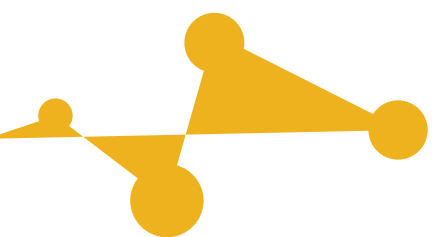


DIGITALLY ENABLED

GLOBAL ENTREPRENEURSHIP WEEK
2020 REPORT



AFRICA'S LARGEST STARTUP CAMPUS



What Is GEW

The Global Entrepreneurship Network (GEN) operates a platform of projects and programmes in 180 countries aimed at making it easier for anyone, anywhere to start and scale a business. By fostering deeper cross border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN works to fuel healthier startups and scale ecosystems that create more jobs, educate individuals, accelerate innovation and strengthen economic growth.

Global Entrepreneurship Week (GEW) is the world's largest celebration of the innovators who dream big and launch startups that brings ideas to life. This year marked the 13th celebration of the annual Global Entrepreneurship Week with local startups with the aim of raising awareness about innovation and entrepreneurship. GEW reaches new audiences and connects participants to a network that can help them take the next step, no matter where they are on their entrepreneurial journey.



40,000 Activities



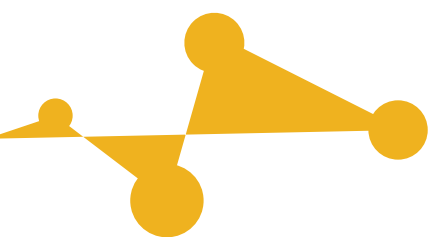
10 Million People



20,000 Partners



180 Countries



GEW AT 22 ON SLOANE

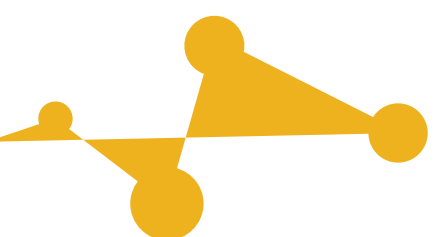
South Africa is in the top 5 leading African nations that participated in Global Entrepreneurship Week 2020. This was based on the number of activities which took place throughout the week. These activities aimed to inspire and advance entrepreneurship in South Africa, demonstrating to the world how innovation and private enterprise are transforming the country for the better amid a challenging year.

On the 17th of November 2020, we successfully hosted the annual Global Entrepreneurship Week as a hybrid event with the theme 'Digitally Enabled'. In line with COVID regulations, a physical audience was present at the 22 On Sloane campus while the live event was streamed on virtual platforms such as Zoom and Facebook.

DIGITALLY ENABLED



Kimoon Kim- Chief Data Officer: Teraflow.ai [Tukisa Oliphant – Founder: Exploring Intellect](#) Anton Herbst- Tarsus on Demand [Stephan Eloise – Gras Digital Africa](#) Lukonga Lindunda – Bongo Hive
[Olivia Dadie KipreSeme – City Development Agency](#) Michael Sudarkasa – PFAN [Hafou Touré-Samb – African Development Bank](#) Michael Goldberg – Veale Institute for Entrepreneurship [Ganesh Rasagam – World Bank](#)



GEW Activities At 22 ON SLOANE

Why 'Digitally Enabled'? Over the past few months, we have seen an evolution of how businesses – small and large – provide products and services, as well as simplify this process using technology and digital tools. The theme aimed to highlight 'how' businesses can use digital platforms across various sectors now and in future. Below is a recap of the day's activities and outcomes.

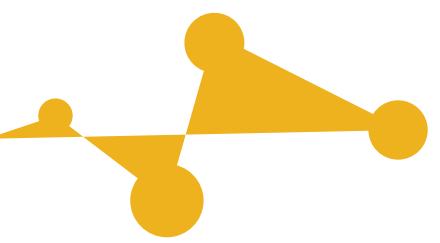
Start Your Journey Getting Your Data AI-Ready to Build the AI Solutions Your Startup Needs

Masterclass

Kimoon Kim, the Chief Data Officer at Terraflow AI, presented a masterclass on the importance of designing IT and software infrastructure correctly. Ensuring that the organisation's IT infrastructure is reliable and secure is fundamental to not only the business' sustainability, but also the scalability. When it is not designed correctly, businesses' operations could encounter a 'Spaghetti Code' error that will make it difficult to apply artificial intelligence. The key outcome for entrepreneurs were to: (1) Understand the importance of implementing AI solutions in their startups, (2) how they can build a data strategy to scale AI and (3) how they can get access to the Google for Startups platform.



