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Since the end of apartheid, South Africa has undertaken significant economic reforms to attract more foreign direct investment, but it has been slow. At the same time, South African firms have become major players in sub-Saharan Africa and beyond. Taken together, these investment decisions could have a significant long-term impact on economic growth and political stability in southern Africa. Southern African policy makers need to decide what they want from the private sector and how to achieve it. Related topics: Newsletter Promo Summary and excerpts from recent books, special offers, and more from the Harvard Business Press Review. Follow the latest daily buzz with buzzFeed Daily Newsletter! March 12, 2019 15 min. Read You Read Entrepreneur South Africa, International Franchise Entrepreneur Media. Breaking is all about risk, trusting your intuition, and rejecting the way things should be. Disruption goes far beyond advertising, it makes you think about where you want your brand to go and how to get there, says Richard Branson.South Africa has its fair share of innovative and disruptive businesses taking both local and international industries by storm. From cutting-edge space technologies to reimagined logistics and innovative business models, here are the 25 most successful business ideas in South Africa:1. I Am Emerge provides an app for the village Spaza Mass PurchaseSpaza stores make about R9 billion worth of business per year. They are the backbone of the village economy, but the lack of credit, vulnerability to crime and unable to compete with the major retailers are serious problems with which they Daily. I Am Emerge award-winning Vuleka app, taps taps collective purchasing power of spaza store owners, helping them to order goods directly from manufacturers and taking advantage of wholesale discounts. Goods are cheaper than they will be from wholesalers, so we save them time and money , says Brian Makwaiba, MD I Am Emerge. Soweto with more than 4,500 and Tembisa about 2,000.2. Tuluntulu offers high quality streaming video at low speeds of data Toluntulu innovative technology manages low data speeds and streaming video together in a way that it always keeps the audio track in place. This destructive invention offers seamless video delivery, adapting to different bandwidth indicators for each connected user without crashing. Not only does the disruptive business take over this market, but it offers access to video content to users across Africa. A built-in messaging engine to reduce the cost of entry, where advertising is integrated into the video space. Tuluntulu also uses easily scalable architecture for a large number of simultaneous viewers and or including individual video streaming adaptations. Tuluntulu has received several awards, including: In 2015, the 2015 Frost and Sullivan Customer Values Award VOD 2015In 2015 and 2016, Multiple Technology Top 100 AwardsIn 2015, Best African AppsAfrica AwardIn 2015, MTN App of the Year Award In 2015 Tuluntulu was selected by Unilever Foundry 50 as one of the top 50 startups in the worldIn 2016, Tuluntulu was selected by Interbrand (Global) /Facebook as the Global Breakthrough Brand.3. SSG Consulting developed KEY360In the current back construction projects known to be common in southern Africa. As a result, projects are being built at significantly higher costs and longer periods than originally planned. Worldwide, cost and time overruns range from 27% to 200%, according to Steven Golding of SSG Consulting.Golding has developed KEY360 to manage large-scale projects, on time and within budget. It does this by integrating 140 different business systems and processes, along with unlimited global access, data verification and real-time reporting. Although we started out in project management as a core business, and it really is still, key360 has so many enterprise functions that we are now serving many other industries. They recently launched the KEY360 app, offers mobile access to the KEY360 platform and speeds up business processes by x 10.4. Pargo Solution last Mile Distribution ChallengesMany people in South Africa have trouble getting the goods for them On top of that, we see that it is very difficult to deliver to towns, rural areas and estates. They recently co-founder of Pargo. We are tackling this problem by allowing people to send and receive goods at nationwide pickup points in various stores across the country. This logistics solution also connects suppliers with a range of new customers who traditionally would not have a mailing address to deliver parcels. They have allowed their customers to get their parcels delivered when and where it is most convenient for them. Pargo is an innovative business because it disrupts the postal industry, effectively competing with the South African postal service. What we want to do is include e-commerce and connect people to the rest of the continent, says Veul.In 2018, Pargo was one of eight finalists for the FNB Business Innovation Awards.5. HouseME is a digital real estate platformThis real estate technology company offers Africa's first integrated, trusted residential rental platform for tenants and landlords across SA. HouseME violates the agency's model by offering full automation of the agency's rental process, including