

# TUNISIAN STARTUP ECOSYSTEM

February 2024

# Tunisia in global rankings

## GLOBAL INNOVATION INDEX

Out of 132 countries



### Strengths

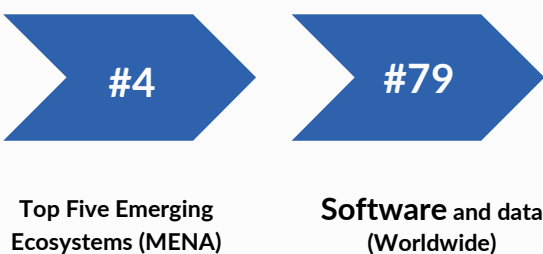
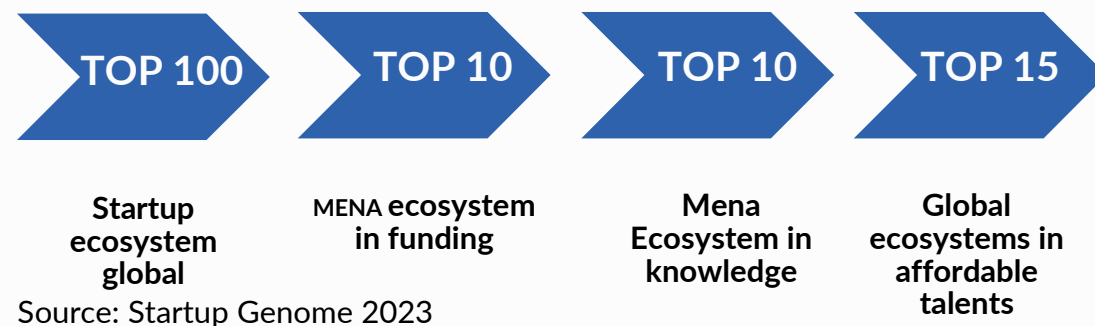
Tunisia ranks highest in Human capital and research (46th), Knowledge and technology outputs (50th) and Creative outputs (72nd). Tunisia performs above the lower-middle- income group average in Knowledge and technology outputs, Creative outputs, Human capital and research, Infrastructure.

### Weaknesses

Tunisia ranks lowest in Business sophistication (119th), Institutions (107th) and Market sophistication (98th).

Source: Global Innovation Index

Tunisia is ranked within:



Source: Startup Genome 2023

Tunisia's startup ecosystem is best represented in Software & Data, Ecommerce & retail, and Fintech

(Source: World Intellectual Property Organization ipso)

# Ecosystem by the Numbers

## ECOSYSTEM VALUE

(H2 2020 - 2022)

**\$120 m**



GLOBAL AVG. \$34.6  
bn

## NUMBER OF UNICORNS

(H2 2020 - 2022)

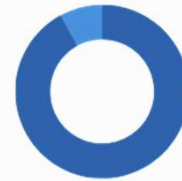
**0**



GLOBAL AVG.  
4

## EARLY-STAGE FUNDING GROWTH

(2019 - 20 vs. 2021 - 22)



Scale of 1 (lowest) to 10 (highest)

## EXIT AMOUNT

(2018 - 2022)

**\$28 m**



GLOBAL AVG. 11.3  
bn

## TOTAL EARLY-STAGE FUNDING

(H2 2020 - 2022)

**\$22 m**



GLOBAL AVG. \$970 m

## MEDIAN SEED ROUND

(H2 2020 - 2022)

**\$100 k**



GLOBAL AVG. \$821 k

## SOFT. ENGINEER SALARY

(2022)

**\$7 k**



GLOBAL AVG. \$46 k

## TIME TO EXIT

(2018 - 2022)