Kimoon Kim
Founder - Terraflow



GEW Activities At 22 ON SLOANE

Computational Creativity

Practical Workshop & Masterclass

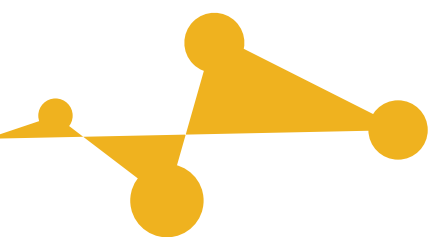
In this interactive practical workshop, Tukisa showed the audience how artificial intelligence is incorporated within the creative industry. This branch of artificial intelligence enables creatives to use machine learning to automate design production, for example – using intelligent robots to design and printing 3D products for interior architects.

The demand for gaming increased during the pandemic lockdowns globally and as a result, his sessions were met with much interaction particularly through virtual platforms. The much-known Google Chrome T-Rex Dino was just one example he used to illustrate some of the creative ways to use technology. Applications such as Teachable Machines and Anaconda can also be used by small businesses particularly in the gaming sector.

Important outcomes for entrepreneurs were that: machine learning can be used in the creative arts field; you can have simple skills and be effective with machine learning and you don't need expensive resources to access high end coding machine learning.



Tukisa Oliphaant
Founder - Exploring Interlect



GEW Activities At 22 ON SLOANE

Exponential Technology in a Linear World

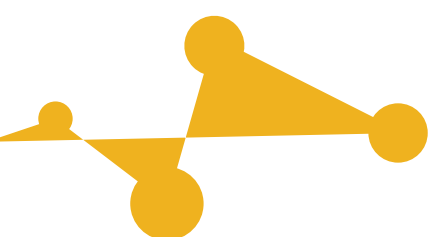
Practical Workshop & Masterclass

Anton Herbst addressed how technology is increasingly exponential in a linear world. Our minds have been conditioned to think of growth in linear terms because that is what we are familiar with but the technology changes we are experiencing now follow an exponential curve. The exponential era is characterised by changes that first appear to be gradual but suddenly and unexpectedly become explosive.

Anton shared strategies that can help us navigate this exponential era. Firstly, planning with agility is important when preparing a swift response when changes occur at a rapid pace. Secondly, the exponential era is a time for experimentation, entrepreneurship and startup mentality. It requires entrepreneurs to have a willingness to pivot and rapidly use resources when needed. Thirdly, embracing change helps organisations adapt and grow. Fourthly, collaborating with other humans and machines will result in higher productivity and is critical to your success. Lastly, diversity is an underlying factor to keep innovation and technology thriving because it helps organisations become more resilient, encourages knowledge transfer, and helps individuals who possess different attributes interact effectively.



Anton Herbst
Tarsus on Demand



GEW Activities At 22 ON SLOANE

Strengthening the Ecosystem

Discussion

Africa's startup ecosystem is made up of various components. These include entrepreneurs/startups, funders, skills, mentorship, access to customers and markets, accelerators, incubators, policymakers, and community support organisations, among others. To strengthen the ecosystem, we need to ensure that all these components are operating optimally and that the right people are in the right place, doing the right thing, at the right time - to ensure that we better support startups to start and scale .

This session comprised of various ecosystem role-players active across the continent and across different focus areas. Panellists agreed that incubation hubs play a critical role in Africa's entrepreneurship ecosystem. This is done by building resilient ecosystems that will grow and fostering partnerships that will create a sustainable environment for entrepreneurs. One of the challenges that startups face is having to default on their loans and this affects the economy and the entrepreneur's ability to thrive in the local economy .

