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Digital Entrepreneurship Dynamics in the Era of Financial Technology: The Case of Digital Payment through Guiddini in Algeria

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Abstract:

The study explores the dynamics of digital entrepreneurship amid the transformations brought by financial technology, with a particular focus on digital payment as an applied model within the Algerian context, through a case study of Guiddini. It aims to analyze the role of digital payment solutions in supporting entrepreneurial initiatives and promoting financial inclusion. The study adopts a descriptive-analytical approach, supported by a case study methodology, and includes comparative insights from international experiences such as Nigeria, India, and the UK to contextualize the findings. By examining how the company's digital applications and platforms helped overcome traditional banking constraints and facilitated commercial transactions, the study situates Guiddini's experience within a global trend of using fintech to empower entrepreneurship. The findings indicate that digital payment constitutes an effective enabler for entrepreneurs, and the Guiddini experience reflects the capacity of local innovation to deliver advanced digital solutions. The study recommends reinforcing digital infrastructure, modernizing legislative frameworks, and fostering partnerships between financial institutions and startups.

Keywords: Digital Entrepreneurship; Financial Technology; Digital Payment; Financial Innovation; Financial Inclusion.

Jel Classification Codes : L26 ; O33 ; G21; G28; G21 .

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1. Introduction :

Digital entrepreneurship is undergoing an accelerated, dynamic transformation, driven by the continuous expansion of financial technology tools (Kraus, Palmer, Kailer, & Spitzer, 2019). These tools have become a major driver for developing flexible and scalable business models, particularly in emerging economies (Giudici, 2020). Digitization has reshaped methods of establishing and managing projects, as it has become possible to launch digital services and products without the need for huge investments or traditional resources (Whyte, 2019). This has allowed entrepreneurs to penetrate new markets and benefit from fast and secure electronic payment technologies (Klapper, 2019).

Within this context, digital payment represents one of the most influential financial technology applications in the modern innovative landscape, as its role is not limited to being a means of collecting funds, but rather extends to include support for operational operations, improving institutions' relationship with their customers, and facilitating their expansion towards regional and global markets (Patricia de Oliveira e Sandes, 2023). Due to its flexible digital environment, this model has provided unprecedented capabilities for emerging projects, particularly in countries transitioning towards the digitization of financial transactions as part of their broader economic reforms (Edo, 2025).

In Algeria, pioneering initiatives began to appear with an advanced digital character, focusing on integrating electronic payment solutions into its business models, most notably Guiddini, which provides a practical example of the integration of digital entrepreneurship and financial technology. Through its technical solutions, it has contributed to supporting startups and enabling them to expand their digital activities in an environment that is still in the process of developing its organizational and technological infrastructure.

Based on the foregoing, the central research question of this study arises:

How has digital payment, as a financial technology tool, contributed to enhancing the dynamics of digital entrepreneurship in the Algerian context?

1.1 Significance of the Study

The significance of this study lies in its focus on the interplay between digital entrepreneurship and financial technology in the Algerian environment, specifically by analyzing the impact of digital payment as an empowerment tool, allowing the understanding of the dynamics of the local market and providing practical recommendations to develop financial solutions supporting emerging projects.

1.2 Objectives of the Study

This study aims to clarify the relationship between digital entrepreneurship and financial technology by analyzing the role of digital payment systems in supporting entrepreneurial projects. In this regard, the case study of Guiddini represents an effective Algerian model that exemplifies the integration of fintech solutions within entrepreneurial ecosystems. The analysis further seeks to determine the main challenges hindering this interaction while exploring the potential future opportunities that may enhance the synergy between these two dynamic domains.

1.3 Study methodology

This study adopts a descriptive analytical approach to examine the dynamics between digital payment and digital entrepreneurship in Algeria. It is based on a field case study of Guiddini, an emerging digital platform, through which the study analyzes the nature and scope of its digital services. By relying on qualitative methods and published data, the research aims to uncover the dimensions of interaction between fintech applications and entrepreneurial initiatives, offering insights into both current practices and future possibilities.

