



## Contenu

Article 1: THE CONTEXT OF THE COMPETITION .....	1
1.1. DEFINITIONS .....	1
1.2. RESPONSIBLE ENTITY FOR THE COMPETITION .....	6
2 / "Finalists" Selection .....	7
3 / "FIVE WINNERS" Selection .....	7
4 / Award Ceremony: .....	8
5 / Mentoring: .....	8
ARTICLE 3 - MODE OF PARTICIPATION .....	9
ARTICLE 4- EVALUATION .....	11
ARTICLE 5 - PRIZES OF THE COMPETITION .....	12
5.1 / For Finalists .....	12
5.2 / For Winners:.....	12
ARTICLE 6 - COMMITMENTS OF PROJECT LEADERS .....	13
ARTICLE 7 - PUBLICATION OF RESULTS .....	14
ARTICLE 8 - ACCEPTANCE OF THESE TERMS AND CONDITIONS .....	14
ARTICLE 9 - RESPONSABILITIES .....	15

## Article 1: THE CONTEXT OF THE COMPETITION

### 1.1. DEFINITIONS

- tStart Program: This is a joint initiative of the National Agency for Development of Small and

Medium Companies (ANDPME) and Telecom operator NEDJMA, which aims to educate young

people in particular to use new technologies for the creation of innovative companies (startups).

**General Conditions of Participation to the  
"Business Plan competition of the tStart "**



- Organizers of the competition: it means the telecommunication operator NEDJMA and its partners,

including ALGERIAN STARTUP INITIATIVE.

- ANDPME: National Agency for Development of Small and Medium Companies, an agency under

the supervision of the Ministry of Industry, Small and Medium Companies and the Promotion of

Investment.

- NEDJMA: as a telecommunication operator and a citizen company, organizes and sponsors tStart

program.

- Startup: is defined as a company in creation or created less than one year and its purpose is to

develop an innovative project.

- Project Leader: refers to any project leader in business plans competition and / or boot camps (under

eligible conditions of 3 below article) and presents an innovative project to be developed and exploited

in order to market a product or a service. The project leader must be Algerian and resident in Algeria.

However, if the innovative project is supported by many people, it is enough that one of them is

Algerian and resident in Algeria to accept the participation of the whole team in the competition.

- Innovative Project (hereinafter the project): a project involving the creation of products, services or



technologically new or significantly improved processes, carried out by a natural or legal person to be

developed, operated and marketed. The proof of the innovative nature of the project may be provided

through the presentation scheme, patents, design, model, description of a business plan.

- Country: The competition is dedicated to all projects which will be developed on the Algerian

territory. The realization of projects outside Algeria is not in accordance with these terms and

conditions unless part of the project requires a temporary and / or short development outside Algeria.

- Conditions: refers to this document.

- Mentoring: is a training and advice program dedicated to project leaders through different boot

camps and during the incubation period of their projects.

2

- Competition: refers to the business plan competition (hereinafter the competition) of the tStart

program.

- Competition Schedule: it goes from the opening day of the business plans competition to the prize

giving ceremony. The dates for intermediate stages of the competition will be announced on the tStart

**General Conditions of Participation to the  
"Business Plan competition of the tStart "**



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program website as validated by the organizers of the competition.

- **Winners:** refers to the project leaders of the five (05) first projects at the end of the evaluation by the

tStart program jury.

- **Boot camp:** refers to information days which are held in a some universities, high schools and

potentially other public or private institutions and are to present competition terms to project holders

as well as how to create a business plan.

- **Registration:** means the operation through which the project leader has to complete the entry form of

the competition, available on the tStart program website, this form is to collect basic personal

information on the project leader as he may be contacted by the organizers of the competition as well

as key information regarding the project he develops or is seeking to develop throughout the

competition. Registration and participation in organized boot camps on Algerian territory are both

free. Registration must be in accordance with the provisions of Article 3 of these terms and conditions.

- **Incubation:** refers to the operation which allows the project leader to take benefit from the

infrastructure and needed equipment as well as a measured training program to speed the development

of his project. The substructures of the incubation are natural but can also be virtual only.

**General Conditions of Participation to the  
"Business Plan competition of the tStart "**



**tStart**  
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- Innovation: the implementation of a new or significantly improved product (property or service) or process (production), a new marketing method or a new organizational method in the practice of company, organization, workplace or external relations. Within the meaning of these terms, innovation is understood as the process by which an invention into a new product (property, service, process or method) that can meet the expectations of users and generate economic value for the person or the company that implements said innovation. (These definitions of the word "innovation" are taken from the third edition of Oslo Manual OECD published in 2005)

- Business Plan: refers to any document developed by the project leader in addition to his registration on the web site of tStart program and contains the key information of the project, such as a description of the proposed product or service, the target market, business and funding template...

