



المغرب الرقمي
المغرب الرقمي
DIGITAL MOROCCO
2030

DIGITAL STARTUPS

Building an international startup ecosystem



المملكة المغربية
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رئيس الحكومة
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وزارة الانتقال الرقمي وإصلاح الإدارة
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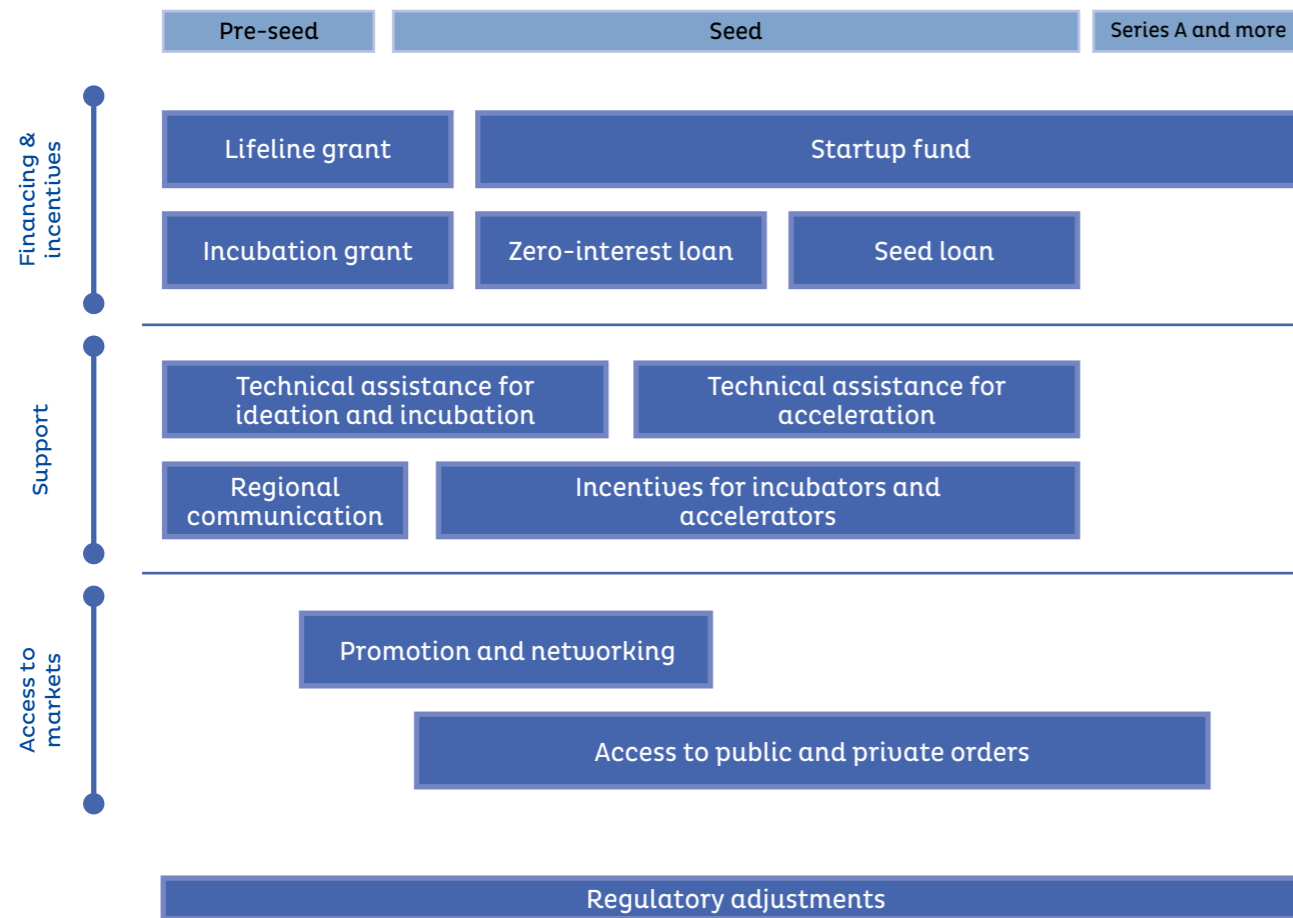
المملكة المغربية | الرباط | المغرب | 2023

DIGITAL STARTUPS

AN ECONOMIC DRIVER

The aim of the Ministry of Digital Transition and administration Reform is to build a local startup ecosystem with an international vocation, by implementing specific measures to support the creation, the growth and the internationalization of digital startups in Morocco.

MEASURES TO SUPPORT STARTUPS



FINANCING AND INCENTIVES FOR STARTUPS THROUGHOUT THEIR LIFE CYCLE

Providing non-dilutive financing to help startups get off the ground and grow :

- The Lifeline Grant facilitates the transition from being employed to being an entrepreneur by offering a financial support that enables founders to fully dedicate themselves to the development of their startups.
- The Incubation Grant helps finance the development of the MVP (minimum viable product) and the first test on the market.
- The Zero-Interest Loan helps cover professional expenses, improve the product after initial feedback from the field, and finance initial marketing and sales expenses.
- The Seed Loan provides additional funding to accelerate the startup's development, strengthen its cash position, and prepare it for future fund-raising.

Dedicated funds to enable startups to raise funds :

- Development of the Moroccan VC ecosystem by supporting national players and attracting quality international investment funds.



HIGH-QUALITY SUPPORT



Strengthen the capacities and the level of support of national and international operators :

- Compensate incubators and accelerators according to their performance, and encourage them to upgrade their skills.
- Technical assistance for incubation and acceleration.
- Set up dedicated support programs in areas such as AI, Fintech, Edtech...

ACCESS TO MARKETS

Facilitate startups' access to public and private markets:

- Enable connections with partners and potential clients through the organization of international events such as GITEX.
- Reinforce the preference for "Made in Morocco" technologies.
- Facilitate contracting with public buyers through a legal definition given to the startup.



A FAVORABLE REGULATORY FRAMEWORK

Adjust and adapt regulations to support startups:

- **Startup Policy:** establish a framework dedicated to startups to create an environment favorable to their development.
- **Startup label:** create a label for startups to facilitate their identification and access to incentives.
- **Adapted exchange rate limits:** adjust the limits for digital services according to the maturity of the startups
- **Incentivise Incentives:** introduce mechanisms of interest to motivate the employees and the associates of the startups.





4210.21

5214.79

14526.91

2154.78

13716.02

9845.78

3154.54

33216.72

29776.80

7912.79

45186.31



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