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RESEARCH CONFERENCE
NEXT GENERATION INSIGHTS ON
INTRACTABLE NATIONAL AND
GLOBAL CHALLENGES

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**UNDERSTANDING ENTREPRENEURIAL PATHWAYS AMONGST AFRICAN
YOUTH: EVIDENCE FROM A LONGITUDINAL COHORT STUDY**

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Equitable Education and Economies



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Entrepreneurship



- ◎ New venture creation, business expansion, self-employment, hustling
- ◎ Innovation, job creation, and economic growth
- ◎ Panacea to poverty and youth unemployment
- ◎ Necessity, opportunity, programme-induced drivers
- ◎ Complex drivers → nuanced journeys of young entrepreneurs



Methodology



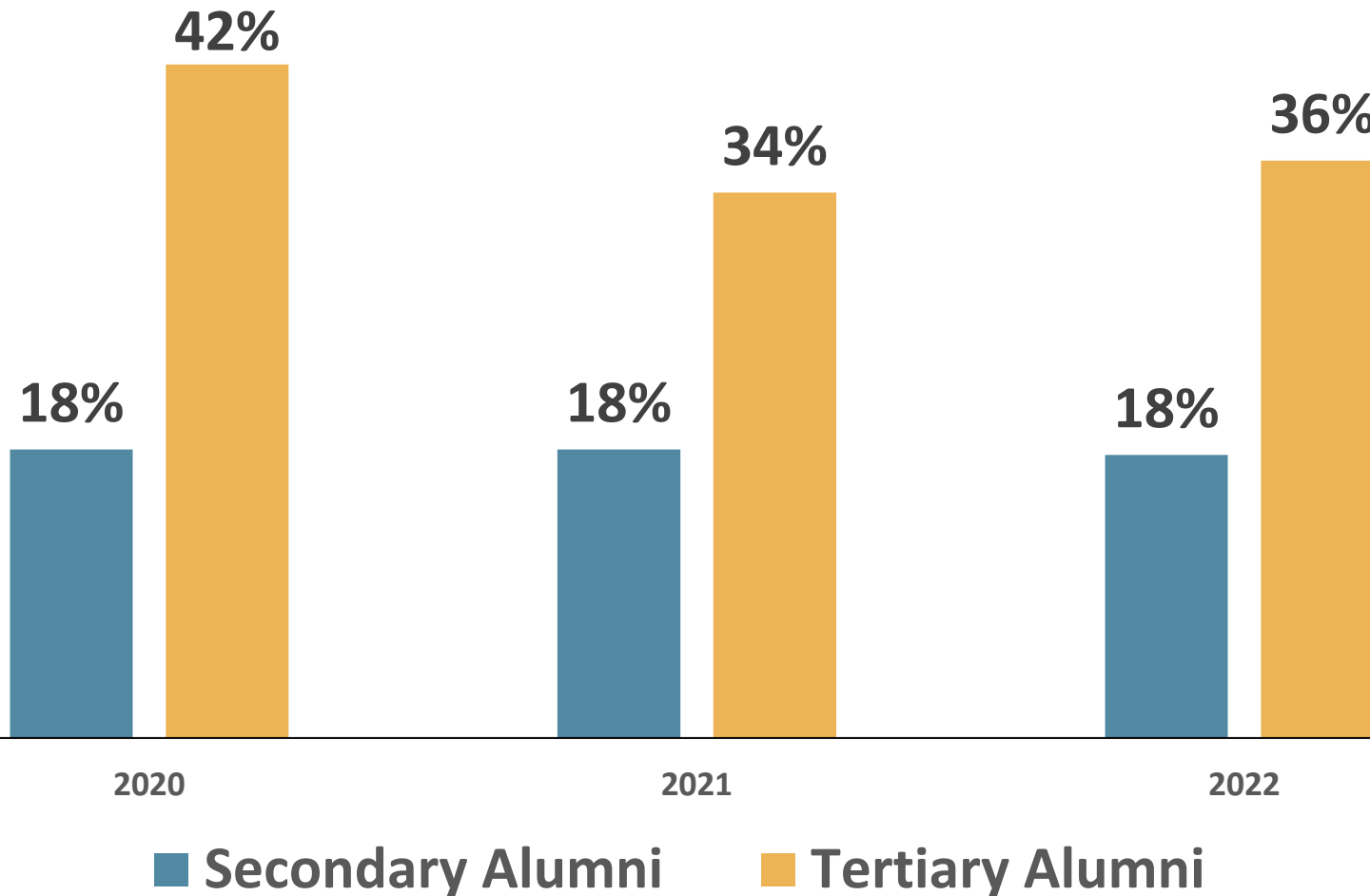
- ③ 5 year longitudinal cohort study
- ③ African graduates
 - Secondary and Tertiary Alumni
- ③ 6 African countries and diaspora
- ③ Mixed methods approach

