

Startups share their views on 2019 elections.

Recently, over 3000 delegates attended the 2018 Global Entrepreneurship Week (GEW) at the Global Entrepreneurship Network (GEN) 22 on Sloane campus, held in partnership with various private and public sector stakeholders.

With a captive audience of entrepreneurs at the GEW, we found that this was an opportune time and the ideal arena to investigate the significance of the political landscape in relation to businesses, specifically start-ups and those in the early growth stage. To this end we conducted a survey, which was completed by 300 respondents.

As campaigning for the 2019 national elections starts to move up a gear, various party ideologies are being bandied about, centred mostly on land reforms, economic prosperity (hand-in-hand with job creation), inclusion, leadership and transformation.

Small businesses, ecosystem builders and stakeholders, as well as the corporate sector are remarkably involved and engaged in the political process. What's more, their political positions and ideologies are as diverse as the economy they fuel.

Our analysis provides keen insights into the political mindedness of the entrepreneurial ecosystem, that being how it regards the various policies and economic trajectories envisioned by the major parties.

It's important to remember that entrepreneurship is deemed to be the backbone of any economy (and any country for that matter). Understanding their thought processes and views on the economy can support planning and development. Also, involving their inputs in policy decision-making is also essential for the much-needed transformation required to address the social reforms in this country.

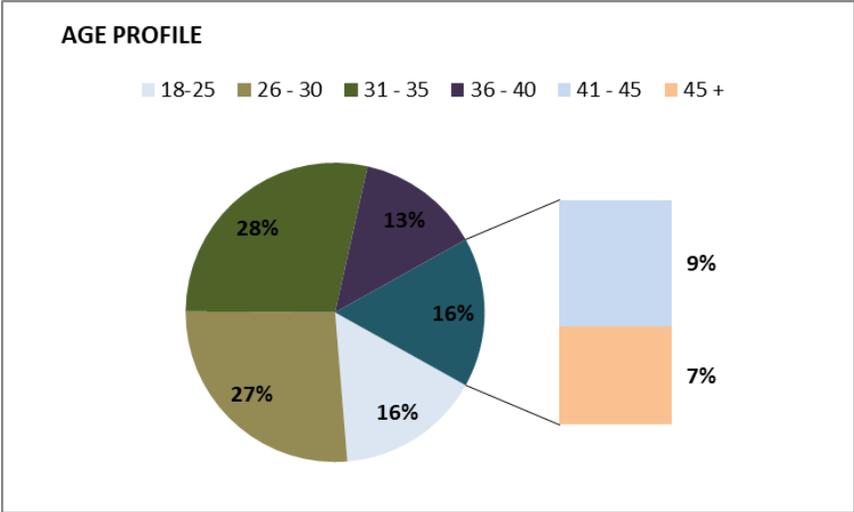
One aspect on which nearly all agreed upon, regardless of party affiliation, is that in the years to come, all our political parties should be less party-focused and more people-focused - inclusive and transformative.

Over half of our respondents were aged between 26 and 35, mostly start-ups (31%) and in the early growth stage of business (24.20%).

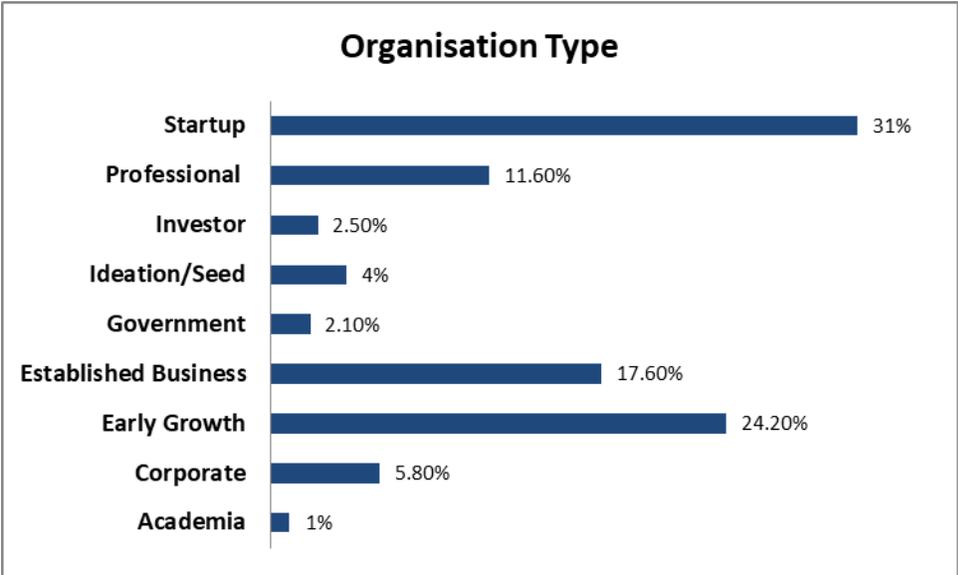
The key findings from the 300 respondents are provided below in two sections.