1.4 Review of Related Literature:

Within the broader discourse on financial inclusion and entrepreneurial innovation, financial technology has emerged as a central enabler, especially in the context of emerging economies like Algeria. **(Seddiki, 2023)** aimed to analyze the role of financial technology in bridging the financing gap that small and medium enterprises in Algeria suffer, employing a descriptive analytical approach. The study concluded that tools such as digital loans and electronic wallets represent effective alternatives to traditional financing, but still face the challenges of infrastructure.

In the same context, **(Benamar, Mokhtari, & Chine, 2025)** examined the effect of Fintech on financial inclusion during the 2016-2022, as it revealed the use of extrapolation data that the adoption of these digital tools in Algeria is going at a slow pace as a result of the weak digital culture, despite its great ability to generalize financial services.

(Mokrane, 2024) focused on identifying the factors contributing to the success of digital entrepreneurship in Algeria, especially in light of the global digital transformation, and the most important importance of institutional support and digital incubators, noting that digital payment is a decisive element in the development of the pioneering scene.

Adopting a qualitative analytical approach, **(Labsi , Difallah , & Zehouani , 2024)** investigated the challenges of digital transformation in Algerian institutions, stressing that the weakness of the legislative framework and the weak confidence in technology limits the expansion of the use of digital payment solutions, despite the availability of political will to support this transformation.

Finally, **(Koudjil, Ouahab, & Bendaoudia, 2024)** presented a comprehensive assessment of the impact of financial technology on financial institutions in Algeria, and showed through a field analysis an improvement in the use of Fintech tools inside banks and insurance companies, with the need to develop digital financial culture and a more flexible legislative structure.

Collectively, these studies demonstrate that digital payment is not just a technical means, but rather a dynamic axis in developing digital entrepreneurship and enhancing the comprehensiveness of financial systems, provided that a supportive institutional and educational environment is established.

2. Theoretical and Conceptual Framework:

2.1. Definition of FinTech and its importance in the modern financial system

Defines financial technology (FinTech) in general as advanced technological applications that aim to improve and facilitate the provision of financial services, and enhance their efficiency through the use of modern digital tools (Said, 2020). According to the Organization of the Joint Market for

East and South Africa (COMESA), financial technology represents a bridge linking the financial and technical sectors, which helps commercial and consumer to manage financial operations more smoothly and effectively, through specialized software and algorithms used on computers and smartphones. The concept of financial technology is just providing traditional banking services to include the use of communication networks, e-commerce, digital currencies, and other emerging technologies, which has made a radical transformation in how to deal globally (Zeidy, 2022).

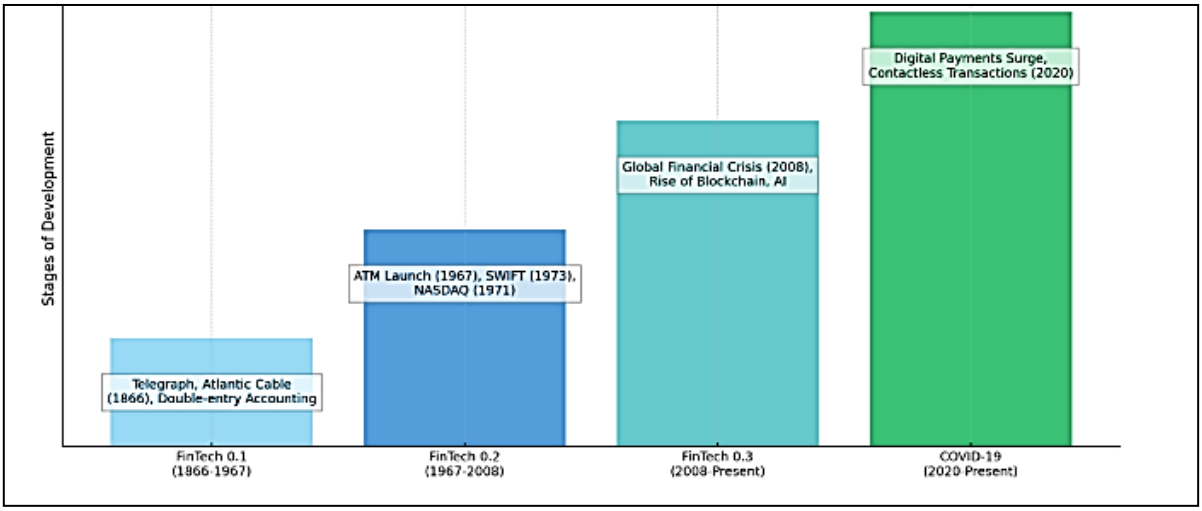
2.2. The Historical Stages of Fintech Development

