

# HOW2 CRACK THE E CODE WORKSHOPS

E.CODE 2.0 (NORTH WEST LEG)

#CRACKTHEE  
CODE

KLERKSDORP  
19 NOVEMBER 2015

POTCHEFSTROOM  
26 NOVEMBER 2015

RUSTENBURG  
2 DECEMBER 2015

BRITS  
4 DECEMBER 2015

MAFIKENG  
9 DECEMBER 2015

LICHTENBURG  
11 DECEMBER 2015



S A - ANNUAL E  
NTREPRENEURSHIP CAMPAIGN - 2015-2016

GROWING A NEW GENERATION OF DISRUPTIVE INNOVATIVE AFRO-PRENEURS

RSVP [info@moloconsulting.com](mailto:info@moloconsulting.com)  
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GROWTH

# DISSECTING ENTREPRENEURSHIP

$$E = F(e)$$

Growing a New Generation of Disruptive  
Innovative **Afro-preneurs**

# OVERVIEW

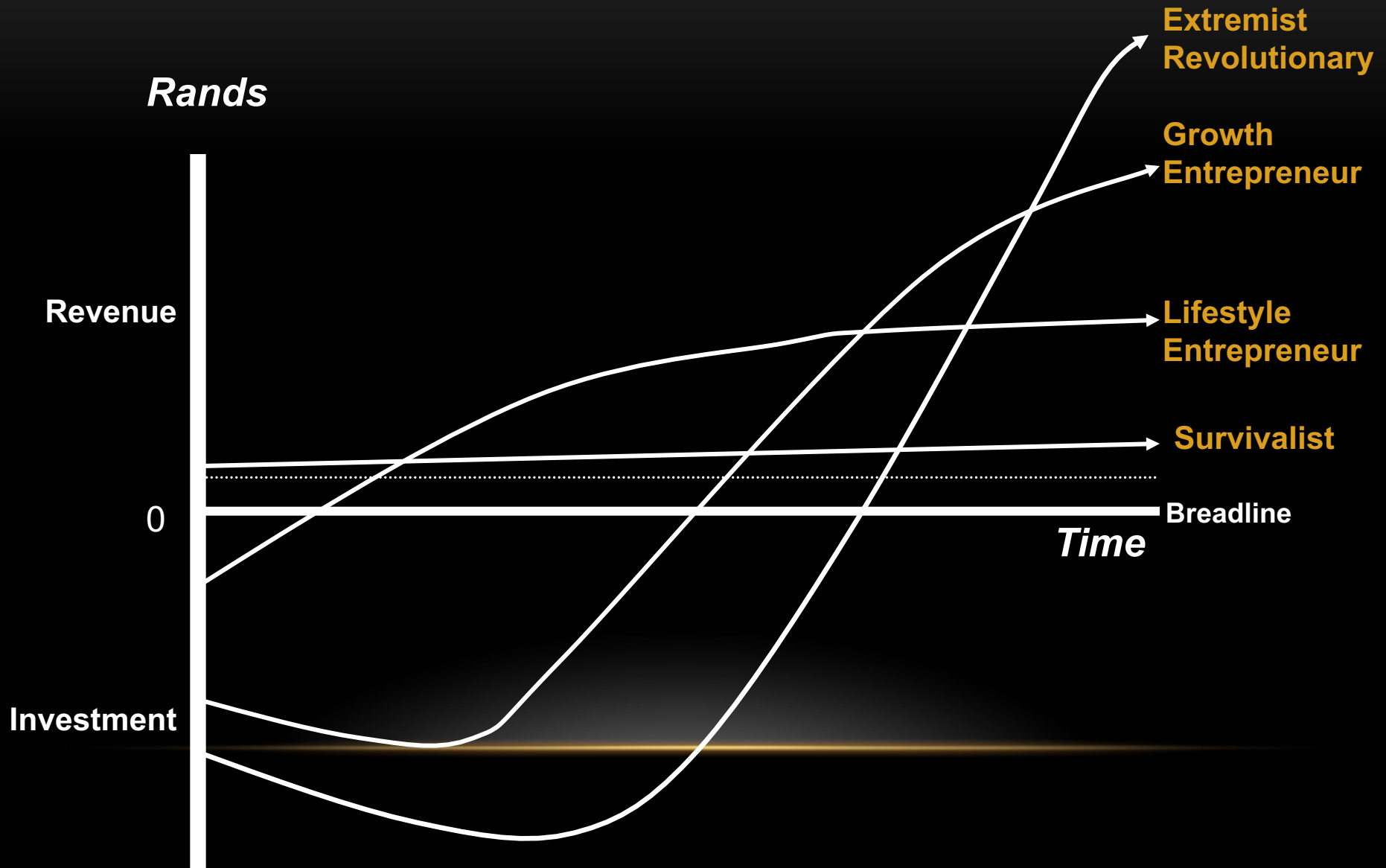
- What is Entrepreneurship? Theory & History
  - Types of Entrepreneurs
  - Manifestation of Entrepreneurship
  - Cruel Reality about Entrepreneurship
  - Myths about Entrepreneurship
  - Traits of successful Entrepreneur
  - Conclusion
  - Q & A
-