DEMOGRAPHIC OVERVIEW

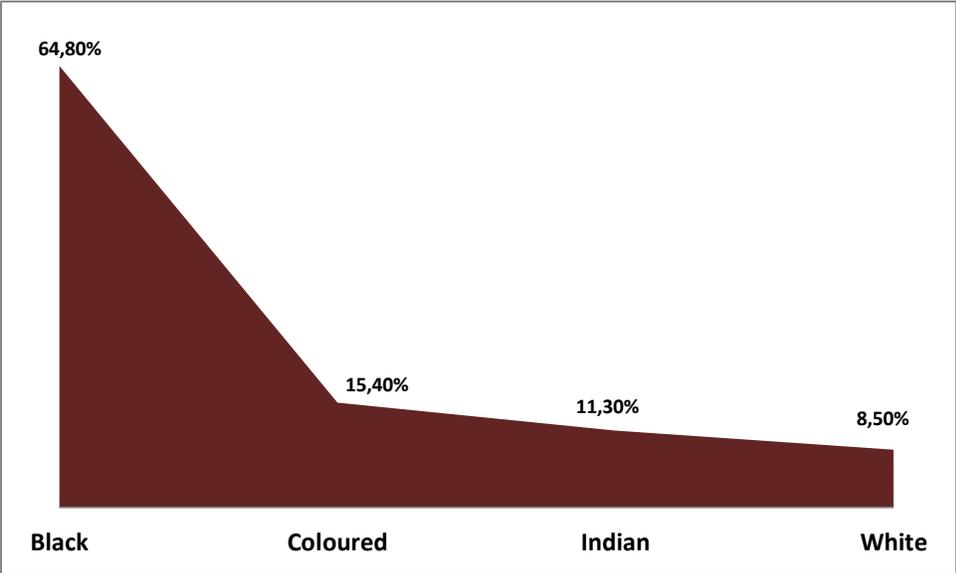
AGE PROFILE



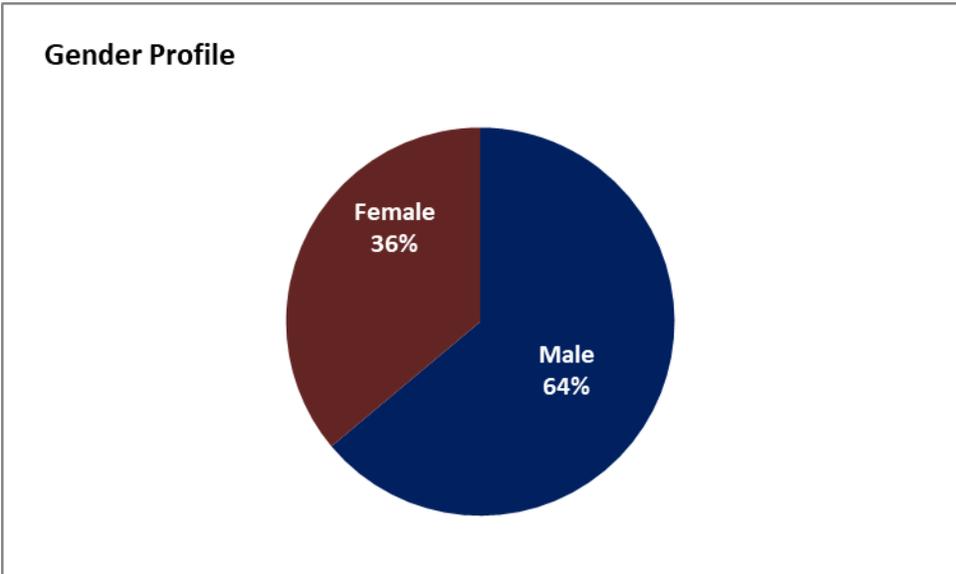
TYPE OF ORGANISATION



RACE GROUP

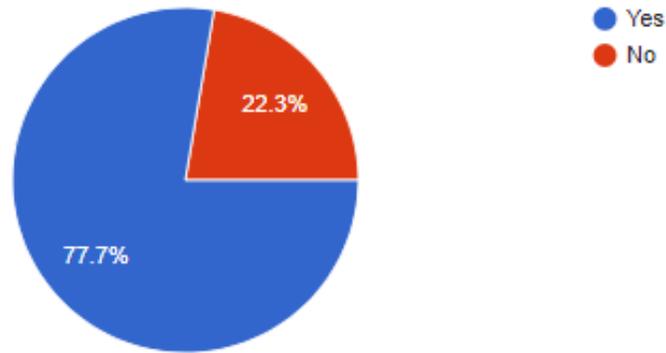


GENDER PROFILE

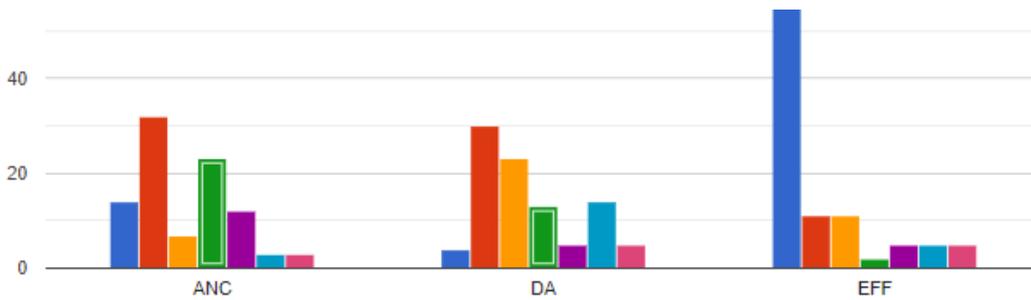


THE POLITICS OF BUSINESS – AN ENTREPRENEURIAL ECOSYSTEM ASSESSMENT

Are you registered to vote for the 2019 national elections?



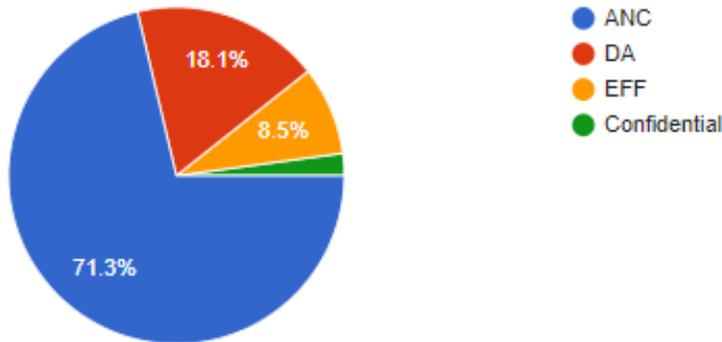
In your opinion, select a policy that is best represented by majority parties mentioned below:



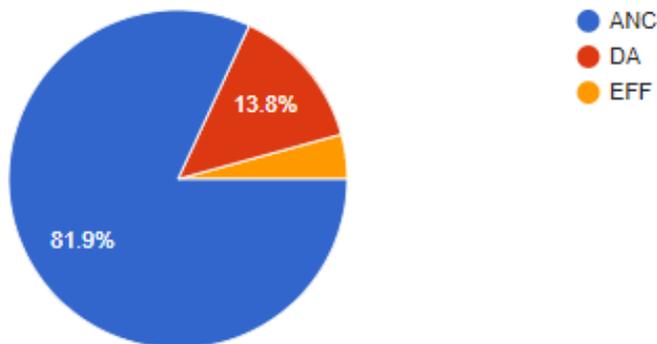
Land Redistribution	Economic Reform & Transformation	Social Reforms	Not Sure
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National Security Issues	Foreign Policy & Intra-Africa Trade	Reduced barriers to entry for small Businesses
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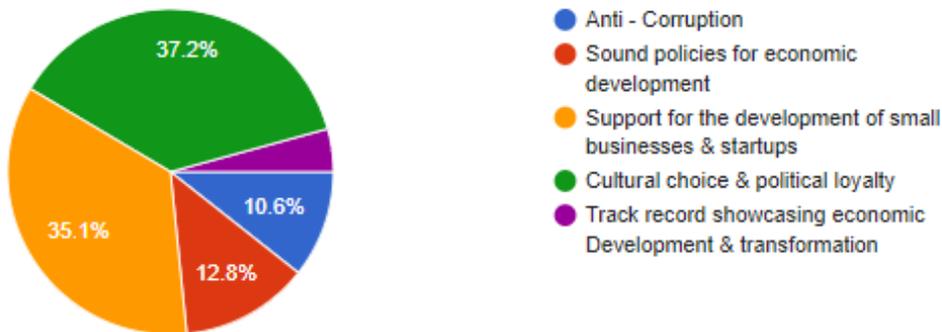
Based on policies that are best represented by the majority party, which of the parties would you vote for in 2019?



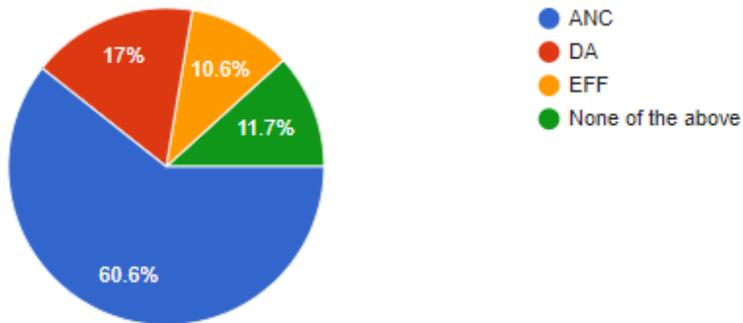
Which political party do you think will win national elections in 2019?



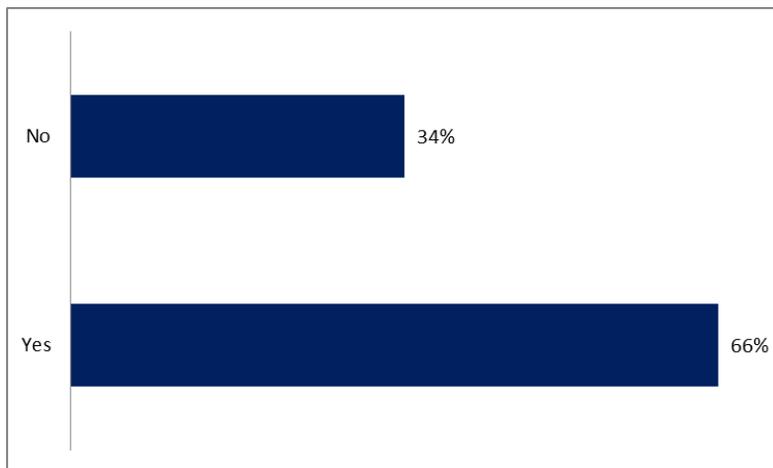
Please give reasons for the choice above:



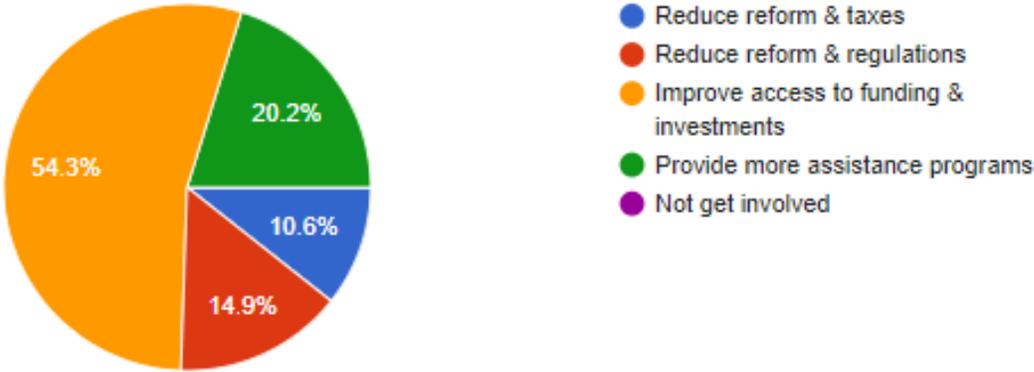
Which political party best represents policies for small businesses, entrepreneurship & transformation?



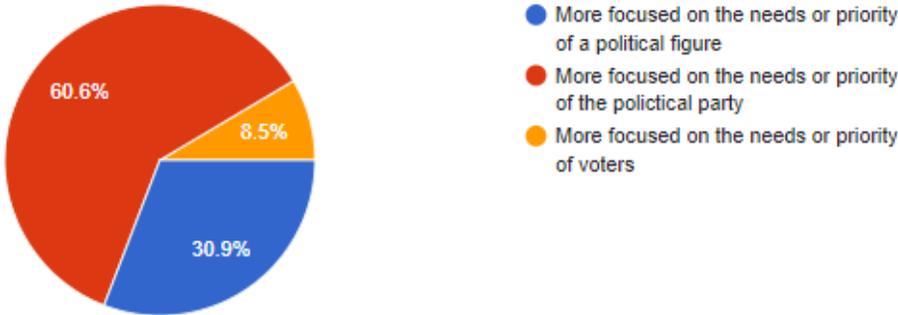
Do you think national political parties have an understanding of small business needs?



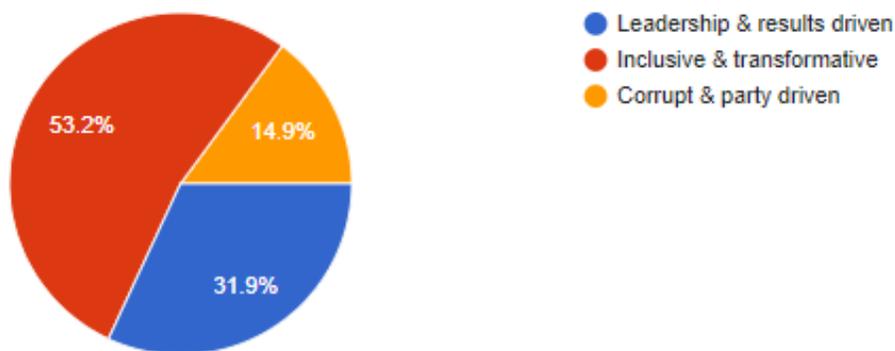
What do you think national government should do to provide an enabling environment for small business?



In the last 10 years what do you think political parties in South Africa have become?



In the next 10 years what do you think political parties in South Africa should become?



CONCLUSION

The ANC still has the most pulling power of any party in the entrepreneurial ecosystem, due to its policies on small business development and transformation. Although many startups are of the view that the lack of effective implementation of these policies are hindered due to the following reasons; parties focusing less on the voters and needs of the businesses, lack of skills and understanding from people put in position of power and willingness to risk and invest in small businesses.

Yet, we must remember that the political playground is a fickle one. Let's hope the policy promises by all parties are kept, come 2019.

Only time will tell.