



2022 | 4th EDITION

HEAVY CHEF
entrepreneur
education report



On The Menu

Success on the outside starts with success on the inside.

This includes how you see yourself, who you draw inspiration from, the ability to nurture valuable relationships, and knowing what to pay attention to.

All of these topics are explored in the 4th edition of The Heavy Chef Entrepreneur Education Report.

Our hope is that entrepreneurs and educators alike will find value in the research findings, as well as clues on how to proceed towards success.

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Entrepreneur Identity

A powerful force is shaping how entrepreneurs define themselves.

Quick take-aways

01

46% of township entrepreneurs say there is a strong culture of learning developing among entrepreneurs. They value this learn-as-you-go identity and are immensely proud of it.

02

Between 2020 and 2021, there was an 8% year-on-year increase in entrepreneurs who share their learnings face-to-face on a one-on-one basis. On the flip side, there was an 8% decrease in those who say they share their learnings via social media.

03

Entrepreneurs rate sales and brand storytelling as the #1 future skill set to invest in.

04

The 2021 survey shows a 13% increase since 2020 in the number of entrepreneurs who say brand building is their most valuable skill right now.

#1

introduction

The simplest definition of an entrepreneur is someone who starts a business. He or she carries the risk and has a right to the rewards. But let's look beyond these words to what is the driving force that underpins entrepreneurs' identity and the way they choose to communicate it to others.

Many people admire entrepreneurs as innovators and creators of opportunity and economic growth. Although for some, "entrepreneur" is the same as being unable to find a job, an unfortunate consequence where starting something new is seen as risky compared to finding a job.

Regardless, how do entrepreneurs see themselves?

Some start a business to make ends meet, while others dream of being the next Richard (Maponya or Branson).

Our research shows that being an entrepreneur gives people a sense of purpose and dignity. Increasingly, they also feel that they belong to a community of like-minded individuals. Entrepreneurs are organising themselves to learn together, advocate for change and mobilise resources. This benefits individuals as much as the collective.

#1 introduction

“Creativity binds us, always creating things.”

Riyadh Roberts on
Creativity And Purpose



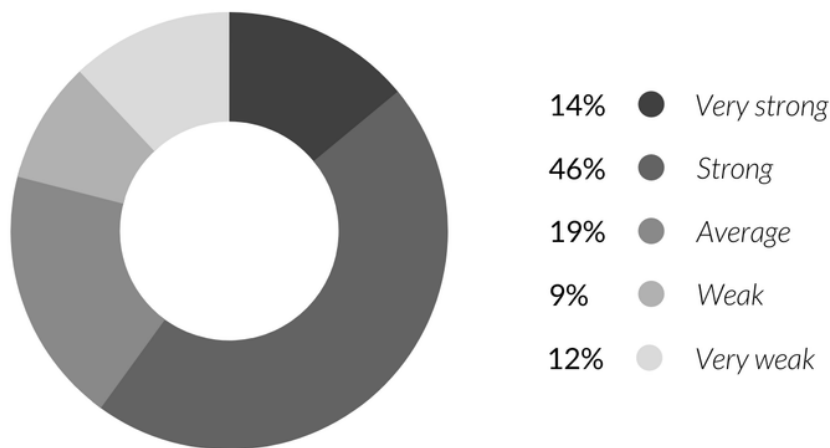
Visit heavychef.com to dig into Riyadh's recipe

Learning culture

Many of the great entrepreneurs of our time did not have a formal qualification when they first set up shop. But they knew that success depended on knowledge and skills. They also knew that their business was their classroom and mistakes were their teachers.

Entrepreneurs share this view and act on it by creating a grassroots learning network. To them, being an entrepreneur means self-development, upskilling, and learning on the job. There's no landing this plane; you build it and fix it as you fly - a concept ingrained in their identity.

How would you rate the culture of learning among entrepreneurs around you? (Township only)



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Source: The Heavy Chef Entrepreneur Education Report. 2021.



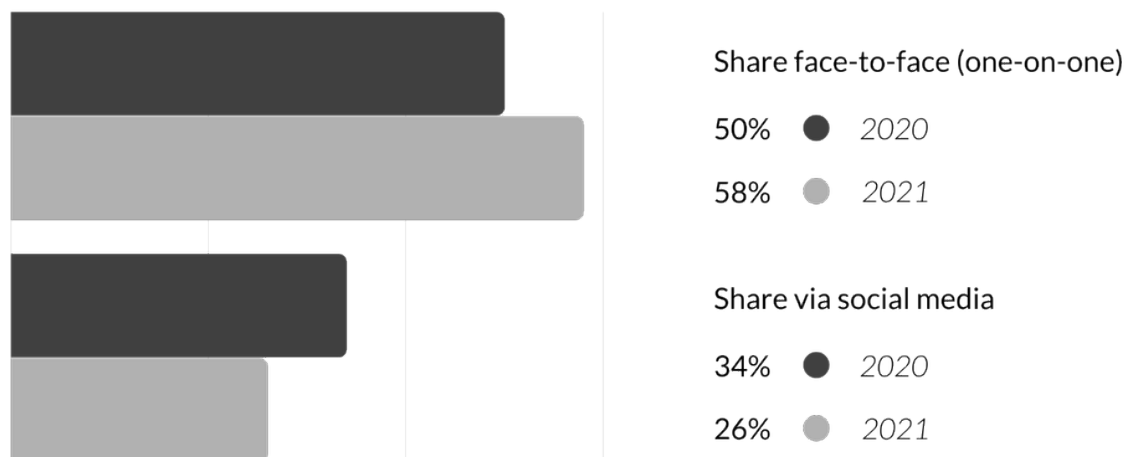
46% of township entrepreneurs say there is a strong culture of learning developing among entrepreneurs. They value this learn-as-you-go identity and are immensely proud of it.

Sharing connects

Being in business means competing for customers' time, attention and money. But entrepreneurs understand that we are in it together and that willingness to teach others is a strength.

A strong part of the identity of the entrepreneur community is that peers learn from and teach each other. They share ideas and insights in an open, honest and relatable way. As a result, entrepreneurs create a shared sense of purpose and identity in sharing.

How do you go about sharing your learnings with entrepreneurs in your community?



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Source: The Heavy Chef Entrepreneur Education Report. 2020-2021.



Between 2020 and 2021, there was an 8% year-on-year increase in entrepreneurs who share their learnings face-to-face on a one-on-one basis. On the flip side, there was an 8% decrease in those who say they share their learnings via social media.

Sharing **connects**

“The biggest and most exciting development in education is social learning.”



Mukundi Lambani on
Learning African Languages

Visit heavychef.com to dig into Mukundi's recipe

Selling your story

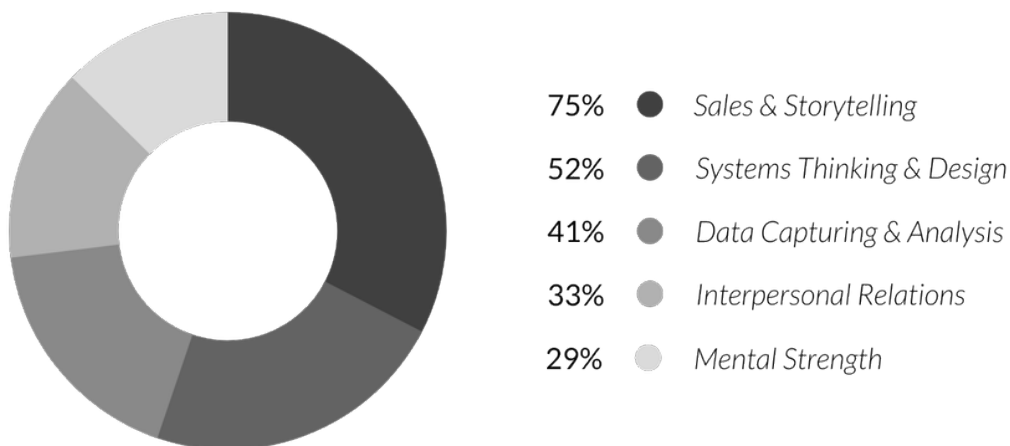
The saying that people buy from people is especially true in the context of entrepreneurial small businesses. Most consumers prefer for their hard-earned cash to end up in a real person's pocket rather than a faceless company.

When you connect your story to your identity as an entrepreneur, you help your customers to see you as a

real person, someone whose journey they relate to and whose successes and failures inspire them.

More and more, entrepreneurs attract new customers by sharing their story. In fact, storytelling is a sales tool that gets cash in the till today and helps the business grow into the future.

What are the skills you're looking to invest in to prepare yourself for "The 4th Industrial Revolution"? (Top 5)



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Source: The Heavy Chef Entrepreneur Education Report. 2021.



It is no surprise then that entrepreneurs rate sales and brand storytelling as the #1 future skill set to invest in. They know we all love a good story and they're learning how to tell their own stories in ways that capture the imagination - and brand loyalty - of their customers.