Financial technology has witnessed a long historical development in several successive stages. The first stage of Fintech 0.1 (1866-1967) started with the appearance of the telegraph and the laying of the cable across the Atlantic Ocean, which helped accelerate financial transactions, and later developed with the emergence of credit cards and computers. As for the second stage, Fintech 0.2 (1967-2008) witnessed the real digital transformation with the emergence of ATM, the development of payment systems such as Swift, in addition to the spread of the Internet and electronic banks. The third stage, Fintech 0.3 (2008 to this day), came in the global financial crisis, as the importance of startups in the financial field escalated, and technologies such as artificial intelligence, blockchain, and digital currencies emerged. In light of COVID-19, this growth is strengthened thanks to the high use of digital financial services and smartphones, despite the accompanying security and organizational challenges (Avilés-Calderón, 2024).

As a study published in January 2024 showed that the financial technology sector maintained strong growth after the pandemic, as the average global customer growth rate (50%) exceeded between 2021 and 2022 (World Economic Forum, 2022). The growth of the global financial technology market is expected to continue by (228.24) billion US dollars in 2024, and is expected to reach (397.24) billion US dollars by 2029, with an annual growth rate of (11.72%) during the expected period (2024-2029)(Mordor Intelligence, 2024).

The following figure illustrates the above:

Figure (1): Historical Development of Financial Technology (FinTech).



Source: Prepared by the author based on the theoretical framework of the historical development of the FinTech industry, utilizing the Python programming language for data processing and analysis.

2.3. Digital Payments as a Core Application of Financial Technology

Digital payments represent a cornerstone of financial technology applications, particularly through smart banking services delivered via mobile applications. They allow users, through smartphone applications, access to a bouquet of services such as account management, money transfer, and payment of payments, provided that bank requirements are met, such as know your customer (KYC) procedures (Al-Mannai, 2014). These services are integrated with digital payment systems that have become the nucleus of modern financial transactions because of their speed and safety, and reduced dependence on cash. These systems include:

- Mobile Payment Systems (MPS) use technologies such as NFC and SMS to facilitate transactions (Jesús & Sherali, 2017);
- Smart ATMs, including interactive teller machines (ITMs), allow visual communication with bank employees. NFC is dependent on reduction to reduce treatment time and improve safety (EuronetSoftware, 2022). Crypto ATMs that allow the purchase and sale of encrypted currencies (The Investopedia Team, 2024). The micro-ATMs are used by agents to provide financial services in remote areas (Hari Mohan & Satya Mohan, 2013);
- Digital wallets (e-wallets) are modern payment tools linking bank accounts to smartphones and are used in payments inside stores, via the Internet, and between individuals, as well as for storing loyalty cards. The value of digital wallet transactions amounted to 3142.17 billion dollars in 2022, supported by QR, NFC, and MST technologies (Chinmay, Kiran, Kundan, & Vishal, 2024);
- Point of Sale (POS) systems have also evolved to include traditional, portable, electronic, and integrated systems, which are increasingly dependent on integrating digital payment solutions such as electronic portfolios, supported by modern technologies such as NFC and QR to provide a fast and safe payment experience (Cashless INDIA, 2020);
- Automated Clearing House (ACH) payments are one of the forms of digital transactions that allow direct deposit and electronic checks, providing safety, speed, and low costs compared to traditional methods (Adalet & Babuşcu, 2023);
- Wearable payment devices, such as smartwatches and fitness devices, have seen a remarkable development, as they provide mobile and safe payment solutions thanks to their support for technologies such as NFC. The most prominent devices used are Apple Watch, Samsung Gear, and Jawbone UP4, which reflect a development in integrating the Internet of Things with modern financial technology (Imdadullah, Arshad, Fahim, & Mohd Ziaur, 2022).

