Netpreneurship & the NEW Economy
The Answer to Growing Projects In Africa Keynote Address to PMSA National Conference
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“To compete globally and stimulate entrepreneurship across the continent, Africa needs more jobs – that is Steve Jobs!”

• By the end of 2014, every second retail purchasing decision will be influenced by social media signals – that is what people are liking, saying and commenting about your product and services on social media;

• According to the World Bank, every 10% increase in broadband penetration in developing countries, generates a 1% increase in GDP;
• In the US alone, the NEW Economy is contributing 1 out of every 4 new job opportunities created (i.e. digital jobs, primarily generated by SME businesses and solopreneurs);

• Africa’s Digital Gap is closing fast: Children in Rwanda are going to School with iPads instead of textbooks, Kenya is the world leader in mobile payments, and 4G broadband services are reaching African countries before much of Europe;

• Coca Cola’s Strategy on doubling the business by 2020 is based entirely on Mobile Marketing and Digital Content Engagement
Welcome to the NEW Economy

This holds tremendous opportunities for African entrepreneurs, as they now have a unique platform to tap into the global market and attract new customers and grow their international share of revenue. “It is interesting that with a lot of these newer marketing techniques, you can really beat the big guys in a huge way, because they are usually tied to their older methods of doing marketing,” says Mike Volpe, VP of the social media portal HubSpot.
Interestingly, if Facebook were a country, it would be the world’s third largest, with more than one billion million citizens, half of whom log in every single day. And - unbeknown to many - the fastest growing segment of Facebook users is not teenagers, but women between the ages of 55 and 65.

Creating One Million Netpreneurs in Africa by 2020 As of 2013, online spending on e-services and e-products such as e-books and mobile apps has topped the US$100bn threshold and online consulting is predicted to grow by 83% over the next five years.
In particular, this is what consumers bought online in 2013:

- E-learning: $33 billion
- E-books: $27.94 billion
- Personal Growth: $10.5 billion
- Mobile Apps: $27 billion
- Coaching: $1.2 billion
- Total: $100,000,000,000
Over the past five years (2008-2013), the digital market has grown in excess of 20% p.a. However, Africa’s Market Share is currently less than 1%. According to these stats, if Africa’s Market Share were to increase to 10% of the NEW Economy, we would be able to create One Million African Netpreneurs.

Introducing the Netpreneur™ Roadmap I makes a compelling case for a new approach in Africa. My message is that 'Africa's time is now': It is time for Africans to assume full control over their economic and political destiny. Africans should grasp the many means and opportunities available to them for improving the quality of life.” — Kofi Annan I argues that people naturally pivot towards economics and politics in a rational way, seeking better living standards in a short amount of time. As individuals, it’s up to us to be open-minded
As you leave here today, I would like to leave you with a very personal message, which is what it is that I believe we should be doing as individuals, and this is really about being open-minded, open-minded to the fact that our hopes and dreams of creating prosperity for people around the the continent, creating and meaningfully putting a dent in poverty for hundreds of millions of people, has to be based in being open-minded, because these systems have good things and they have bad things.
To illustrate I was born in Zimbabwe in 1987. At the time of my birth, my family was very poor, that condition only change a few years ago when I start working. I am sharing this to you to tell you that in 27 years, I’ve gone from not being recognized as a human being or the qualified to standing in front of the illustrious PMSA crowd today to talk to you about my views, delivering ideas to the world, it’s possible to tear up preconceived structures and strictures, and instead look at options and seek the truth. In this vein, we can increase economic growth. We can meaningfully put a dent in poverty.
But also, it's going to require that we look at our assumptions, assumptions and strictures that we've grown up with around democracy, around private capitalism, around what creates economic growth and reduces poverty and creates freedoms. We might have to tear those books up and start to look at other options and be open-minded to seek the truth. Ultimately, it's about transforming the world and making it a better place.