collection of payments, marketing, rental placement and management functionality. We are the first kind of platform of this type that looks to truly serve both sides of the rental equation, says Ben Shaw, CEO and founder of HouseME. This digital property platform also creates a fair and transparent pricing system at a fraction of the traditional price. The way we have determined that renting can be something more efficient is a very good example of how technology can create disruption, says Shaw. You have to ask: is it something good because it has always been done in a certain way? If that's the reason we keep doing this, then it probably means it's right to a violation. In 2017, HouseMe won a place in Webber Wenzel's Legal Incubation Program. Since then, it has grown twice as much as the average rental agency's regional office, in the past 18 months. Olympic Paint has developed a built-in paint Tray causing the unexpected industry ShiftThe Flip 'N Roll is the Olympic paint's newest and latest innovation. This new concept in decorative paint paints a bucket with a dual purpose built-in paint tray. Their innovations address the problems customers face in relation to waste caused by conventional paint trays. They tend to have one or two litres of power that can create a spill when consumers are constantly refueling the tray. Now the twenty-liter container has a built-in tray, reducing spills and waste and making the job cleaner and faster. When customers have to pack, then just close the container and any excess paint goes straight By reducing the amount of cleaning they need to do. The paint industry is very competitive with do the same. We thought, how can we be different? How can we be a little innovative? How can we give our customers an added advantage that saves them money and saves them time? So we came up with this flip 'n Roll concept, where the roller tray is included in the paint bucket, explains Sejal Purbhoo, founder of Olympic Paints.In 2018, Olympic Paints was one of eight finalists of the FNB Business Innovation Awards.7. Passion4Performance has developed the concept of evaluating pre-trainingMost qualifications take years to complete. However, if what you already know and can actually do with this knowledge is taken into account, your completion time can be compressed within months, weeks or even days. This is the beauty of recognition of pre-learning (RPL), the key to which; is a reliable, thorough and instant assessment, says Darrin van den Berg, founder and Visionary MD Passion4PerformanceHe continues to explain that in 2017 one of their clients had 40 HR managers undergoing diploma training, which usually takes two years. Using the concept of RPL, the average completion time was three months, with the majority of managers in three weeks and one lady in three days. 80% of training takes place in the workplace. People learn by doing. When you go to training, you may already know a lot of content and as such you only need one or two training modules to complete your qualification. This is where Passion4Performance (P4P) comes in. Thus, instead of writing a test, students return to the workplace, apply their skills and are evaluated in a living environment. 8. NewSpace Systems supplies high-quality components at lower costNewSpace Systems designs, develops and manufactures components for satellite construction and launch worth \$200 billion, exporting to fifteen countries on five continents. This disruptive business manages to supply its customers with high quality components while at the same time paying lower prices. Our clients are space agencies; NASA is one of our clients, universities, but mostly commercial clients such as Airbus , says James Barrington-Brown, founder of NewSpace Systems.This innovative business began four years ago and has grown from 1 to 21 people. Since NewSpace Systems does not take on any outside investors, they grow organically 30-40% per year, and compete globally going head-to-head with some of the biggest names in the industry. In 2018, NewSpace Systems was one of eight finalists for the FNB Business Innovation Awards.9. My online presence creates the ultimate solutions for the internet brand Online Presence team of highly skilled developers who focus on design design develop systems to simplify complex business processes. This small business specializes in adding energy to its customers' online presence or creating one from scratch. They focus on creating the perfect custom software solutions for small, medium and large businesses in local and foreign businesses. My Online Presence offers business analysis, consulting, custom software development and maintenance services for their specially designed systems. They also specialize in the creation and development of mobile apps for iOS and Android, customer relationship management software (CRM), customized internal business solutions, content management systems (CMS), e-commerce solutions, and SMS and USSD services. In 2017, My Online Presence won the National Small Business Champion Award, presented by the National Chamber of Small Businesses (NSBC) in collaboration with World Famous Events.10. Skynamo Offering Research for Sales Departments in the FieldThis B2B sales app is used to manage sales of people in this area. Skynamo gives representatives in the field