# WHAT IS ENTREPRENEURSHIP?      THEORY & HISTORY

- **E = f (e): [entrepreneurship (E) is a function of entrepreneurs (e)]**
  - The starting point of any entrepreneurial process is the entrepreneur
  - Entrepreneurship derived from French – **entreprendre** (to undertake) – implies role of go-between
- **Definition : Typically, entrepreneurship involves:**
  - Idea creation , Opportunity recognition, Achievement orientation, Risk taking, Resourcefulness
- **Schumpeter launched the field of entrepreneurship**
  - associating entrepreneurs with innovation and creative destruction (making old technology obsolete)



# Types of Entrepreneur



# MANIFESTATION OF ENTREPRENEURSHIP

- **Technopreneurs**
  - Entrepreneurs in technology e.g Zuckerberg (Facebook) , Bill Gates (Microsoft ) ,Steve Jobs (Apple)
- **Intrapreneurs or Corporate Entrepreneurs**
  - Entrepreneurs in organisation, used to reinvigorate organisations – a turn around strategy, common in developed countries
- **Social Entrepreneurs**
  - Grown out of the need for more **social innovation** as well as dwindling donor funding, driven by making a difference not necessary to be wealthy
  - They are not necessarily charity, NGO or philanthropist
- **Global Entrepreneurs**
  - This is the key , this is my hope and what inspire me, that we will all grow to be Global , Afropreneurs . E.g from trends in US, tenderpreneur dilemma

# CRUEL REALITY ABOUT ENTREPRENEURSHIP

- A variety of studies has shown that 70-90% of start up business die in the the 1st 3years, and those that survive the 1st 3years within 5 to 10 years
- Start-ups are known to kill or destroy the people who start them, after few years they don't want anything to do with them but a job
- They are burnout, lost confidence, loss money and in debts
- There are variety of factors that lead to start-up failures , don't want to waste time on them rather focus on the solution
  - Lack of Entrepreneurship & Financial management skills
  - Lack of funding, lack of systems
  - Lack of government support, red tapes

# IMPORTANCE OF ENTREPRENEURSHIP FOR SA

- Job creation (NDP 2030, 11 million jobs)
- Stimulation of economic growth (Tax Revenue)
- Regional and national competitive advantage
- Generation of innovative culture
- GEM report: Low TEA in SA – based on preponderance of necessity entrepreneurs



# TRAITS OF SUCCESSFUL ENTREPRENEURS

## Character Traits

- Visionary/Dreamers (Walt Disney) Eagle
- Passionate (want to succeed as bad as you to want breath)
- Self driven/Self Motivated /Focus
- Perseverance
- Learn quick/Adaptable/constantly learning (Read a lot!)
- Risk Takers
- Extreme Hard workers/Action orientated

## Personality traits

- Extrovert or introvert (talkative or quite)
- Study show that that is no real conclusion
- The are successful entrepreneurs from all works of life and personality

