for Monitoring
University Innovation, Entrepreneurship, and

Interfaces



Student Entrepreneur's Guide: From Idea to Business Creation/Startup/Micro- Enterprise/Invention Patent Ministerial Decree No. 1275, Amended and Supplemented



From Idea to Reality: Entrepreneurship Begins on the Ground



The Guide's Objective

A practical guide to help students transform their ideas into successful entrepreneurial projects, in accordance with Ministerial Order No. 1275.

Main Objectives:

- Identify real problems
- Acquire entrepreneurial (soft) skills for project management
- Analyse the market and identify opportunities
- Develop viable ideas
- Guidance towards strategic government economic sectors: food security, energy security, health security, cybersecurity, water security, and environmental security.

From idea to reality: Entrepreneurship begins on the ground and not in the clouds – every dinar spent by the customer is a real vote.



Step 01

Searching for the real problem

Look for the problem

Great ideas are found in artisans' workshops and farmers' fields, not behind a computer screen

The Fundamental Principle

- Go into the field and interact with people
- Listen to daily complaints and challenges
- Research patent databases
- Identify genuine market opportunities

Step 1: Go out into the field (in one week)



1

Farm or farmer

Example: Biskra, El Oued

3

Local service office

Public services, accounting

5

Small or medium-sized enterprise

Food factory, industry

2

Local shop or merchant

Example: clothing shop, supermarket

4

Specific sectors

Blue economy, biotechnologies, waste recycling

6

Neighbourhood market

Local commercial markets

Additional objectives:

Individuals, local investors and technical experts in research centres, families, patients, athletes, artists, farmers, industrialists, students.

Ask people:

Food production workshops, agricultural equipment, medical, food.

Real-world examples from the

field

Opportunities lie in real problems



Craft workshop (carpenter)

Accumulation of wood sawdust = environmental problem

Opportunity: Recycling solid waste



Retail shop (clothing)

Accumulation of unsold goods

Opportunity: Commercial data analysis



Small business (food)

Material deterioration due to heat

Opportunity: IoT sensors



Farm (Biskra/Oued)

Red palm weevil or water loss

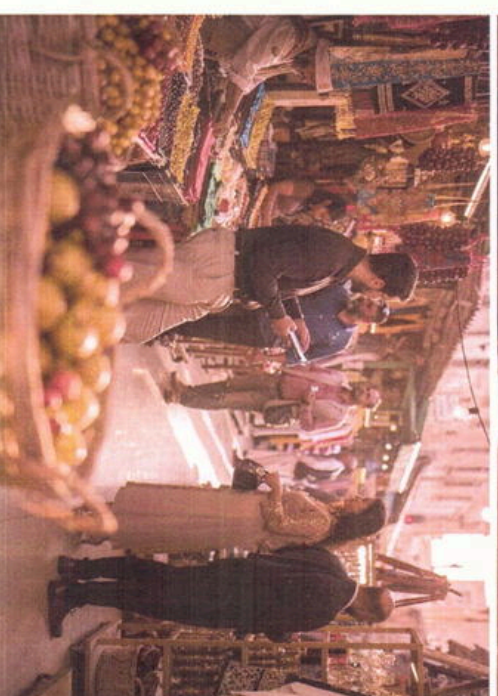
Opportunity: Smart irrigation systems



Waste recycling

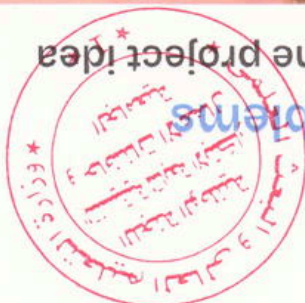
Accumulation of chicken feathers in abattoirs as an environmental crisis