2.4. Digital Entrepreneurship and the Enabling Role of Financial Technology

2.4.1. Understanding Digital Entrepreneurship

Digital entrepreneurship has emerged as a contemporary concept within the broader context of global digital transformation, and the European Commission defined it as a process of creating new job opportunities by developing innovative digital technologies or by expanding the use of these technologies to digitize existing institutions (European Commission, 2022). This form of entrepreneurship derives its importance from its ability to overcome the traditional restrictions of time and place, as it enables individuals to create their online projects using digital tools available at relatively low costs (Kraus, Palmer, Kailer, Kallinger, & Spitzer, 2019).

These digital entrepreneurial models serve as effective solutions to unemployment problems by providing large-scale virtual job opportunities, especially among young people. It also contributes to enhancing economic and social development, especially in rural areas that lack traditional infrastructure (Vargas & Klier, 2023). The most prominent advantages of digital entrepreneurship are the elasticity of time, low foundation costs compared to traditional leadership, and the ease of access to a wide audience thanks to the widespread spread of the Internet, as well as the ability to expand and improve the quality of services without the need to increase fixed costs. These combined characteristics have made digital entrepreneurship a vital and open field for young energies and emerging institutions to develop sustainable and more adaptive business models (Kraus, Palmer, Kailer, Kallinger, & Spitzer, 2019).

Several factors drive the adoption of digital entrepreneurship, including low entry barriers enabled by open-source digital tools, instant access to global markets, growing dependence on e-commerce and digital financial services, and the widespread use of smartphones and internet connectivity (Fiona & Zoltan J, 2017) :

- Low market entry barriers enabled by open digital tools;
- Immediate access to global markets;
- The growing reliance on e-commerce and digital financial services;
- The increasing number of smartphone and internet users.

2.4.2. The Digital Entrepreneurship Ecosystem

The digital entrepreneurship ecosystem consists of the interaction of multiple interlaced elements to facilitate the creation and growth of digital startups, including (Morrar, Arman, & Mousa, 2020):

- **Digital Infrastructure:** Internet technology, mobile technologies, and cloud computing networks;
- **Financial Resources:** such as venture capital funds, group financing, and owners and investors ;
- **Policies and regulations:** data protection legislation, e-commerce laws, and tax environment;
- **Human capital:** digital skills, knowledge of financial technologies, and entrepreneurial education;
- **Institutional support:** digital incubators and accelerators, universities, and government programs;
- **Networks:** connections among entrepreneurs, mentors, developers, and investors. These interconnected components collectively shape an environment conducive to the development and scaling of digital ventures.

2.4.3. The Role of Financial Technology in Enabling Digital Entrepreneurship

Financial technology (FinTech) has become a pivotal enabler of digital entrepreneurship by supporting the development of innovative business models (Gimpel, Rau, & Röglinger, 2018). Key contributions include (Stefanelli, Manta, & Toma, 2022):

- Providing a flexible and safe digital financial infrastructure (such as electronic wallets, API payments);
- Creating opportunities for the economy of platforms where the user can pay, sell, and connect within one digital environment;

- Promoting customer confidence through verification and transparency systems offered by blockchain technologies.

2.4.4. Challenges Facing Digital Entrepreneurship in Emerging Markets

Despite the extensive opportunities offered by the digital environment, digital entrepreneurs face several complex challenges, most notably the intense competition as a result of the ease of entering the market, which requires developing effective strategies for excellence, in addition to the increasing threats associated with cybersecurity, which require advanced investments in protection systems, as well as rapid technological changes that impose permanent accompaniment to updates (Samara & Terzian, 2020). In the emerging contexts such as Algeria, Nigeria and Argentina, challenges are exacerbated to include structural and organizational aspects, among them the weak coverage of the Internet in rural areas, the lack of financing and digital banking services, poor confidence in e-commerce and digital payment means, in addition to the limited digital skills among young people and entrepreneurs (la Chaux & Okune, 2016).

2.5. International Experiences in Empowering Entrepreneurship Through Digital Payment Solutions

In the evolving landscape of digital economies, digital payment solutions have become a fundamental enabler of entrepreneurial ventures, especially in emerging and underbanked contexts. These tools transcend the limitations of traditional banking by offering flexible, scalable, and accessible mechanisms for managing transactions, enhancing operational efficiency, and expanding market reach (Minarni, 2025).