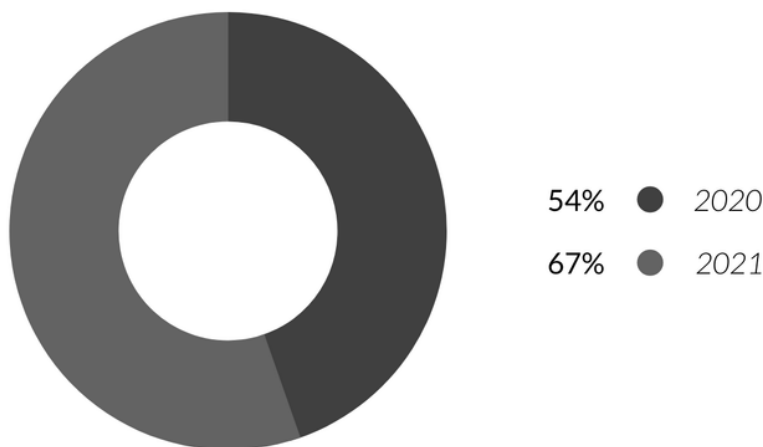
Brand builders

Entrepreneurs understand that business is more than money in, money out. It's about the experience, the story, the relationship. Your own brand is your identity, and without it there is no business.

This understanding is leading to exciting developments.

As entrepreneurs get better at integrating their personal brands into that of their business, they also learn how to improve their products and their customer connections.

What are the skills most valuable to you right now as an entrepreneur?
(Brand Building only)



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Source: The Heavy Chef Entrepreneur Education Report. 2020-2021.



2021 showed a 13% increase since 2020 in the number of entrepreneurs who say brand building is their most valuable skill right now.

Learn. Do. Share.



For entrepreneurs:

Your identity as an entrepreneur is an asset your business must have. How are you using your personal journey to position your business?



For educators:

Despite overwhelming odds, entrepreneurs want to believe in themselves. How are you helping entrepreneurs foster self-belief?



For service providers:

Entrepreneurs love to share their stories and teach their learnings to their peers. How can you empower more entrepreneurs to teach each other?



2

Entrepreneur Inspiration

A special group of people inspire entrepreneurs.

Quick take-aways

01

64% of entrepreneurs say that learning from other entrepreneurs contributes most to their development.

02

There is an 11% year-on-year increase in entrepreneurs who say there are no events for entrepreneurs in their area and that they are sorely needed.

03

67% of women say it is hard to access quality networking opportunities, a 7% year-on-year increase.

04

41% of entrepreneurs say they value case studies and stories from local small-business owners over those of celebrity entrepreneurs. Only 15% of entrepreneurs prefer celebrity stories.

#2

introduction

Entrepreneurs are social beings who thrive on interacting with others. That is how they sell and that is how they learn and share.

The COVID-19 pandemic isolated us over the last two years with a shift to remote work. This kept businesses going, but it also kept people away from each other. Hungry for interaction and under pressure to attract new customers, entrepreneurs are open about their need to form meaningful and profitable relationships.

Entrepreneurs want to be in the same room with a variety of people, as many people as possible and especially other entrepreneurs from their own communities.

#2 introduction

“What inspires me deeply is my local tuck shop, serving our community.”



Hope Dithakanyane on
Investing In Women

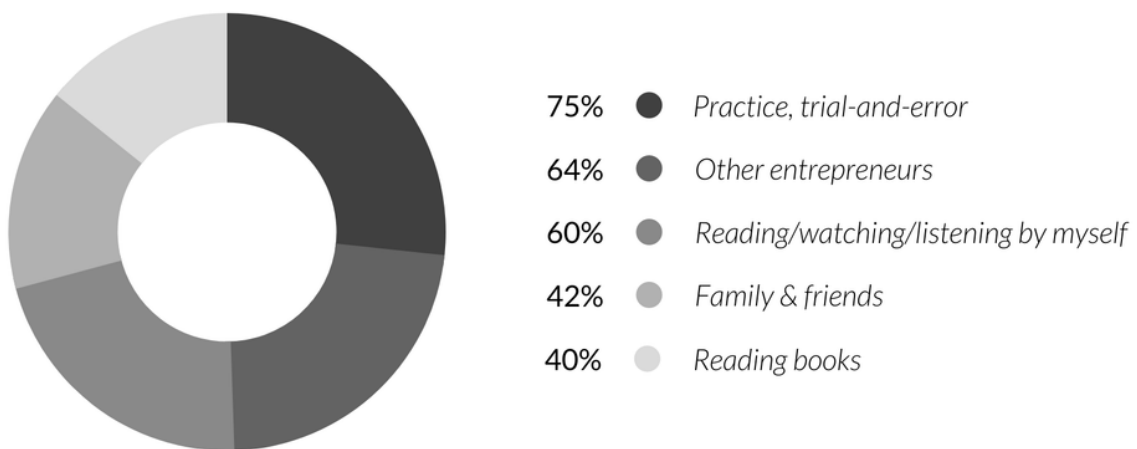
Visit heavychef.com to dig into Hope's recipe

Entrepreneurs learn from entrepreneurs

When entrepreneurs learn from one another, something powerful happens. This is why they say that the ability to find and connect with other entrepreneurs is a major driver for their own development and the growth of their businesses.

Entrepreneurs seek out those with similar backgrounds, because when you don't have to explain your circumstances, connection and communication is effortless. And when you feel at home with someone, the learning multiplies.

What contributed most to your development as an entrepreneur?
(Top 5)



heavychef.org

Source: The Heavy Chef Entrepreneur Education Report. 2021.



64% of entrepreneurs say that learning from other entrepreneurs contribute most to their development.

Getting together

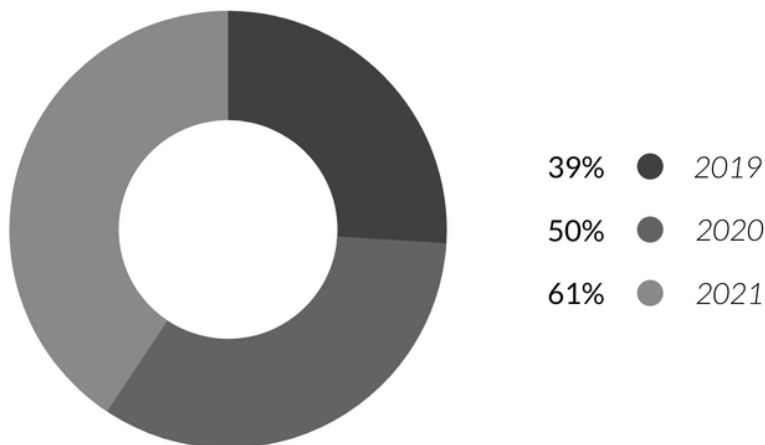
Events are opportunities to learn, network and build community. Entrepreneurs love them and want them.

However, there seems to be a mismatch between the demand for events and how available they are within communities. It is no good that events only happen in big cities

or online; entrepreneurs want them in their own areas, with their own people.

Even if such get-togethers are happening, entrepreneurs don't know about them. This is a gap educators can help fill by spreading the word about their offers more effectively.

Are you aware of any entrepreneur events in your area?
(‘No - but definitely needed’ only)



heavychef.org

Source: The Heavy Chef Entrepreneur Education Report. 2021.



There is an 11% year-on-year increase in entrepreneurs who say there are no events for entrepreneurs in their area and that they are sorely needed.

Getting together

“It sparks a hunger for people to connect with others like them, then find themselves in process.”



Selebogo Molefe on
Building A Community

Visit heavychef.com to dig into Selebogo's recipe

Connecting women

Women's lives are not the same as men's lives, and when they go into business they face different challenges. A mother who owns a business is still a mother...

There is a real need for spaces where women can connect on themes of work-life balance and parenting, and where the industry categories

in which women dominate - such as tourism and hospitality, artisan, health and beauty - enjoy more focus.

Yet, on the ground, women entrepreneurs struggle to find networking opportunities, despite all the talk about how important it is to support them.

Generally, how hard is it to access networking opportunities?
(Women only)



Those who say 'Moderate To Hard'...

56% ● 2019

60% ● 2020

67% ● 2021

heavychef.org

Source: The Heavy Chef Entrepreneur Education Report. 2019-2021.



67% of women say it is hard to access quality networking opportunities, a 7% year-on-year increase.

Simple stories

Famous people can be inspiring, but entrepreneurs know the best practical lessons come from business owners around the corner.

Learning content that showcases the diversity and reality of local

experiences connects powerfully with entrepreneurs. They get even more value when the material is in their home language and takes the form of how-to storytelling.

What is the type of content you find most valuable to learn from?



41% ● Case studies of SMMEs
16% ● Case studies of celebrities

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Source: The Heavy Chef Entrepreneur Education Report. 2021.



41% of entrepreneurs say they value case studies and stories from local small-business owners over those of celebrity entrepreneurs. Only 16% of entrepreneurs prefer celebrity stories.

Learn. Do. Share.



For entrepreneurs:

You learn best from someone across the table from you. Do you have a regular coffee or drinks meeting with another entrepreneur in your diary?



For educators:

Entrepreneur communities are collections of diverse subcultures. How can you customise content to the unique needs of each?



For service providers:

There are thousands of pockets of small entrepreneur communities spread across South Africa. What tools can you use to reach entrepreneurs at a hyper-local community level?



Background

When Sikelela Dibela discovered that coffee shops were banned in Turkey in the 17th century because they were places where like-minded people met to discuss social change, he decided to bring coffee to a place that needed transformation. His home kasi. Khayelitsha.

Despite being owned and operated by a man who knows his coffee - he used to be one of Vida's most successful baristas and managers - Siki's Koffee Kafe was not an immediate success. It took a long time for customers to do more than wave as they walk past the garage that houses his shop.

