

The Role of Startups in Launching New Outputs: Bacira as a Case Study

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Abstract:

The purpose of the research paper is to shed light on a set of objectives that are considered as intervening variables while carrying out our project that is featured with socio economic impact. Producing shoes with an original design that communicates a world cultural heritage, and showing its impact on people's imaginaries are only considered prominent variables if they are associated with healthy and environmental traits. What could be the possible constituents of the shoe making that contribute to the wellbeing of people's health and to the maintenance of a friendly environment? The latter are two dependent traits that add assets to our product; they guarantee its sustainability in the market. Much focus is attributed to renowned international journals that have dealt with scientific studies about orthopedic soles and their different types. Touring pharmacists and getting in touch with experts resulted in acquiring some conception of desirable health details that concern the feet easement.

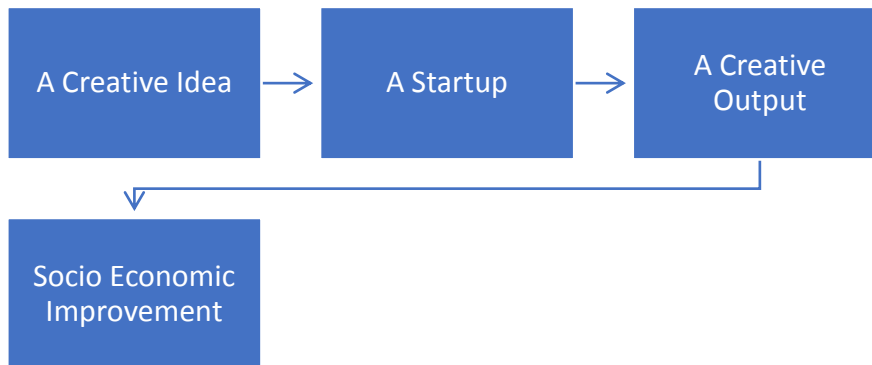
Keywords: Environment; feet easement; original design; orthopedic; soles.

1. INTRODUCTION

Producing an original healthy output that will be appreciated by people has been our concern to create long term value and bring in loyal customers. Much focus has been attributed to making our creative idea to come true. The conception of our product is to interpret the cultural commonness that exist between the Navajo of Arizona in the U.S.A. and the Tuareg of Ahaggar in Algeria. Macramé, leather, the choice of colors and the traditional jewels could add specificity and value to our product. Besides, a specific brand name, a particular design, a qualified product will guarantee the product's sustainability on the market. The label that is written in braille and letters/ numbers would constitute the essence for making the clients respond to the startup's creative idea: interpreting cultural commonness in a product. Moreover, it has been necessary to concentrate on the following issue solving: Producing original outputs, taking into consideration the wellbeing of people's health and the maintenance of a friendly environment.

Our socio-economic project constitutes a creative idea, figuring out a startup, launching a creative output, and improving the socio-economic conditions of the vulnerable workers since they are either blind or visually impaired. These attributes are shown in the following figure which ascertains the strategy of our research. It is

designed to illustrate the interactive components in the process: from creativity to productivity. The following diagram serves as a space saving device for our research paper to introduce the followed steps to concretize our project.



Mentioning socio economic improvement does not imply the financial resources only but the health care and the environment as a determinant for the people's moral and physical comfort. An overview of the project is required to inform the reader about some needed details about the startup, and to clarify the concerns he/she might have regarding the topic.

2. An Overview of the Project's Idea

A new trend in the tourism industry is suggested to allow people to discover similar touristic places that exist in the world. When visiting Oran in 2013, the first impression that Arnold Schwarzenegger had was that it reminded him of California. A simple Google search shows the natural resemblance of the two provinces' coasts. The following creative idea resulted from a survey that was carried out during the writing of my doctoral thesis: Five photos of the Arizona mountains were printed and shown to some Algerians. They just had to say where those places were. They all admitted that they featured the Hoggar in Algeria. The result rhymed well with what Gautier wrote in 1925 and Douchan Gersi in 1991 concerning the resemblance of the mountains of the two regions.

E.F. Gautier, who was a teacher at the University of Algiers, wrote: *"I think the American desert and the Algerian Sahara are, among the planetary deserts, the ones which necessitate a study the accustomed eye to the Algerian Sahara, finds in the American desert familiar impressions. Whether in the Gila Valley and in its afflunets of Arizona,... .. in Utah,... .. Green River,.... In Algeria, with a small effort of imagination, we could believe we have not left Africa."* (Gautier 1925: 147). Douchan Gersi, a documentary film director had also written on the same theme: *« Then comes the red and brown of the Hoggar dry Rocky Mountains and peaks much like those of America 'Monument Valley, but more massive and higher»* (Gersi 1991: 223).

An idea was born from this result; the fashion designers and documentary film makers were the most skillful to couple the specificity and originality of the two places with the similarity of their panoramic views. Their artistic work could allow people to travel to the similar places in a short period of time.