2.5.1. Digital Payment Gateways as a Pillar of Entrepreneurial Agility

Today, digital payment gateways are an essential element in the infrastructure of entrepreneurial projects, as they enable platforms such as Stripe and Flutterwave to integrate flexibly and quickly through API programming facades (Reddit, 2025). This allows entrepreneurs to receive payments locally and internationally around the clock. This integration contributes to reducing the market entry barriers and effectively supports business continuity.

The Paystack Company's experience in Nigeria is a prominent example of this integration, as it provided a digital environment that enabled thousands of small companies to accept digital payments and improve the efficiency of their transactions (Ukpe, 2020). This success attracted international investments, most notably the American STRIPE acquisition of Paystack in 2020 for more than 200 million dollars, which reflects the strategic importance of payment solutions in promoting the digital economy (Hamilton, 2020).

2.5.2. Enhancing Operational Efficiency Through Digital Payments

Digital payment technologies have exceeded their traditional money receipt to become an integrated part of the management of operations. Successors to QuickBooks Payments and Zoho Checkout offer integration with accounting systems, providing immediate financial reports that enable entrepreneurs to track cash flows accurately, reduce errors, and make informed decisions based on real-time data (Vargas & Klier, 2023).

In Latin America, the Ualá platform in Argentina is embodied in how digital payment solutions can enhance the efficiency of entrepreneurial institutions and target the universally covered groups. By 2022, the platform succeeded in serving more than 5 million users, as its operations expanded to

Mexico and Colombia, highlighting the role of digital payment in supporting financial and pioneering inclusion alike (Buenos Aires, 2022).

2.5.3. Enabling Global Expansion and Market Reach

The financial digitization of emerging projects has provided opportunities to expand globally and efficiently. Platforms like PayPal, Wise, and Razorpay provide multi-currency payment services, which help the projects to overcome traditional banking complications and expand their customer base internationally.

According to the India Fintech Report (2022), Razorpay has contributed to supporting hundreds of thousands of small projects, especially in rural areas with a weak banking structure.

The report indicates that India embraces more than 6,600 financial technology companies, and the volume of investments in the sector reached $ 8 billion in 2021, which reflects the decisive role of payment solutions in supporting entrepreneurship (Bain & Company, 2022).

2.5.4. Regulatory Alignment and Policy Innovation as Enablers

Digital transformation in the field of entrepreneurship cannot succeed without flexible and stimulating regulatory frameworks. The United Kingdom is an advanced model in this field, as government policies have contributed to turning London into a global financial technology center. Emerging companies such as Monzo and Revolution have benefited from this regulatory environment to provide entirely payment and banking solutions, allowing thousands of small projects to open commercial accounts without the need for traditional banks (Taylor, 2023).

3. Applied Study on Guiddini: Insights from the Algerian Context:

3.1. Indicators of the Development of Digital Entrepreneurship in the FinTech Sector in Algeria

In recent years, Algeria has been witnessing a remarkable development in the digital entrepreneurial environment, driven by the emergence of an increasing number of startups that are active in the fields of financial technology (FINTECH), smart insurance, and regulatory technology (RegTech) (Rafin & Bekhti, 2024).

The pioneering startup program in Algeria was created in 2018, and it is considered "Algeria Startup Challenge" the largest national initiative dedicated to this field, as it provides wide opportunities for innovation and collects an integrated environmental system that includes institutions, economic actors, innovators, startups, and experts to develop influential solutions through innovation challenges Open (Guiddini, 2025). Within this framework, the program pays special attention to supporting startups that are active in the field of financial technology, especially those that depend on innovative operating and technological models or economic solutions of transformational nature, to address the challenges in the financial services sector, including banks and insurance. The organization of this initiative is supervised by a committee to organize and monitor the stock exchange operations (COSOB), an independent organizational authority concerned with organizing and following up the stock market in Algeria.

