

The trend is your friend

EVOLUTION OF ECONOMIC ACTIVITY:

Agrarian age

Industrial

Services

Information

Experience economy

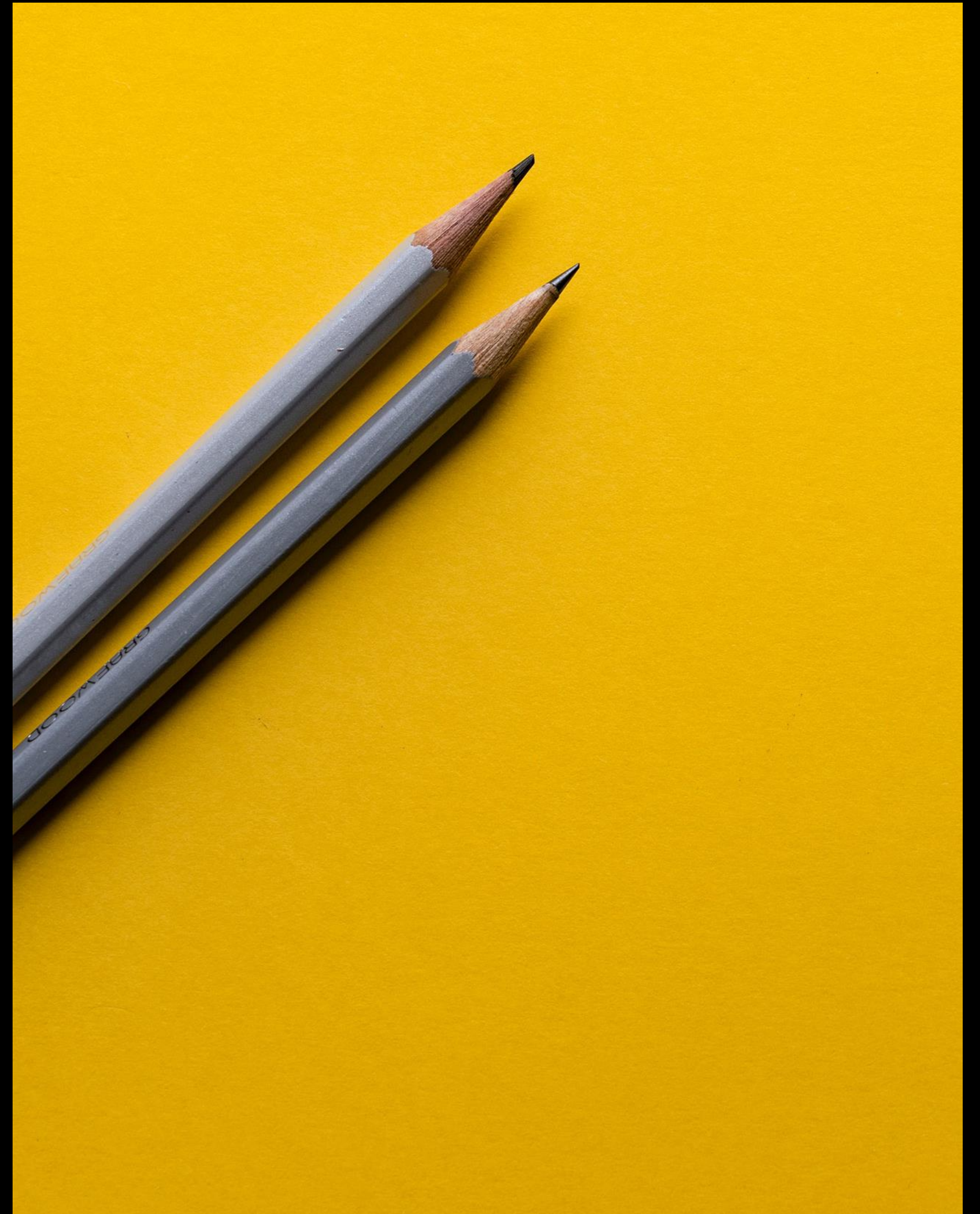
Transformation

In the past jobs were about muscles, now they're about brains, but in the future, they'll be about the heart. – Prof. Minouche Shafik, London School of Economics



“**Entrepreneurship** is the *creation or extraction of value*. With this definition, entrepreneurship is viewed as *change*, generally entailing *risk* beyond what is normally encountered in starting a business, which may include *other values* than simply economic ones.”