His own long, hard road to success inspired Siki to support other entrepreneurs in Khayelitsha. Through events like the famous Ghetto Sessions, Siki's has become a hub where entrepreneurs can connect, learn and share, while enjoying the best African coffee.

Siki's is a vital resource, given that 72% of township entrepreneurs say that other entrepreneurs are the most valuable source of learning. Yet, only 64% of township entrepreneurs regularly meet with other entrepreneurs, and their circle is small - less than three - compared to 62% of successful entrepreneurs who regularly network with at least five other business owners.

Background

“Coffee is the fuel of entrepreneurs.”



Sikelela Dibela on
Coffee On The Move

Visit heavychef.com to dig into Sikelela's recipe

Desire

Entrepreneurs are very specific about the people who inspire them: business owners and leaders who grew up in the same places and circumstances, and who have “made it”. Sadly, many entrepreneurs, like those at Siki’s, don’t get to spend time with the entrepreneurs they look up to.

In an ideal world, township entrepreneurs will get to meet their role models more regularly. Such interactions, they believe, will positively impact their development and success trajectory.

A chance encounter with an inspirational leader showed the truth of this belief.



scan to
watch on youtube



Action

In 2019, Heavy Chef spotted - and grabbed - an opportunity to bring Siya Kolisi, World Cup winning Springbok rugby captain, to Siki's. Always aware of his own township roots and the responsibility and privilege he now has to inspire people from similar backgrounds, Siya jumped in the car with us.

Unannounced, we popped into the modest shop where some of the best coffee in the Western Cape

is brewed, and some of the best conversations in the country take place. As usual, Siki's brimmed with local entrepreneurs, artisans and creatives who love the combination of fast wifi and smooth cappuccinos.

Siki showed Siya how to make a brew and run a coffee shop, while Siya talked about leadership. It was an hour that delivered a year's worth of learning and inspiration to a group of lucky local entrepreneurs.



3 Years Later

Siyabonga Mbaba, Local Entrepreneur & Siki's Regular

scan to
download



Impact

Three years later, we followed up with Siki and Siki's Koffee Kafe regular, Siyabonga, about that day and the impact it had on them.



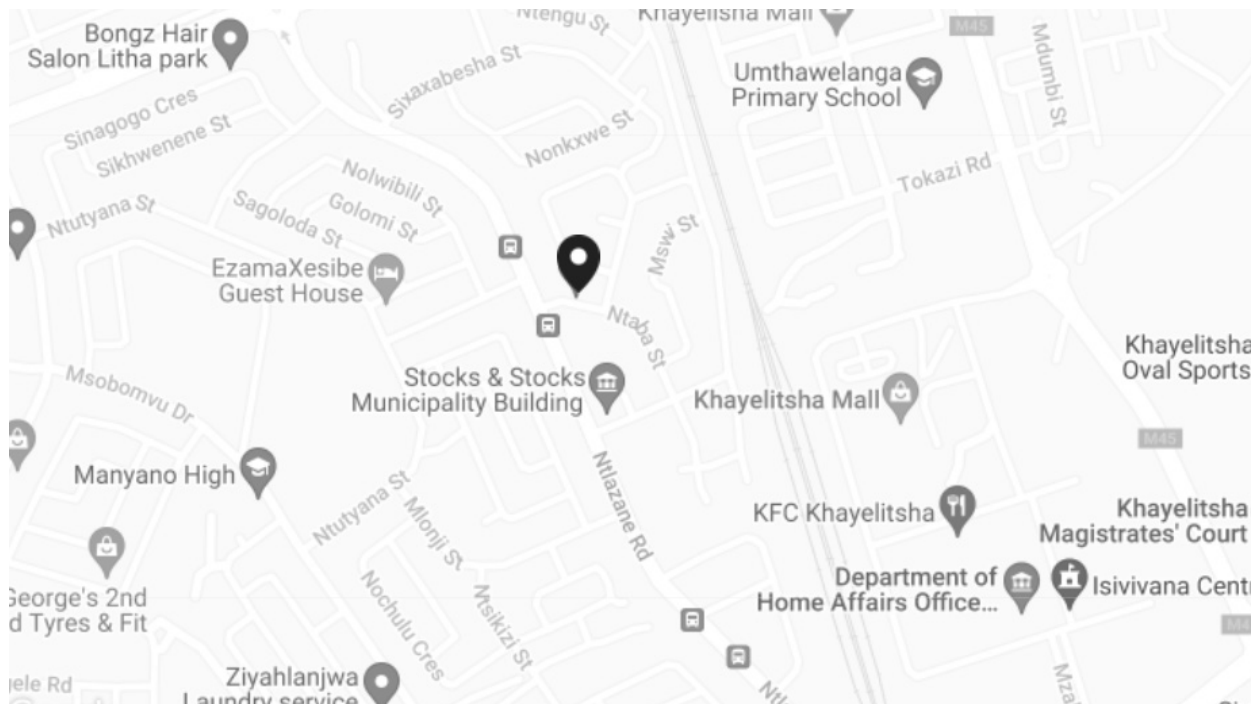
Three Years Later
Siki, Owner Siki's Koffee Kafe

scan to
download



Siki's Koffee Kafe

Pop into Siki's to support him and the entrepreneurs there!



7 Ntaba St, Village 1 South, Cape Town

scan for directions to
Siki's koffee kafe





Entrepreneur Partnerships

The clever ways entrepreneurs pick their relationships.

Quick take-aways

01

The top five partner priorities for entrepreneurs are partnerships with investors, co-founders, external organisations, mentors and employees.

02

Personal growth - the potential to learn from a potential partner - is a major consideration when entrepreneurs identify the right kind of relationship.

03

Entrepreneurs are learning how to become better listeners, and the art of extracting value from feedback, whether positive or negative.

04

They value co-founder relationships where everyone knows their personal shortcomings.

#3

introduction

Entrepreneurship doesn't have to be a lonely road. In fact, successful entrepreneurs often say their success is due to the sum of their relationships.

And it is not only the person you go into business with who changes the game. Many other partnerships count: life partners, suppliers, clients, communities - the very survival of entrepreneurs' businesses depend on the quality of their relationships with others.

Knowing this, entrepreneurs are pro-actively investing in their ability to identify and build healthy relationships.

#3

introduction

“Try and do everything yourself, and you’ll lose.”



Justin Drennan on
E-Commerce And Logistics

Visit heavychef.com to dig into Justin's recipe

Know who you need

Like raising a child, it takes a village to build a business, simply because it is impossible for one person to know everything, do everything and think of everything. Partners are like oxygen for entrepreneurs.

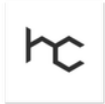
The research shows that entrepreneurs have a clear picture of the people with whom they want to build lasting business relationships.

The most prominent are:

Thematic Analysis: Partnership Types



heavychef.org
Source: Heavy Chef Learning Bites, 2022.



The five collaboration priorities for entrepreneurs are partnerships to access capital (investors), build a business (co-founders), serve customers (external organisations), help personal growth (mentors) and cultivate culture (employees).

Find multi-value partners

When it comes to investing in partnerships, entrepreneurs think about what value a partner can add beyond skills and resources. An investor with money and brand-building skills, for instance, brings a great two-for-the-price-of-one advantage to the business.

Think of 'multi-value' as an investor's ability to open doors into new or previously untapped markets, or a partnership that will make a bigger impact in society than what the entrepreneur's own influence can achieve.

Thematic Analysis: Partnership Considerations



heavychef.org

Source: Heavy Chef Learning Bites. 2022.



Personal growth - the potential to learn from a potential partner - is a major consideration when entrepreneurs identify the right kind of relationships. Partnerships are about much more than service agreements and outputs.

Find **multi-value partners**

“One thing you want to focus on is people. Let them become part of your purpose. ”



Paul Keursten on
Co-Working

Visit heavychef.com to dig into Paul's recipe

Partnerships require work

Entrepreneurs understand that what you put into a partnership is what you get out of it. Partnerships don't build themselves. Hence entrepreneurs are investing in their ability to engage effectively with people who have a stake in their businesses.

The top partnership skills they are focusing on include having explorative conversations (as many as possible at the start), the ability to engage in an open-minded way, and how to not let upfront, pre-set assumptions get in the way of a relationship.

Thematic Analysis: Partnership Engagement



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Source: Heavy Chef Learning Bites. 2022.



Entrepreneurs are learning how to become better listeners, and the art of extracting value from feedback, whether positive or negative.

Choosing a co-founder

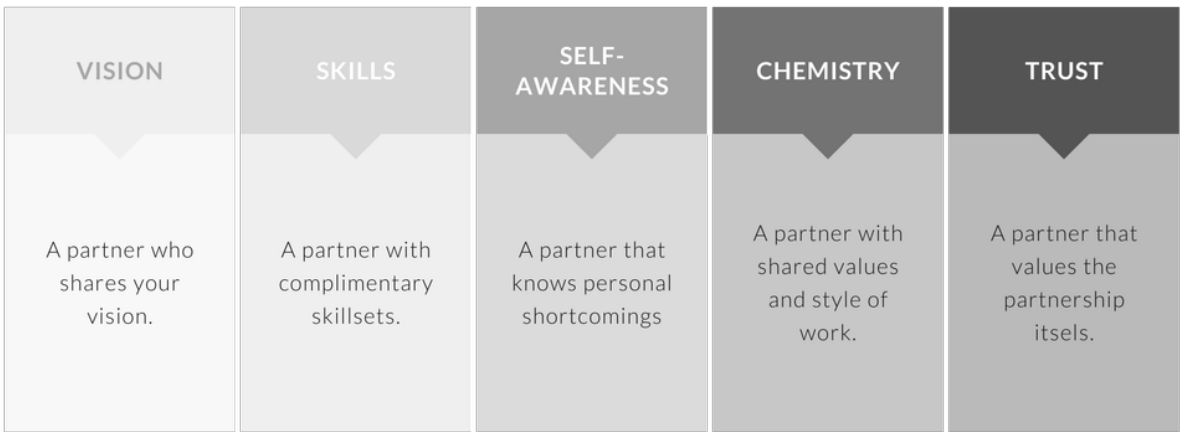
Having the right person by their side when they go into business is to entrepreneurs the most important decision that they can make.