Opportunity: Production of insulating materials or animal feed



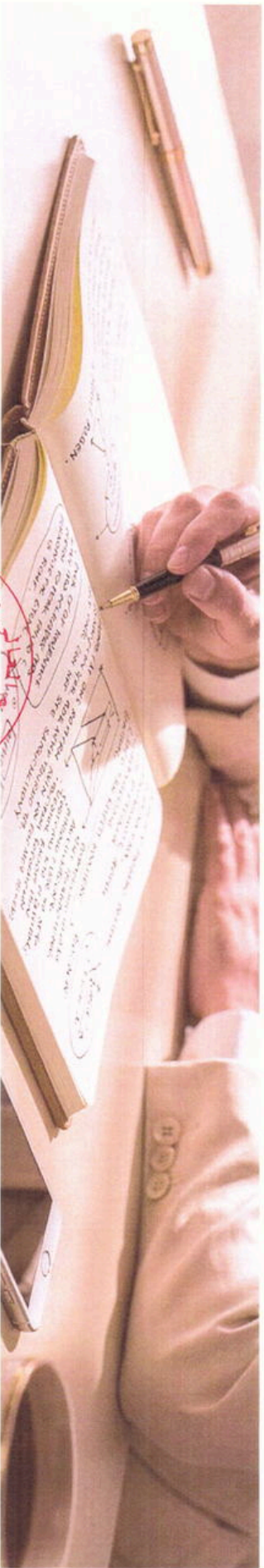
Step 2: Filter the Problems

Initial feasibility test for the project idea



- 1 What is the biggest challenge you have faced in your daily work?
- 2 How much do you lose due to this problem each month?
- 3 How do you currently deal with it?
- 4 Have you tried a solution before? Why did it not work?
- 5 Is the customer actually ready to pay now?
- 6 Are there any prior patents in this field?

Actively listening to complaints reveals real opportunities



Step 3: Note the problems in "The Problem Notebook"

Record the problems (Problem Notebook):

- At least 10 problems
- Note the details
- Calculate the cost
- Evaluate the elements

 **Important Note:** Accuracy in problem recording helps to identify real opportunities

Problem Recording Table:

Problem	Affected	Cost	Current Solution	Level of Dissatisfaction
Deterioration of heat-sensitive medicines	Neighbouring Pharmacies	150,000 DZD	Manual monitoring with thermometer	Very high
Slow payment queues	"Supermarket" Customers	30 minutes lost per customer	Increase in staff numbers	High

Part II

Idea Evaluation Grid

Final Evaluation Form



9 Essential Criteria:

1. Idea originality and problem clarity
2. Market size
3. Technical feasibility
4. Competitive advantage
5. Financial feasibility
6. Local impact
7. Scalability
8. Innovation and intellectual property
9. The Team

Evaluation Scale: 1-5

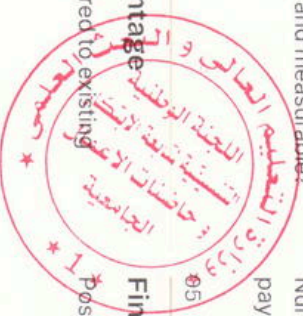
Maximum Score: 45



Final Evaluation Sheet

Evaluation Key:

01	Idea Originality and Problem Clarity	02	Market Size	03	Technical Feasibility
	Is the problem specific and measurable?		Number of people affected + their ability to pay?		Possibility of execution with current skills?
04	Competitive Advantage	05	Financial Feasibility	06	Local Impact
	Your distinction compared to existing solutions?		Possibility of making a profit within 6 months?		Project benefit for the local community?
07	Scalability	08	Innovation and Intellectual Property	09	The Team
	Project growth after its initial success?		Possibility of protecting the idea: patent, trademark, trade secrets to maintain superiority		Degree of harmony and integration of team skills: technical aspect + administrative and commercial aspect



Total: _ / 45

45-35	Excellent idea - Launch immediately	34-26	Good idea - Needs some improvements	25-18	Average idea - Needs rephrasing
Less than 18					
Unacceptable - Look for another problem					

Evaluation Instructions: Rate each criterion from 1 to 5 based on the quality of the idea in this regard.

Application Example: Intelligent Soil Moisture Monitoring and Remote Irrigation Control System (Agri-Smart)



No.	Criterion	Evaluation (1-5)	Remarks (Business Analysis)
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1	Idea Originality and Problem Clarity	5	The problem of water scarcity is real, acute, and precisely measured in litres and humidity percentages.
2	Market Size	4	Large base of farmers in Algeria with significant government support for Saharan agriculture.
3	Technical Feasibility	4	Required skills (electronics + programming) are available within the team.
4	Competitive Advantage	5	Very competitive price compared to imported alternatives + software interface in Algerian dialect.
5	Financial Feasibility	3	Challenge related to the high cost of primary components; break-even point is reached after selling 20 units.
6	Local Impact	5	Direct contribution to Algerian food security and protection of national water resources.
7	Scalability	4	The project is rapidly scalable from northern wilayas to the south and then to Africa.
8	Innovation and Intellectual Property	4	Possibility to register a patent for the intelligent irrigation algorithm and protect the brand.
9	The Team	5	An integrated team combining high technical competence with managerial and commercial expertise.

