



## DIGITAL TRANSFORMATION

## SITA ARTIFICIAL INTELLIGENCE INDUSTRY DAY



14 March 2019

“AI is the study of techniques for solving exponentially hard problems in superfast time by exploiting knowledge about the problem domain.” - Elaine Rich

SMME SURVIVAL KIT

Being digital wise

Prioritise Security

Finger on 5G Trigger

Form Partnerships

**If you think it's possible, you are right...**

**If you think it's impossible, you are also right...**

**The innovation cycles are getting shorter...**

**Everything moves faster; opportunity is everywhere...**



# Embrace AI as your enterprise new partner. It's not a take over!

- Create a roadmap of the technologies for you to watch;
- How can technology help SMMEs solve the complex problems of today, and help us prepare to thrive tomorrow?
- Diversity, ethics, regulation: What are the issues associated with AI that small business needs addressed to create solid foundations of a digital world?
- What's all this talk about 5G? Understand the connectivity infrastructure required to catapult SMME innovation.`



# Small is Big. Partnerships level the playing field

Create an ecosystem of partners and partnerships;

- Small business and Big business;
- Local entrepreneurs with regional, continental and global;
- Public sector and the private sector;

Partnerships cut developmental costs, shorten lead times for everyone.

We are an ecosystem of disgruntled partners. Are we changing our attitude?

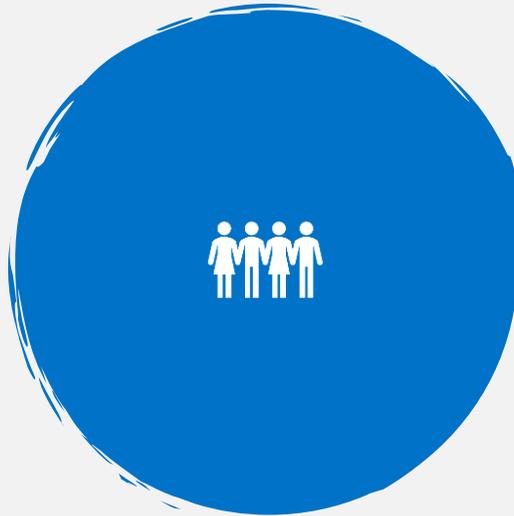


# Problems to solve



## Unemployment

All time high of 27,7%  
Youth unemployment at 52,8%



## Opportunity in rural areas



## Entrepreneurial Acumen

42,7% perceive that they have capabilities for starting a business (compared to a Sub Saharan Africa average of 74%)

# Challenges



Access to Markets



Financial Support



Working in Silos



Skills



Accurate Data

# Entrepreneurship in South Africa

We are not as good as we think



# 53rd

- The Global Entrepreneurship Index (GEI) which measure entrepreneurship capacity, places South Africa **53rd** out of 130 countries participating



# 40%

- South Africa is **operating at 40% of its entrepreneurial capacity** (with the world as a whole at 52%).

Looking at on the ground experiences reported by SA Institute for Entrepreneurship (SAIE) and comparing that to Global Entrepreneurship Monitor (GEM) stats, South Africa is in fact, **not an entrepreneurial nation.**

# The potential

According to the SAIE, the areas where we can improve the most are in **start-up skills and human capital development**

With human capital development being low in South this provides wonderful opportunity for improvement and growth through entrepreneurship development.

**If we can develop a vibrant entrepreneurial culture, SA could become a winning nation – one that is an entrepreneurial role model to the rest of Africa.**

It is essential that we foster a more enabling business environment, particularly for the small and medium-sized enterprises which contribute so much to employment.