access to information, whether it's customer information or past sales history. This innovative technology also gives sales managers access to representatives on the ground so they can understand what their customer activity is. Business started by accident, says Sam Clark, founder of Skynamo. He had a friend who found it difficult to manage his sales team in the field. So we started writing an app to try to help it. As we developed it, more and more people wanted to buy this app and we started to penetrate the South African market at a phenomenal rate. Field sales conditions are generally characterized as low-confidence environments. Skynamo inputs data that deduces the environment from low confidence to high trust. It transforms managers into coaches, not micromanagers. In 2018, Skynamo was one of eight finalists at the FNB Business Innovation Awards.11. RecruitMyMom Creating a Job Search Platform MomsThis online recruitment platform helps qualified moms find meaningful, part-time and flexible job opportunities. RecruitMyMom has played a pivotal role in the hiring industry by creating a trusted platform that connects employers with this particular group of applicants. This platform helps mothers find work based on their informal and formal qualifications. Whether it's chefs, cleaners, party organizers, trainers, hairdressers, nurses and taxi drivers, or human resources, research, writing, graphic design, accounting, customer service, sales, legal, strategic planning and scientific skills. Business started because I that in South Africa there is an opportunity to aggregate skills for women who previously had a career but decided to stay mainly because they wanted to start a family or integrate their work with their family. At that time there were not many agencies that Be interested in part-time or flexible work, explains Phillipa Geard, founder of RecruitMyMom.In 2017, Phillipa Geard won the National

Women in Business Champion represented by the National Chamber of Small Business (NSBC), in collaboration with world-renowned events. GAAP provides a Point-Of Sale hardware and software solution for the GAAP hospitality industry that provides a solution for the restaurant owner to control their business. They also provide a complete corporate solution for large franchises to control the franchise as well as individual stores. Their unique competitive advantage is that they offer a fully covering rental hospitality industry and they act as a bank. This decision allowed us to create a lot more sales than we would have in the past, because usually the restaurant would have to go and get funding for its equipment, but we do this funding for them, explains Ian-Paul D'Abbadi, founder of GAAP. GAAP have been able to build infrastructure in every small town as they have grown over the years, giving them a unique advantage when a national franchise needs local support. In 2018, GAAP was one of eight finalists for the FNB Business Innovation Awards.13. HeroTel Bringing Low-Income Wi-Fi CommunitiesProjectsizwe brings free Wi-Fi to low-income communities, opening up access to information, supporting informal learning and allowing people to look for work online. They aim to successfully deploy a combination of fiber optic and high-speed wireless to create a winning formula never seen before in small towns and rural communities across southern Africa. HeroTel has expanded its coverage through its wireless Internet provider (WISP) in the northwest, Gauteng, Limpopo, Mpumalanga, Western Cape Province, Kwazulu-Natal, Eastern Cape Province and its surroundings. This makes it the largest wireless Internet service provider in South Africa. The Northwest is a glimpse of the future of the WISP industry, where fibers are deployed in densely populated areas, while high-speed wireless fills in the gaps between cities. This will be how the next generation of rural networks will be built. We are excited to be a part of this amazing team, says HeroTel CEO Corne de Villiers14. Saryx Engineering offers digitalized compliance and security for CompaniesSaryx Engineering Group is a software development company, and they make it customized software solutions for industrial corporate sites. This platform allows companies to track their compliance documents, whether it's company, people or related equipment. Businesses can safely share this through a digital, transparent, collaborative workflow. It offers a world of mind because it reduces the risk that businesses have regarding unfulfilled or missing documents or information. This system automatically sends customers reminders of items that can become have actually started to sprout less health and safety contracting companies that can now take care of multiple security files, not just one. It's a good story for us because we're actually improving the whole country, says Julie Mathieson, co-founder of Saryx Engineering Group.In 2018, Saryx Engineering Group won the FNB Business Innovation Award.15. BrightBlack is an energy providing innovative solar energy solutionsBright Black offers innovative solar energy options. One of their sites generates 1,000,000 kWh per year - saving 1,320 trees or 621,000 kg of coal. Bright Black can help its customers with innovative technologies and innovative financial solutions. Our predictive models allow us to develop