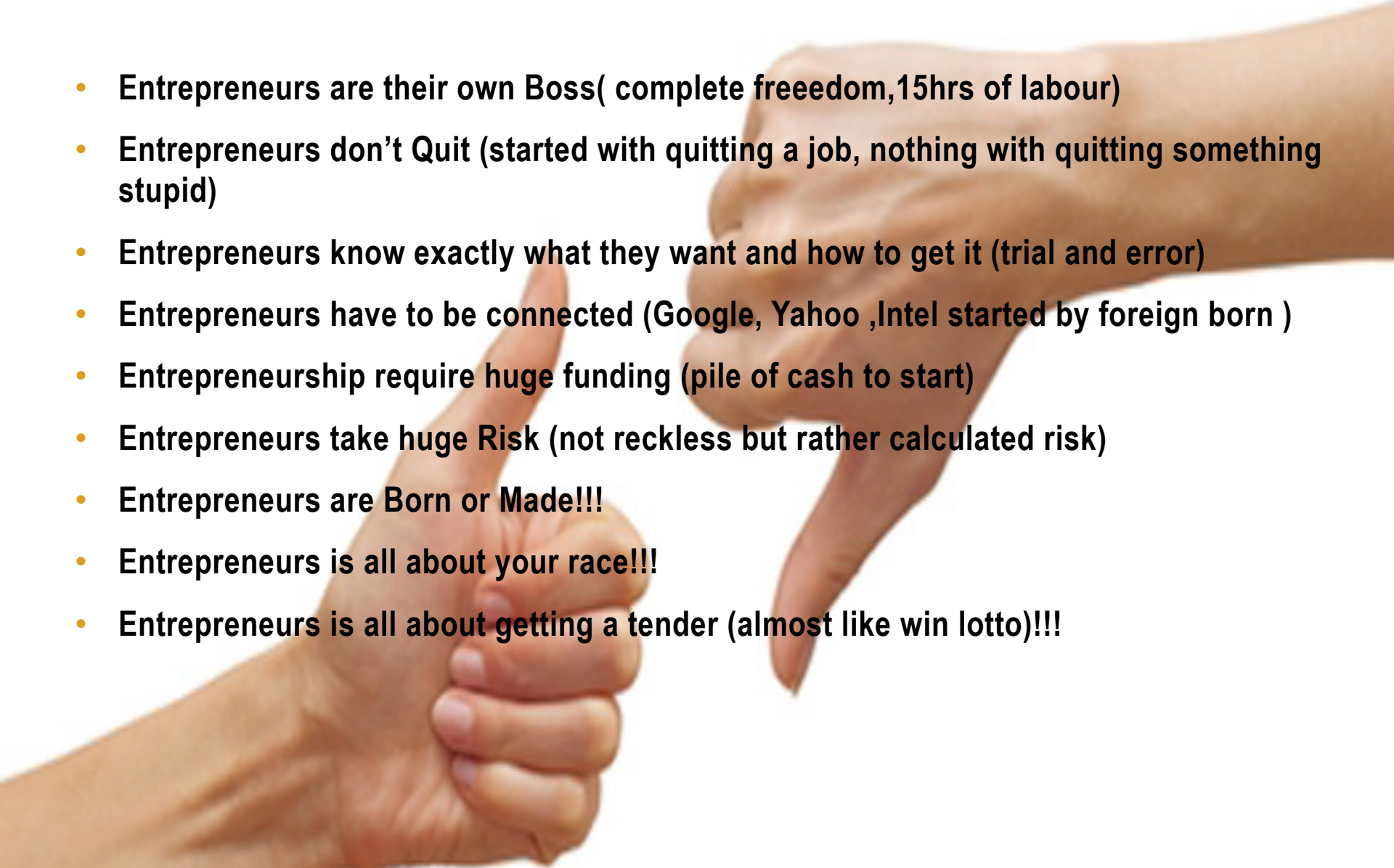


JUST A THOUGHT.....