Some of the best ways to strengthen the ecosystem include looking beyond investors by accessing the B2B space which will ensure that startups work with larger cooperates, making it easier to get access to finance. Ideas such as creating linkages in Africa's investment space and that successful Africans need to start developing early-stage seed funding because more startups need patient capital were recommended as action points .



Stephan Eloise-Gras
Digital Africa



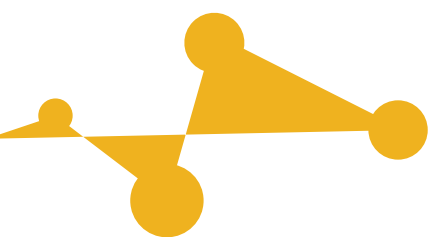
Lukonga Lindunda
Bongo Hive



Olivia Dadie Kipre
Seme City Development Agency



Michael Sudarkasa
PFAN



GEW Activities At 22 ON SLOANE

How Startups Can Help Realise The AfCFTA

Fireside Chat

The fire-side chat intended to expose startups to possibilities and opportunities which are attainable through the AfCFTA . Aspects such as synchronising how trade barriers are handled in each region, flow of investments across regions, patent protection and regulatory standardisation were just a few discussion points. The key outcomes of this sessions where: unpacking the changes that contributed to small business being agile and determining whether these changes can help realise the AfCFTA; how countries could address issues such as intra-continental money transfers, standardisation, and IP protection to simply how entrepreneurs do businesses; discussing the possibility of a country specific or regional startup visa as a catalyst for implementing the AfCFTA .

The AfCFTA is planned to commence from 1 January 2021 however, this may be met with a few challenges. This agreement provides an opportunity for African countries to competitively integrate into the global economy, reduce poverty, and promote inclusion. It is estimated that this agreement will alleviate 30 million people from poverty, boost African trade and that by 2035 the volume of total exports would increase by almost 29% .

Entrepreneurs were encouraged to note challenges such as determining the rules of origin and competition in the local market as they prepare to do business in Africa. One panellist shared that governments should ensure that there is a level playing field especially for countries with highly informal economies with little protection to key sectors and how Intellectual Property can be protected when exploring markets across the continent. With this knowledge and insights, small businesses are better equipped to emerge as pistons for economic recovery .



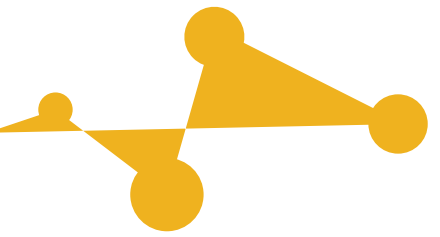
Hafou Touré-Samb
African Development Bank