In an attempt to allow blind people to launch this new trend of tourism, we got in touch with the head of the National Federation of the Blind people located in Oran. He said that ten years ago they had trained blind women to make decorative items with macramé, such as a flower pot, a belt for women, and a mobile support. They said customers gave up buying the articles because they were identical and lacked newness.

A solution was proposed to them; to make the upper part of shoes with macrame, and bags with leather and macrame to attract customers. The macrame is a type of textile using knotting techniques to produce adornments: it is supposed to have originated from Native America. The colors chosen of the fibers should be those found in the Hoggar and Arizona Mountains; encompassing the features of the two cultures. The following articles feature the output carried out as a startup: each article is accompanied with an advertisement that adds some characteristics to the output to ensure its marketing.

Article One

Light and healthy slippers, branded BACIRA

A set of Targui jewelry adds an authentic allure to our product.



Article Two

Warm and bright colors

An authentic look with this silver pendant and the letter Tifinagh + T



Article Three The shells; a testimony to a time when the Sahara was a vast sea; a disappearance linked to plate tectonics.



The startup idea was proposed to the DGRSDT (Direction Générale de la Recherche Scientifique et du Développement Technologique) and was approved and financed. It has even been given the permission to be launched as a branded national product, and has allowed the head of the project to seek the help of incubators who could provide several opportunities for the new business. Under this head, previous researches have stated that:

“The entrepreneurship literature shows an abundance of studies on the creation and development of SMEs, but few studies have examined the process of incubator startup, although these organizations also need to create and maintain a viable business model. Hackett and Dilts (2004a), citing Rice and Matthews (1995), point out that incubators should be considered “entrepreneurial” businesses. Indeed, they have objectives and resources, offer services, are accountable to sponsors, and must think about strategies and cope with competitors (Phan, Siegel &

Wright, 2005; Baraldi & Havedid, 2016).” (Nakara,2018: 104).

When launching new outputs, incubators and sponsorship are useful since they suggest some questions that might have never been raised during the process of carrying out the startup.

Incubators generate new commercial solutions. This ability nurtures the innovation capacity, and affects the customers and employees ‘willingness to collaborate in the growth of the business. *“Collaboration also helps to promote new service offers that are either proposed by the startups or are already available in the firm’s product portfolio. An additional finding is the usefulness of corporate accelerators acting as intermediaries that provide the startup’s commercial and intermediation activities with otherwise non-existing interactions.”* (Arreola &al., 2021: 69). Their contribution to local economies is important since they create jobs and assist the commercialization of the product.

3. The Role of Startups in Launching New Outputs

The startup is a smart creative and innovative solution which alleviates the economic crisis. It contributes to improving the local production and to boosting the country’s reputation nationally and internationally. In this way, startups are significant to the economic and social development of an area and have a key role in the sustainable growth of a country. Startups have proven to be valuable for changing the jobs landscape and improving local production.

A leader of a startup is ambitious and wants to succeed within the limited means that he/she has got. He/she is not required to rely on the machine but on his/her creativity which is put ahead by innovation. Innovative techniques can boost the startup easily and quickly. Most people are connected on their smart phones and respond from anywhere and anytime to the launched publicity of the product that is displayed by the startup leader(s). This fact makes of the startup a practical solution that eases the rate of unemployment mainly among the youth, and it eases the difficulty for the government to employ the job seekers. University teachers are the mostly preoccupied elements that bother about the future of their trainees.

“To illustrate how the launch sequence works, let’s start with a research project at a university. Assume the team had no idea about a potential commercial product and decides to launch a startup. Empowered to do so, they first test their assumptions. Without testing, the startup would be flying blind. Serious entrepreneurs cannot afford to do that; they need to know if their intended product meets a demand in the market.” (STAGARS, 2015: 11)

It is necessary to mention that at the level of launching the startup, the academic work is no more a research project but a business. Outside the university, it is perceived as a business. On top of that, the main objective of our project that is underscored is to come out with a healthy and commercially available footwear. To concretize our aim

and to move our venture forward, some risks that could constraint the startup management have to be overcome.

4. From the 'Cloud' Creativity to the Field Work Productivity: The project Constraints and the Risks' Management

The term 'Creativity' is often mentioned when talking about software development, as it is one of the cornerstones for making something new. Creativity is used in a variety of contexts, but in particular, creativity and innovation are key to being able to create something new.

Almost anyone has got new ideas and is eager to make things change and to get the esteem of the environment where he/she lives. It is an inner quality which makes the person feel he/she is available, active and a successful member in the society. However, healthy details should add more authenticity to the output.

At the level of the field work, the strategy which has already been considered theoretically seemed to meet potential constraints and unexpected problems when it is deployed in the field.

At the beginning, a meeting was held with a shoemaker -whose work revealed he was a handy man and not a craftsman -during the pandemic of Covid 19. He asked for money to buy the glue; a sum of three thousand dinars. On the next meeting, the glue was put in a five-liter jerrican and on which there were no signs or typography indicating necessary information about the glue such as: ingredients, dates of fabrication, etc. The smell of the brown liquid was disgusting. He proclaimed it was imported though. Furthermore, he asked for bringing him all the required outfits since he was supposed to only adjust them and finalize the craft.