Co-founder compatibility starts with finding another entrepreneur who shares your vision for solving

a problem, and your values. Shared values are the foundation on which successful partnerships are built, and the cement that holds them together - especially when times are tough.

Entrepreneurs also take chemistry, trust and complementary skill sets into account.

Thematic Analysis: Co-founder Compatability



heavychef.org
Source: Heavy Chef Learning Bites. 2022.



Self-awareness is a quality entrepreneurs look for when deciding whether someone is a suitable co-founder or not. They value co-founder relationships where everyone knows their personal shortcomings.

Learn. Do. Share.



For entrepreneurs:

As much as you might like to, you know you can't do everything yourself. How about writing down your relationship-building strengths and weaknesses, and see if there's anything you can improve on?



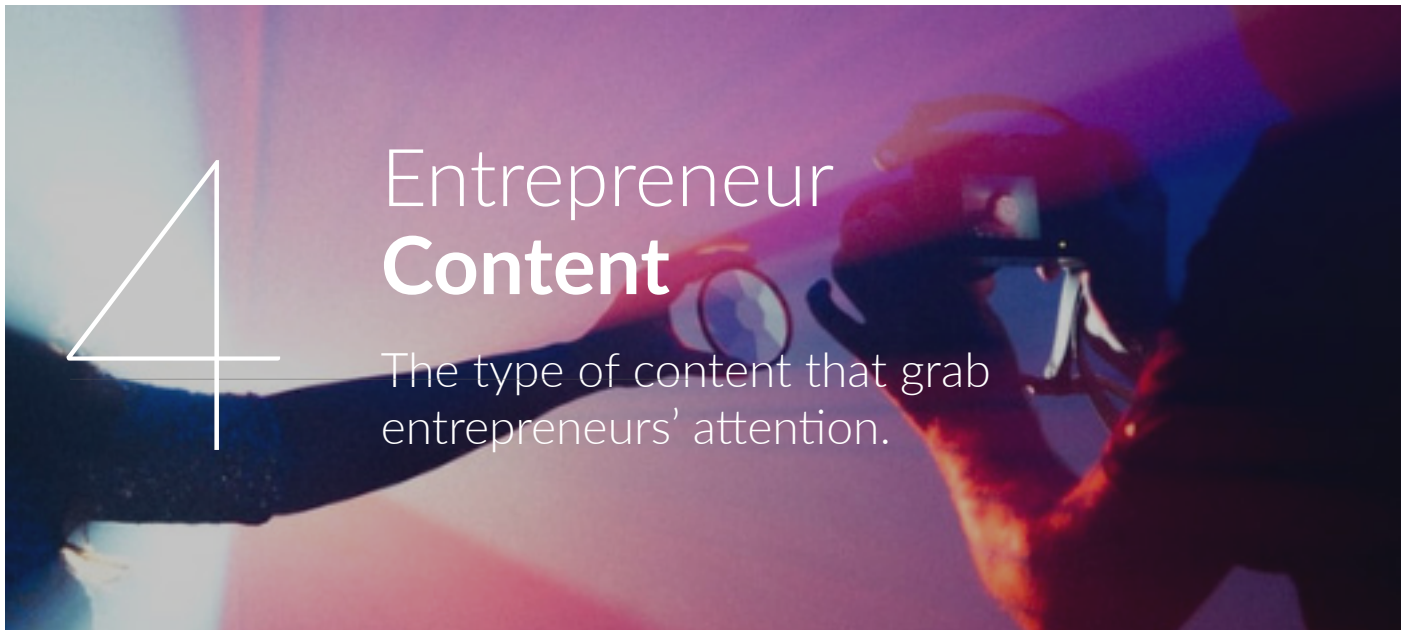
For educators:

Entrepreneurs want to cultivate their interpersonal skills. How can you support entrepreneurs to develop their ability to be better partners themselves?



For service providers:

Entrepreneurs struggle to find partners who are right for the stage their business is at. How can you help them improve their ability to identify and assess a potential partnership?



Entrepreneur Content

The type of content that grab entrepreneurs' attention.

Quick take-aways

01 How-to and explainer content is the top-rated education material for entrepreneurs.

02 40% of entrepreneurs would like to see education content be designed to be more entertaining and creative.

03 40% of entrepreneurs feel that content can be better adapted to their busy lifestyles in the form of summaries or step-by-step breakdowns.

04 41% of entrepreneurs seek inspirational case studies of other small-business owners; only 16% seek case studies from celebrity entrepreneurs.

#4

introduction

The world we live in has more than enough information and it comes at us all the time. For entrepreneurs, the trick is to find what they need in the format they want.

Pressed for time, entrepreneurs are pretty good at filtering content for the things that would mean the most, right now, to their own development or the growth of their business.

But it's about more than information; entrepreneurs want content that is beautifully and carefully crafted to inspire them. They are looking for brilliant basics and magic touches.

#4 introduction

“We want meaning and connection,
stories are how we experience the
world. ”



Lauren Beukes on
Craft And Storytelling

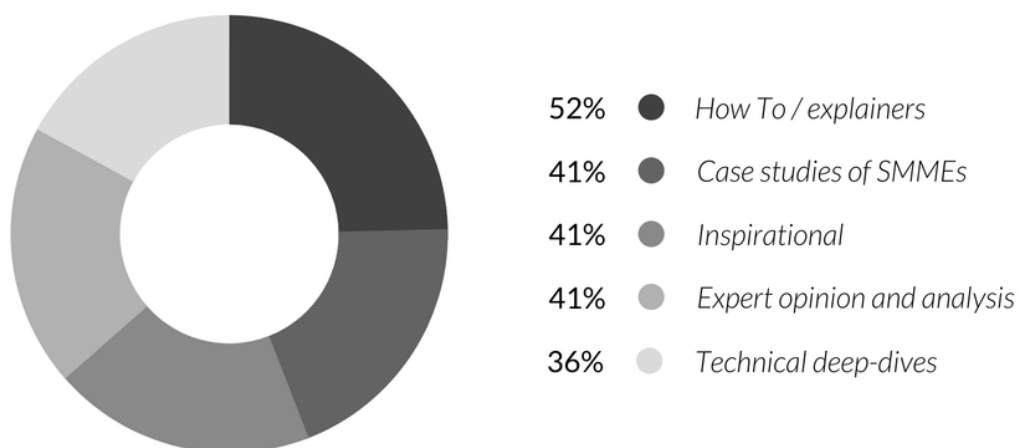
Vist heavychef.com to dig into Lauren's recipe

Keep it practical

Sometimes research is done for fun; mostly, entrepreneurs want to know how to solve a specific problem right now. It's all about practical solutions that are easy to understand and implement.

For this reason, entrepreneurs value educational content that shows them exactly how to do or use something. The easier it is to directly apply the learning, without any heavy mental lifting, the better.

What is the type of content you find most valuable for you and your business? (Top 5)



heavychef.org
Source: The Heavy Chef Entrepreneur Education Report. 2021.



How-to and explainer content is the top-rated education material for entrepreneurs.

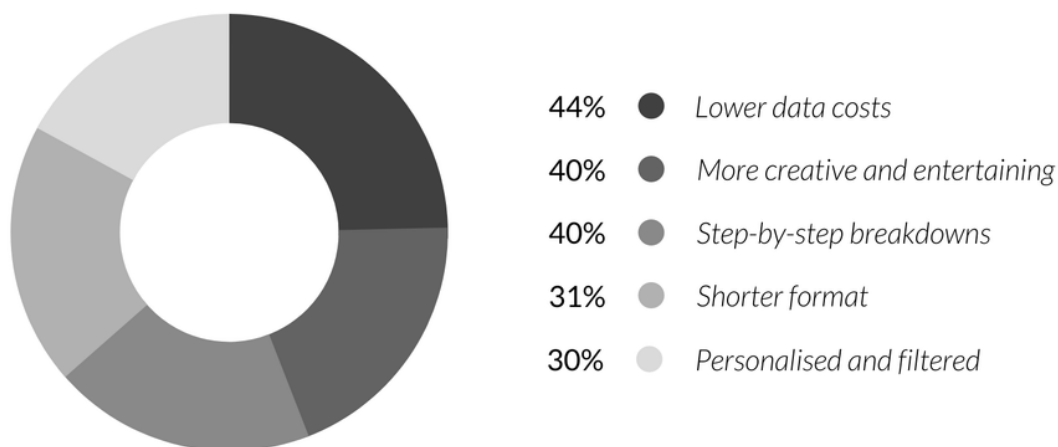
Make it look good

Content is not only about words and concepts - what it looks like matters a great deal. Learning content that is designed with love and care, a bit of humour and a dash of creativity, shows that the educator's heart is in it and that teaching is not an exercise in cookie cutting.