**11 years**



GLOBAL AVG. 9 years

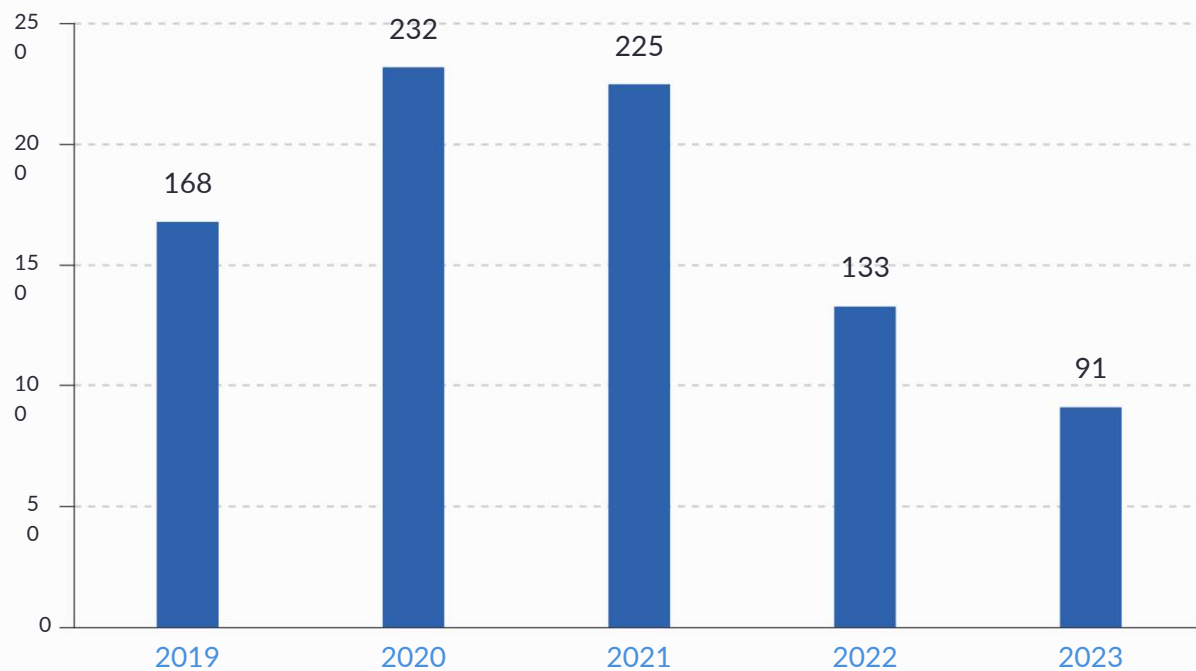
## **ANAVA the fund of funds dedicated to startups**

In 2022, KfW Development Bank subscribed €20 million to the ANAVA fund, which reached €60 million.

ANAVA invested in 3 prominent VC funds:

- 216 Capital Fund I, a seed-stage fund that backs Tunisian tech-startups managed by 216 Capital Venture,
- Badia Impact Squared, a late-stage fund investing in startups across MENA and managed by Silicon Badia. Badia Impact Squared led a \$20 million round for Expensya, a Tunisian B2B Expense Management Platform, in 2021.
- Titan Seed Fund I to support Deep Tech Startups in Tunisia. The Fund managed by Medin Fund Management Company plans to invest an average ticket between €300k and €650k, to prepare them for a “Series A” fundraising.