③ Life cycle approach to youth entrepreneurship

Pre- → Budding → Emergent entrepreneurs



More Tertiary Alumni own businesses

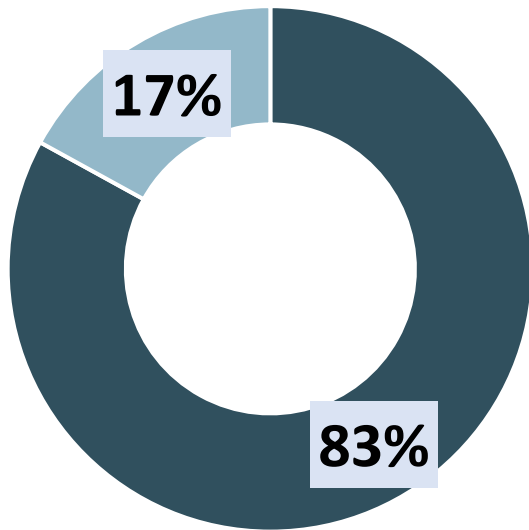


Side-businesses were used to supplement work income, or generate income while studying

Most businesses are young

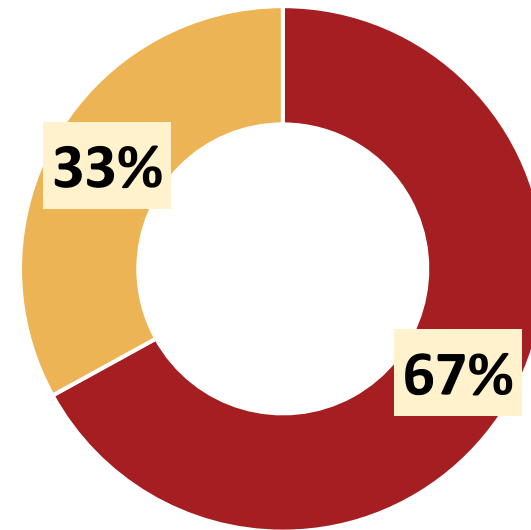


Secondary Alumni



■ 2 years and younger ■ 3 years and older

Tertiary Alumni



■ 2 years and younger ■ 3 years and older

Source: Wave 3 data from the ATS consolidated dataset (Juan et al., 2023)



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Drivers of entrepreneurship overlap



Primary reason for starting business	Secondary Alumni	Tertiary Alumni
Make money and help people	23%	59%
Inspired by the scholarship programme	8%	55%
Opportunity or space in the market	7%	42%
Had a good idea	5%	41%
More income	55%	35%
Independence	18%	27%
Could not find a job	12%	17%
Flexible hours of work	2%	18%

Source: Wave 3 data from the ATS consolidated dataset (Juan et al., 2023)

Nuanced journeys into entrepreneurship



Necessity

“I started running my own company after [university] because it was difficult getting a [job] in the field that I studied.”

Male, 28, Ghana

“If I see an opportunity, I seize it. Somebody wants somebody to help with consulting... I'm there.”

“There are a number of resources that we [got] through the scholarship

“What you're going to get as profit, will be profit for purpose.”



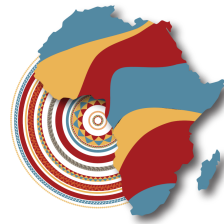
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Nuanced journeys into entrepreneurship



Opportunity/ Intentional

"If I see an opportunity, I seize it. Somebody wants somebody to help with consulting... I'm there."

Female, 28, Rwanda

"I started running my own company after [university] because it was difficult getting a [job] in the field that I studied."

"There are a number of resources that we [got] through the scholarship. I started my yoghurt business. We had sponsorship to pilot an initiative we developed."

"What you're going to get as profit, will be profit for purpose."



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Nuanced journeys into entrepreneurship



Programme- inspired

"There are a number of resources that we [got] through the scholarship. I started my yoghurt business. We had sponsorship to pilot an initiative we developed."

Male, 27, Ghana

"I started running my own company after [university] because it was difficult getting a [job] in the field that I studied."

"If I see an opportunity, I seize it. Somebody wants somebody to help with consulting... I'm there."

"What you're going to get as profit, will be profit for purpose."

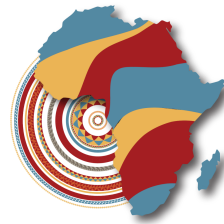


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Nuanced journeys into entrepreneurship



Social entrepreneurship

“What you’re going to get as profit, will be profit for purpose.”

Male, 31, Kenya

“I started running my own company after [university] because it was difficult getting a [job] in the field that I studied.”

“If I see an opportunity, I seize it. Somebody wants help with consulting... I'm there.”