Entrepreneurs will not be fooled by style over substance, but they know that business lessons presented with a wink and a smile are memorable and tend to stick.

As any entrepreneur knows:
creativity = heart.

How can entrepreneur education content improve to make it more valuable to you or your business? (Top 5)



heavychef.org

Source: The Heavy Chef Entrepreneur Education Report. 2020.



40% of entrepreneurs would like to see education content be designed to be more entertaining and creative.

Getting together

“Let the experts advise you on the best platforms to use.”



Gill Strawberry on
Influencer Marketing

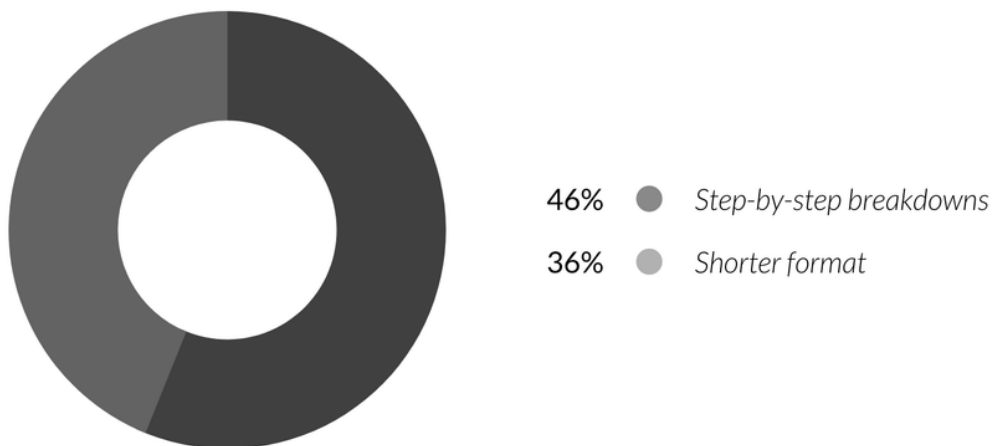
Visit heavychef.com to dig into Gill's recipe

Keep it short

Entrepreneurs learn in the gaps. They seldom have the time to only learn - which is why education content needs to fit in with the always-on reality of running a business.

Entrepreneurs assess content based on how effectively they can take in the learnings while on the go. This means simple language and clever design that delivers the most learning in the shortest time.

How can entrepreneur education content improve to make it more suited to your busy lifestyle? (Youth only)



heavychef.org

Source: The Heavy Chef Entrepreneur Education Report. 2020.



46% of youth entrepreneurs feel that content can be better adapted to their busy lifestyles in the form of summaries or step-by-step breakdowns.

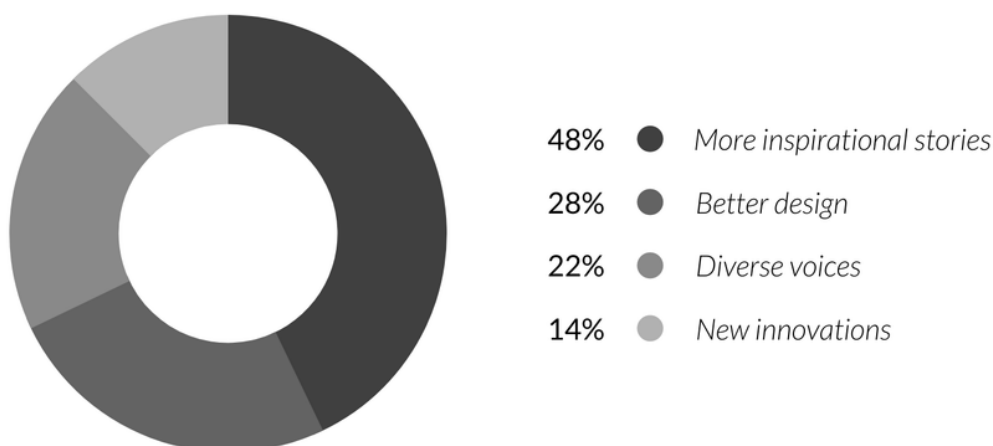
Stories inspire

To really hit home, learning needs context, preferably in the form of a story that the recipient can relate to. Stories make lessons easy to remember and share with others. They motivate entrepreneurs to be active content users instead

of passive content consumers by showing them how to turn learning into action.

Stories also connect us to a shared experience - and to that place in all of us that loves to be entertained.

How can entrepreneur education content be made more relevant to your lifestyle or context? (Township only)



heavychef.org

Source: The Heavy Chef Entrepreneur Education Report. 2020.



48% of township entrepreneurs say content can be made more inspiring and that will make the learning stick more.

Learn. Do. Share.



For entrepreneurs:

You're in the business of creating content yourself which is valuable to other entrepreneurs. How can you break your lessons and experiences down into step by step guides?



For educators:

Entrepreneurs are looking for a bit more magic in educational content. How can you make yours more inspiring?



For service providers:

Technical know how is one of the most sought after types of content for entrepreneurs. How can you expose entrepreneurs to your technical experts more regularly?

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Heavy Chef Foundation



Methodology & Data

When Heavy Chef announced in 2019 that it was setting up a non-profit, Heavy Chef Foundation, to focus on connecting disconnected entrepreneurs, we identified two pillars of our programme of change: Research & Impact.

Our research vision was to develop South Africa's most in-depth data hub on entrepreneur education.

To date, Heavy Chef has surveyed 9,000 entrepreneurs and conducted over 200 in-depth interviews with a diverse set of entrepreneurs including women-, township-, youth- and e-commerce entrepreneurs, at different stages of their business and in different environments.

The Heavy Chef Entrepreneur Education Report employs a mix of quantitative (data) and qualitative (themes) methodologies.

For electronic surveys a convenience sampling methodology was used from existing databases of vetted business owners from Heavy Chef, Yoco and others. The sample was therefore not nationally representative but rather represented a sub-population of South African entrepreneurs e.g. those who are members of the Heavy Chef platform.

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 Western Cape) and business size distribution (skewed to micro- to small businesses), where more entrepreneurs from these groups chose to participate in the survey.

Furthermore semi-structured ethnographic research (interviews via the Heavy Chef platform) allowed us to analyse in-person conversations, as well as deep analyses of learning 'bites' (content) from those interviews, all conducted to identify deeper contextual themes on particular topics.

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.

We've come a long way since the first Annual Heavy Chef Survey in 2019. The data we now have on hand - statistical and qualitative - is unmatched and has been analysed, shared, and used to guide implementation far and wide. A significant feather in our cap.

At the same time the challenge of developing entrepreneurs is a substantial one. This places the responsibility on all of our shoulders to understand the data and then apply how we as a community can serve entrepreneurs.

A special word of thanks to the team at Xero who have stood by our side since day one to share with you yet another world-class research product.

2019 Tables

At what age did you first learn to start and run a business?

As a child (below the age of 14 years old)	11,38%
As a young boy or girl (14-18 years old)	14,88%
As a young adult or student (19-24 years old)	25,34%
As an adult (25-50 years old)	44,60%
As a senior adult (older than 50 years old)	3,79%

Thinking back to when you were starting your business, where or who did you learn from and how valuable was that learning?

	No value	Some value	A lot of value	Priceless
Entrepreneur(s) - individuals, the community, networks, support programmes	7,87%	27,70%	37,28%	17,65%
Family / friends	8,28%	28,97%	33,51%	24,50%
Formal education institution(s)	14,79%	35,17%	29,39%	11,71%
Government	65,83%	15,49%	3,55%	0,92%
Myself	0,65%	12,60%	46,24%	38,72%
New media - online, social, mobile, video, podcasts	8,18%	27,31%	39,83%	18,60%
Personal network - mentor, teacher, colleague, celebrity	11,07%	27,13%	33,48%	19,62%
Traditional media - TV, radio, newspapers, magazines	28,32%	38,99%	18,08%	4,56%

Thinking back to when you started your business, what were the things you actually learned and what are the things you wish you had learned, in retrospect?

	Actually learned	Should have learned
Creativity	68,82%	21,24%
Critical & innovative thinking	68,87%	26,27%
Financial learning	50,47%	45,63%
HR & talent management	38,23%	41,56%
Planning, decision making & goal setting	64,60%	31,83%
Leadership	70,10%	20,81%
Management & operations	66,84%	26,36%
Marketing & sales	55,41%	41,33%
Social & emotional skills	63,14%	29,25%
Technical skills	65,62%	26,10%

How would you rate your knowledge on running a business?

1 I know a litte	2	3	4	5 I know a lot
3,80%	5,48%	37,03%	34,44%	19,26%

Do you have a formal business qualification?

Yes, and I'm glad I have it	23,41%
Yes, but it wasn't valuable	6,96%
No, but will consider getting one	41,42%
No, not interested	28,21%

Do you have a mentor or role model?

Yes, and I'm glad I have one	38,95%
Yes, but they didn't have an impact	7,92%
No, but I would value one	39,07%
No, not interested	14,05%

Have you taken part in a specialist entrepreneur education programme before?

Yes, and I'm glad I did	13,80%
Yes, but it wasn't valuable	3,94%
No, but would like to	57,91%
No, not interested	24,36%

How regularly do you attend entrepreneurial events?