The typography on the label which constitutes a front consideration for our product, the brand name, the shoe size in braille and numbers, all revealed that our efforts failed since our product was without health distinction. To our disappointment neither the glue nor the insoles were healthy. The product gave off a bad odor. Finding a skillful craftsman was not an easy task. Eventually, one was found. When showing him the shoes, he tore them easily with his hands. Moreover, he revealed that the hard and insoles were made with the leather of vehicle tires. Buying pharmaceutical insoles from the chemistry was required.

When unpacking the insoles branded 'Cuidor', and at the first touch, they revealed soft and comfortable. They are made with three rubber layers. The packaging is well designed and, environmental since it indicates that the insole gives off no bad odor: a detail of much concern for customers. A detailed typography is included on the package, mainly the brand name, the pharmaceutical sign + (a green cross without any internal detail) and, even the address of the producing company was mentioned. Being relieved and happy to find them and to buy some of them revealed unnecessary since the craftsman refused to include them when making the shoes. He said he was neither trained nor accustomed to use them when assembling the shoe accessories.

Having no notions on healthy shoe making required to undergo an enquiry. With the advent of technology, we are provided with as much information as we need. Scientific detailed arguments remain appropriated by laboratory workers:

“These laboratory advances have been associated with the fascination with smaller and smaller units of analysis. They have helped medicine to move from the organism to the organ, from the organ to the cell, and from the cell to molecular properties.” (Mauksch: 1975, p. 521).

A personal experience has been undertaken: the Cuidor insoles have been tried at home by simply inserting them on the clogs -made of plastic- at home; the latter have shown comfort.

Getting in touch with an Algerian shoemaker who works abroad has unveiled that Sorbothane insoles are expected for a qualified shoe making. Unfortunately, they are neither available at the chemistries nor in the stores that sell branded sports shoes. Amazon.fr reveal that there are two types: Sorbothane Full Strike Semelles (that consist of three layers) and Sorbotanes Double Strike Semelles. The following table illustrates mainly the health traits of the materials which are available on Amazon.

Sorbotanes Double Strike Semelles	Sorbothane Full Strike Semelles
<p>Designed to reduce the force of heel and forefoot impacts for comfortable, pain-free walking, running.</p> <p>Replaces the existing sole for shoes, good foot support thanks to a plantar arch and heel cup</p> <p>Absorb shocks, offer optimal comfort, they will help you reduce muscle and joint pain</p> <p>Perfect pressure distribution and shock absorption during sportive or everyday activities, reduces the risk of injury or recurrence</p> <p>Anti-bacterial cover with Coolmax technology that controls and eliminates odors.</p> <p>TOPSOLE Comfort Sport Orthopedic Insoles for Flat Feet, Plantar Fasciitis, Foot Pain, Metatarsalgia, Heel Spur</p>	<ul style="list-style-type: none"> • Extra thin sole (3mm at the forefoot). It fits in all shoes. • Reinforced sole at the heel (6mm at the heel). • Multi-sports, running, walking, football, rugby, athletics... • Sensitive feet: Sorbothane® is a unique material as comfortable as the flesh. • New non-slip sole designed for more performance / shock absorption. • Perforated sole, breathes more, light. • Anti-abrasion cover, more resistant, wicks away perspiration • limits trauma from repeated impacts, avoids muscle and joint pain, back pain, knee pain, stress fractures, tendinitis, periostitis, neck pain. Sorbothane promotes the prevention of relapses and provides unequalled comfort. • Cut line in the forefoot

Insoles Men Women.	<ul style="list-style-type: none">• Hand wash in soapy water, let dry naturally
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People tend to use healthy footwear that protect the foot and ensures its comfort. Women generally prefer upward curvature shoes. The toe spring helps the toe to move forward during the propulsive process of walking. This mechanical rolling motion affects the way the foot functions and may lead to its vulnerability. A sheet of fibrous tissue could reduce the stiffness. *“The foot is usually the body’s only physical contact with the ground. Forces produced by the body are transmitted to the ground via the foot to generate forward propulsion in addition to supporting body weight.”* (Rory & al.: 2021; p.1) Healthy footwear influences actively the foot besides muscle strengthening exercises.

Their material is environmentally friendly when it releases no toxic odor, and toxins are released through the fibers of the sustainable footwears. They are breathable and enable the wearer feel cool throughout the day. Macrame and wool are two good examples of environmentally friendly materials. Added to the orthopedic soles, the output would probably be ecofriendly shoes allowing maximum comfort.

CONCLUSION

This research paper investigates the influence of healthy footwear on the sustainability of the product besides its commercial availability. The wearer is subject to thermal discomfort and hygienic problems. The major findings are as follows: Choosing the best type of insoles make significance to foot comfort. Three different insoles were tested: a hard card upper, a textile upper and, a rubber upper type but with no holes on the surface that would ensure ventilation and stabilize humidity and temperature.

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