IF YOU'RE NOT  
**GROWING**  
YOU'RE DYING

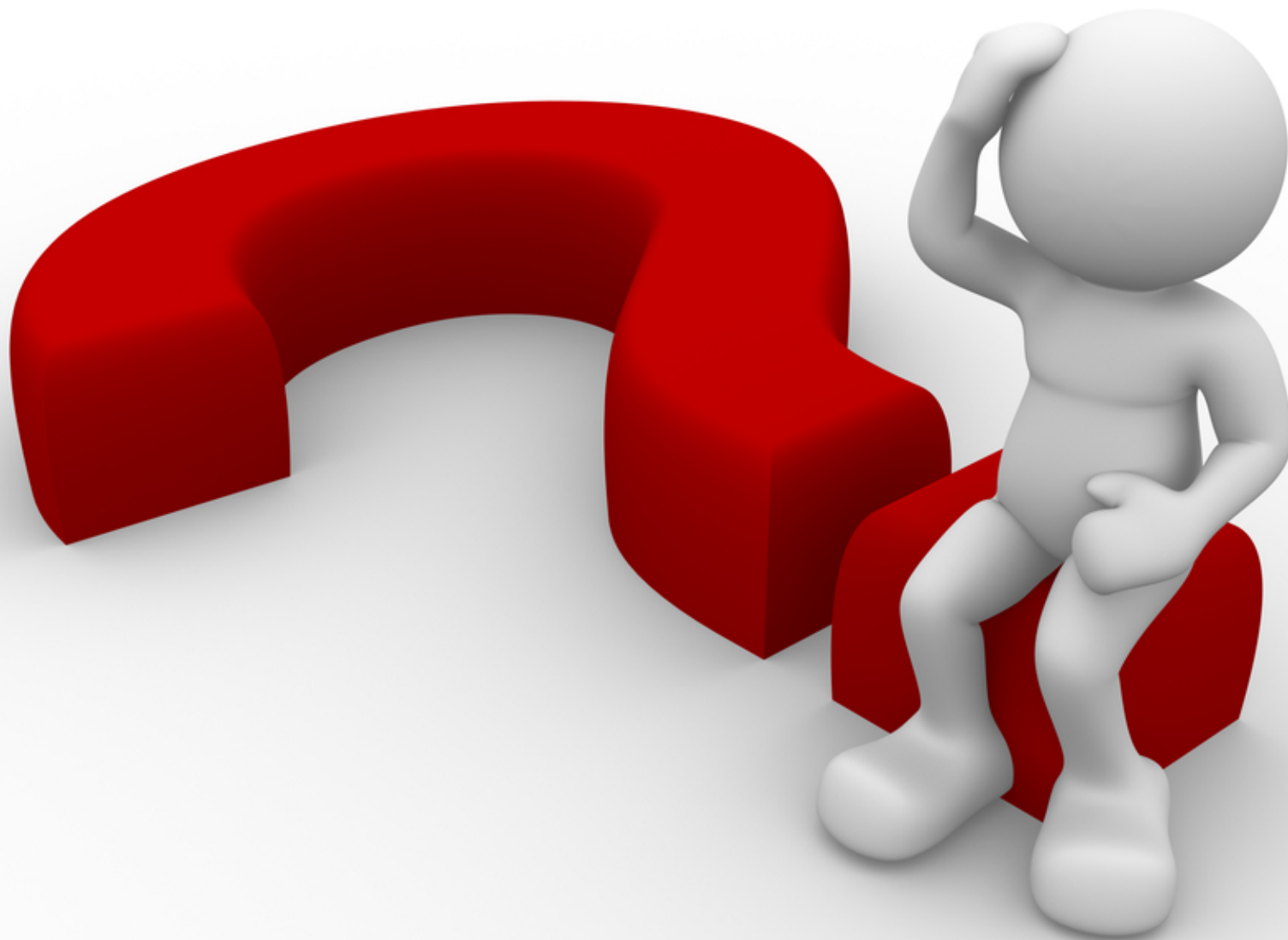
# Myths/Controversies About Entrepreneurship

- **Entrepreneurs are their own Boss( complete freedom,15hrs of labour)**
- **Entrepreneurs don't Quit (started with quitting a job, nothing with quitting something stupid)**
- **Entrepreneurs know exactly what they want and how to get it (trial and error)**
- **Entrepreneurs have to be connected (Google, Yahoo ,Intel started by foreign born )**
- **Entrepreneurship require huge funding (pile of cash to start)**
- **Entrepreneurs take huge Risk (not reckless but rather calculated risk)**
- **Entrepreneurs are Born or Made!!!**
- **Entrepreneurs is all about your race!!!**
- **Entrepreneurs is all about getting a tender (almost like win lotto)!!!**



# CONCLUSIONS

- **Do you still want to be an entrepreneur?**
  - **Lets draw a line .....which side are you one???**
  - Is not for everyone its tough, it's a special field ,beside is not healthy for everyone to be an entrepreneur
  - You need to have stamina and determination
  - If is not for you can pack your bag now and safe yourselves, go get a job, is not a shame you know yourself better.
  - If you serious about entrepreneurship then you have to be serious, stop settling for survivalist entrepreneur but strive to be high impact entrepreneurs
  - Take advantage of **enterprise development** as is the key to help your business to have high impact
  - My goal is done ,is to help you to make a right decision and safe yourself pain early unnecessary.





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