savings predicates for what the customer is building, or what the facility can achieve, says Ken Kram, Director of BrightBlack. Because BrightBlack is a complete platform of efficiency, we conduct a technical and financial assessment of the various products and solutions available today. These can include a number of different technologies, such as occupancy sensors, lighting upgrades, power factor correction, air conditioning management, water supply, solar and wind energy. All of this leads to measurable reductions in carbon emissions, so sustainability reporting is done with real-time monitoring tools, says Emmett Green, CEO of BrightBlack.16. The Howler Is An Event Technology PlatformThis platform offers event organizers technology that helps them manage and promote their event. We make it easier for events to detect an event, get through the door in the blink of an eye and deal with a faucet, completely optimizing the event-goer experience, says Shai Evian, co-founder of Howler. There are so many technologies out there, event organizers are dealing with so many different service providers. What Howler does is; this allows the event organizer to deal with one company, allows them to have one point of contact, and deals with several aspects of their event, from ticket sales online to accessing control, non-cash payments, provider calculations, cash management and marketing events, says Steve Cuzen, co-founder of Howler.They've scaled the business by listening to their customers' demands and requirements, which is an ever-growing process of market understanding and in 2018 Howler was one of the eight finalists of the FNB Innovation. PocketWifi execMobile keeps ConnectedexecMobile's business travelers in PocketWifi offering travel executives a personal, secure internet connection. This allows them to work everywhere and whenever they can, while eliminating data roaming costs. Just for We have saved our customers more than 10 million rubles a year, says Craig Lowe, founder of execMobile. PocketWiFi technology has undergone a metamorphosis based on months of customer feedback. The key point, however, for our customers is not the disruptive technology we used, but simply that our service is now more convenient than ever before and offers superior benefits. The benefits of this innovative technology include coverage in 127 countries and growth, lower daily rates, improved internet connectivity, longer battery life and the ability to use the device in Southern Africa at local rates. When travelling abroad, the need to stay in touch is becoming increasingly important. This is especially true for business travelers whose companies support mobile workforce or move their services to the cloud. This is really where PocketWiFi comes into its own, allowing travelers to better manage their data connections and fees easily while overseas, says Lowe.18. Rhino Africa provides online travel assistance ToRhino Africa is an online tour operator and over the past decade they have created an individual African experience for both private and corporate clients. They quickly became one of Africa's leading online tour operators, specializing in luxury, individual itineraries and facilitating travel plans for more than 10,000 guests a year. We use the Internet as a channel to connect guests to individual experiences, using knowledge about destinations and products. We operate in about 31 source markets around the world, bringing incoming travelers to South Africa, and we work in five different languages, says David Ryan, founder of Rhino Africa.The devastating aspect of Rhino Africa focuses on using the Internet and relying on traditional travel through expert destination and product knowledge to create a unique experience. In 2018, Rhino Africa was one of eight finalists for the FNB Business Innovation Awards19. Snapplify offers students access to textbooksSnapplify offers digital publishing solutions that change the way South African students learn. This innovative business solves a problem that a large percentage of students have; access to textbooks. Using this disruptive platform, users can now download e-books without an internet connection. Snapplify is a mobile solution that also allows content producers or distributors, such as authors, artists, publishers, retailers, and corporations, to sell their content on customized mobile apps. Wesley Lynch founded Snapplify to address gaps in the digital publishing industry. Current technology is too expensive for emerging markets, he says. And Kindle is great, but it's much more likely that mobile devices will be a way to reach people in developing countries. He launched at the Frankfurt Book Fair in 2011. Frankfurt is a massive event and people come with their business hats, so we had a captive audience, says Lynch. We have created meetings and demonstrations and The product speaks for itself. One Australian publisher was so impressed that he gave us his content there and then. 20. GoMetro A Commuter-Driven Mobile AppGoMetro already has more than 120,000 active users interacting, collecting and information about public transport routes and delays. This innovative platform refers to a data manager and planning tool that generates maps and graphics in real time from data collected through the app. Transportation planners and software developers