Never	41,30%
Rarely	29,60%
Sometimes	19,77%
Often	8,19%
Always	1,13%

Please rate how entrepreneurial your family is?

1Not at all entrepreneurial	2	3	4	5Very entrepreneurial
15,58%	15,00%	23,30%	22,24%	23,88%

How would you rate your family's knowledge on running a business?

1They know a little	2	3	4	5They know a lot
14,70%	12,04%	25,33%	24,63%	23,30%

Please rate how entrepreneurial your close friends / close work colleagues are?

1Not at all entrepreneurial	2	3	4	5Very entrepreneurial
8,52%	16,80%	33,37%	26,89%	14,42%

How would you rate your close circle of friends' knowledge of running a business?

1They know a little	2	3	4	5They know a lot
11,24%	16,01%	33,63%	25,25%	13,86%

Please estimate how many entrepreneurs you see / have in close proximity to you on most days?

None	5,29%
Less than 3	30,59%
Between 3 and 5	32,67%
Between 5 and 10	19,69%
Between 10 and 20	7,69%
More than 20	4,08%

Which of the following contributed most to your development as an entrepreneur?

Learning from other entrepreneurs	51,93%
Learning through practice, trial-and-error	80,54%
Learning from formal education institutions	16,89%
Learning from reading, watching or listening informally	57,38%
Learning from family/friends	42,66%
Learning from my community	20,75%
Learning from entrepreneur training or support programmes	12,92%
Learning with others	25,46%
Learning by myself	69,48%
Learning by attending events	22,03%

How frequently do you actively seek to learn?

Hardly ever	4,60%
Reactively, as the opportunity presents itself	29,01%
Proactively, as a specific need arises	34,93%
All the time, I'm always on	31,46%

What are some of the barriers to your learning as an entrepreneur?

Financial constraints	59,45%
Lack of good options	21,09%
Lack of support	20,13%
Logistical constraints	21,32%
Poor or irrelevant content	15,30%
Time constraints	59,45%

Please estimate how much money you invest in your entrepreneur learning every year?

Less than R5, 000 a year	68,29%
Between R5, 000 and R10, 000 a year	19,88%
Between R10, 000 and R50, 000 a year	9,57%
More than R50, 000 a year	2,26%

Please rate your perception of the effectiveness of entrepreneur education at schools?

1Very poor	2	3	4	5Very strong
35,95%	24,76%	24,36%	8,82%	6,10%

Please rate your perception of the effectiveness of entrepreneur education in higher education, like universities?

1Very poor	2	3	4	5Very strong
17,60%	23,71%	33,06%	16,55%	9,09%

Please rate your perception of the effectiveness of government-led entrepreneur education programmes?

1Very poor	2	3	4	5Very strong
41,30%	28,16%	22,23%	5,01%	3,30%

Please rate your perception of the effectiveness of independent specialist entrepreneur education programmes?

1Very poor	2	3	4	5Very strong
8,27%	17,08%	37,59%	25,44%	11,62%

Please rate your perception of the effectiveness of small group or community organised entrepreneur education programmes?

1Very poor	2	3	4	5Very strong
11,17%	21,59%	38,81%	20,40%	8,04%

Please rate your perception of the effectiveness of learning by yourself, informally?

1Very poor	2	3	4	5Very strong
1,37%	6,92%	27,85%	34,60%	29,26%

Please rate your perception of the effectiveness of learning through practice, trial-and-error?

1Very poor	2	3	4	5Very strong
0,84%	3,67%	17,50%	33,50%	44,50%

Please rate your perception of the effectiveness of learning from mentors and role models?

1Very poor	2	3	4	5Very strong
2,24%	6,69%	25,30%	36,30%	29,48%

How would you rate your level of skills for the following?

	Very poor	Poor	Average	Above average	Excellent
Creativity	1,07%	3,02%	29,50%	43,56%	22,85%
Critical & innovative thinking	0,20%	2,58%	32,91%	45,16%	19,14%
Financial literacy	2,03%	14,13%	50,38%	25,67%	7,80%
HR & talent management	3,84%	16,39%	48,96%	24,28%	6,53%
Planning, decision making & goal setting	0,96%	6,74%	35,58%	41,47%	15,25%
Leadership	0,86%	3,48%	30,41%	43,67%	21,58%
Management & operations	1,01%	4,35%	32,15%	43,54%	18,94%
Marketing & sales	2,53%	13,64%	41,44%	28,70%	13,69%
Social & emotional skills	0,91%	7,53%	35,04%	37,26%	19,26%
Technical skills	1,57%	8,15%	34,84%	36,10%	19,34%

In which of the following areas do you feel you have learnt the most since starting your business?

Creativity	50,61%
Critical & innovative thinking	46,37%
Financial literacy	43,19%
HR & talent management	17,66%
Planning, decision making & goal setting	55,10%
Leadership	37,94%
Management & operations	47,12%
Marketing & sales	51,92%
Social & emotional skills	33,35%
Technical skills	32,59%

What are the skills you would rate as most important to you as an entrepreneur, right now?

	Not important	Neutral	Important	Very important
Creativity	1,43%	9,04%	38,18%	51,35%
Critical & innovative thinking	0,37%	5,48%	36,85%	57,30%
Financial literacy	0,47%	6,06%	35,37%	58,10%
HR & talent management	6,93%	28,48%	39,52%	25,07%
Planning, decision making & goal setting	0,36%	5,34%	34,44%	59,85%
Leadership	2,77%	11,83%	36,25%	49,15%
Management & operations	1,37%	7,54%	36,90%	54,19%
Marketing & sales	0,31%	4,02%	24,59%	71,08%
Social & emotional skills	0,95%	13,79%	39,38%	45,88%
Technical skills	1,17%	14,63%	36,70%	47,50%

What are the skills you would rate as most important to you as an entrepreneur, looking towards the future?

	Not important	Neutral	Important	Very important
Creativity	0,80%	6,53%	29,79%	62,88%
Critical & innovative thinking	0,21%	3,85%	27,13%	68,81%
Financial literacy	0,16%	4,82%	27,66%	67,37%
HR & talent management	3,74%	20,22%	38,21%	37,83%
Planning, decision making & goal setting	0,10%	3,39%	29,09%	67,41%
Leadership	1,81%	8,94%	32,82%	56,44%
Management & operations	1,11%	6,31%	33,09%	59,49%
Marketing & sales	0,31%	3,31%	20,23%	76,15%
Social & emotional skills	1,01%	10,45%	35,47%	53,07%
Technical skills	0,85%	10,06%	34,61%	54,47%

In the past, how have you gone about closing specific knowledge gaps of yours?

Attended an event	31,20%
Hired a consultant or specialist	12,45%
Hired the right employees	16,01%
Read books on the topic	51,37%
Searched online	84,76%
Spoke to other entrepreneurs	55,03%
Taken a course or attended a class	24,85%

How often do you read books that shape you as an entrepreneur?

Always	11,78%
Often	20,66%
Sometimes	27,55%
Rarely	24,19%
Never	15,83%

How often do you go online to learn about starting or running a business?

Always	18,47%
Often	31,47%
Sometimes	25,05%
Rarely	16,26%
Never	8,74%

Where do you find the best entrepreneur learning content online?

Chat (eg Whatsapp, Slack)	10,08%
Facebook	26,63%
Google	73,37%
LinkedIn	17,81%
Newsletter	15,84%
Podcast	15,73%
Twitter	4,16%
Youtube	43,45%

What type of content do you learn best from?

Audio - short	39,54%
Audio - long	11,07%
Face to face - short	34,58%
Face to face - long	17,55%
Video - short	63,26%
Video - long	21,93%
Writing - short	38,53%
Writing - long	17,50%
Experiential - short	34,21%
Experiential - long	20,30%

What helps you convert your learning into practice?

I write about it	11,47%
I share it with others	34,68%
I apply it immediately	42,11%
I apply it directly	38,26%
I apply some of it	30,26%
I apply it eventually	10,58%
I have support from others	13,26%
I experiment first	41,21%

How often do you write - for either private or public use - about your entrepreneur journey and lessons?

Always	3,10%
Often	7,72%
Sometimes	13,60%
Rarely	22,53%
Never	53,05%

How often do you share your learnings with others?

Always	14,60%
Often	29,57%
Sometimes	33,88%
Rarely	13,92%
Never	8,04%

Why do you share your learnings?

To empower other entrepreneurs	55,69%
To help my own business	37,69%
To learn myself	36,90%
To inspire	52,73%
I don't share my learnings	10,16%

Who do you most often share your learnings with?

With my family and friends	64,44%
With my work colleagues	41,61%
With other entrepreneurs	50,11%
With my local community	21,28%
I don't share my learnings	7,54%

How do you share your learnings?

Chat (eg Whatsapp or Slack)	36,58%
Face to face - one on one	71,80%
Face to face - small groups	28,20%
Face to face - large groups	5,43%
Social Media	28,68%
Video or audio	4,22%
Writing	10,70%
I don't share my learnings	7,59%

2020 Tables

Generally, How Easy/Hard Is It To Access The Following For Your Business?

	Easy	Moderate	Hard
Knowledge / Skills	43,39%	41,70%	9,52%
Talent	28,41%	43,92%	19,91%
Networking	31,08%	47,82%	15,05%
Funding	7,24%	26,72%	59,95%
Suppliers	43,06%	35,38%	15,41%
New Clients	16,73%	49,57%	30,13%
Data / Internet	68,22%	23,78%	4,93%
Transport / Travel	47,85%	33,83%	11,18%

Growing Up, Who Were The Entrepreneurs You Were Exposed To?