**In many developing economies, small businesses have been shown to contribute substantially to job creation, economic growth and more equal income distribution.**

**AI may seem complicated, but this attitude is mistaken and may leave you vulnerable to competitors**

**Entrepreneurs embrace AI**

**Consultative**

Developed in conjunction with stakeholders in discussions and workshops

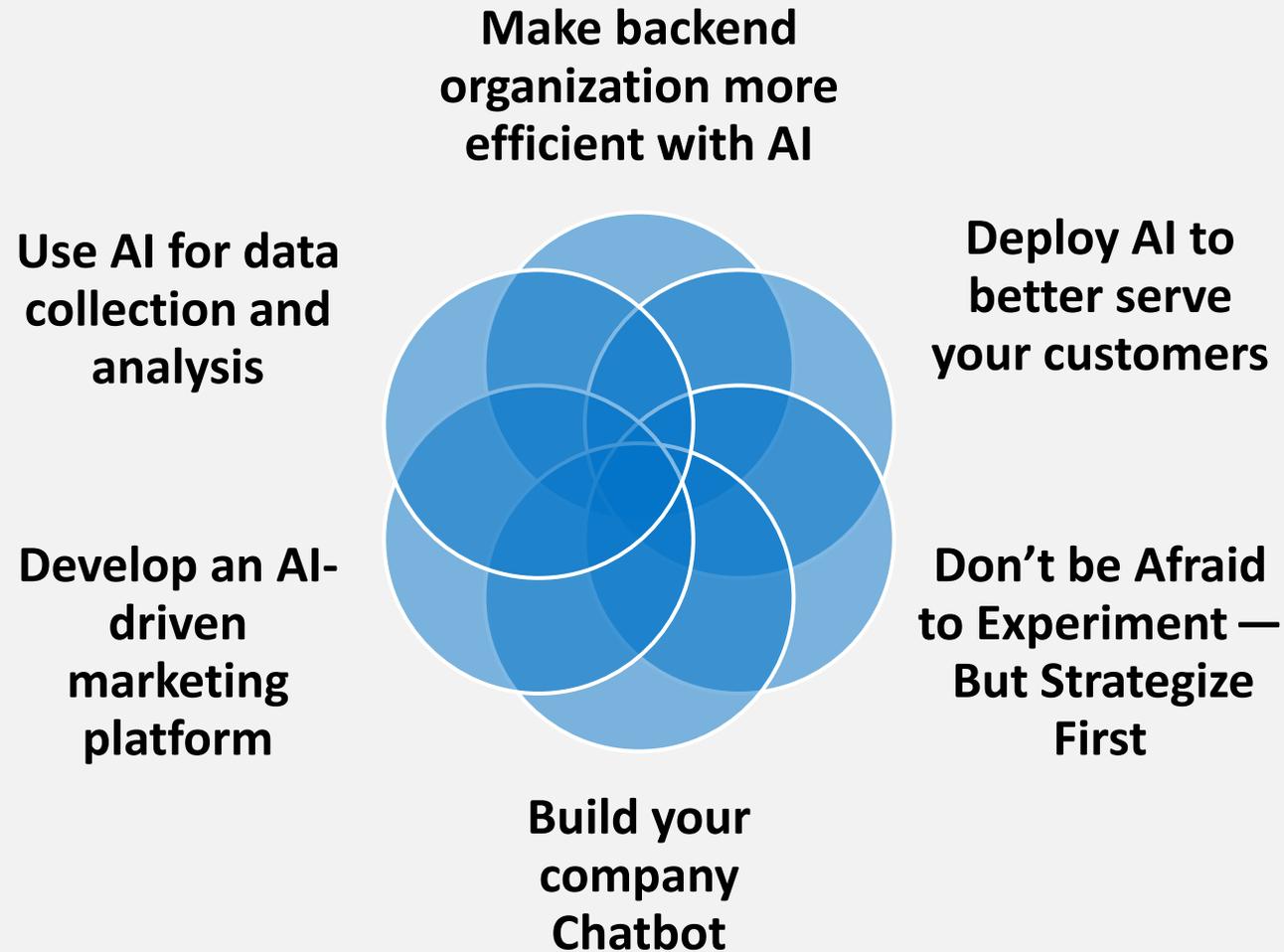
**Creative**

Iterative process of assessment. Adapt and upgrade until effective solution is reached

