Science & Innovation
Small Business Development

INNOVATION BRIDGE

Digital Integration in Support of an Enabling Ecosystem Environment

Michelle Harding

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EDSE Ecosystem Development for Small Enterprises

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WORLD BANK GROUP

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NIPMO
NATIONAL INTELLECTUAL PROPERTY MANAGEMENT OFFICE
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Let’s Pause

IT’S COMPLEX

Ecosystem Characteristics

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Made up of **multiple actors and/or institutions** with **varying degrees of power, relationships and resources**.

Definition: "combination of actors, assets and relationships that together provide a supportive enabling environment" (IDIA, 2021).

It is rarely clear where the lines of inclusion and exclusion lie around an ecosystem.

The **effectiveness of each part within the ecosystem is moderated by other parts of the system.**

Entrepreneurship Ecosystem Insights

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A certain type of
growth... with rapi
term productivity
such as Chile, Isra
factor was *gove*
building envi
sustainability of
entrepreneu

1. Government is best placed to take a leading role.
2. Growing and enabling the ecosystem requires dedication and consistency.
3. Consideration must be given to the inherent characteristics of an ecosystem when developing policy interventions.

osystem approach is
ey to effectively
stimulating
ntrepreneurship.
slation and policies
d to recognize the
nterconnections
tween challenges,
y interventions and
ortunities in which
trepreneurs grow
enchmarking small
siness acts and startup
acts v2.0).

Entrepreneurial
seen as tangible sy
processes where
resources, knowled
(Spigel,2017).

Lack of understanding demand
Entrepreneurs
Hyperactivity
INNOVATION BRIDGE
Fatigue and duplication
Low awareness/recognition of
Inclusive, high-risk,
#OVERWHELMING
Limited vetted pipeline
influencing the development and scaling of SMMEs.
Quality data
Fragmentation
Policy and Regulation
Unequipped
M&E processes
Access to end-users/ demand
Innovators/ Researchers
Not visible

Hot of the Press (ANDE)

2

Let's get **SOLVING**

WHAT THE INNOVATION BRIDGE AIMS TO DO

Creating Efficiencies

ACCELERATED ECOSYSTEM JOURNEY

Access to **quality**, **relevant** information at the **right time**

Digital repository of the ecosystem and all activities

Matching information to an individual ecosystem journey

CREATE SENSE AND DIRECTION!

