

Business Plan Thesis Competition

Problem: High unemployment
rate among young university
graduates

- 23% among graduates (2009)
- Higher among young women
- Widespread among recent graduates (up to 46% 18 months after graduation)
- Key catalyst for the Tunisian Revolution.

Solution? The promotion of
entrepreneurship among the
graduates

The constraints that prevent the integration of graduates are related to the mismatch between demand and supply of labor:

- Lack of professional skills and / or relevant professional experience.
- The education provided by universities is often criticized for not addressing the needs of the labor market.

Challenge:

Design a program that encourages entrepreneurship among young graduates, promoting their interest in creating their own businesses and thus creating employment opportunities.

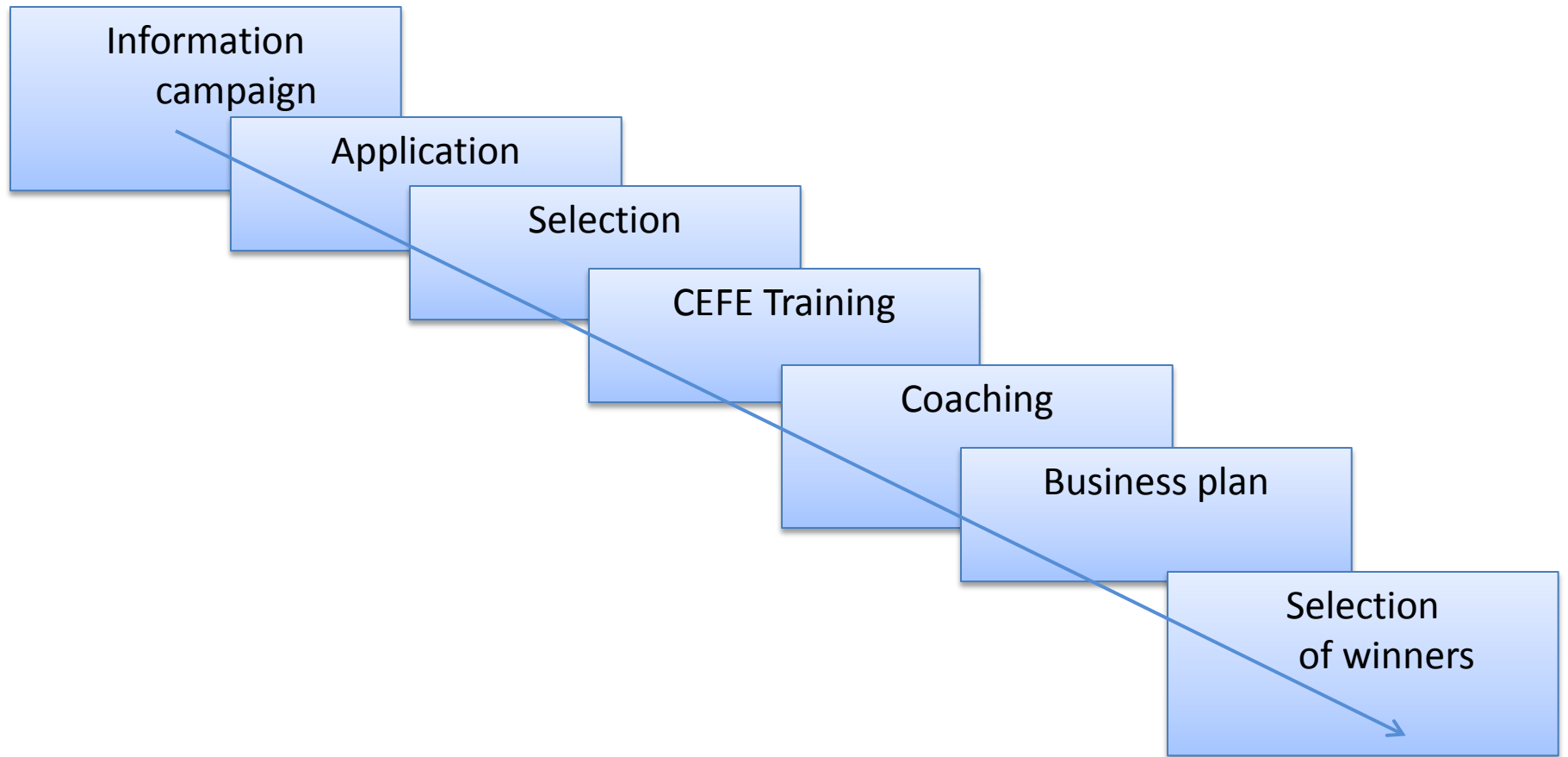
Implementation during the 09-10
academic year of a business plan
competition in which the winners
receive support to launch their
business

- All third-year students (L3) of "applied degrees" have the possibility of completing their studies by designing a business plan
- Participation: Individual or in pairs
- Business plan as an alternative to validate the traditional final project required to obtain the degree
- Information campaign through posters (University, employment offices), teachers, Radio, ...

Program

- Enrolled students receive support to write a business plan:
 - General training on entrepreneurial skills and the creation of a business (CEFE: 20 days organized by ANETI)
 - Professional coaching (8 hours provided by ANETI or API)
 - Supervision by university professors

Competition stages:



Profile of participants

- 2 every 3 candidates are women.
- The average candidate is approximately 23 years old, single, has an annual GPA of 11.5/20, took a course on entrepreneurship and understands English well (3/5).
- Her/his family is of low or average income (average 300TD/month).

- 71% of applicants have already worked, generally as a temporary activity (average duration: 6 months).
- For approximately 2/3 of the candidates, these professional experiences are related to the area of the proposed project, but only 25% have worked in a similar business
- Self-assessment: need to have a strong willingness to take risks (55% are "risk takers").

- Thank you for your attention