Summary of Final Evaluation:

- Overall Total: 39 points out of 45.
- Classification: Excellent idea (expected success rate: 86.7%).
- Decision: Immediate project approval.
- Recommendation: Begin prototype (MVP) construction and file for intellectual property protection with INAPI to strengthen the application for the "Startup Label".

Part III

Training Guide for Idea Testing

In accordance with ministerial decision N° 1275



Training guide for idea testing: 3 weeks - University interface managers, trainers, and supervisors

Week 1	Week 2
Discovery of the real problem + Patent Research Workshop (CATI)	Market Validation + Lean Startup) + Business Model Workshop (Incubator)
Week 3	
Preparation of a 3D video or images of the smart application/digital platform content or protocol for preparing a laboratory prototype (biology,...)	

Objective: To develop students' skills in transforming ideas into successful projects



First Week: Real Problem Discovery

Day 1-2 (Theoretical Training)

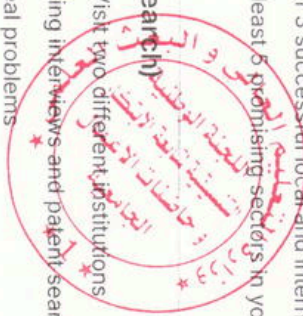


- Workshop: "How to discover a real economic problem?"
- Exercise: Analysis of 3 successful local and international projects
- Mission: Identify at least 5 promising sectors in your region

Day 3-5 (Field Research)



- Practical exercise: Visit two different institutions
- Training on conducting interviews and patent search workshop
- Collect at least 10 real problems



Day 6-7 (Preliminary Filtering)



- Workshop: "How to distinguish a real problem from a mere complaint?"
- Select 3 promising problems from the list
- Prepare a preliminary report

Practical example:

Analysis of the success of application "X" (solving the transport problem) or application "Y" (solving the banking queue problem)

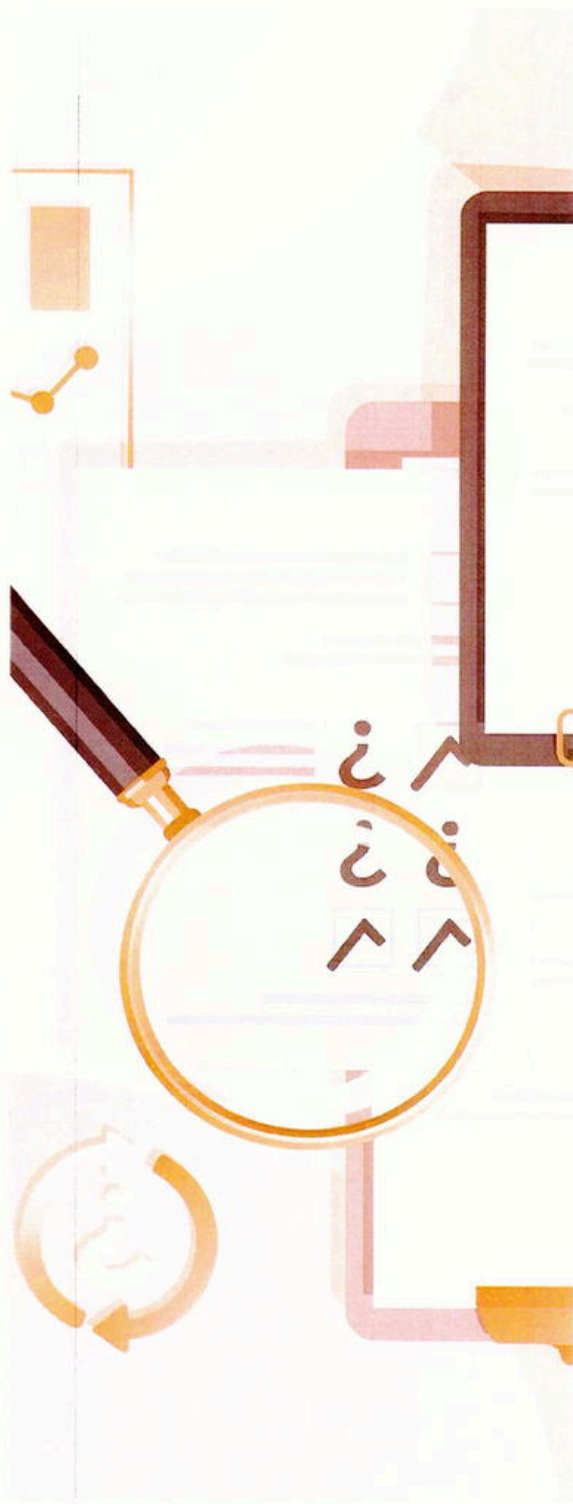
Promising sectors in Algeria (2024-2025):