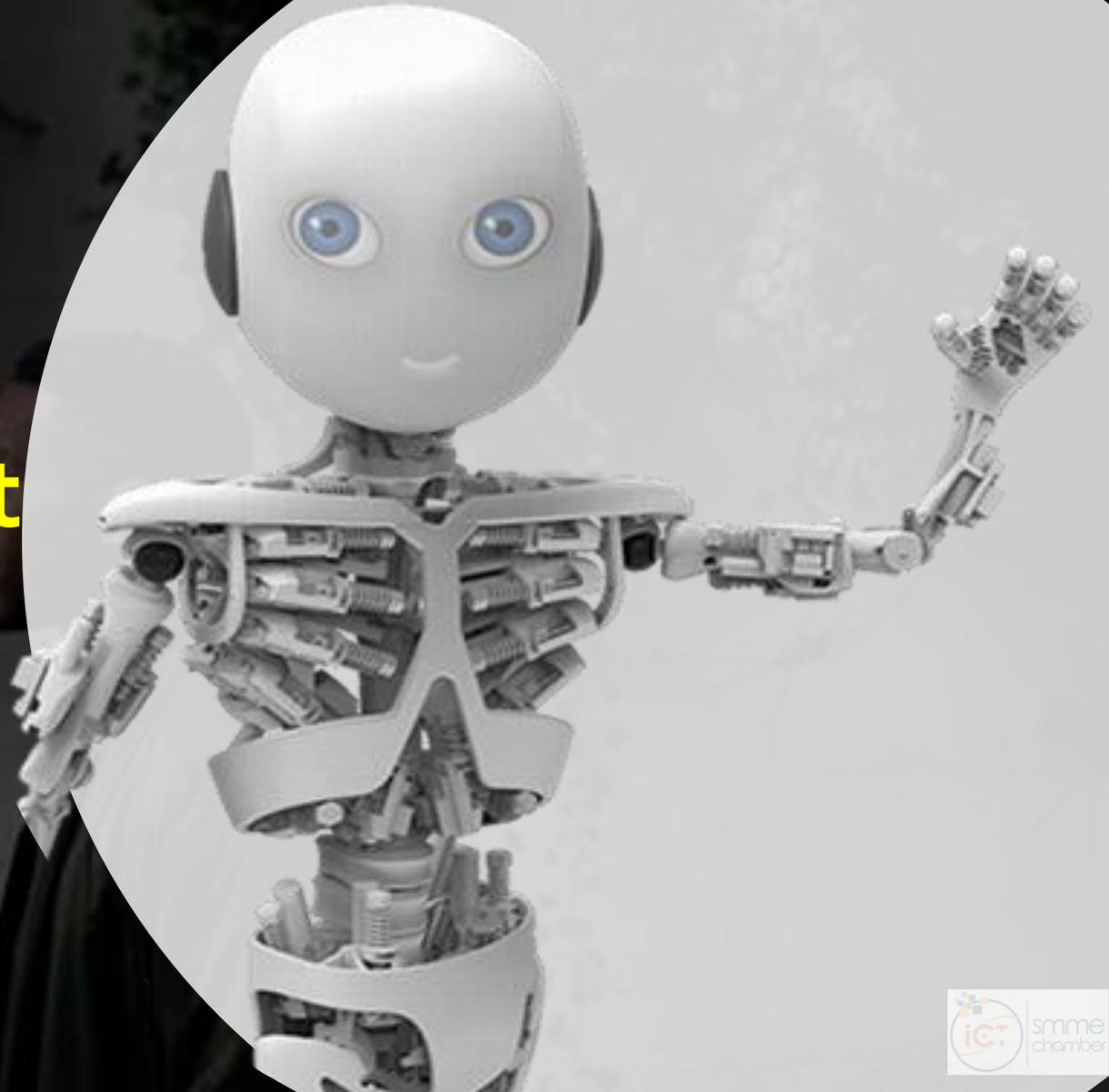
**Practical**

Experiential, interactive activity based learning, easily applied into real life circumstances

# Uses of AI for small business



**Small business must partner with AI for business growth...**



**THANK YOU!**



**LET US CHAT...**

**14 March 2019**