Wikipedia



Risk

Rejection



01

Culture



02

Money



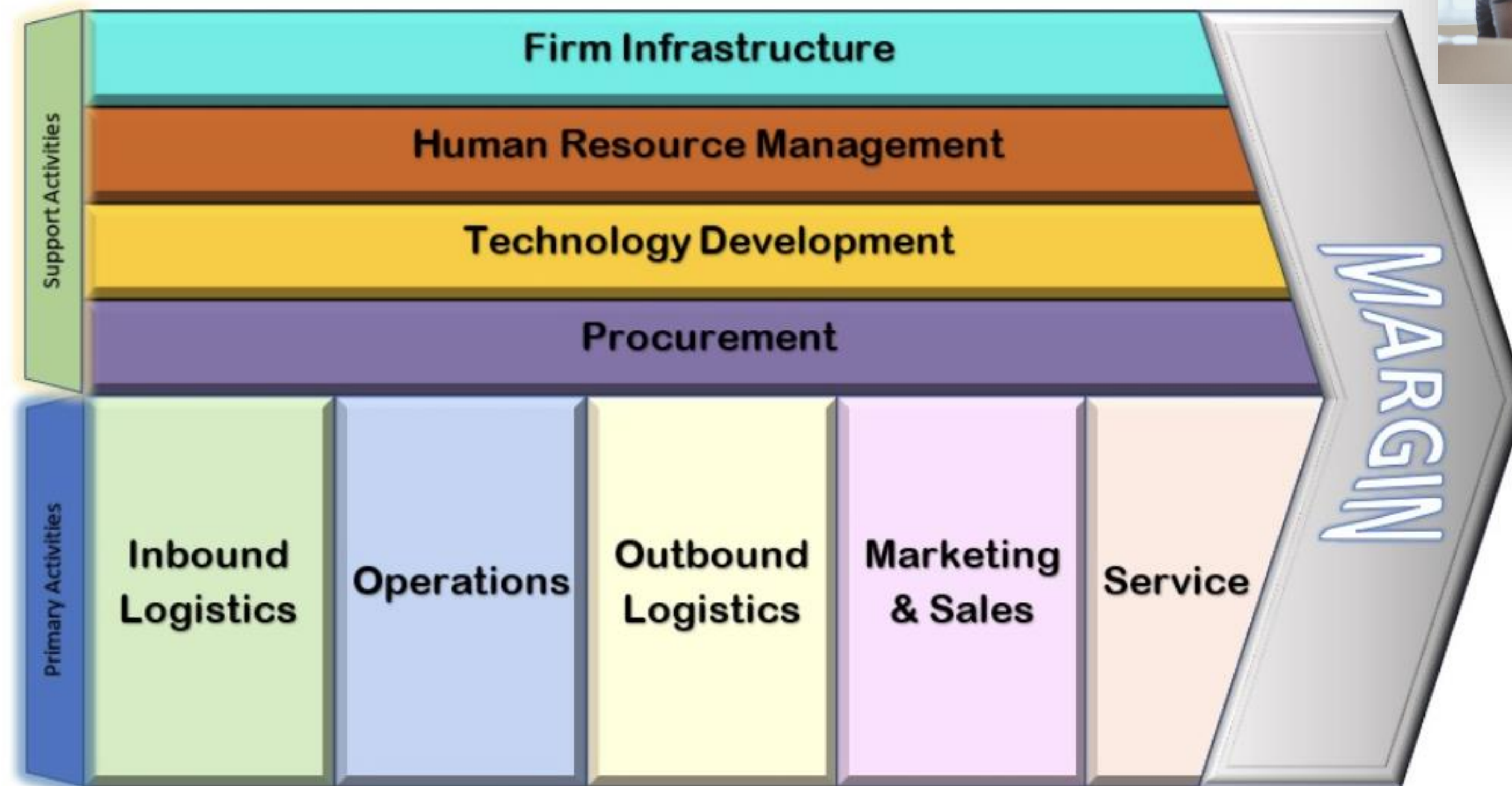
03

Status



04

Michael Porter's Value Chain Analysis



Change

- Addictions/ obsessions
- Emotional urges
- Surface treatment

Pharmacy, retail therapy, gyms.

Expensive

- Crises induced insight
- Radical process
- Consultants, lawyers, business schools

Health, Finances, Lawyers.

Small change

- Lazy view
- Youtube/TikTok motivational videos
- Hoping, trusting, dreaming

Big change

- In time
- Productive and willing
- Change from view to insight (truth)
- Mentorship, community, connection