Emerging companies in the field of financial technology in Algeria are active within three main axes that reflect the diversity of innovation in this sector. These axes are the following:

- **FinTech:** digitization of financial services and developing effective tools to manage cash, as well as creating push for roads to cross roads, applications to locate ATMs, and developing electronic wallets;
- **InsurTech:** It focuses on creating smart insurance solutions, including fraud detection systems using image recognition techniques, mobile applications to report accidents, in addition to tools for tracking and processing car insurance claims;
- **RegTech:** by providing advanced solutions to risk management, monitoring financial transactions, applying "Know your customer" mechanisms (KYC), and signing contracts digitally, as well as developing business intelligence tools, which contribute to enhancing compliance and transparency in financial systems.

These axes reflect the diversity and innovation witnessed by the entrepreneurial environment in the field of financial technology in Algeria, as the number of emerging projects that are active within these areas increases with the support of specialized programs.

The following table shows some of the main numbers that highlight the volume of participation and increasing interest in this sector within the framework of the supportive national programs (Algeria Startup Challenge, 2022):

Table (1): Indicators on the Participation of Startups in FinTech Support Programs in Algeria

Indicator	Number
Registered Projects	**55**
Selected Projects	**25**
Support Program Duration	**2 weeks**
Number of Winning Projects	**9**

Source: Prepared by the author based on**:** Algeria Startup Challenge, FinTech Startup Challenge, available at : https://algeriastartupchallenge.com/fintech , Accessed on February 12, 2025, at : 04 :23 pm.

The above table shows indicators that reflect the extent of interaction with support programs for startups in the field of financial technology in Algeria. The number of registered projects reached 55 projects, indicating the existence of increasing interest by entrepreneurs in engaging in this vital sector. Among these projects, 25 projects were chosen to take advantage of the support program, indicating that there are selective criteria aimed at encouraging innovation and quality. The support period extends for two weeks, which is an intensive period often aimed at enabling the participants to develop their business models and improve their technical capabilities. The program resulted in the selection of 9 winners, which reflects the focus of programs on the elite of projects with high capabilities to influence and grow in the financial technology sector. Many startups that have contributed to the formation of digital entrepreneurship features in Algeria, including companies that offer qualitative solutions in the field of digital payment, such as:

Table (2): Leading Winning Startups in the Fields of Financial Technology in Algeria (FinTech, InsurTech, RegTech)

Description	Startup Name		Field
An online payment solution available on the web, Android, and iOS platforms, operating as an advanced e-bank.		**UbexPay**	**Fintech**
Provides micro-financing to merchants through installment sale contracts with approved clients.		**Global Cash Management (GCM)**	
A platform for managing POS terminals (TPE) and ATMs (DAB) with real-time geo-tracking and operational status.		**GEODAB**	
A payment platform for highway tolls using Internet of Things (IoT) technology.		**Pay & Go**	**Regtech**
A legal-tech platform for managing law offices, bailiffs, and notaries.		**Moustachari DZ**	
An Algerian company specializes in digital identity verification using KYC-based solutions.		**Verit**	

The source: Prepared by the author based on Algeria Startup Challenge, FinTech Startup Challenge, available at : https://algeriastartupchallenge.com/fintech , Accessed on February 12, 2025, at : 04 :23 pm.

These examples demonstrate the breadth of digital solutions within the local market and reflect the evolution of an entrepreneurial ecosystem striving to keep pace with global digital transformations, particularly in the fintech-driven digital payments ecosystem.

Within this evolving landscape, companies such as Guiddini stand out as models of digital entrepreneurship, offering advanced digital payment solutions tailored to the needs of Algerian users and contributing to the advancement of inclusive finance and digital integration.

3.3. Guiddini as a Model of Digital Entrepreneurship Dynamics in the Field of Digital Payments in Algeria

Guiddini is one of the most influential local models of emerging digital entrepreneurship in Algeria, as it was established in 2009, specialized in the design and development of innovative digital tools, and the integration of application programming interfaces (APIs), and the creation of immersive digital and social experiences that meet the needs of the national market. The company has succeeded in scaling up its activities by providing an integrated portfolio of digital services, which align with the requirements of the digital transformation of institutions and entrepreneurs alike (Guiddini, 2023).