can use the service to track any mode of transportation, from walks to minibus taxis and buses, said Justin Coetzee, founder of GoMetro. This platform allows planners and developers to calculate things like vehicle revenue on certain routes, to things like what actual routes that vehicles prefer to take, says Coetzee.Bus companies can also use the app and platform to inspect their fleets in real time, where the app can determine whether the bus is on the route or not. Domestly Connection Cleaning Professionals and HomeownersIt is an innovative market aimed at fighting unemployment and connecting cleaning professionals with customers through a handy app. It uses technology to make housekeeping more accessible and accessible to all and to create business and opportunities for cleaners. The cleaner decides his own rates and schedule. They are also reviewed by previous customers, and their ratings are visible on their profiles. I think it's the fact that we're able to empower cleaning professionals who are self-employed. They are easily accessible and ready to work, they just don't know how to get themselves there. How do you market yourself? How do you position yourself as an experienced, reliable and reliable person? And how do you get access to the market that wants you? Where can I find clients and where do clients find me? So we are largely addressing this need, especially for the unemployed, says Thatoyaona Marámo, co-founder of Domestly.22. NMRL using AI to ensure a consistent return of NMR-L Research, is the first investment manager in South Africa to work on machine learning. This innovative and destructive concept uses artificial intelligence and machine learning to research, analyze and select stocks, offering a hedge fund and trust fund. Michael Jordaan, the former CEO of First National Bank has invested his retirement savings in the NMRL trust division It is important to demonstrate to outside investors that I have proper skin in the game, he says. The JMRHL model adapts in real time as new information becomes available. The technology can be used to predict factor performance, says Thomas Schlebusch, CEO of NMRL Research. NMRL can, for example, identify stocks that appear to be cheap but then continue to languish or decline further. 23. Colony Live Connecting Users Through The Colony platform is a platform that helps radio stations better understand who their audience is. We take the so-called traditional environment, a measurement system that exists only in the survey format, and turn it into a means of measuring in real time. Thus, the stations can know until the last second who their listeners are, who are actively cooperating with them, says Marco Broccardo, founder of the colony Live.In two years, this innovative business has grown from 13 stations in Southern Africa to 77 stations across Africa, with the goal of expanding in the U.S. and capturing it 16,000 radio stations and eventually the world. This disruptive system is based on the internet, which means they will never be offline and available to customers around the world, in any time zone. 24/7.In 2018, Colony Live was one of eight finalists for the FNB Business Innovation Awards.24. CodeX is growing the experience of coders in Africa There is a great demand and very small supply for developers across Africa. And as a result, they don't have to be very good, and they're very expensive, says Elizabeth Gould, co-founder of codeX. There's nothing really focused on the South African market and it seems crazy because there's an urgent need. We're charred by high-end people who may think we're not charring people to get a piece of paper. At the end they get a portfolio, and contracts in real companies. Instead of running codeX as a coding academy, they decided to run it as if it were a development store. They are trying to incorporate the necessary skills into the context of a broader context. By providing these programmers with experience, they know what companies want and how to build them. It also gives them the opportunity to start their own business across Africa.25 This Is Me - Breaking, offering a unique business model to compete for talent with tech giants like Amazon and Google. This Is Me has come up with another strategy to keep itself competitive. They allow their employees to take all the credit decisions they invent while working there. A concept that is probably unheard of in Silicon Valley, and corporate South Africa, where licenses, royalties and patents make big money for the companies that own them. By choosing this innovative path, they not only keep their employees, but they thrive on their creative thinking. Innovative products developed by their employees include a mobile screening solution, a solution to track violations that can check whether an email address has been compromised, and a soon-to-be-launched product that protects against identity theft. It is important to have a set of clear and clear goals centered around your client's requirements and then give your employees the will to do so. Junior staff are and can see that their work becomes a legitimate product, says David Thomas, founder and Директор This Is Me. Me. map of south africa showing provinces and capital cities. blank map of south africa showing provinces

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