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THE ANNUAL HEAVY CHEF ENTREPRENEUR EDUCATION SURVEY

2ND EDITION



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Never trust a skinny chef.

Recipes for entrepreneurs.

In support of the Heavy Chef Foundation NPC (2018/529222/08).

www.heavychef.com/foundation

LEARNING TO SURVIVE

Entrepreneur development in post-COVID South Africa is a topic that has yet to be sufficiently explored and understood.

The data on the impact of the pandemic on the entrepreneur ecosystem has focused almost exclusively on the pains experienced by businesses. Revenues, staff, funding and support schemes being top among those. Perhaps this is understandable. But at the heart of these businesses is the entrepreneur individual.

What is being done to serve the education needs of entrepreneurs in a context where there is unprecedented demands on entrepreneurs to up-skill, adapt... survive?

No doubt the timeline for an education revolution has moved up. Indeed new working conditions, technologies and norms of interacting, coupled with economic and social stresses have fundamentally shifted the foundations of entrepreneur education.

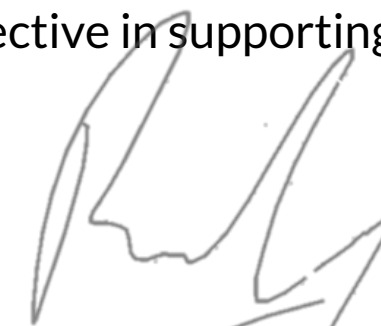
It is critical that we do everything in our power to understand these shifts in all its nuance. To apply an empirical approach to the entrepreneur development challenge.

When we launched the inaugural edition of The Annual Heavy Chef Entrepreneur Education Survey in 2019, we set ourselves the goal of understanding the learning habits of this community.

In this 2nd edition of the study the question we asked ourselves what can be done to offer better education solutions in line with those habits? What are the exact needs of entrepreneurs as it relates to the type of platforms they access, content consumed, peer interactions and support required?

In a study where we increased our focus on sub-cultures within the broader entrepreneur community - in particular female, township, youth and ecommerce entrepreneurs - we managed to both increase the number of responses, delve deeper into new categories of learning and add more nuance to the data from last year.

Once again I believe we have delivered a strong and unique research product. A call to raise the bar as a collective in supporting the development of entrepreneurs in South Africa.



LOUIS JANSE VAN RENSBURG
Chairman: Heavy Chef Foundation

WITH GREAT THANKS TO THOSE WHO
DEDICATE THEMSELVES TO SERVING THE
ENTREPRENEUR COMMUNITY





THE DEFINITIVE ENTREPRENEUR EDUCATION STUDY IN SOUTH AFRICA.

LARGEST. ONGOING. IN-DEPTH.

EXPLORING THE ENTREPRENEUR COMMUNITY AND ITS SUB-CULTURES

3043

Entrepreneurs surveyed.

1660

Female entrepreneurs.

654

Township & rural
entrepreneurs.

457

Youth
entrepreneurs.

208

eCommerce
entrepreneurs.

COMPARED ACROSS



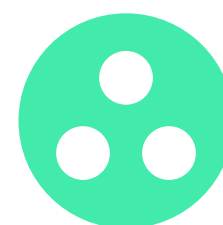
Youth
Adult
Senior



Male
Female
--
Culture
Race



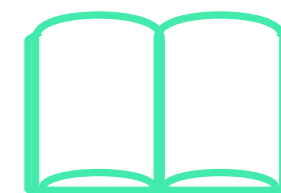
Urban
Virtual
Suburb
Township
Countryside



