



South African Institute for Entrepreneurship

“Shifting paradigms...developing entrepreneurs through action learning”

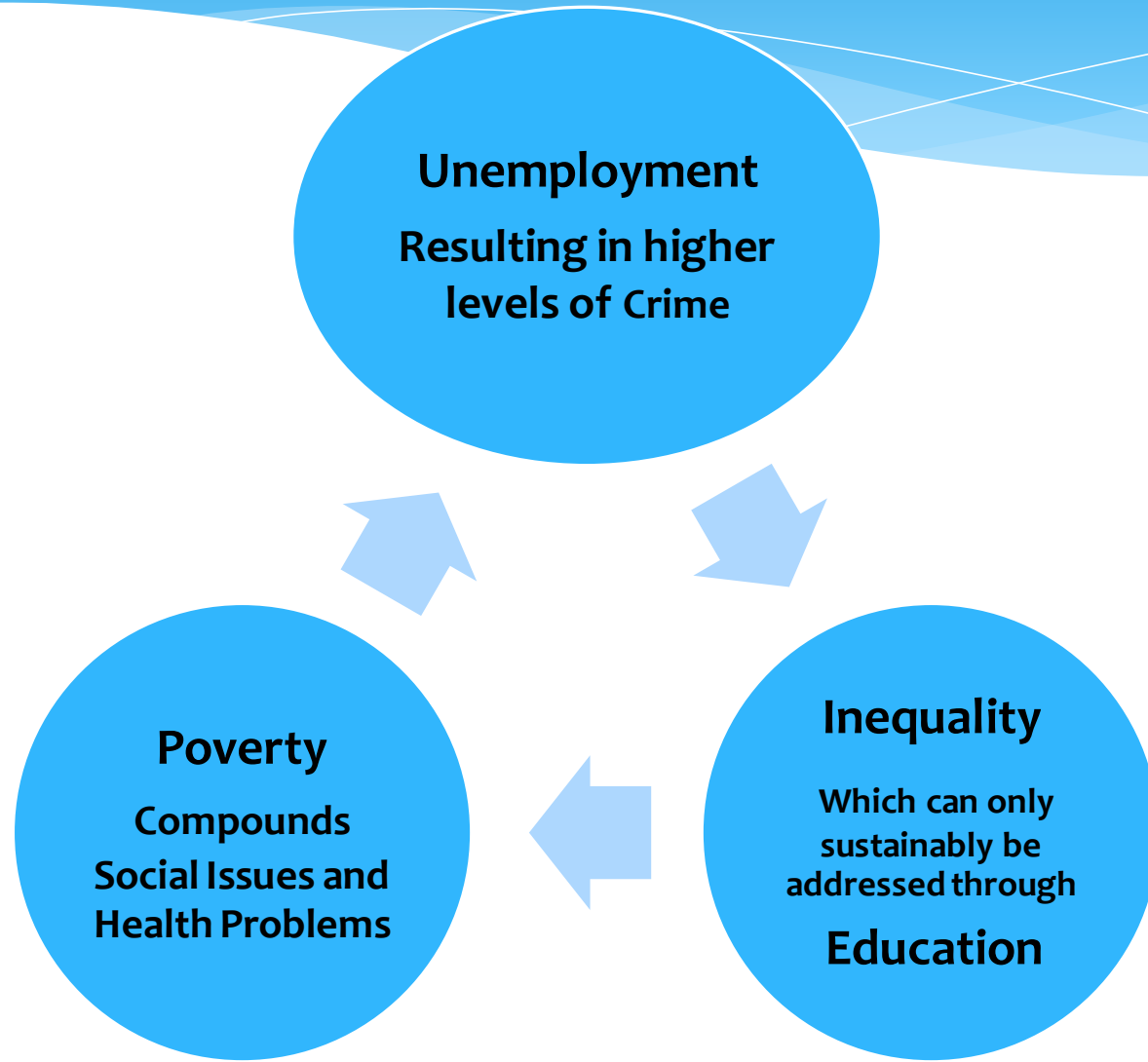
DEVELOPING ENTREPRENEURSHIP CULTURE IN SOUTH AFRICA



Areas covered

- * **South African Socio Economic Challenges**
- * **Dealing with the Challenges**
- * **Entrepreneurship Ladder**
- * **School Entrepreneurship**
- * **14 Critical Skill-sets of Entrepreneurship**
- * **SA Institute for Entrepreneurship Focus**
- * **Discussion**

South African Socio Economic Challenges



South African Socio Economic Challenges

- * 35% (26%) unemployment rate
- * **About 60% youth unemployment, more critical in rural areas**

Dealing with the Challenges

- * **Enterprise and Supplier Development Programmes**
- * **Small Business Development Programmes**
- * **Entrepreneurship Programmes**

Entrepreneurship ladder – where are we?