Partnering to Foster Intelligence

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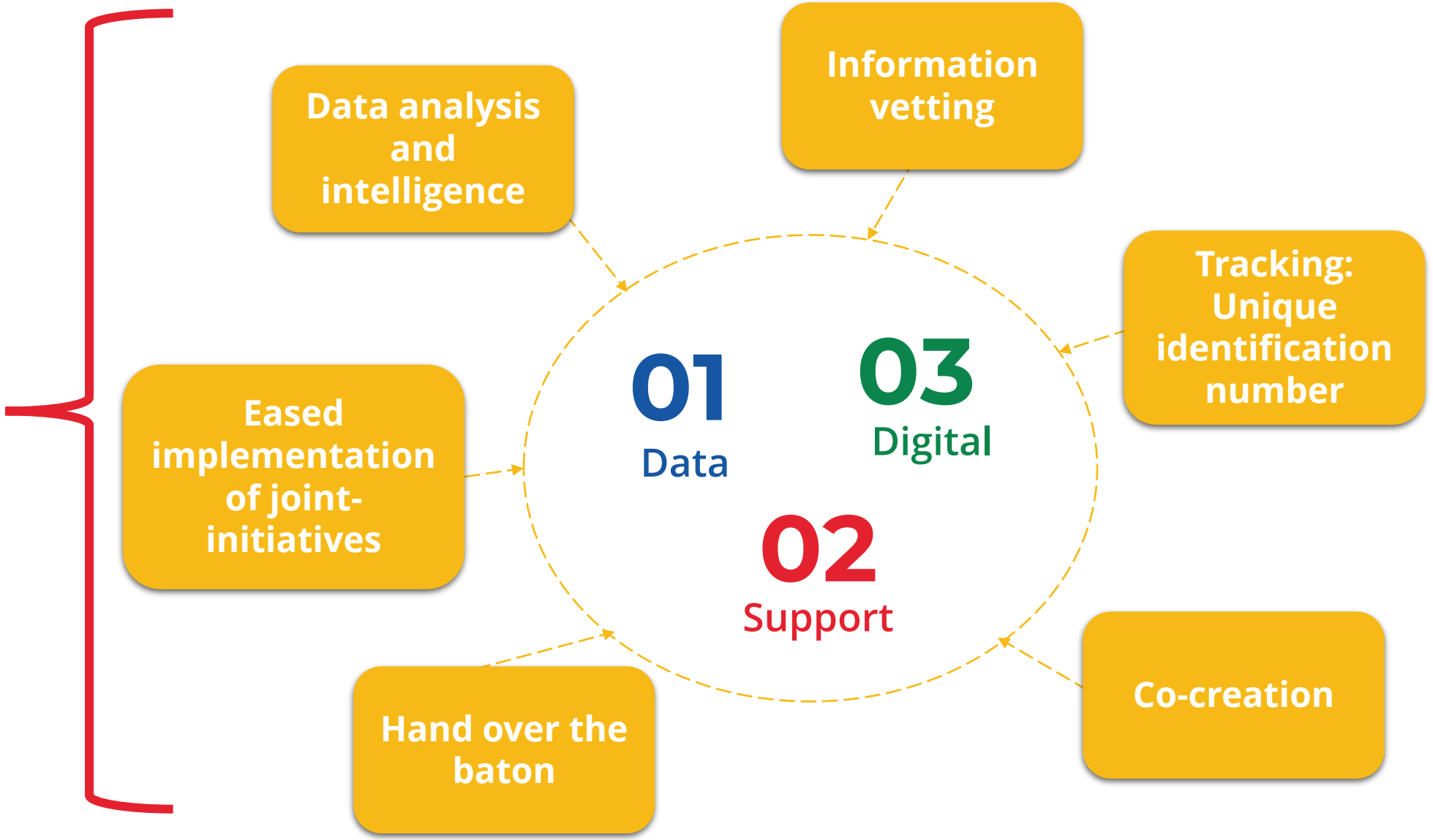
Ecosystem Intelligence:
Double dipping
Reactionary entrepreneurship
Measure quality of services
Etc.



Holding Hands

INTEGRATED ECOSYSTEM

Ease-of-Use

ACCESSIBILITY

- Data free - Zero rating status
- Already built to be Mobile-friendly
- Permanent feature on phone - Possibly mirror-App
- Continuous benchmarking and user experience focus
- Walk-in support - Municipal/District level offices
- Human Interface - Team behind system