Michael Goldberg
Veale Institute for Entrepreneurship



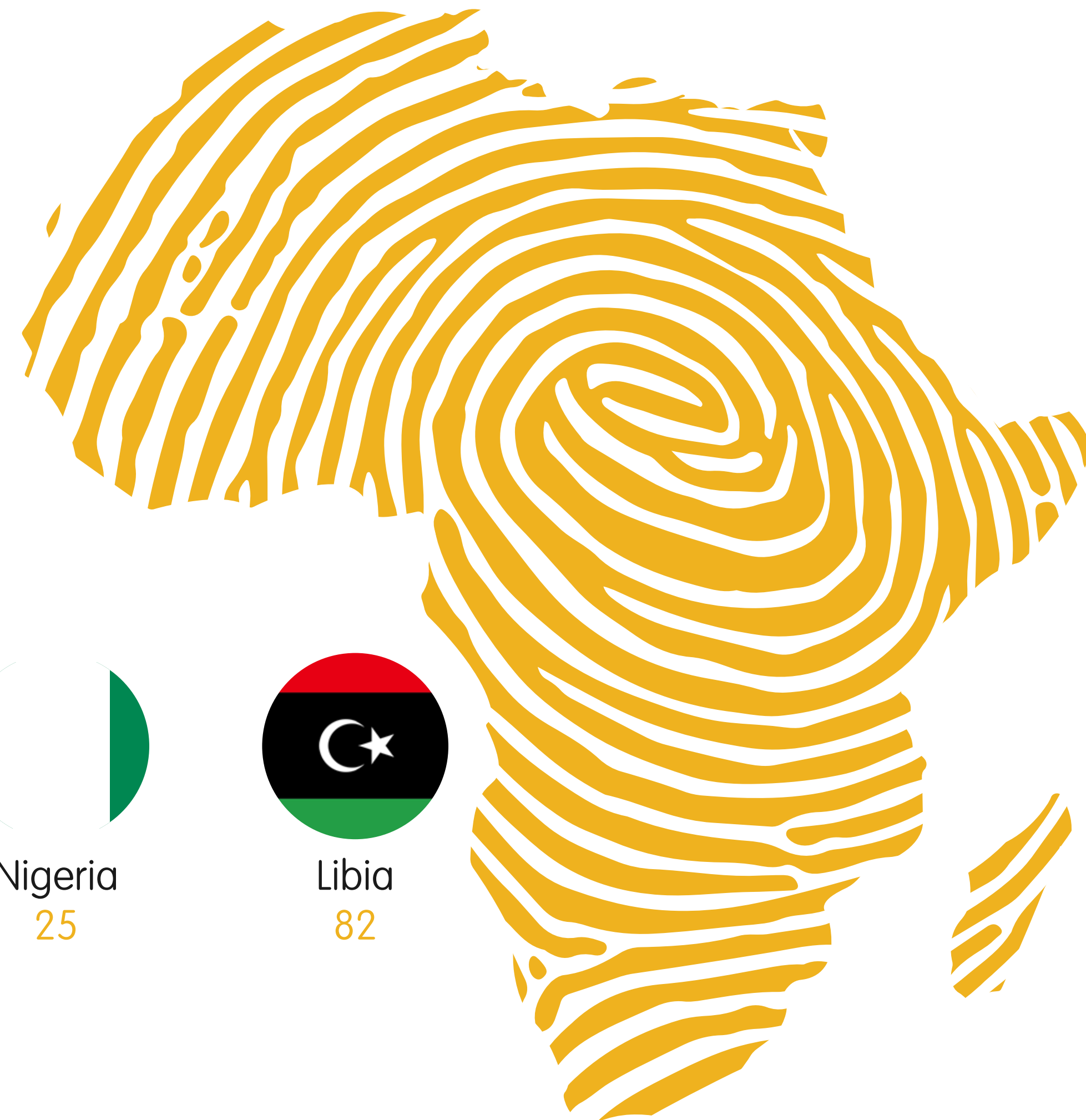
Ganesh Rasagam
World Bank



GEW Activities Across Africa

This year's central themes for GEW across Africa were Education, Ecosystem, and Inclusion with special focus on the Tech and Agri-Tech sector. Much attention was given to youth entrepreneurship dialogues with the aim of encouraging the youth to take part in entrepreneurship and help grow the African economy.

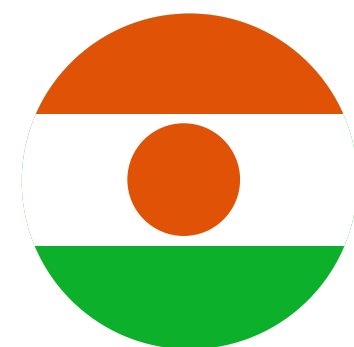
These are the top 7 countries which had the most GEW activities in the African continent.