Informal
Micro
Small
Medium



New
Growth
Mature



Academic
Literature

ON THE MENU

LEARNING NEEDS

CONTENT & EXPERIENCES

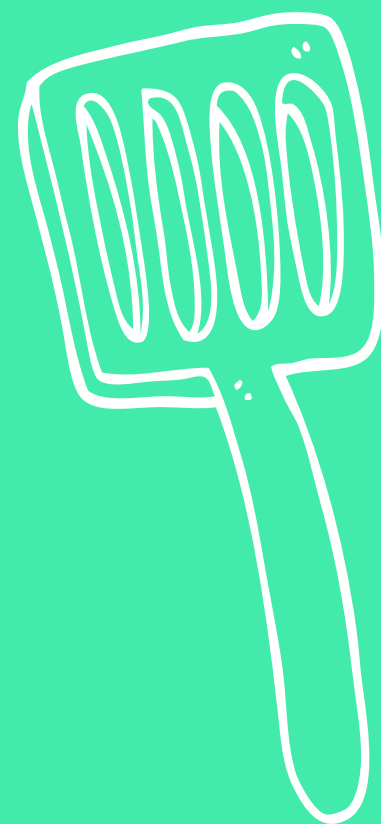
KNOWLEDGE & SKILLS

PERSONAL SUPPORT

TECHNOLOGIES

COMMUNITY





A decorative graphic in the top-left corner consisting of a grid of hexagons. Some hexagons are filled with a light gray color, while others are empty. The grid is composed of thin gray lines.

WHAT DO WE KNOW ABOUT HOW ENTREPRENEURS LEARN?

INSIGHTS FROM THE 1ST EDITION.

LEARN SOLO

69% Learn Mostly By Themselves

Entrepreneurs are masters at self-directed learning.

LEARN ON-THE-GO

67% Identify As Always-On Learners

Entrepreneurs acquire knowledge in short intense bursts in-between work.

LEARN REAL

87% Learned Most Through

Practice, Trial & Error

Entrepreneurs prefer immersive learning experiences over any other.

LEARN LOCAL

76% Find Family & Friends As Their Most Valuable Source Of Learning

Entrepreneurs value hyper-local interactions and content.

LEARN CRITICAL

76% Rate 'Marketing & Sales' As Their Most Important Skill To Develop

Entrepreneurs prioritise learning that has a direct short-term impact.

A decorative graphic in the top-left corner consisting of a grid of hexagons. Some hexagons are filled with a light gray color, while others are empty, creating a geometric pattern.

HOW HAS THE CONTEXT CHANGED SINCE LAST YEAR?

INSIGHTS ABOUT ENTREPRENEUR CONCERNS IN 2020.

ENVIRONMENT

51% View COVID-19 As Their Biggest Business Challenge
Leading to lasting social and economic consequences.

WORK

68% Work Remotely
Changing habits personally and professionally.

RESOURCES

62% Require Financial Support
Relying on personal networks and institutions for various types of support.

4IR

32% Are Investing In Data Science Skills
Looking after the now but with one eye on more change to come.

SKILLS

85% Have Easy/Moderate Access To Skills/Knowledge
Pervasive access to new platforms and content offerings coming online.

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HOW CAN WE SERVE ENTREPRENEURS LEARNING NEEDS MOVING FORWARD?

INSIGHTS FROM THIS 2ND EDITION.

TEACH

PERSONAL & PEER.

TEACH

CASH & COMMUNITY.

TEACH

DEPTH & DISCIPLINE.

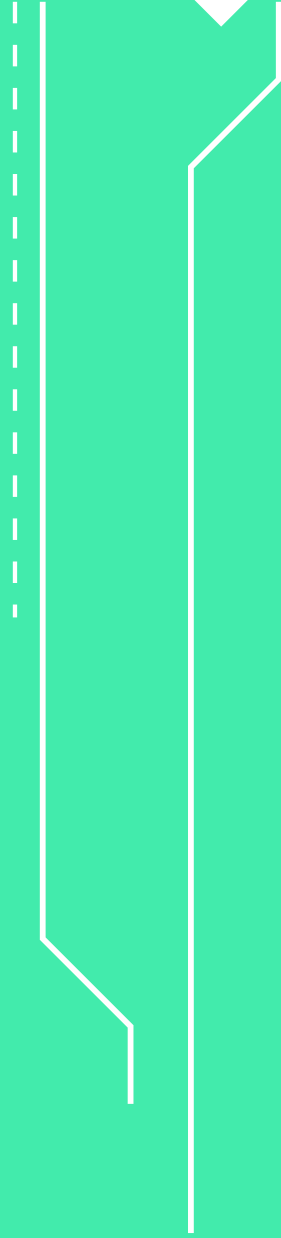
TEACH

ACCESSIBLE & CREDIBLE.