System Architecture

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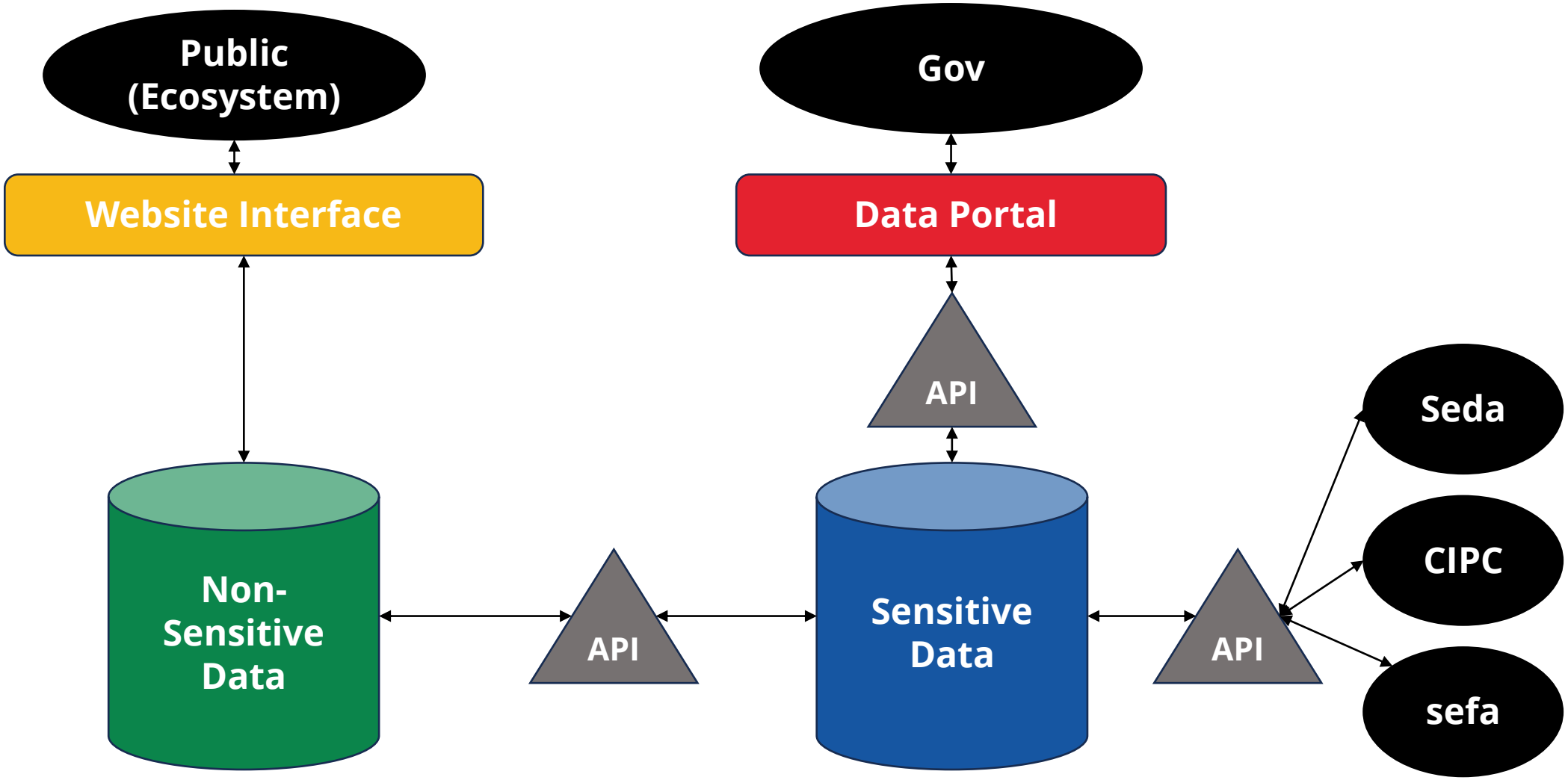
SECURITY, INTEGRATIONS, DATA VALIDATION AND REPORTING



National Digital Strategy

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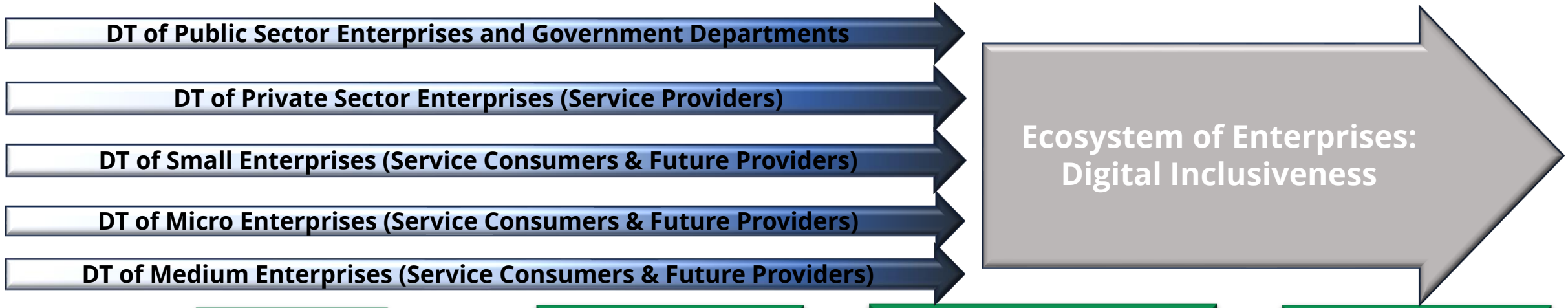

DSBD Key Drivers

Small Enterprise Data ↔ **Small Enterprise Digital Journey** ↔ **Digitalization of Govt. Procurement for Small Enterprises** ↔ **Digital Transformation**

IBP Roadmap

Digitize role-player information
Inclusiveness of Consumer and Provider scope

Digitalize business processes
Improved services, tangible effect of engagements
Platform Integration, Stakeholder collaboration and cohesion

Transform Enterprise Ecosystem Sustainment
Capability Improvement– Socio-Economic Empowerment

2018 to 2024 | **Future Work**

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Thank you

www.innovationbridge.info

+27 083 304 1712

info@innovationbridge.info