Cheap

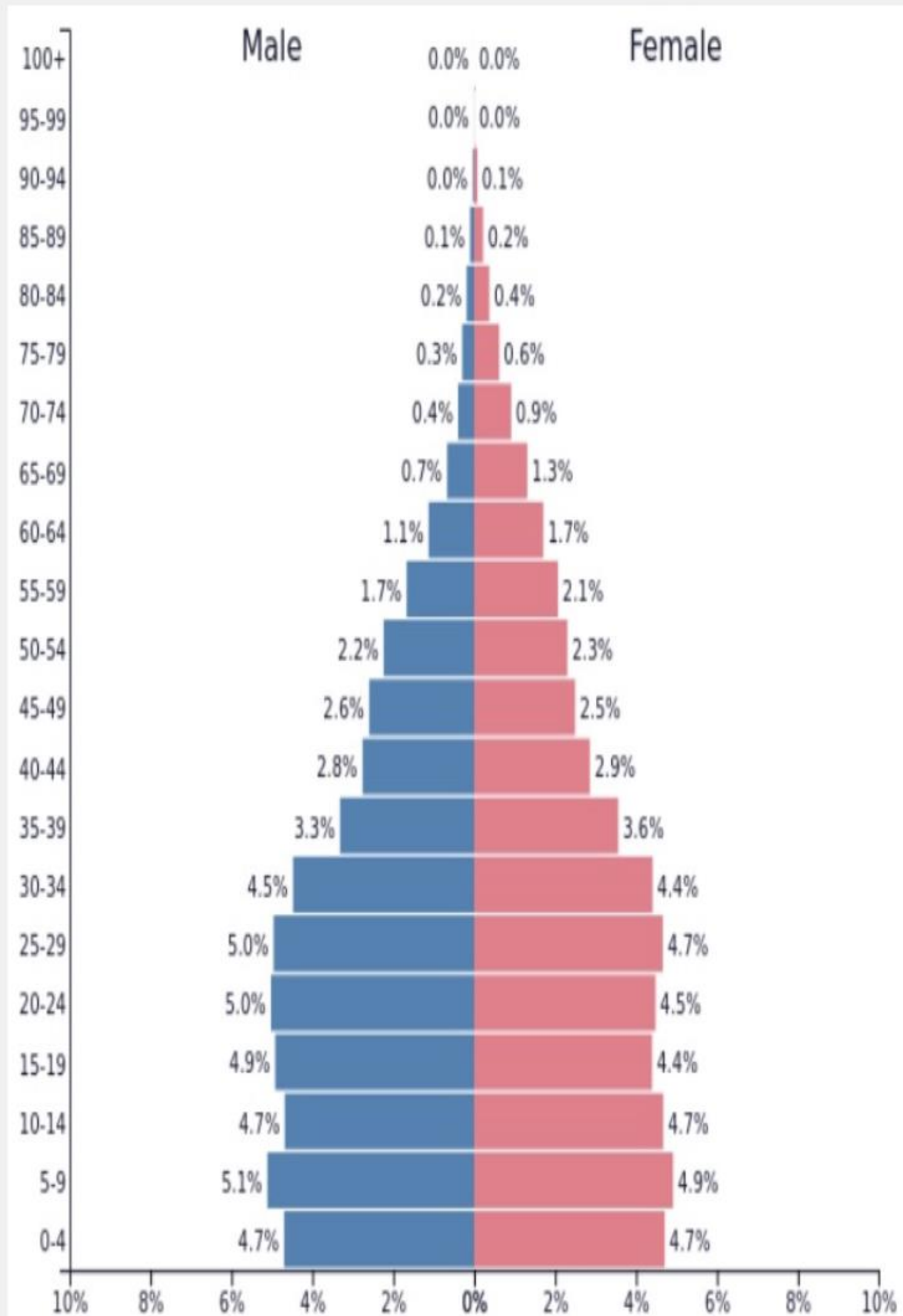
The logic filter

Plan involves: Routine, is specific, intentional & disciplined

Innovate / original ideas / change makers

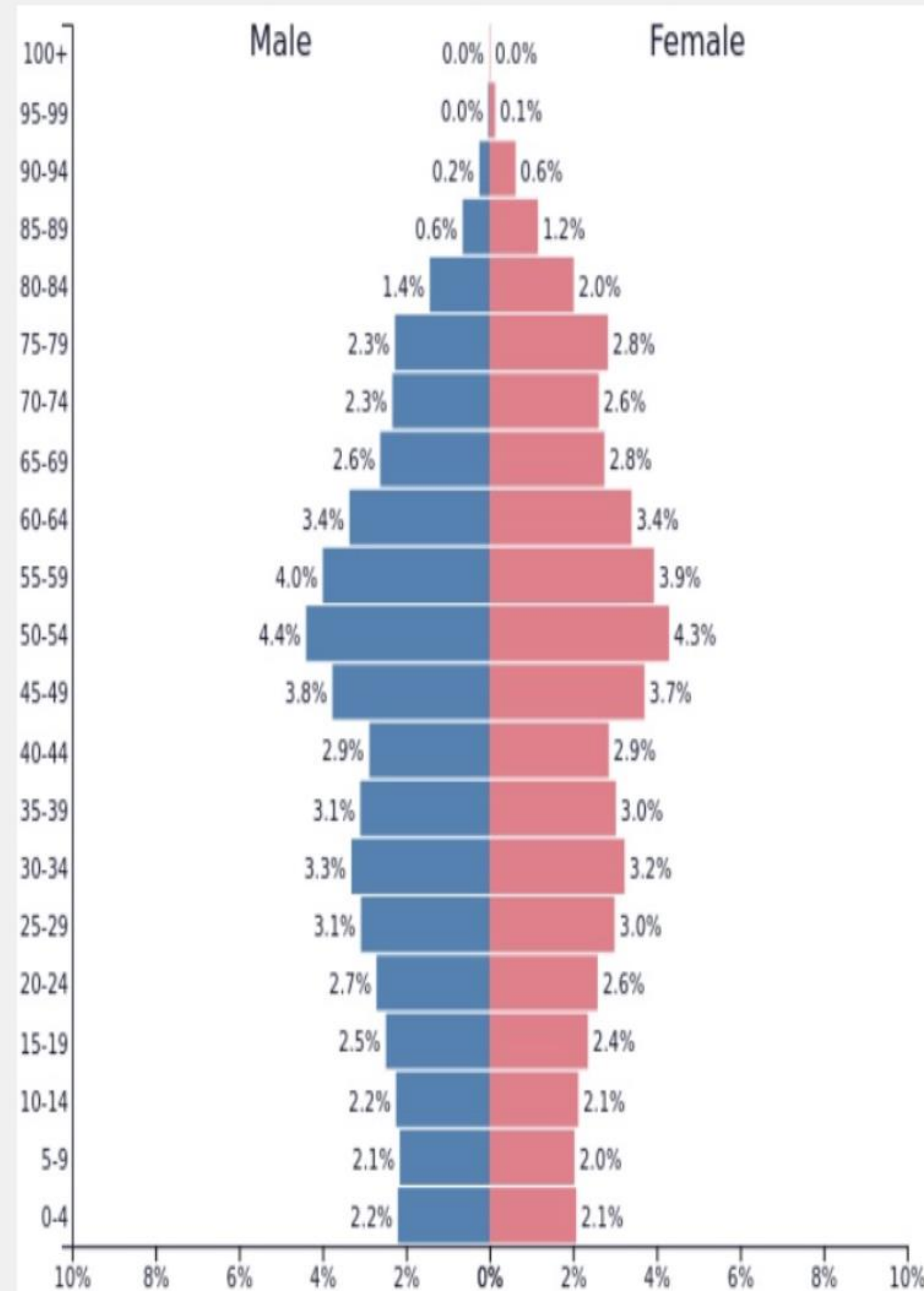
In the entrepreneurial context, innovation is **any new idea, process, or product, or a change to an existing product or process that adds value to that existing product or service.**