TEACH

USEFUL & BEAUTIFUL.

1



TEACH

Personal & Peer

HIGH-TOUCH INTERACTIONS WITHIN A LOVED COMMUNITY

Entrepreneurs find extraordinary value in personal engagements. It is the need for small and intimate settings where the entrepreneur can craft the trajectory of their business as well as shape their own identity. He/she realises further it is through the sharing of knowledge that exciting new business opportunities are unlocked.

↑ 15%

Increase in percentage of entrepreneurs who **do not have a mentor but would value one** (54%), compared to last year (39%).

#1

"**One-on-one / face-to-face**" is the top rated and preferred method of sharing learnings with other entrepreneurs.

28%

Who find it valuable to access education platforms hosted by a **specialist individual**.

1 in 3

Rank '**Lack of Human Contact**' as the most challenging aspect to remote learning.

2nd

Entrepreneurs rate '**Networking**' (58%) as the second most important type of support that they require to help their learning; especially among township entrepreneurs.



Make sure that everyone that matters know the sacrifices you are making and helping you along that journey.

- LETHU TSHABANGU. FOUNDER UKHAMBABA BEERWORX.



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2



TEACH

Accessible & Credible

NEW EXPECTATIONS FOR A NEW GENERATION OF PLATFORMS.

Entrepreneurs are increasingly engaging with education platforms to develop their skills. As such they have raised their expectations of that experience and are willing to quickly move on if the design and utility of the platform doesn't meet their need of being credible, cost effective and creative.

44%

Of entrepreneurs **access e-learning platforms**; second to Google as the most popular source of finding entrepreneur education content.

40%

Indicate that the **credibility of the provider** as their most important consideration for signing up to a platform; Membership fees is the highest at 58%.

2nd

'**Cost of data**' (41%) is rated as the second most challenging aspect of accessing education platforms.

#1

Platforms offered by **specialist entrepreneur organisations** are rated as the most valuable type of education platform by entrepreneurs.

35%

Rate the **quality of production** as critical to their adoption of an education platform.





You have to challenge all the assumptions to be able to create new products for all of us.

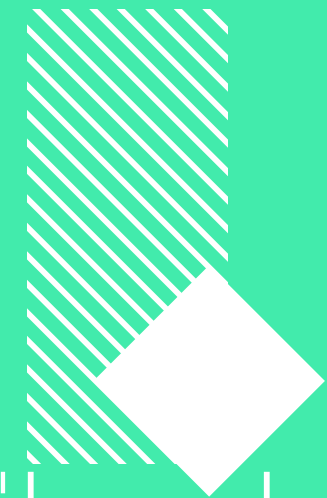
- PROFESSOR TSHILIDZI MARWALA. PRESIDENTIAL COMMISSION ON 4IR.



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3



TEACH

Cash & Community

MONEY TO SURVIVE. CUSTOMERS TO THRIVE.

Marketing and money. These are the skills entrepreneurs have been prioritising for some time. In the current climate entrepreneurs have doubled-down on the need for short-term financial controls and finding innovative ways to deliver value to win-over new customers.

2.9 / 5

Average rating of entrepreneurs own assessment of their level of knowledge and skill about **Finance & Tax** - the lowest ranked among 10 skillsets in the survey.

↓ 17%

Percentage decrease in **rate of learning among startups** about Finance & Tax (26%), compared to last year (43%).

58%

Rate '**Cash Flow Management**' as their most valuable Finance skill right now; followed by 'Budgeting & Control' (51%).

