

Innovation and Entrepreneurship

Fuelling Africa's growth

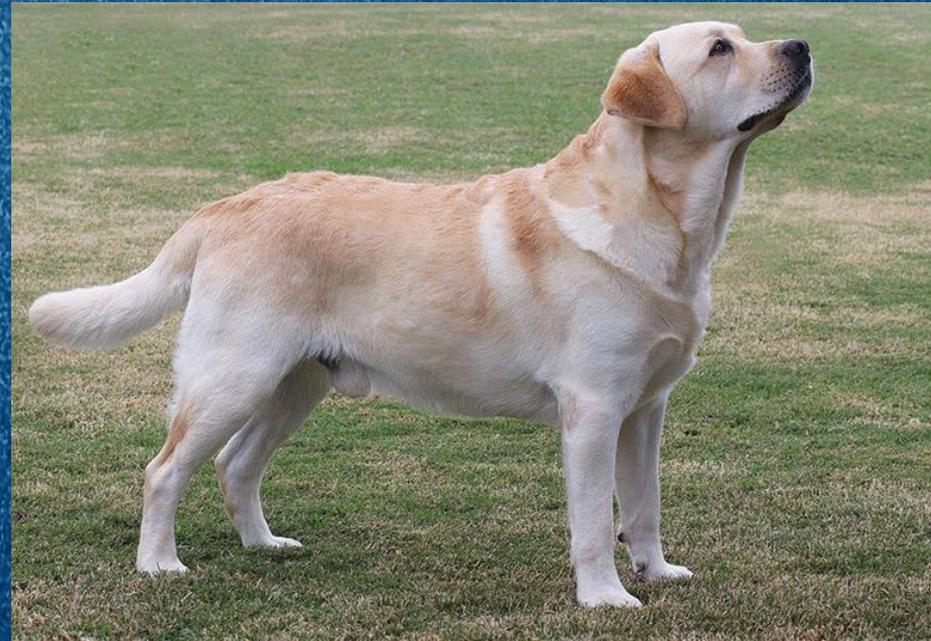
Inspire Synergy Conference

By: Dr Doug Mamvura



Africa are you tuned in?

- There is a **marketplace sound** in the **earth** today.....
- Those that are **tuned** in are **hearing** it.....
- ..ie dog **whistle** has a **frequency** that **only dogs** can hear.



Africa do you know who you are?



“The **future** is not **some** place we are going, but one we **create**, the paths are not **found** but **made**”.