- P & L (profit and loss) in finance it refers to a way of modeling a project or a business to show the margin that can be retrieved.

- Email: The email address provided by the project leader when registering the competition will be the only means by which the candidates will be officially informed of the results or events of the competition.



- Jury: A Selection Committee of winning projects at every stage of the competition. Its members will

be about seven (07) and will be as follows: Two (02) members from NEDJMA, Two (02) from the

3

Algerian Startup Initiative, Two (02) from institutional representatives and One (01) among

contractors.

## **1.2. RESPONSIBLE ENTITY FOR THE COMPETITION**

NEDJMA is the organizer and sponsor of the tStart program business plans competition.

"Algerian Startup Initiative" is NEDJMA's partner in the implementation of the tStart competition

program.

## **ARTICLE 2 - COMPETITION PROCEDURE AND SELECTION OF WINNERS**

Registration for the competition takes place on the website of the tStart program via the following

address: <http://www.tStart.dz>

Explanations will be given regarding the use of the web site of tStart program during the boot camps.

The competition takes place according to following steps:

1 / Call for participation, deadline to complete the registration form

The competition is opened to project leaders from March 12th, 2014 and will be closed on September 30th, 2014 at midnight. Call for participation sessions will be held in several localities / regions in order to

## General Conditions of Participation to the "Business Plan competition of the tStart "



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present the tStart program business plan competition as well as the conditions of participation to the

competition.

To participate to the competition project leaders must complete an entry form to explain their project

idea, the method of development of the project, as well as information regarding their profiles.

Only forms completed by projet leaders on the tStart competition program website will be considered

for participation to the competition. Any participation recorded after the closing date of the

competition will not be taken into account. Similarly, any attempt to change the nominations after the

deadline will result in an automatic disqualification of the project leader.

## 2 / "Finalists" Selection

Immediately after the closing date of the competition on September 30th, 2014, project holders will see

their projects studied and estimated by a jury intended for this purpose. Following this assessment,

competition organizers will communicate the names of the twenty (20) finalists on the tStart program

website. This screening will allow them to participate to the final selection of the five (05) best

projects.

## 3 / "FIVE WINNERS" Selection

The final selection will lead to the organization of a special boot camp; its place will be announced by

**General Conditions of Participation to the  
"Business Plan competition of the tStart "**



the organizers of the competition on the tStart program website. This boot camp will be held for three

(03) days during which finalist project leaders will receive intensive training to help them get familiar

with project and business management. If the project is supported by several people, a maximum of

three (03) members are allowed to participate to the special boot camp.

After three (03) days of training, the jury will select the five (05) best projects after attending the

presentation (pitch) of the twenty (20) finalists' projects. The names of five (05) winners will be

announced at the end of the special boot camp and posted on tStart program website.

#### **4 / Award Ceremony:**

NEDJMA as sponsor of the competition , will offer full support to the competition winners, within the

physical or virtual incubation year. Additional grants may be provided by the organizers of the

4

competition and will be provided on the tStart program website.

#### **5 / Mentoring:**

The winners will receive a special mentoring program through a dedicated support of experts to

provide them with technical assistance, easy access to finance and target markets, and advise them for

the creation or development of their projects.





### **ARTICLE 3 - MODE OF PARTICIPATION**

The tStart program competition is open to every adult person, having completed the application for the

competition according to the announced schedule.

During the competition period, only one entry per person will be accepted (the same email and same

name). The project leader will mention the names of all members of his team when registering for the

competition on the tStart program website.

In case the project leader has registered to the competition via an existing legal entity (EURL, SARL

SPA), the project holder will be the legal representative of the legal person or have a mandate from the

representative to represent the corporation during the competition.

Any registration to the tStart competition program with incomplete information or contact details,

wrong or counterfeit, or in violation of the General conditions may cause the outright cancellation of

registration.

Any false declaration of a Project leader results in his exclusion from the competition.

All Project leaders will inform the organizers of the competition of possible sponsorship contracts

(exclusive or not) they may have with a third party that could prevent the Project leader/ winners to

receive awards under the competition.

The project leader may participate in other business plan competitions simultaneously with its

inscription in the tStart competition program. However, if the project leader has already competed or

intend to compete in other business plan competitions, or is already in an incubation period, he must

**General Conditions of Participation to the  
"Business Plan competition of the tStart "**



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mention so through his registration to the tStart competition program.

To participate in the competition, the Project leader must:

1 / Fill in participation conditions:

- The project must be Economic-oriented and consists of innovative dimension;
- The representative of the project undertakes, as far as possible, to participate in one of the Boot

Camps to be held in the country;

2 / Complete the registration form available online (see article 2)

- The tStart program website allows users to perform a mandatory online registration to participate in

the competition. In other words, only projects submitted via the entry form for this competition will be

taken into account.