63%

Who rate '**Building Brand & Generate Awareness**' as their most valuable Marketing/Sales skill right now; followed by 'Digital & Innovation' (50%)

73%

'**Marketing & Sales Skills**' is the skillset most needed to prepare for the Fourth Industrial Revolution according to entrepreneurs; especially among youth.



Every entrepreneur is out there trying to create value and to receive remuneration for that value.

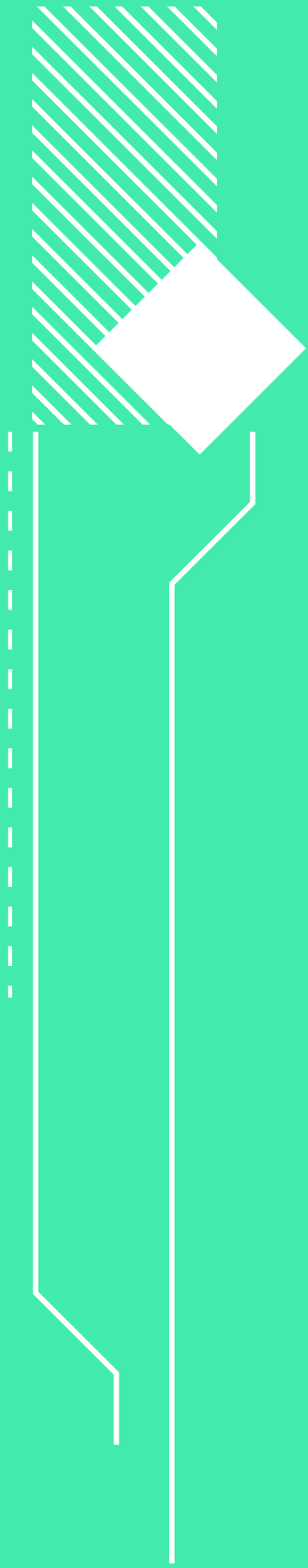
- COLIN TIMMIS. COUNTRY MANAGER XERO.



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4



TEACH

Useful & Beautiful

BRILLIANT BASICS WITH MAGIC TOUCHES.

The typical entrepreneur seeks content that they can apply to their business in an almost cookie-cutter fashion. The easier they can apply the learning to their business the better. But entrepreneurs are also yearning for stories that are inspiring and motivational. Something that is beautifully crafted, that they can relate to deeply.

40%

Of entrepreneurs indicate that content can be made more suited to their busy lifestyle by offering it in **summary or step-by-step breakdowns**.

#1

'How To / Explainer' content (52%) is the top rated type of education content for entrepreneurs.

40%

Would like education content to be **more creative and entertaining**.

41%

Seek **inspirational case studies or success stories of other small business entrepreneurs**; vs 16% who seek case studies from 'celebrity' entrepreneurs.

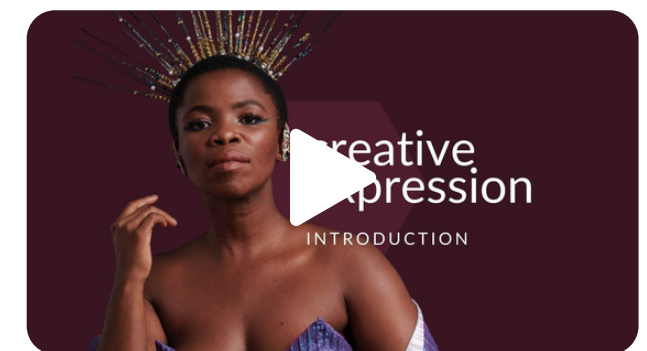
72%

Indicate that learning through **'Practice, Trial-and-Error'** contributed most entrepreneurs development; once again the top rated method of learning as last year.



It's about really identifying the things that set you apart from anybody else. How it looks, how it feels, how it tastes, how it sounds, the whole world of your offering.