“There are a number of resources that we [got] through the scholarship. I started my yoghurt business. We had sponsorship to pilot an initiative we developed.”

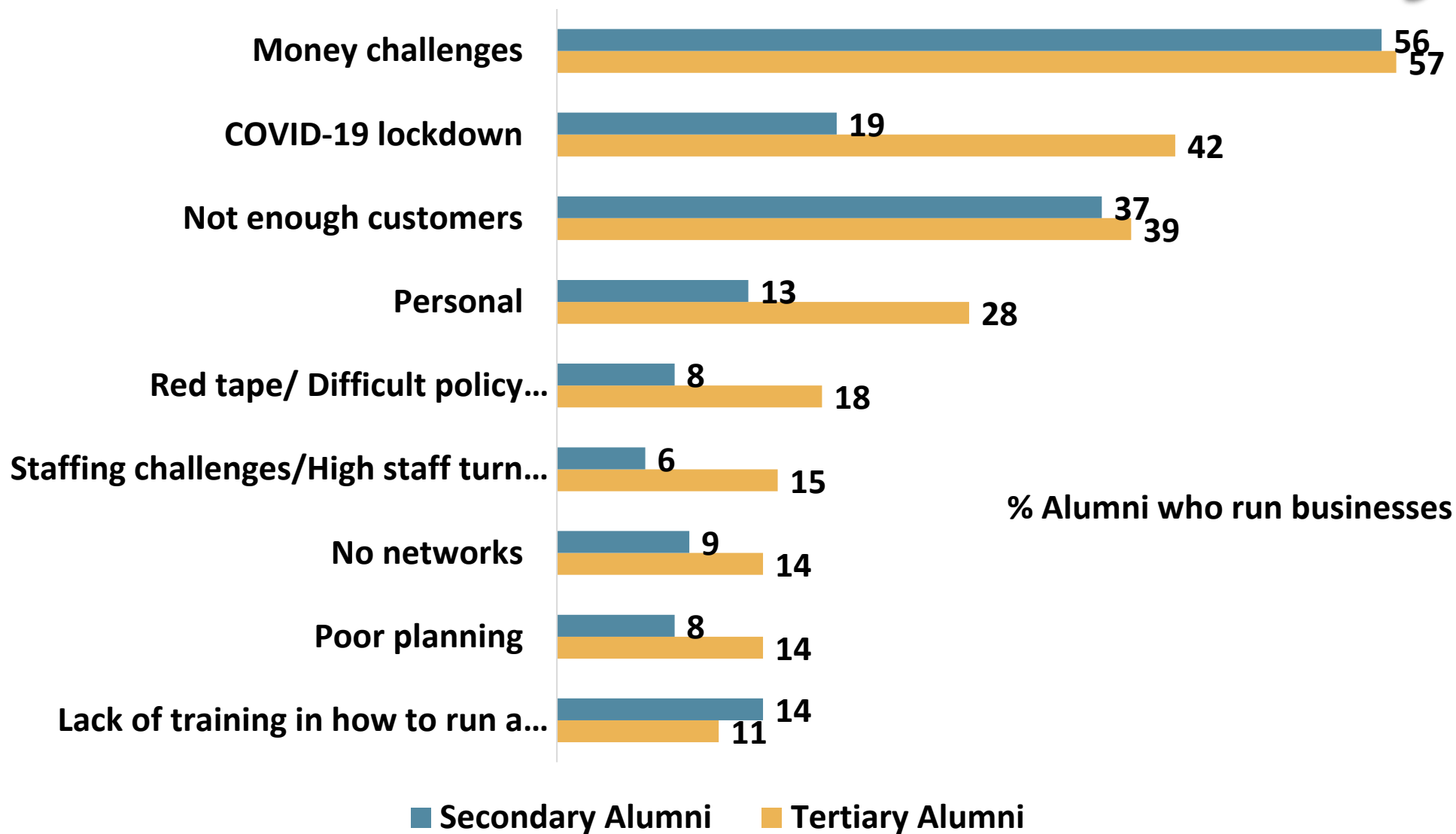


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Challenges in past year



Drivers are complex, journeys are nuanced



- ⊙ Current categorisation is simplistic
 - ⊙ Social, intentional entrepreneurship
- ⊙ Appropriate points of intervention:
 - ⊙ Financial support
 - ⊙ Information, incubation
 - ⊙ Training – running a business, identifying markets, planning, networking
 - ⊙ Post-graduation support
- ⊙ Create enabling environments
 - ⊙ Registration requirements, online support

Summary

Youth entrepreneurship is **multifaceted**. Categorisation of entrepreneurial drivers should reflect its **complexities and nuances**. Young entrepreneurs should have access to adequate forms of support.

#morethan2typesofentrepreneurs



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