

Stop dreaming and make your business a reality

There are companies out there which will finance your ideas

BY JONT SCHOEMAN

South Africa is thriving! It appears as if many people are starting new businesses.

This is true to some extent, but the truth is not all that we believe it to be.

Yes South Africa is thriving and constantly growing, more people are moving into our middle and upper class sectors, but sadly most of these people are employees, and most of them are employees of companies that have been established for many years.

According to the Global Entrepreneurship Monitor (GEM) released in February by the UCT Graduate School of Business, South Africa does not have enough new emerging businesses to sustain



JONT SCHOEMAN: young entrepreneur.

its current growth rate. South Africa came in 30th out of 42 countries with regards to startup businesses.

We need more new businesses to create employment, because currently we are putting too much pressure on the existing organisations to grow so they can increase the amount of people they employ.

What can we do to improve this?

Firstly, for a country with so much opportunity, South Africans are very risk-averse. It's easier to just sit in a comfortable job than to start up that business you always dreamed of starting. What has happened to our courage?

I know it's daunting to start your own business, as an entrepreneur I can definitely attest to that. I have been through the trials of a startup business and because my business is about helping people start up businesses, or improve existing businesses

I experience the trials of a startup business all the time. You don't need to leave your job to start your new business; I always advise my clients to carry on with their current job if possible while they plan their business and get it to a point of sustainability.

Here is a question I would like to pose to all of you. Are the street vendors more courageous than you? As annoying as they can be, I have a lot of respect for street vendors and those guys who do

their utmost to get you to buy a pair of sunglasses at the robots.

Why do I say this? Firstly they have the guts to do what they are doing and I can guarantee that if we took a group of average middle class citizens, and an equal number of street vendors, the street vendors with a little bit of guidance would have a better chance at becoming billionaires than the average middle class employee because they have courage.

South Africa has many beggars because we are spoilt. Begging is more comfortable than being innovative and starting a little business or hiring out your services.

I know I'm being harsh, but think about it. So what are you waiting for? Now I know many of you do have the guts to jump into the adventure of being an entrepreneur, but you might have things to say like: "But I don't have enough business acumen" or "I don't have the start-up capital needed and I don't know where to get it from".

The average middle class citizen

has access to the Internet; if you use Google you will find that there are companies out there that will help you.

If you fall under the BEE category then you can get help from the government and if you don't fall under that category or want to go to a government organisation then you can get help from other organisations such as Yea! The Young Entrepreneurs Academy.

Yea! helps young entrepreneurs from ages 16 and under to turn a business concept into reality or grow an existing business with the guidance of top businessmen and women.

South Africa is full of dreamers, we have all heard the phrase the American Dream, what about the African dream? There is so much opportunity here, let's seize that opportunity and work together at achieving our dreams.

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