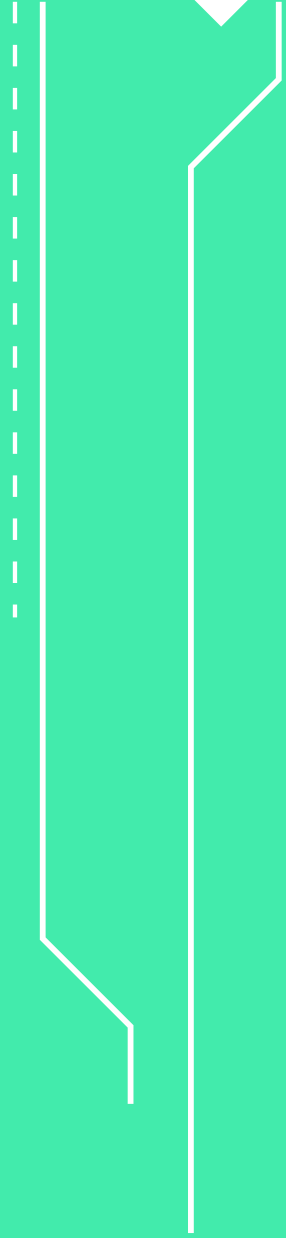
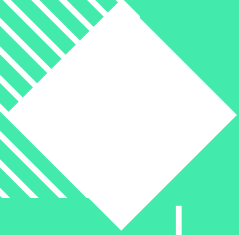
- XOLANI MAHOLA. SINGER. ARTIST.



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TEACH

Depth & Discipline

ENTREPRENEURS VIEW LEARNING AS HEALING.

Entrepreneurs are increasingly becoming self-aware of their personal habits and are in need of finding ways to improve their ability to learn, plan and be more productive. They are looking to do more with less as they come to terms with new ways of working and the demands being placed on them personally.

#1

'**Self-Discipline**' (44%) is ranked as the area entrepreneurs struggle with most with regards to remote learning.

8/10

Actively use **tools to organise and reflect** on their learnings in order to internalise it more efficiently.

91%

Indicate that they either need to (50%) or already are (41%) **making time to quiet their minds** to better perform as an entrepreneur.

1 in 5

Entrepreneurs indicate that their **personal home circumstances** (21%) and **personal habits** (19%) are barriers to learning; this is more so with female entrepreneurs.

42%

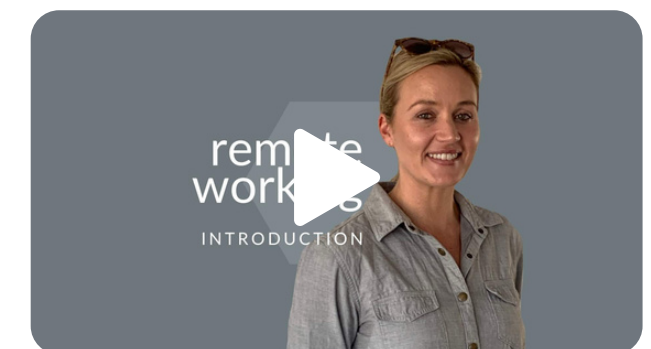
Of entrepreneurs indicate that productivity-wise they struggle most with **long-term planning**; followed by daily planning (37%) and goal achievement (31%).





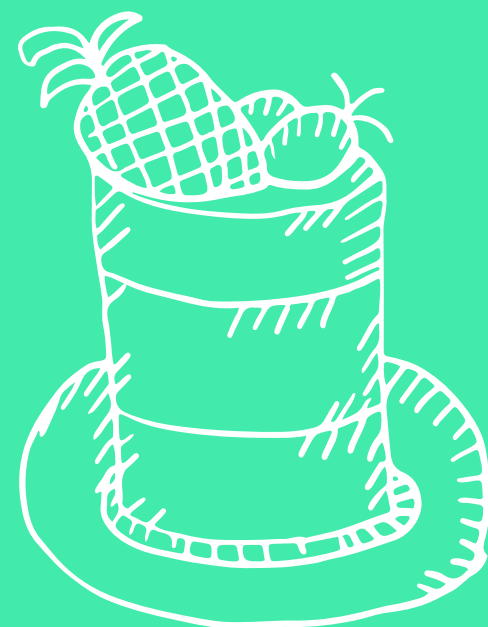
The secret ingredient is flexibility.
Flexibility within the right structure.