## Number of labeled startups

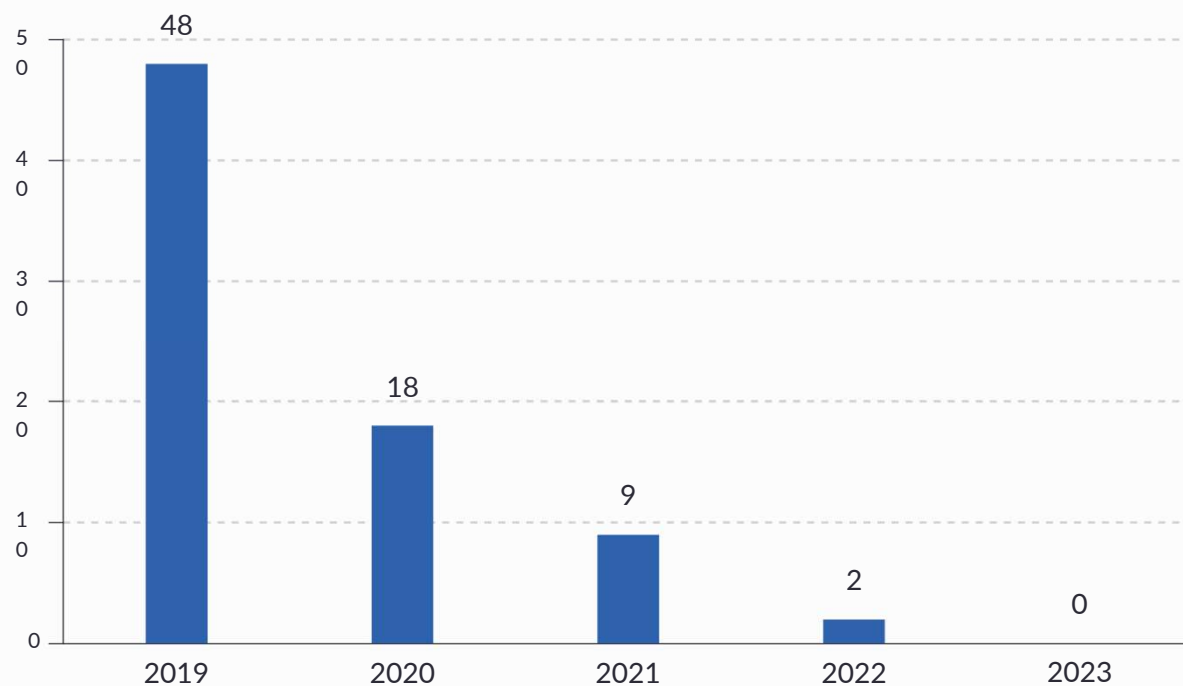


**849**

Labeled startups until December 2023

Source : Startup act database December 2023 / CMF platform

## Number of labeled & funded startups



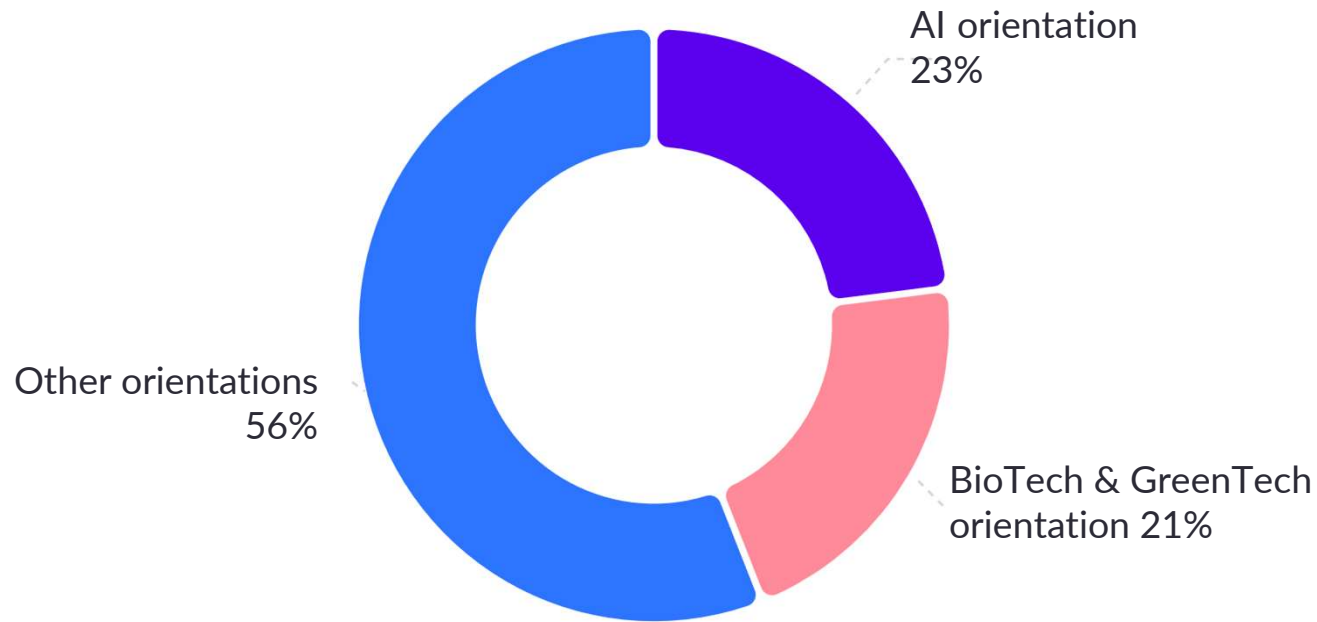
Caution: by date we mean the label date (not the investment date)