John Scaar



A SHAPE-SHIFTING WORLD

V = **V**OLATILE

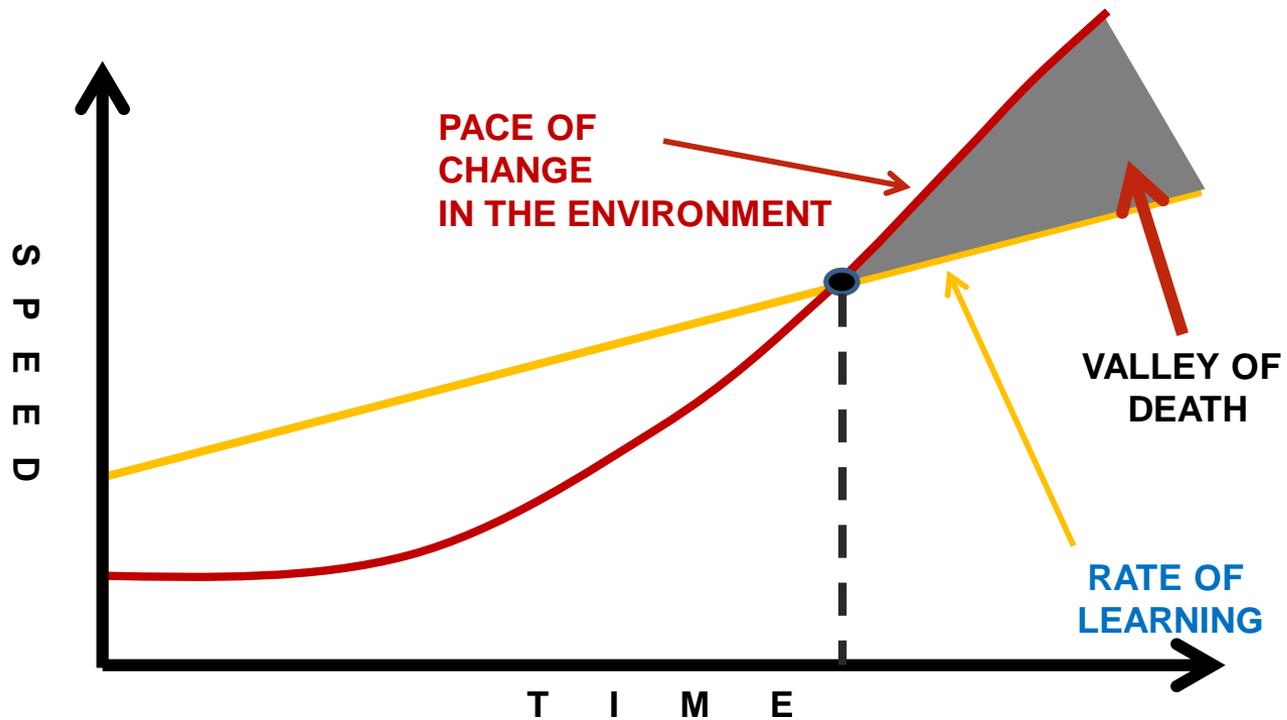
U = **U**NCERTAIN

C = **C**OMPLEX

A = **A**MBIGUOUS

COINED BY
U.S.
MILITARY
AT THE
ONSET OF
THE 21ST
CENTURY

Keep pace with change in the environment





- “Whoever controls the finances of a city or nation, controls the spiritual climate”
– Oral Roberts



- 17 then you say in your heart, ‘**My power** and the **might** of my hand have **gained** me this **wealth.**’ NKJV

But you shall remember
the LORD your God: for it
is he that gives you power
to get wealth...

—Deuteronomy 8:18



AFRICA

- “Island of **opportunities** in a sea of **challenges**”







“A nation’s **prosperity** is determined by the **efficiency** with which it **mobilizes** its human capital and **natural** resources to drive **productivity**” (M. Porter)



- “We should **stop** thinking of the **poor** as victims or a **burden** and **start** organizing them as **resilient** and **creative entrepreneurs** and **value** conscious consumers.”
(C.K. Prahalad)



Jewish Economic Theory



Billy Epperhart



Five Foundations

1. Participation in the **Creative** Process
2. **Protection** of Private Property
3. The **Accumulation** of Wealth(A Virtue)
4. **Caring** for the Needy
5. **Limited** Government



Repairing Africa



- “One of the great **differences** that set Jews apart from other **cultural** groups is that we see our **wealth** as a means to **partner** with God, as a way to bring **God’s** kingdom into this earth, a concept that we call **tikkun olam** – **perfecting** the world. We **perfect** the world by using our **God-** given **wealth** to further God’s **realm** on this planet. So what you see is that the Jewish people’s **pursuit** of **wealth** is often paired with the pursuit of **charitable** works, not only for **selfish** purposes.”
— Celso Cukierkorn, *Secrets of Jewish Wealth Revealed!*





- “No one would **remember** the Good Samaritan if he had only good **intentions**. He had **money** as well.”
Margaret Thatcher



- “The **bottom** line is this: to be **religious** Jews, we are not **supposed** to **isolate** ourselves on a mountaintop and **meditate**, nor are we to take vows of **poverty** - rather, we are **supposed** to get out into the **world**, **interact** with it, and **elevate** the **mundane**. This, in fact, is the **traditional** meaning of "tikkun olam." We **repair** the world by **elevating** it to the holy. The **Talmud** actually **compares** a poor man to a **dead** person. If you have no **money**, then your ability to partner with God and perfect the world is severely **limited**, much like one who is **dead**."

— **Celso Cukierkorn, *Secrets of Jewish Wealth Revealed!***



Where are you our African Entrepreneurs?

- Africa is **waiting** for its **entrepreneurs** to **build** fortunes while helping the continent escape the **survival** trap.
- Start with what you **have**- the power of the seed.
- **Creation** of ecosystems is very critical.



Power of Imagination

- “The Lord said, people have all **one** language, and this they begin to do, and now **nothing** will be **restrained** from them, which they have **imagined** to do” (Genesis 11:6)



LEVEL 1

• Money That You Work For

Tithe/Offering

- Asset Building
- Live Out of

• Type: Job

• Category:

- Employee/Self Employed
- Non-Leveraged Income

LEVEL 2

• Money That Works For You

• Purpose

- Tithe/Offering
- Live off of (Foundational Wealth)
- Asset Building

• Type: Asset Income

• Category:

- Business Owner/Investor
- Manage/Not work for

LEVEL 3

• Money That Works Without You

• Purpose

- Give it all away (Philanthropy)
- Multiple Assets
- Preserving Wealth
- Growing Wealth
- City/Nation Transformation

• Type:

- Absentee
- Asset Income

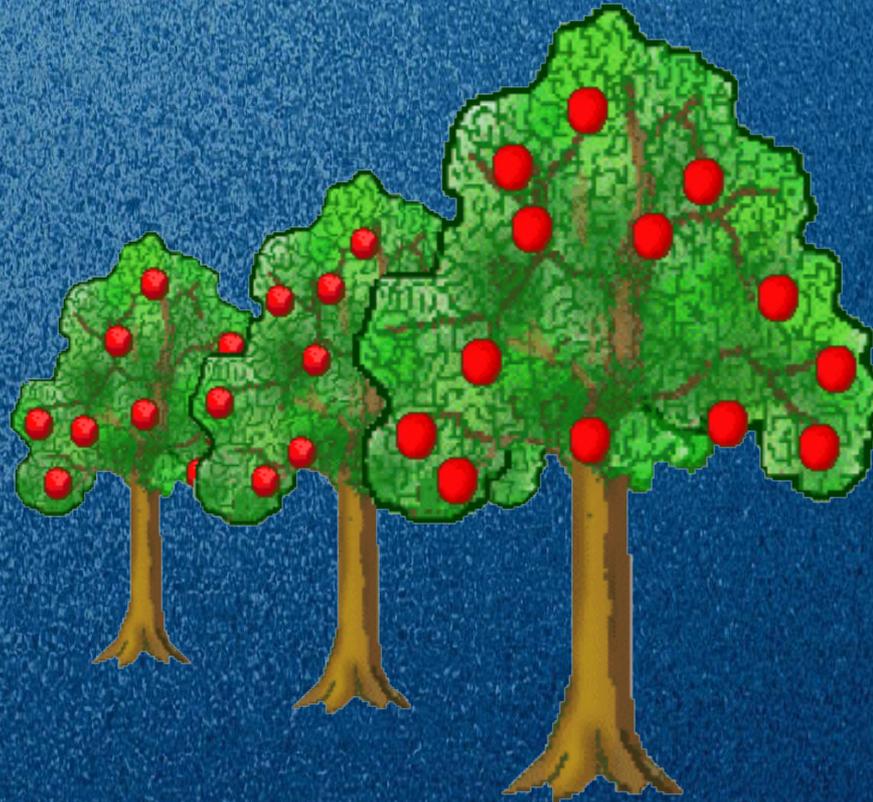
• Category:

- Investor

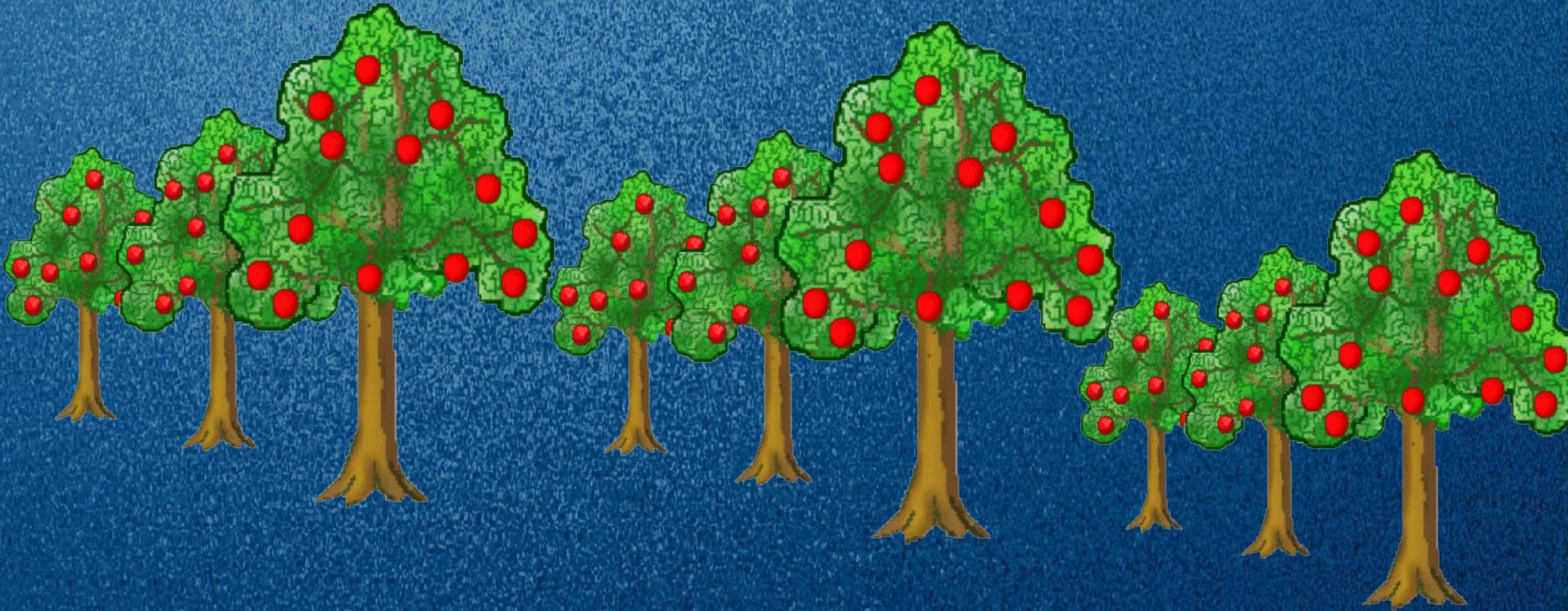
Fruits Versus Vegetables



Level 2



Level 3 Orchard



...igniting potential

We need entrepreneurs with renewed minds

- Proverbs 23:7, Romans 12: 1-2.
- **Prosperity** creation must become the **preeminent** issue in every African nation.
- Lets overcome **“Zero sum”** thinking ie you and your **neighbour** can't prosper at the same time.



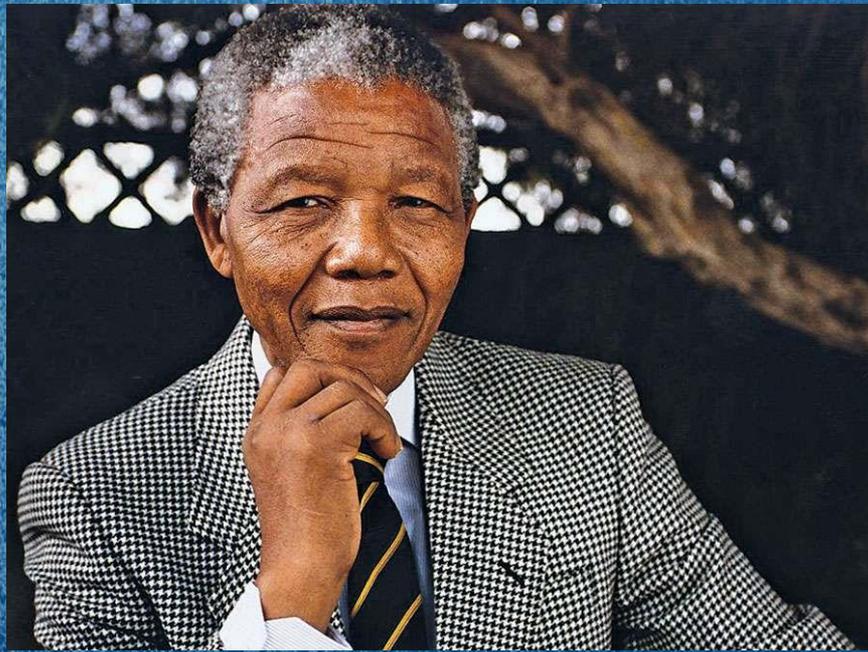
- “Every **generation** faces a **challenge** the answer to which **shapes** how it is **remembered** in history. **Poverty** has emerged as the **foremost** challenge facing our generation” (Eric Kacou)



Africa this has to stop



...igniting potential



- “Like **slavery** and **apartheid**, **poverty** is not **natural**. It is **man-made** and it can be **overcome** and **eradicated** by the actions of **human beings**”



Bottom of the Pyramid

- **4 billion** people earn less than **\$2** a day who account for **\$5 trillion** in Purchasing Power Parity terms.
- This is your **untapped** market- informal sector
- **BoP** is the **source** of **innovations** in business models and applications.
- Our capacity to **adapt** and **innovate** at the **BoP** guarantees success.



What is Innovation?

- “It is the **creation** of the **new** or the rearranging of the **old** in a new way” – (Michael Vance).
- It is the **central** issue in economic **prosperity**.



Key ingredients for Innovation

- Innovation requires **hybrid** solutions.
- BoP consumer problems can't be solved with **old** technologies.
- We need **scalable**, advanced and emerging **technologies** that are creatively **blended** with existing and rapidly evolving infrastructures.
- Our **solutions** should be **scalable** and transportable **across** countries, cultures and languages.



Key ingredients of innovation

- All **innovation** must focus on **conserving** resources, eliminate , reduce and recycle.
- Product **development** must start from **functionality** not form.
- Don't just **copy** and paste.
- Products must work in **hostile** environments such as low **quality** infrastructure, should be able to endure “abuse”.



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Concluding Remarks

- Africa, why **wait** the time is now.
- **All** hands on the deck lets transform our **motherland**.
- This is our **time**, this is our opportunity.
- **Ecclesiastes 9:11**



Thank You



...igniting potential