PopulationPyramid.net

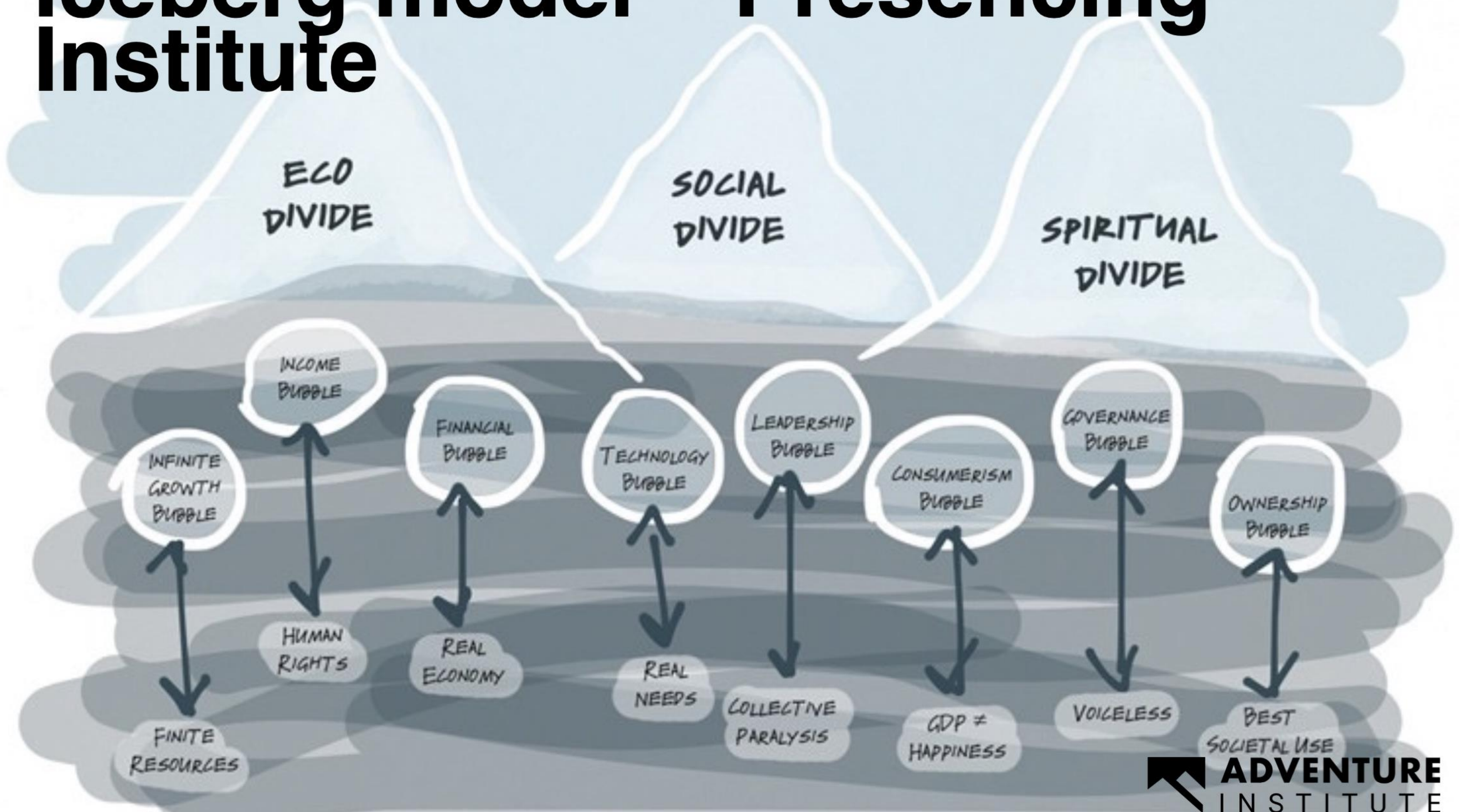
South Africa - 2017
Population: 55,436,359