Source : Startup act database December 2023 / CMF platform

# 77

Labeled & funded startups  
until December 2023 (Follow-  
on investments are not  
considered)

## Split of labeled & funded startups by Tech orientation

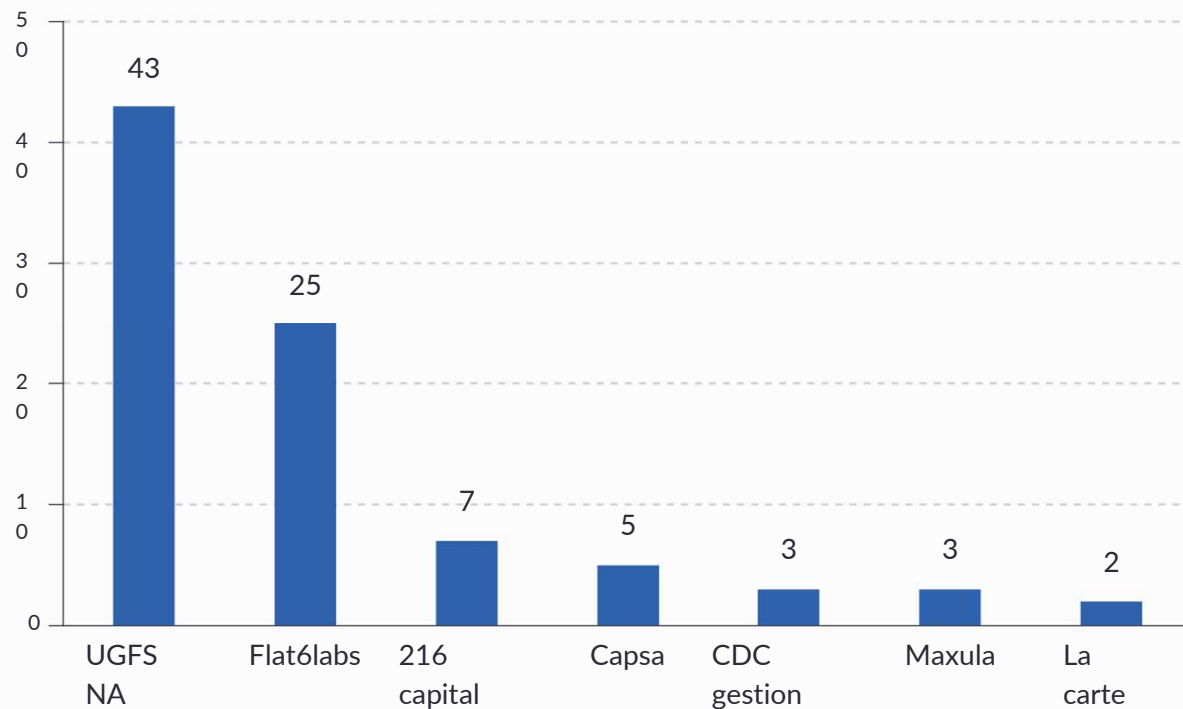


**44%**

of labeled & funded startups are  
AI, GreenTech & BioTech oriented

Source : Startup act database December 2023 / CMF platform

## Market share of Tn VCs funding labeled startups



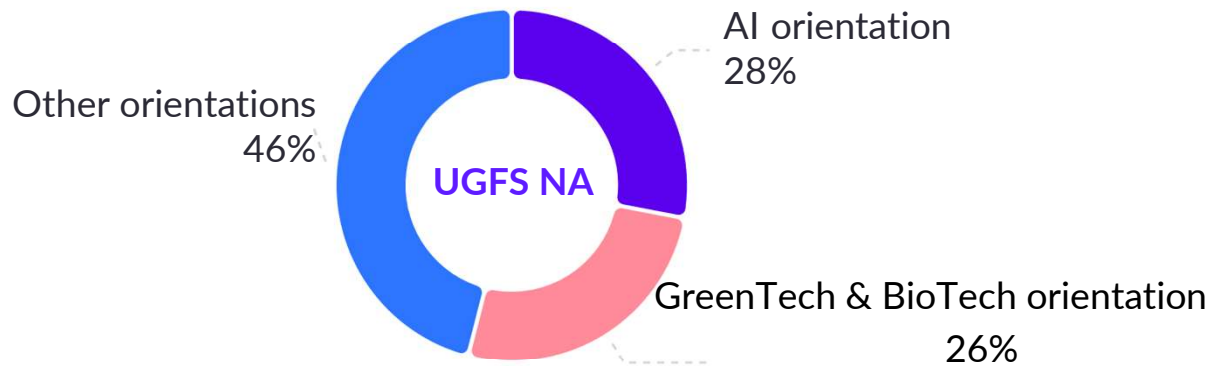
**56%**

of labeled & funded startups  
are funded by UGFS NA

Source : Startup act database December 2023 / CMF platform



## Major Tn VCs portfolios split by orientation

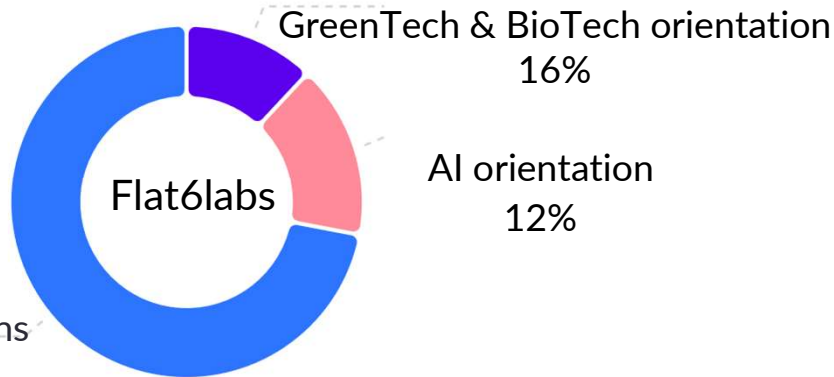


**54%**

of labeled startups funded by UGFS NA are AI, GreenTech & BioTech oriented

**28%**

of labeled startups funded by Flat6labs are AI, GreenTech & BioTech oriented



Source : Startup act database December 2023 / CMF platform

## Conclusion

- The international trend of AI, GreenTech & BioTech reach the Tunisian Ecosystem since **44%** of labeled and funded startups operate in those fields.
- UGFS NA is the leading labeled startup investor in Tunisia with a **56%** market share.
- UGFS NA has a strong track record in AI, GreenTech & BioTech startups since **54%** of its labeled startups' portfolio is made of companies operating in those fields.

## Reasons to Move Your Startup to Tunisia

**Strategic Location:** Positioned at the northern tip of Africa, Tunisia is at the heart of the Euro-Mediterranean and Middle East logistics chain and is an ideal export platform to several global growth markets.

**Entrepreneurship Education:** All of Tunisia's universities offer courses in entrepreneurship. The Tunisia Support Project for Innovative Startups and SMEs aims to build entrepreneurial skills, and there are more than 50 startup support organizations in the ecosystem.

**Dedicated Support:** The Startup Act makes startups exempt from corporate tax and allows them to apply for a label that provides the right to open accounts in foreign currency, enabling them to invest freely and without authorizations. It also allows startups to create subsidiaries abroad and take shareholdings in companies abroad. Tunisia has 15 cyberparks covering various specialties that work as incubators for ICT businesses.

**THANK YOU  
FOR YOUR ATTENTION**