3.3.1. Key Services of Guiddini in the Context of Digital Transformation and Financial Technology

To better understand the role of Guiddini within the evolving landscape of digital entrepreneurship and financial technology in Algeria, this section presents an in-depth analysis of its core services and operational mechanisms. The following subsections explore the key components that define Guiddini's contribution to the digital payment ecosystem (Guiddini, 2023):

a. **Graphic Design:** The company provides comprehensive design services that include visual identity building, color and line selection, attractive website design, professional video production, and 3D models, enhancing digital user experience and brand leadership.

b. **Web Development and Mobile Applications**

Guiddini provides advanced digital solutions in developing websites and smart applications (iOS/Android), as well as expandable digital platforms and artificial intelligence-backed services, focusing on improving user experience (UX/UI) and ensuring continuous technical maintenance.

c. **Business incubator program**

The company supports entrepreneurship by providing legal workspaces (private or joint offices), accelerating project growth, facilitating access to financing, organizing training workshops, creating partnership networks, and providing administrative and technical support.

d. **Digital Marketing**

Digital Marketing Services include the implementation of integrated digital strategies, social media management, cooperation with influencers, e-mail campaigns, search engines (SEO/SEA), and creating creative content that contributes to increasing digital interaction and commercial conversions.

e. **Events Organization**

Guiddini is concerned with organizing digital and realistic events, through strategic planning, the design of the event's visual identity, resource and logistics management, and post-implementation evaluation, in a way that serves the smart promotion of entrepreneurial projects.

3.3.2. Guiddini's Role in Strengthening the Digital Payment Infrastructure

The nucleus of digital payment plays Guiddini as a pioneering role in supporting the electronic payment infrastructure in Algeria, by providing advanced and integrated technical solutions that contribute to enhancing financial inclusion, and facilitating digital transformation in the Algerian business environment. Among its most important services in the field of financial technology (Guiddini, 2023):

a. **E-Payment integration:** The company provides technical integration with approved electronic payment systems (CIB, Edahabia), ensuring a smooth and safe payment experience for consumers, and constitutes a digital basis that contributes to digitizing financial operations within commercial institutions.

b. **Digital payment solutions:** it includes various services such as: online payment systems; Digital Governor; POS software (POS); Recurring Billing; Security protection solutions for payments; Payment between companies (B2B); Paying via mobile phone; Transfers between individuals (P2P).

c. **Systems integration:** Guiddini incorporates digital solutions with internal systems in institutions, and includes the development of application programming facades (APIS) for open banking services, identity verification (KYC), the use of blockchain technologies, and the development of electronic fraud platforms.

d. **Online banking services:** Provides digital banking solutions that include: opening bank accounts electronically; Development of flexible and safe banking gates; Providing automatic financial consultations; Tools for spending and budget management; and Smart solutions to risk management.

In the context of the efforts of (Guiddini) to enhance the digital payment structure in Algeria, it has developed applications. And digital texts that fall within the infrastructure solutions for digital payments, and provide advanced technical support for both financial institutions, merchants, and developers of payment solutions. The following table shows some of these digital applications:

Table (3): Innovative Digital Solutions by Guiddini in the Field of E-Payment and Digital Transformation.

Service / Application	Description
MyTPE SPAS	A flexible and innovative e-payment service was developed by the company in response to the challenges facing the electronic payment system in Algeria. It operates on a SaaS and local basis and aims to digitize the process of requesting TPE (Electronic Payment Terminals), facilitate their management and maintenance, and address issues of inventory, location, connectivity, and maintenance faced by banks. It also resolves delays in device distribution to merchants and supports e-payment service providers through advanced technical tools. It allows merchants to easily create online stores and promotes the integration of digital payment solutions, thereby expanding digital financial inclusion.
MyTPE Pay	A comprehensive digital application designed for entrepreneurs, merchants, and freelancers. It does not require traditional TPE devices or dedicated websites. It transforms a phone or computer into a virtual payment terminal certified by SATIM and GIE Monétique. It includes components such as a virtual TPE device, a connected e-wallet, and a QR-based mobile payment service. The service provides secure payment links for customers, supports direct transfers to bank accounts, and serves e-commerce actors and SMEs. It is characterized by security, flexibility, fast settlement, and support for e-wallet and mobile payment.
Eventili	An Algerian digital platform that invites users to engage in the world of innovation and entrepreneurship. It enables users to discover, organize, or book events in fields such as technology, business, and startups. The platform supports professional growth and networking, offering a digital space that connects stakeholders in the digital economic ecosystem, thereby enhancing communication and skill development through practical and academic events.
EFAWTARA	A digital application that offers a comprehensive solution for e-invoicing and online payment management, designed for small and medium enterprises, e-

	merchants, freelancers, associations, and educational institutions. It allows for the creation, customization, sending, and receiving of invoices through secure payment links or QR codes instantly and safely. It also offers financial tracking, report generation, and system integration services, thus enhancing the financial and digital efficiency of businesses.