Project leaders may, at the end of their registration attach files containing their business plan and their

P&L. It is strongly recommended to the project holders to attach a business plan for their registration

using the downloadable template of business plan on the tStart program website.



## ARTICLE 4- EVALUATION

4.1. The competition organizers check that registrations comply with competition required formats. In

case of non-compliance, the project leader will be informed of missing data by email. He must give

response within fifteen (15) days after receipt of the notification. If no response is received by

organizers within the time limit, the project leader will be disqualified.

4.2. Project leaders whose projects are in accordance with the selection criteria will present their

projects to the jury that will select objectively 20 finalists. The jury's decision cannot be revoked by

either partners or by the candidates, and the jury is not required to explain how the selection of

finalists was decided.

4.3. The jury members have the right to request a presentation or demonstration regarding the product

or service use related to the project.

4.4. The main criteria which the jury will take into account when selecting the finalists and winners of

the tStart competition program are the following:

- The innovative nature of the proposed product or service;
- Consideration of customer expectations in the development, marketing and updating of the proposed product or service;
- The target market already identified by the project leader;
- The availability of the project leader for the development of its product or service;



- The consistency of the basic forecast accounts (Profit and Loss), to be attached to business plan.

## **ARTICLE 5 - PRIZES OF THE COMPETITION**

### **5.1 / For Finalists**

The finalists will be accompanied by trainers to improve business plans and meet their specific needs

in order to make progress in the development of their projects.

### **5.2 / For Winners:**

- A customized incubation program will be offered to the five (05) winners of the competition to help

them speed up the implementation and the development of their project.

- Winners will be incubated only for the project they participated with in the competition;
- Winners will not receive any remuneration for their participation to the tStart competition program

except the prizes quoted above.

- Prizes are not transferable or exchangeable.
- The tStart program organizers have the right to replace announced prizes by equivalent allocations.
- If the project leader gave false contact details to be informed about his price, he would lose his

position of winner and cannot make any claim.

- The price cannot give rise to any contest, or the delivery of its equivalent value in cash, nor its

replacement or exchange for any reason.

- To take benefit of the proposed prizes, winners must respect "the winner commitments." (See article

6 below) The non- respect of these commitments will lead to the loss of the price.



- If winners are unable to receive the entire or part of their price, for any reason, they will lose its

benefit, without any possibility of getting any compensation.

6

## **ARTICLE 6 - COMMITMENTS OF PROJECT LEADERS**

- Holders of projects participating in the competition or in one of the boot camps organized in the

country, agree, at the end of these terms and conditions, to be available for interviews and reports

(filmed or not) to promote the tStart program. These interviews and reports will be posted on the tStart

program website and on its partner's websites including social networks (Facebook, Twitter and

others).

- Holders of projects allow the competition organizers to use, without any charge, their name, image

and projects within the tStart program and any operation or support providing the promotion of the

tStart program.

- The non-respect of the "Commitments of competition winners" will lead to price loss and to set back

the selection of these winners.



## ARTICLE 7 - PUBLICATION OF RESULTS

The identities of winners of the competition will be displayed on the tStart program website, on media

communication in association with the competition event, and may be communicated on the websites

and social network pages of the tStart program partners.

## ARTICLE 8 - ACCEPTANCE OF THESE TERMS AND CONDITIONS

- Participating in the competition or in one of the boot camps organized in the country implies full

acceptance of these terms in their totality, including, as for their intervention, any amendments.

All practical difficulties in the interpretation or application of these terms and conditions will be

decided independently by organizers of the tStart program. Terms and conditions may be found on the

tStart program website until the date of the publication of the competition's final results.

- The organizers of the competition may change the schedule as well as these terms and conditions.

Project leaders will be informed of these changes by email or on the website of the tStart program.

- Personal data relating to winners as well as those related to all other project holders will be kept for

the purposes of the tStart competition program implementation.

- tStart program organizers will make reasonable efforts to protect the use and management of the

information provided by project leaders. However, keeping confidentiality or restricted use of this

**General Conditions of Participation to the  
"Business Plan competition of the tStart "**



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information cannot be guaranteed by the organizers of the competition. In any case, the organizers of

the program are responsible for the use, disclosure and / or mishandling of information and

documentation. In all cases, the organizers of the tStart program and its partners are allowed to publish

and / or disclose all or part of the information and / or submitted documents they decide suitable

within the framework of the competition.

## **ARTICLE 9 - RESPONSABILITIES**

For damage caused to third parties by project leaders, the organizers will not be responsible and does

not assume any caused charges.