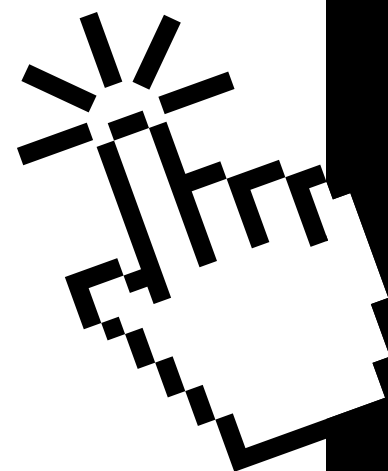


Boussole

**The first
integrated
data-intelligence
platform for the
Algerian market.**



www.boussolecorp.com



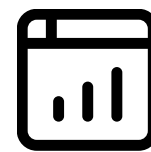
contact@boussolecorp.com

Market Problems



Blind Decision-Making

Entrepreneurs and investors gamble capital based on "gut feeling" and unverified rumors rather than real-time trends.



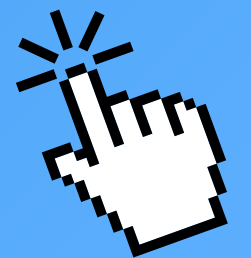
The Analytic Bottleneck

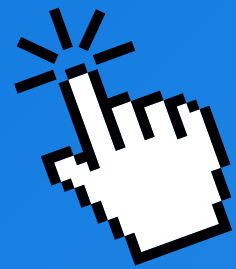
Study agencies (Bureaux d'Études) waste 70% of their time on manual data collection, making professional market research unaffordable for most businesses.



The Stagnation Loop

Fragmented and "Dead Data" (buried in archives/PDFs) prevents startups and SMEs from proving their viability to banks and incubators.





Boussole Solutions



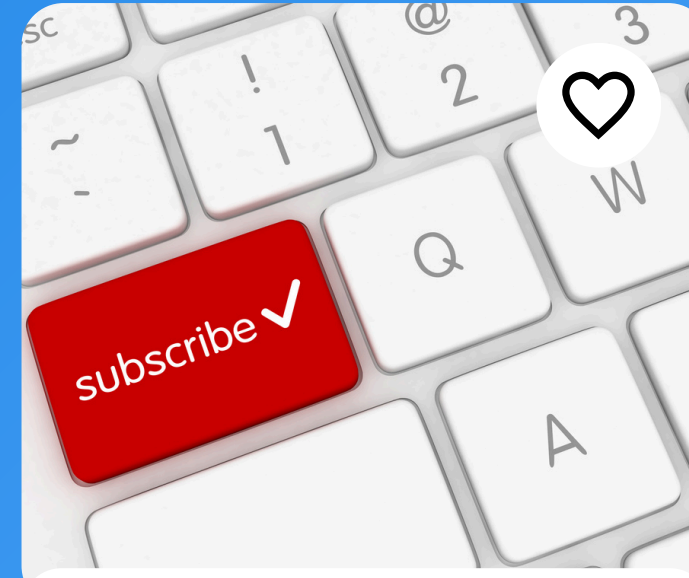
Automated Data Collection & Digitization

We bridge the "Data Gap" by converting fragmented public records, commercial bulletins, and scattered PDFs into a single, clean database. Our system turns "Dead Data" into live, searchable digital assets in seconds.



Interactive Visualization & Analysis

We transform raw numbers into actionable tools. Through **Interactive Heatmaps** and **Market Dashboards**, users can visualize supply, demand, and competition across all 58 Wilayas instead of reading long, complex reports.



Live Subscriptions

We replace expensive one-time reports with an affordable monthly subscription. Our customers get real-time updates that keep them ahead of market changes.



The Verification & Trust Protocol

In an informal market, we act as the "Source of Truth." Every data point on Boussole is cross-referenced and carries a **Verification Seal**, giving entrepreneurs the credibility they need to convince banks, incubators, and investors.

 **2.4M****TAM**
Total Available
Market

According to the **CNRC (Dec 2025)**, there are **2,419,913** registered operators (2.1M individuals + 274,000 companies). All of them eventually need market data to survive.

 **13,000+****SAM**
Serviceable
Available Market

- **8,000+ Registered Projects** on startup.dz (of which **~2,500** have received the official "Startup Label").
- **5,000+ Bureaux d'Études** (Consulting Agencies) that need raw data for their client reports.

 **1,000****SOM**
Serviceable
Obtainable Market

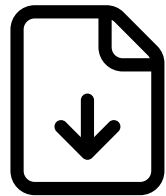
- **Who:** Year 1 Target.
- **Focus:** We are targeting the **192 Official Incubators** (ranked Jan 2026). Our goal is to capture 5 startups per incubator + **50 local-based agencies** in the first 12 months.