Source: Prepared by the author based on the official website of Guiddini, available at: https://guiddini.com/ , accessed on December 12, 2024, at 06:34 pm.

4. Conclusion:

In light of the rapid digital transformations in the world, financial technology has emerged as one of the most prominent tools of economic and social empowerment, especially through digital payment, which has become a strategic axis in developing digital entrepreneurship. The Algerian experience, through the situation of Guiddini, has shown that this type of local digital initiative is not only limited to providing technical solutions, but also extends to establishing an integrated entrepreneurial model, based on innovation and integration into the digital financial system. Digital payment enabled the skipping of traditional banking restrictions and contributed to facilitating the access of aspiring contractors and youth to the market, while reducing the gap between the official and unofficial economy.

The study yielded a set of significant findings that underscore the pivotal role of digital payment solutions in empowering entrepreneurship within emerging economies, while also offering a comparative analysis of international and local experiences in this domain.

Firstly**,** the study showed that digital payment, as one of the financial technology applications, represented a stimulating factor for the development of emerging projects, by facilitating financial transactions and reducing operating costs, which reflected positively on the dynamics of entrepreneurship in Algeria.

Secondly, a comparative look at international experiences reveals that many really emerging economies have created occasions wherein digital payments engender entrepreneurship. In Nigeria, Paystack acts as an instance, surely having supported thousands of SMEs to accept digital payments seamlessly, as the U.S.-based company Stripe would later acquire Paystack for a whopping $200 million in 2020. In Latin America, Ualá from Argentina is an example of inclusive fintech growth, with more than 5 million users in 2022 and operations extending to Mexico and Colombia. India is vibrant with over 6,600 fintech start-ups and $8 billion investment in the sector in 2021; companies such as Razorpay provide support to hundreds of thousands of microenterprises, mostly in rural areas. In juxtaposition, the United Kingdom follows an even more visionary regulatory path where flexible government interventions have elevated London into a global fintech hub, enabling companies such as Monzo and Revolut to deliver fully digital banking services sans the involvement of traditional banks.

Thirdly**,** the results of the case study showed that Guiddini was able to provide advanced solutions (such as MyTpe Spas and MyTpe Pay) that respond to the needs of the local market, and block structural gaps in the electronic payment system, which enhances the effectiveness of the digital entrepreneurial system.

Fourthly, Guiddini solutions contributed to integrating large segments of merchants, contractors, and individuals in the official financial system, especially through solutions that do not require the presence of websites or traditional devices, which opens the way for new categories to engage in the digital economy.

Finally, the field experience has proven that success in digital entrepreneurship not only depends on innovation but also requires a flexible technical environment and smart partnerships between entrepreneurs and technical and financial services providers.

5. Recommendations:

To promote the integration of digital payment within Algeria's financial ecosystem, the study offers the following key recommendations:

- Enhancing the legislative framework for digital payment: The study recommends the need to develop laws regulating financial technology and digital payment, in a way that ensures the protection of users and supports the expansion of entrepreneurs in this field.
- Encouraging investments in start-up companies: The development of digital entrepreneurship requires more support for the state and financial institutions to finance startups specialized in digital solutions, whether through business incubators or innovative financing programs.
- Expanding training in digital and financial skills: It is important to integrate training in digital financial applications in higher education curricula, especially in universities and technical institutes, to form a generation capable of effective engagement in the digital economy system.
- Fostering partnerships between banks and startups: through cooperation programs supervised by organizational bodies, which contribute to enhancing the confidence of the financial sector in the innovative capabilities of emerging institutions.
- Supporting digitization projects in the interior and rural areas: expanding geographical coverage of digital payment solutions that guarantee digital justice and enhance local economic development.

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