- ANNETTE MULLER. FOUNDER FLEXIFORCE



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This was just a taste. Donate* and get the full report with deeper insights and expanded data - *dished up to suit your palate.*



BUSINESSES

How to apply findings to staff and customers.



POLICYMAKERS

How to enable entrepreneur development.



EDUCATORS

How to promote and teach entrepreneurship.



LOUIS@HEAVYCHEF.COM

*Proceeds to fund access to learning for disconnected entrepreneurs. By donating to the Heavy Chef Foundation you gain access to the full set of results plus bi-monthly Education Reports. NPC (2018/529222/08). Find out more at www.heavychef.com/foundation.

2021 EDITION.
TRENDED.
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CO-DESIGNED.
COMING SOON.

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LOUIS JANSE VAN RENSBURG

LEAD AUTHOR:

THE ANNUAL HEAVY CHEF ENTREPRENEUR EDUCATION SURVEY

Where knowledge is shared, wonder deepens. This philosophy underpins Louis work as an entrepreneur development specialist. He is the CEO of education investment fund, Glengarry Capital, Chairman of education not for profit, The Heavy Chef Foundation and a Phd researcher on future of learning. Creative, optimistic and pragmatic, Louis ability to weave storytelling with empirical data has cemented him as a leading thinker in entrepreneur education.



[linkedin.com/in/louisjvr](https://www.linkedin.com/in/louisjvr)

THANK YOU. DANKIE. NGIYABONGA KAKHULU.

Colin & Shane (Xero)

For your unwaivering support.

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For your connections.

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For your attention to detail.

Sizwe (BU)

For your insight and experience.

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For your SPSS-ial work.

Mwabi (Heavy Chef)

For dotting the i's.

Paul (W17)

For dolgok szervezése

Lebo & Crew (THUD)

For crosstabs & pivots.

HOW WE DID IT.

The research employed a mix of quantitative (data) and qualitative (themes) methodologies.

For the electronic survey a convenience sampling methodology was utilised from existing databases of vetted business owners: Heavy Chef, Yoco, Black Umbrellas, Workshop 17 & THUD. The sample was therefore not nationally representative but rather represented a sub-population of South African entrepreneurs i.e. those who are incubatees at Black Umbrellas.

Inferential statistical analysis was conducted using various independent and dependent variables. Statistical software (IBM SPSS Statistics 23) was utilised to analyse the data, drawing from the initial sample size (3043). Due to the survey questions not all being compulsory, comparative analysis was done with a reduced samples for each population.

The statistical procedures included:

- Cross-tabulation Chi-Square Tests
- One-way analysis of variance (ANOVA)
- P-value analysis (significance)

Due to the convenience sampling methodology, certain limitations must be acknowledged regarding the quantitative component of the study. These include geographical- (skewed to Gauteng and Cape Town) and racial distribution (skewed to white), where more entrepreneurs from these groups chose to partake in the survey.

This effect was countered by bring on-board new partners that focus exclusively on black entrepreneurs being Black Umbrellas, Black Pages & the Hookup Dinners (THUD).

Furthermore semi-structured ethnographic methods such as video interviews (via the Heavy Chef platform) allowed us to analyse 100s of hours of conversations where deeper contextual themes were identified particularly as it related to sub-cultures of entrepreneurs.

The benefits of this mode of research allowed us to describe variations, explain relationships, hear from individual experiences and outline group norms which the statistical data highlighted.

-  HEAVYCHEF.COM
-  INFO@HEAVYCHEF.COM
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