Parents	28,79%
Family	45,15%
Friends	28,23%
Business Owners In Community	40,31%
Seen In Media - Local	21,92%
Seen In Media - International	21,59%
None	16,65%

How would you rate your knowledge on running a business?

	1 - I know a little	2	3	4	5 - I know a lot
Self-Rating	4,97%	8,45%	36,24%	30,27%	20,69%

How Would You Rate Your Level Of Skill For The Following?

	Very Poor	Poor	Average	Above Average	Excellent
Creativity	0,50%	2,14%	27,34%	42,55%	27,47%
Critical & Innovative Thinking	0,17%	2,03%	29,45%	45,08%	23,27%
Finance & Tax	5,84%	22,14%	47,83%	17,56%	6,64%
HR & Talent Management	2,66%	11,34%	47,44%	25,95%	12,61%
Planning, Decision Making & Goal Setting	0,96%	5,17%	34,38%	38,59%	20,90%
Leadership	0,56%	1,96%	24,89%	42,08%	30,50%
Marketing & Sales	1,66%	10,69%	38,37%	32,76%	16,53%
Social & Emotional Skills	0,96%	4,84%	31,39%	37,82%	24,98%
Technological Skills	0,96%	6,65%	37,28%	33,16%	21,95%
General Management & Operations	0,70%	3,81%	37,05%	38,58%	19,87%

Which Of The Following Contributed Most To Your Development As An Entrepreneur?

Learning from other entrepreneurs	58,37%
Learning through practice, trial-and-error	71,63%
Learning from education institutions - offline	21,83%
Learning from education institutions - online	14,85%
Learning from reading books	36,81%
Learning from family/friends	42,36%
Learning by attending events - offline	26,19%
Learning by attending events - online	23,15%
Learning from attending specialist training - offline	19,74%
Learning from attending specialist training - online	15,54%
Learning from reading/watching/listening online	52,78%

In Which Of The Following Areas Do You Feel You Have Learned The Most Since Starting Your Business?

Creativity	53,89%
Critical & Innovative Thinking	46,90%
Finance & Tax	26,13%
HR & Talent Management	12,54%
Planning, Decision Making & Goal Setting	50,08%
Leadership	36,78%
Marketing & Sales	57,25%
Social & Emotional Skills	33,61%
Technological Skills	30,02%
General Management & Operations	47,73%

What Are The Skills That Are Most Valuable For You Right Now As An Entrepreneur?

Finance - Cash Flow Management	58%
Finance - Budgeting & Controls	51%
Finance - Analysis & Communication	31%
Finance - Tax Management	23%
Marketing & Sales - Brand & Awareness	63%
Marketing & Sales - Prospect, Convert & Loyalty	44%
Marketing & Sales - Digital / Innovation	50%
HR - Building Culture	11%
HR - Performance Management	15%
HR - Remote Work	8%

What Are The Skills You Wished You Learned Earlier That Would Have Benefited Your Business Most?

Finance - Cash Flow Management	46,30%
Finance - Budgeting & Controls	45,42%
Finance - Analysis & Communication	35,24%
Marketing & Sales - Brand & Awareness	47,06%
Marketing & Sales - Prospect, Convert & Loyalty	34,30%
Marketing & Sales - Digital / Innovation	45,77%
HR - Building Culture	11,93%
HR - Performance Management	14,55%
HR - Remote Work	7,90%
Finance - Tax Management	36,57%

What Are The Skills You Are Looking To Invest In To Prepare Your Business For "The 4th Industrial Revolution"?

Interpersonal Skills	26,74%
Mental Skills	24,36%
Coding Skills	19,55%
Data Skills	32,01%
Learning Skills	25,61%
Marketing & Sales Skills	72,65%
Systems Skills	44,13%

How Many Entrepreneurs Do You Interact With On A Day-To-Day Basis?

None	13,42%
Less than 3	40,79%
3-5	29,10%
5-10	11,15%
10-20	2,88%
More than 20	2,65%

Where Do You Go To, To Meet And Learn From Other Entrepreneurs?

Social Media Platforms	53%
One-On-One / Small Groups - Offline	22%
At Work - Co-working spaces	22%
I Don't / Not Any	20%
Entrepreneur Platforms	18%
At Work - Office / shop	18%
Entrepreneur Events - Virtual	16%
Entrepreneur Events - Offline	16%
One-On-One / Small Groups - Virtual	10%

Are You Aware Of Any Entrepreneur Events Or Education Programmes Specifically In Your Area?

No - and not interested	22,32%
No - but definitely needed	49,83%
Yes - but not many, need more	16,07%
Yes - enough, but the are not valuable	5,08%
Yes - enough, and they are very valuable	6,71%

Do You Have An Entrepreneur Mentor, From Your Local Community?

No, but I would value one	54%
Yes, and I'm glad I have one	21%
No, not interested	22%
Yes, but he/she didn't have an impact	3%

What Are The Best Ways To Boost Your Entrepreneur Knowledge When Alone?

Reach out via instant messaging/chat	21,32%
Reach out via social media	41,39%
Read a book	33,24%
Go online	66,49%
Setup face to face	28,74%
Setup video call	15,71%
Reflect eg. writing or mindfulness	15,30%
Access e-learning platform	44,19%

What Are The Education Platforms You Find Most Valuable?

None, I use Google (or similar)	50%
Platforms offered by specialist entrepreneur organisations	32%
Platforms offered by individuals	28%
Platforms offered by brands/companies	27%
Platforms offered by formal education institutions	23%
Platforms offered by government	9%
None, but looking for one	8%

Where Do You Find The Best Quality Entrepreneur Content Online, In-Between Work?

Instant Messaging eg Whatsapp	24,41%
Facebook	47,80%
Google	58,26%
LinkedIn	20,32%
Newsletter	11,56%
Podcast	10,20%
Twitter	7,62%
Youtube	41,77%
Blogs	15,77%
News Sites	11,94%
Education Platforms	19,45%
Video Conferencing eg Zoom	12,47%

What are some of the most challenging aspects of remote learning?

Self-discipline	44%
Cost of data	41%
Distractions	38%
Lack of human contact	32%
Quality of connection	27%
Lack of quality content	19%
Quality of equipment	14%

Thinking About Your Own Personal Productivity - What Areas Do You Struggle Most With?

Long-Term Planning	42%
Daily Planning	37%
Goal Achievement	31%
Self-Discipline	30%
Prioritisation	29%
Goal Setting	25%
Focus	25%
Habit Formation	25%
Clarity of thought	23%
Vision & purpose	22%

What Tools Do You Use To Internalise And Organise Your Entrepreneur Learnings?

Notebook (Pen & Paper)	40%
Computer Folders	37%
Bookmarking/Favourites/Watch Later	35%
Journal (Pen & Paper)	29%
Informal Conversations	19%
Notetaking Apps	15%
None - no active process	14%
Productivity Apps	10%
Voice Note Apps	7%
Journaling Apps	6%

Do You Actively Seek Time To Quiet Your Mind?

No - but I need to	50%
Yes - all the time	41%
Yes - but not that effective	7%
No - never had an interest	2%

How Do You Go About Sharing Your Learnings With Entrepreneurs In Your Community?

Instant Messaging - group chat	14,71%
Face to face - one-on-one	50,29%
Video calls - one-on-one	5,04%
Social Media	33,80%
Newsletter / Blog	2,64%
I hardly share my learnings	29,83%
Video calls - teams/small groups	3,97%
Face to face - teams/small groups	16,40%
Instant messaging - one-on-one chat	16,65%

What Are Some Of The Barriers To Your Learning As An Entrepreneur?

Financial constraints	50,02%
Lack of good options	21,67%
Lack of support	25,45%
Logistical constraints	12,97%
Time constraints	42,93%
Poor or irrelevant content	11,65%
Data or technological constraints	22,71%
Personal habits	18,81%
Personal/home circumstances	21,47%

What Kind Of Education Support Do Entrepreneurs In Your Community Need Most?

Financial	62%
Networking	58%
Skills	47%
Technological	33%
Physical space/venue	24%
Socio-economical	23%
Books & resources	22%
Mental	21%
Transport	16%

What Is The Type Of Content You Find Most Valuable To You And Your Business?

Case studies / stories (from celebrity entrepreneurs)	15,60%
Case studies / stories (from small business entrepreneurs)	40,79%
'How To' / explainer content	51,62%
Inspirational content	40,75%
Expert opinion and analysis	40,62%
Highly specialised content (industry/skill specific)	35,52%
Templates and worksheets	32,37%

How Can Entrepreneur Education Content Be Made More Suited To The Busy Life Of Entrepreneurs?

More industry/regional relevance	26,22%
More relevant to socio-economic setting	22,56%
Different languages / local vernacular	16,24%
Summary / step-by-step breakdowns	40,34%
Shorter format	30,58%
Personalised and filtered	29,58%
More video	22,97%
More audio	23,18%
More creative / entertaining	40,01%
Lower data cost	43,58%
More variety / to choose from	27,25%

What Would Be Your Most Important Considerations For Signing Up To An Entrepreneur Education Platform?