PopulationPyramid.net

Germany - 2017
Population: 80,636,124

Iceberg model – Presencing Institute



In the U.S.A!

THE OUTDOOR RECREATION ECONOMY GENERATES:

\$887 BILLION

IN CONSUMER SPENDING ANNUALLY



7.6 MILLION

AMERICAN JOBS



\$65.3 BILLION

IN FEDERAL TAX REVENUE



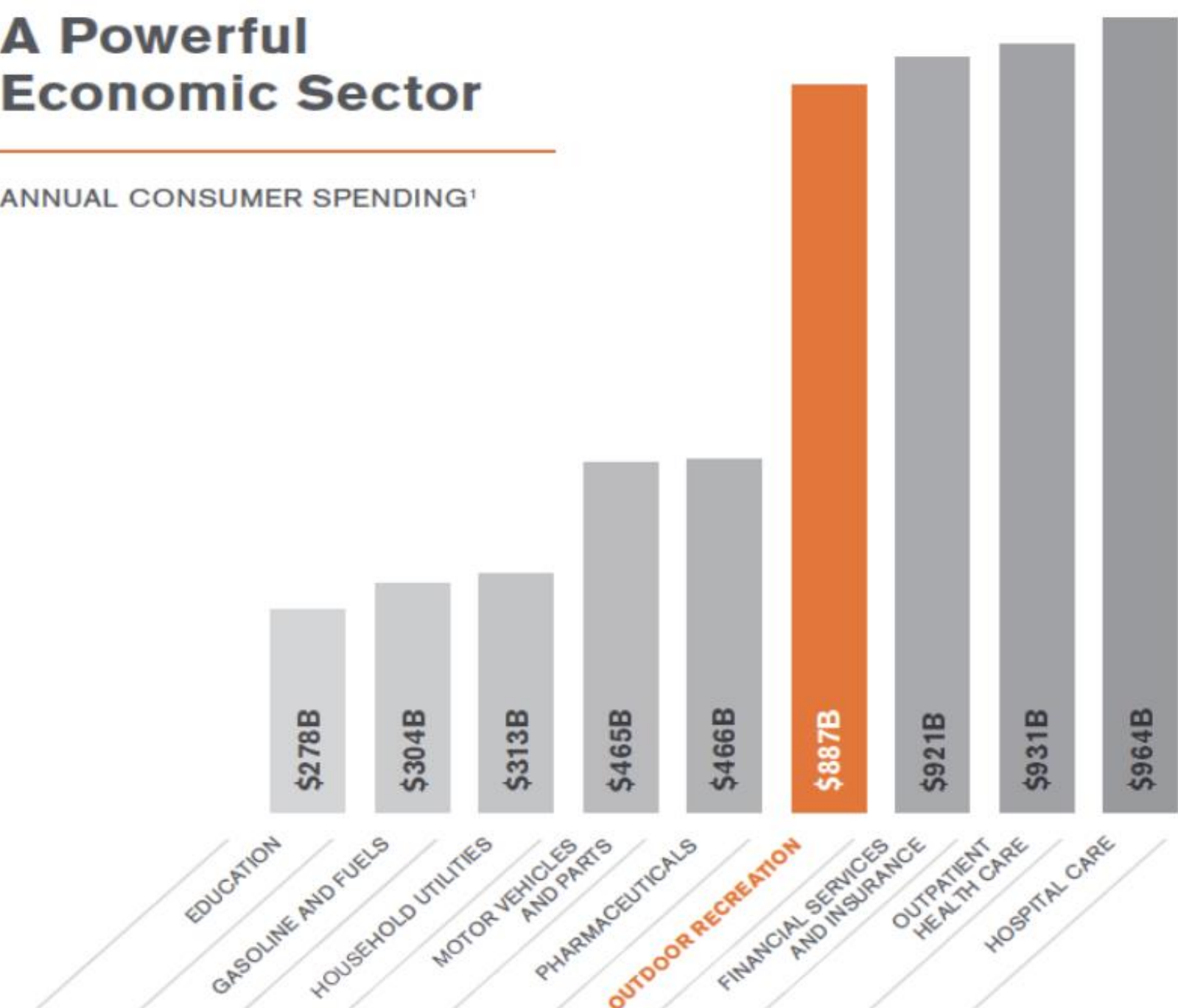
\$59.2 BILLION

IN STATE AND LOCAL TAX REVENUE



A Powerful Economic Sector

ANNUAL CONSUMER SPENDING¹



¹ Bureau of Economic Analysis, Personal Consumption Expenditures by Type of Product

These **activities** make up the Outdoor Recreation Industry

 CAMPING RV campsite Tent campsite Rustic lodge	 MOTORCYCLING On-road Off-road	 TRAIL SPORTS Day hiking on trail Backpacking Rock or ice climbing Running 3+ miles Horseback riding Mountaineering	 WHEEL SPORTS Bicycling, paved road Bicycling, off-road Skateboarding
 FISHING Recreational fly Recreational non-fly	 OFF-ROADING ATV ROV Dune buggy 4x4 and Jeep	 WATER SPORTS Kayaking Rafting Canoeing Surfing Scuba diving Sailing Stand-up paddling Boating: cruising, sightseeing, wakeboarding, tubing, kneeboarding, waterskiing	 WILDLIFE VIEWING
 HUNTING Shotgun Rifle Bow	 SNOW SPORTS Cross-country skiing Downhill skiing Nordic skiing Snowboarding Snowmobiling Snowshoeing Telemark skiing		

- Retail
- Wholesale
- Manufacturing
- Import
- Export
- Logistics
- Tourism
- Hospitality
- Education
- Learning

What the **research** shows us about the Outdoor Industry in South Africa:

SA GDP	Direct	R173 billion
	Indirect	R346 billion

Employment	Direct	716 891 jobs
	Indirect	1168123 jobs

Tax revenue	R86,49 billion
-------------	-----------------------

- 1 in 10 people in SA work in the ORI
- 17500 peer-reviewed academic studies affirms outdoor recreation and learning as critical to human development.
- Only 1% of studies on outdoor recreation emanate from Africa.
- Childhood exposure to outdoor activities lead to participation later in life.
- SA ORI is currently focused on less than 8% of the population!
- Institutional misalignment and voids in SA ORI.
- Lack of grassroots development and exposure to outdoor activities.
- 12 million learners in schools in S.A.