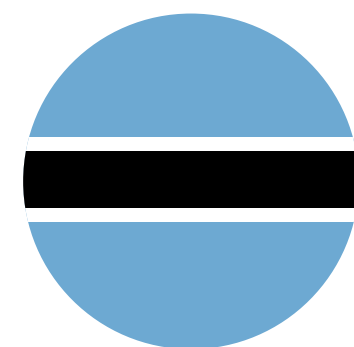
South Africa
27



Tunisia
21



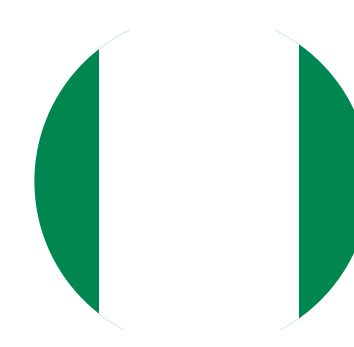
Niger
35



Botswana
24



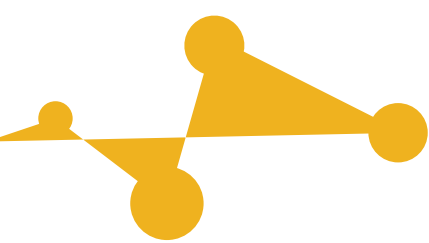
Senegal
112



Nigeria
25



Libia
82



Entrepreneurs' Opinion Section

The physical audience had an opportunity to engage speakers in real time, while the virtual audience engaged through the chat functionality. Based on questions asked and opinions shared, polls were created to engage the broader entrepreneurship ecosystem too. Questions referred to 'Strengthening the Entrepreneurship Ecosystem in Africa' and 'How startups can realise the AfCFTA'. Polls were conducted through virtual platforms after the GEW.

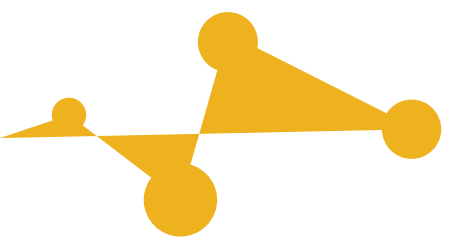
Strengthening Africa's Ecosystem

What type of support do you expect from Incubation Hubs?

Access to Markets	: 30%
Mentorship	: 30%
Financial Support	: 40%

Incubation Hubs play a vital role in the growth for the SME sector. The type of support that entrepreneurs expect from incubation hubs is financial support and access to markets which are both important to boost sustainable business growth. Startup failure is usually caused by the inability to meet the requirements of funding and many startups struggle to develop business strategies that allow them to access markets to help them grow revenues.

According to Afrilabs Innovation Ecosystem Report 0000, Access to funding is the primary challenge holding back the ecosystem and, as a consequence, the scope for connecting companies with investors or providing them with a clear pathway to fundraising, is limited. Early-stage capital is scarce across the African continent hence many startup founders rely on funds from friends and family to launch their enterprises.



Entrepreneurs' Opinion Section

How startups can help realise AFCFTA

Would you be keen to trade across Africa and would it help your business?

Yes: 78% No: 22%

The AFCFTA is the most exciting new development on the continent which has the potential to connect African countries, help grow their economies and create jobs. Entrepreneurs are keen to trade across the continent (78%) and they feel they should be part of the necessary policy discussions and implementation planning (89%). Their involvement is necessary so that they can further understand how best to help realise it.

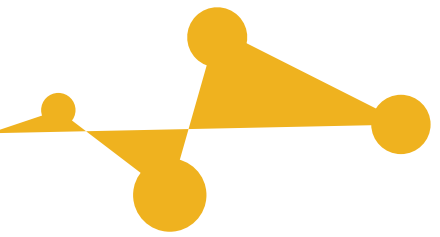
What should decision makers consider when the AFCFTA implementation process starts?

Theft of IP	: 0%
Increased competitive pressure	: 75%
Working conditions	: 25%

Once trading commences, competition will increase, either positively or negatively affecting small businesses in each country (75%). Working conditions were also of concern for entrepreneurs (25%) because standard labour conditions would be needed to avoid exploitation and how citizens will be prioritized in this working environment. Therefore, standardised or contextualised regulatory frameworks are proposed for decision-makers to include.

According to the World Bank Group report on the AFCFTA Economic and Distribution Effects, Governments will need to focus on facilitating a smooth and inclusive transition by supporting flexible labour markets and that policy makers will need to carefully monitor AFCFTA's distributional impacts across sectors and countries on skills, unskilled workers and on male and female workers.

This agreement will reduce tariffs among member countries and cover policy areas such as trade facilitation and services as well as regulatory measures such as sanitary standards and technical barriers to trade.



Our Partners

The week was filled with valuable content and insights. From 'computational creativity, exponential learning and building artificial intelligent solutions, strengthening the entrepreneurship ecosystem and entrepreneurs realizing the African Continental Free Trade Area Agreement' - your support made it possible .We look forward to nurturing our partnerships as we aim to continue supporting and developing entrepreneurs.