- * **Necessity/Reluctant/Needs-Based?**
 - * Food on the table tonight
 - * Would take a job if can get one
- * **Idea Based: Small scale but committed entrepreneurs?**
 - * Start-up
 - * Lifestyle preference
 - * Some franchise to reduce risk
- * **The Leveragers: Real Entrepreneurs?**
 - * Vision
 - * Serial
 - * Global entrepreneur

NOTE!

The importance of entrepreneurship development to the South African economic development and job creation is well acknowledged by many.

Sadly, the total entrepreneurial activity in the country falls way below the required level to contain the unemployment problem – GEM REPORT

Reasons for low entrepreneurial activity among the youth in South Africa?

- * Education and training - Educational system is **subject and marks driven** and does not prepare learners for the entrepreneurship world
- * Policies
- * Financial support
- * Capacity for entrepreneurship

The Solution?

School Entrepreneurship!

Why School Entrepreneurship?

- * Will help prepare learners with the entrepreneurial potential to engage in business activity at an early age.
- * Will assist learners to develop entrepreneurial mind-sets, uncover entrepreneurship qualities and develop business skills thus becoming contributors towards sustainable economic development and wealth creation in South Africa.

The 14 often overlooked “soft” skill-sets of Entrepreneurship

1. Entrepreneurial Mindset
2. Taking Initiative and Risk
3. Looking Out for Opportunities
4. Thinking Resourcefully
5. Tapping into Interests
6. Thinking Flexibly
7. Thinking Creatively
8. Thinking Critically
9. Questioning
10. Thinking Independently
11. Working with a Team
12. A Sense of Wonder
13. A Sense of Adventure
14. A Sense of Determination

To ponder

How many do you have?

How many do your children have?

How many does our university graduate have?

How many does our FET graduate have?

How many does our Matriculant have?

How many does our Grade 5 drop out have?

If you don't have these 14 you are unlikely to be successful as an entrepreneur if you are only up skilled on:

-Finance/Accounting

-Marketing

-Operations/Economics

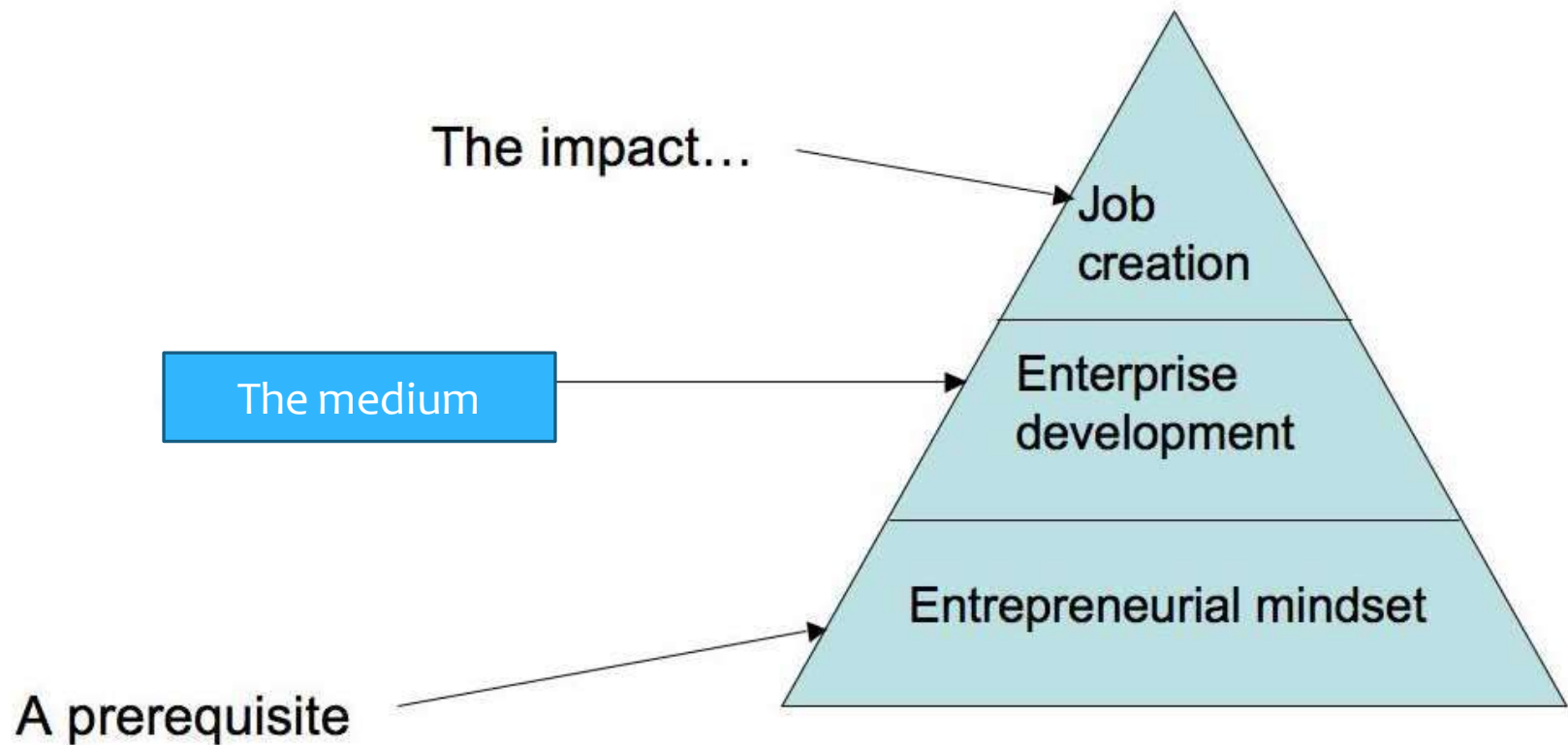
-Management

What is a real entrepreneur?

From lifetime employment/employability to lifetime job creation

- * Innovative (not imitators of innovative products/channels)
- * Sees gaps in the market or markets in the gap
- * New markets and new customers
- * Shifts resources out of lower yield into higher productivity/higher yield area
- * Leadership, ambition and aspiration
- * Turn ideas into reality – simple and focused
- * Use both left and right sides of their brain

Value delivery . . . A pyramid will only survive if it is built off a sound base



SA Institute for Entrepreneurship Focus

- * Vision

- * A dynamic culture of entrepreneurship in South Africa that promotes entrepreneurial behaviour, the creation of jobs and through this the alleviation of poverty

- * Mission

- * Develop entrepreneurial mindsets, facilitate entrepreneurs and the establishment of sustainable enterprises

Our existing services

- * Experiential learning – 5 day
 - * Best Game
 - * Agriplanner
 - * Forestry
 - * Sugar
 - * AgriBest
 - * Selling Organic
- * Schools learning – focused on BIG not business plan
 - * Grade10-12 Business studies aligned
 - * Up skill educators who then upskill learners over 3 years
- * TechnoCentre roll out in non metro areas
- * Academy (Entrepreneurship Learnership – 1 year)

Impact



What has been achieved with school learners?

- * Learners show an increase in entrepreneurial and business knowledge
- * Learners are now able to apply business knowledge.
- * Learners show an increase in self confidence and self esteem.
- * Educators are now able to directly and subliminally educate and promote entrepreneurship and business skills among learners.
- * Increased learner participation resulting in easier learner discipline and better results.

Our History

- * Grew out of Triple Trust Organisation (TTO)
- * Material developed by Margie Worthington Smith, James Thomas and others (e.g. Abalimi and F&TFA and Ecolink assisted on refining for Agriplanner)
- * Went independent of TTO in mid 1990's
- * Stayed true to the original entrepreneurial mindsets

Our Board



Our Team



Some of our Supporters





Discussion