Market Size

Boussole opens the door to a massive market of over 2.4 million registered businesses in Algeria (CNRC, 2025). Our immediate focus is on the 13,000+ active innovators—including 8,000 registered startups and 5,000 consulting agencies—who desperately need verified data to secure funding and grow. This demand is urgent: with Algeria now ranked #1 in the world for entrepreneurship activities (GEN 2026) and hosting 192 official incubators, thousands of new founders are searching for the market insights that only we provide.

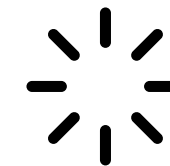


Boussole Features



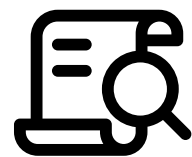
Multi-Source Aggregation

Connects with public archives, social media trends, and official commercial bulletins to pull scattered Algerian market data.



Automated Digitization

Our engine cleanses, translates (Arabic/French/English), and structures raw PDFs and images into a verified digital database.



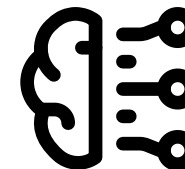
Interactive Heatmaps

Visualizes supply and demand across all 58 Wilayas, allowing users to spot untapped opportunities and competition density instantly.



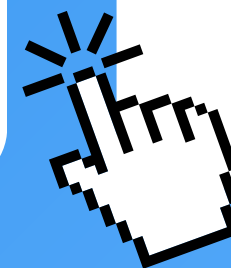
Instant Reporting

Generates professional, compliant PDF reports and business plans designed specifically for banks, ANADE, and incubator applications.



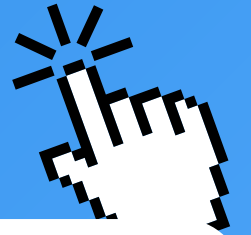
Live Market Pulse

Continuously updates data streams to ensure entrepreneurs make decisions based on today's reality, not last year's statistics.





Business Model



Key Partners

Strategic alliances with University Incubators for direct student onboarding and public data bodies (CNRC/ONS) for raw statistic validation. Partnerships with cloud infrastructure providers for scalable hosting and SME business associations for B2B market penetration.



Customer Relationships

Automated self-service models for student and professional tiers to ensure scalability. Establishment of active user communities through incubator workshops and provision of dedicated account management for high-value consulting agency clients.



Cost Structure

Primary expenses allocated to cloud infrastructure hosting and R&D salaries for technical development. Secondary costs include data acquisition fees for premium sources and marketing expenditures for customer acquisition.



Key Activities

Continuous aggregation and digitization of fragmented market data combined with 24/7 platform maintenance. Execution of rigorous data verification protocols to assign credibility seals and ongoing training of AI algorithms for market trend prediction.



Key Resources

Proprietary Data Lake containing digitized Algerian market statistics and a custom-built scraping engine. Reliance on a specialized team of local data analysts and developers, alongside the intellectual property of the "Boussole Seal" brand.



Value Propositions

Replacement of high-risk intuition with verified market intelligence, reducing research time from weeks to seconds. Provision of credible data essential for startup funding applications and transition from static, outdated PDF reports to live, dynamic dashboards.



Revenue Streams

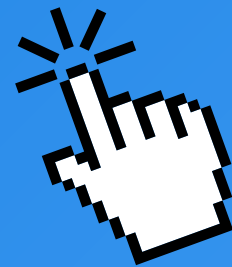
Generation of recurring revenue through tiered SaaS subscriptions (Student, Professional, Agency). Additional income from one-time "Pay-Per-Report" downloads for business plans and future licensing fees for API data access.



Channels

Primary distribution via the digital web platform. User acquisition through direct partnerships with university incubators, outbound B2B sales teams targeting consulting agencies, and digital marketing campaigns on LinkedIn and social media.

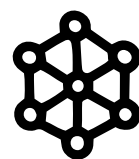
Competitive Advantage



Real-Time Agility



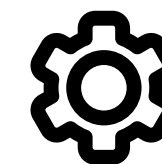
Unlike traditional market studies that deliver static, outdated PDFs after weeks of waiting, Boussole provides a **live, digital dashboard** that updates market trends and consumer behaviors in real-time.



Cost-Effective Accessibility



We disrupt the high-cost consultancy model by offering a **subscription-based SaaS solution**. This makes professional-grade market intelligence affordable for students and startups, not just large corporations.



Verified Credibility



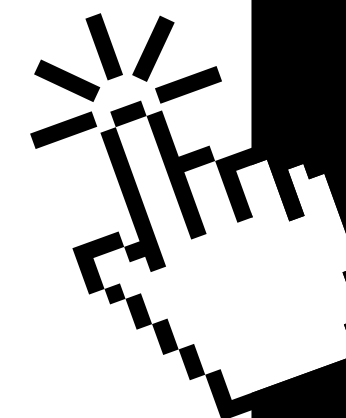
In an informal market driven by rumors, Boussole implements a rigorous **"Trust Protocol."** Our data is cross-referenced and digitally sealed, giving entrepreneurs the validated proof required by banks and state incubators.



Boussole



Thank You



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www.boussolecorp.com



Tebessa - Elogla



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