Credibility of provider/brand	39,46%
Qualification/accreditation received	33,68%
Cost of membership/enrolment	58,34%
Topic relevance	34,43%
Quality of production	34,93%
Ease of experience	31,98%
Rewards on offer eg discounts	17,96%
Data-cost to view content	26,20%
Networking with other learners	28,23%
Access to downloadable resources	52,22%
Personalisation of content	24,66%
Personal growth tracking / progression	30,60%

2021 Tables

Generally, How Easy/Hard Is It To Access The Following For Your Business?

	Easy	Moderate	Hard
Knowledge / Skills	45,80%	44,84%	9,37%
Talent	31,97%	47,92%	20,10%
Networking	32,28%	50,20%	17,53%
Funding	8,96%	25,65%	65,39%
Suppliers	44,37%	39,91%	15,72%
New Clients	22,67%	51,52%	25,81%
Data / Internet	69,92%	24,52%	5,56%
Transport / Travel	48,53%	36,59%	14,87%

Ideally, How Often Would You Like To Meet With Other Entrepreneurs?

A few times a day	5,23%
Daily	10,92%
Weekly	11,89%
Monthly	40,24%
Only as needed	16,70%
A few times a year	11,39%
Not interested	3,63%

How would you rate your knowledge on running a business?

1 - I know a little	2	3	4	5 - I know a lot
7,01%	9,35%	34,49%	29,31%	19,84%

How Would You Rate Your Level Of Skill For The Following?

	Very Poor	Poor	Average	Above Average	Excellent
Creativity	0,42%	2,45%	29,96%	41,13%	26,03%
Critical & Innovative Thinking	0,21%	2,20%	29,19%	44,54%	23,86%
Finance & Tax	6,69%	21,92%	48,12%	16,34%	6,94%
HR & Talent Management	2,38%	14,33%	44,53%	26,88%	11,87%
Planning, Decision Making & Goal Setting	0,76%	7,12%	33,77%	37,20%	21,14%
Leadership	0,47%	1,95%	25,16%	40,13%	32,30%
Marketing & Sales	1,86%	11,28%	41,17%	28,44%	17,24%
Social & Emotional Skills	1,02%	5,00%	32,94%	37,30%	23,75%
Technological Skills	0,84%	5,15%	35,49%	33,42%	25,10%
General Management & Operations	0,68%	4,65%	37,09%	38,02%	19,56%

Which Of The Following Contributed Most To Your Development As An Entrepreneur?

Learning from other entrepreneurs	63,47%
Learning through practice, trial-and-error	74,54%
Learning from education institutions - offline	20,90%
Learning from education institutions - online	17,53%
Learning from reading books	40,20%
Learning from family/friends	41,93%
Learning by attending events - offline	24,16%
Learning by attending events - online	30,19%
Learning from attending specialist training - offline	17,74%
Learning from attending specialist training - online	17,27%
Learning from reading/watching/listening online	60,18%

In Which Of The Following Areas Do You Feel You Have Learned The Most Since Starting Your Business?

Creativity	52,03%
Critical & Innovative Thinking	47,42%
Finance & Tax	25,70%
HR & Talent Management	14,69%
Planning, Decision Making & Goal Setting	51,57%
Leadership	38,44%
Marketing & Sales	54,66%
Social & Emotional Skills	34,93%
Technological Skills	33,40%
General Management & Operations	45,13%

What Are The Skills That Are Most Valuable For You Right Now As An Entrepreneur?

Finance - Cash Flow Management	60,80%
Finance - Budgeting & Controls	55,42%
Finance - Analysis & Communication	36,54%
Marketing & Sales - Brand & Awareness	66,77%
Marketing & Sales - Prospect, Convert & Loyalty	48,81%
Marketing & Sales - Digital / Innovation	49,70%
HR - Building Culture	13,93%
HR - Performance Management	17,91%
HR - Remote Work	11,05%
Finance - Tax Management	27,05%

What Are The Skills You Wished You Learned Earlier That Would Have Benefited Your Business Most?

Finance - Cash Flow Management	49,87%
Finance - Budgeting & Controls	48,64%
Finance - Analysis & Communication	37,54%
Marketing & Sales - Brand & Awareness	49,87%
Marketing & Sales - Prospect, Convert & Loyalty	38,27%
Marketing & Sales - Digital / Innovation	46,17%
HR - Building Culture	16,24%
HR - Performance Management	18,84%
HR - Remote Work	10,80%
Finance - Tax Management	37,84%

What Are The Skills You Are Looking To Invest In To Prepare Your Business For "The 4th Industrial Revolution"?

Interpersonal Skills	33,15%
Mental Skills	29,34%
Coding Skills	28,96%
Data Skills	40,86%
Learning Skills	28,96%
Marketing & Sales Skills	74,81%
Systems Skills	51,86%

How Many Entrepreneurs Do You Interact With On A Day-To-Day Basis?

None	13,16%
Less than 3	41,45%
3-5	28,68%
5-10	10,81%
10-20	3,08%
More than 20	2,82%

Where Do You Go To, To Meet And Learn From Other Entrepreneurs?

Social Media Platforms	57,14%
Entrepreneur Platforms	19,05%
Entrepreneur Events - Virtual	20,52%
Entrepreneur Events - Offline	15,89%
I Don't / Not Any	17,36%
One-On-One/Groups - In-Person	23,60%
One-On-One/Groups - Virtual/Mobile	13,53%
At Work - Office/shop	18,16%
At Work - Co-working spaces	20,69%

Are You Aware Of Any Entrepreneur Events Or Education Programmes Specifically In Your Area?

No - and not interested	17,63%
No - but definitely needed	57,71%
Yes - but not many, need more	15,04%
Yes - enough, but the are not valuable	4,32%
Yes - enough, and they are very valuable	5,30%

Have You Used An E-Learning Platform In The Last 12 Months?

Yes - but only once	13,62%
Yes - a few times	26,10%
Yes - almost all the time	8,29%
No - but need to	39,00%
No - not interested	12,99%

How Often Do You Read Books That Shape You As An Entrepreneur?

Always	12,55%
Often	20,01%
Sometimes	21,90%
Rarely	26,92%
Never	18,62%

When You Meet With Fellow Entrepreneurs, What Are The Topics You Talk About Most Often?

Yes - but only once	13,62%
Yes - a few times	26,10%
Yes - almost all the time	8,29%
No - but need to	39,00%
No - not interested	12,99%

How Would You Rate The Culture Of Learning Among Entrepreneurs Around You?

Very Weak	13,96%
Weak	9,05%
Average	39,05%
Strong	24,01%
Very Strong	13,92%

Do You Have An Entrepreneur Mentor, From Your Local Community?

Yes, and I'm glad I have one	18,91%
Yes, but he/she didn't have an impact	2,41%
No, but I would value one	60,03%
No, not interested	18,66%

What Are Some Of The Tools That You/Your Business Requires Most Right Now?

Software e.g. accounting	43,54%
Hardware e.g. laptop	44,17%
Accessories e.g. earphones	7,78%
Communication e.g. cellphone	19,67%
Services e.g. subscriptions	25,18%
Equipment e.g. generator	58,14%
Other	14,10%

How Do You Go About Sharing Your Learnings With Entrepreneurs In Your Community?

Instant Messaging - group chat	17,57%
Face to face - one-on-one	54,41%
Video calls - one-on-one	8,87%
Social Media	42,33%
Newsletter / Blog	4,35%
I hardly share my learnings	21,93%
Video calls - teams/small groups	6,80%
Face to face - teams/small groups	19,10%
Instant messaging - one-on-one chat	20,62%

What Are Some Of The Barriers To Your Learning As An Entrepreneur?

Financial constraints	62,08%
Lack of good options	27,67%
Lack of support	38,87%
Logistical constraints	20,42%
Time constraints	42,78%
Poor or irrelevant content	15,52%
Data or technological constraints	23,48%
Personal habits	22,36%
Personal/home circumstances	25,24%

What Kind Of Education Support Do Entrepreneurs In Your Community Need Most?

Financial	68,25%
Transport	23,27%
Technological	39,29%
Skills	52,77%
Socio-economical	26,84%
Networking	62,38%
Mental	25,58%
Books & resources	27,60%
Physical space/venue	31,80%

Which Of The Following Is True For Your Business During The Last 12 Months?

Revenue - increased	41,57%
Revenue - stayed the same	24,18%
Revenue - decreased	29,15%
Staff - more in business	10,53%
Staff - stayed the same	21,96%
Staff - less in business	11,61%

Have You Applied For Any Kind Of Financial Support In The Last 2 Years?

Yes - from government	9,31%
Yes - from a financial institution(s)	13,00%
Yes - from other	9,81%
No - but wanted to	46,69%
No - never needed	26,68%

Have You Applied For Any Kind Of Skills Support In The Last 2 Years?

Yes - from government	5,08%
Yes - from an educational institution	7,02%
Yes - from other	11,38%
No - but wanted to	50,79%
No - never needed	28,83%

Were You Successful In Any Of Your Applications?

Yes - for financial support	11,22%
Yes - for skills support	10,91%
No - company docs weren't correct/ready	5,05%
No - didn't qualify	17,21%
No - not sure why	8,83%
I didn't apply	52,64%

Do You Think Business Conditions In General Will Improve In The Next 12 Months?

Yes - definitely	42,01%
Yes - I think so	34,25%
Not sure	16,02%
No - I don't think so	6,51%
No - definitely not	1,21%

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