Food security, Renewable energies, Circular economy, Digital transformation
Cooperative work



Week 2: Problem Validation

Training students in problem validation



Days 1-2 (Field Validation)

1

- Interview 5 people experiencing each problem
- Use the validation form
- Ask them: "Is this a real problem?"

Days 5-6 (Hypothesis Formulation)

3

- Workshop: "From idea to testable hypothesis"
- Formulate: "I believe that [target group] faces [the problem]"

Day 7 (Preliminary Presentation)

4

- Present the three problems discovered
- Receive feedback
- Choose one problem for the next stage

Practical example of a field interview:

- "My dear, if I provide you with a device that tells you on your phone that the palm trees need water now, would you buy it?"
- If they say "Maybe" → The idea is weak
- If they say "Give me 10 now and what's the price?" → The idea is very strong

Validation questions:

Is this a real problem? How much does it cost you per month? Are you willing to pay to solve it? How much?

Problem validation

Week 3: Prototype Development

Develop and Validate the Prototype Concept (MVP)



Days 3-4 (Market Testing)

- Prepare an oral presentation, a paper model, or a video
- Visit 10 potential customers
- Ask them: "Would you buy it? How much?"

- Workshop: "Minimum Viable Product (MVP)"
- Prepare a 3D video or images of the smart application/digital platform content or a laboratory prototype preparation protocol (biology,...)
- Design the Value Proposition
- Identify only the Essential Features



Days 1-2 (Design the Simple Solution)

- Workshop: "How to Interpret customer responses?"
- Analyse: How much were they willing to pay?
- Make the decision: Continue, adjust, or stop



Day 5 (Results Analysis)

- Workshop: "One-Page Business Plan"
- Prepare: The problem and solution, the target market, the value proposition, the revenue model
- How to obtain the label

Days 6-7 (Preliminary Business Plan)



Delivery Application:

Facebook or WhatsApp group manually connecting customers and delivery drivers without complex programming

Detailed 3D design + simulation video + reduced-scale model (Mock-up) in cardboard or plastic

Industrial Machine:

Useful Tools

Golden Tip for Students:

When completing "The Project's Descriptive Appendix" on the 1275 platform, focus on "economic impact".

Do not say: "My idea is an application"

But rather say: "My project reduces the waste of raw materials by 30% for industrial companies, which helps save foreign currency."



1. Field Interview Form Company name, sector, interviewee, problem 1, cost, frequency, current solution, satisfaction level	2. Final Checklist • The problem is economically painful • People are currently paying for alternative solutions • The solution is simpler/cheaper/better than existing ones • Can be started with a limited budget • The first sale can be made in 3 months
3. Digital Kit for the Student Entrepreneur Includes links to databases, patents, digital survey templates, rapid prototyping applications	

Training Tools: Use these templates to record and evaluate problems identified in the field



Final Reminder

Always Remember:

- 1 True entrepreneurship begins in the field, not in the clouds
- 2 The failure of a project is better than the success of an illusory idea

Every Dinar spent by the customer is a real vote

Growth comes step by step, not in a single leap

 **Decree 1275: The opportunity of a lifetime, with tax advantages**

Decision 1275 is not only a means of obtaining a diploma, but it is the opportunity of a lifetime to obtain a "Label" as a startup and benefit from tax exemptions or funding by the (CSVF). Or project financing by banks or investors, or its commercialisation in the form of a patent that can be valued as a startup, micro-enterprise, subsidiary, or the commercialisation of its intellectual or industrial property rights.

**Remember: (Defence -> Label -> Funding
-> Commercial Register).**

**The journey does not end with university
defence; it begins there.**

Entrepreneurshi p starts with an idea and success comes from solving real problems



💡

Problem Discovery

🔧

Develop the Solution

🏆

Achieve Success

Start now with a real problem

