

[Peer Assessments \(https://class.coursera.org/entpecon-002/human_grading/\)](https://class.coursera.org/entpecon-002/human_grading/) / Final Project

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Submission Phase

1. Do assignment ☒ (/entpecon-002/human_grading/view/courses/972936/assessments/3/submissions)

due in 23hr 14m

Evaluation Phase

2. Evaluate peers ☒ (/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets)

Results Phase

3. See results  (/entpecon-002/human_grading/view/courses/972936/assessments/3/results/mine)

[← Return to list \(/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets/77\)](/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets/77)

Congratulations on finishing this assessment. To see your results, come back after the evaluation deadline has passed.

✓ Submitted

Re-submit evaluation

[+ Evaluate another student \(optional but useful\) \(/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets/77/next\)](/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets/77/next)

Assignment Objective

The purpose of this assignment is to provide an opportunity to apply the concepts and frameworks discussed in class to a real context relevant to you and your entrepreneurial ecosystem. The project will require you to do independent research and, using the data and information that you gather, draw on skills and concepts learned during the course.

Use what you have learned from the lectures, discussion forums, and readings throughout the course to inform your analysis of your own regional entrepreneurial ecosystem.

Guidelines:

Note: All assignments must be submitted in English. Please prepare and submit an analysis of the current competitive position of your regional ecosystem and how well it is facilitating entrepreneurial growth.

Address in your analysis the presence or lack of the components we have covered in this course. Describe your recommendations for ways that government and philanthropy should be engaging local entrepreneurs to grow that economy. Your report will be evaluated on the depth and breadth of your analysis and clarity of recommendations as to how your chosen ecosystem might be improved. Your recommendations should be supported by your analysis and provide facts and data whenever possible.

To view the grading criteria for each component of this assignment, read the **Final Project Peer Review Guidelines** (<https://class.coursera.org/entpecon-002/wiki/peerreview>).

Answer each of the following sections separately. We encourage you to write each answer in the Final Project Template (<https://d396qusza40orc.cloudfront.net/entpecon/FINAL-Project-Template.docx>) before submitting to ensure you don't lose any of your work.

Part 1: Describe the Entrepreneur (3 total points possible): Describe a chosen local entrepreneur (this could be you or someone else). You are welcome to use the material you developed in your Midterm ALA for this part. It should include:

- *Who they are*
- *Their company's short history, mission, products and services*

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Evaluation/feedback on the above work

Excellent (3 points)

- All required elements of this section are addressed substantially.
- The author elaborates on each required element and provides compelling logic backed up by data and evidence gleaned from relevant sources and examples.
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- The reader is left with a solid and highly-informed understanding of the key points of each topic.

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Fair (1 point)

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Poor (0 points)

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- The reader is left with a poor understanding of the key points.

3: Excellent

Part 2: Describe the Ecosystem (8 total points possible): Describe how this entrepreneur utilized the resources in their ecosystem to grow their company and what could have helped this entrepreneur grow their company even more effectively. Include a discussion of the presence *or absence* of at least some of the following components:

- *Government*
- *Philanthropy*
- *Anchor institutions*
- *Intermediary institutions*
- *Seed Accelerators*
- *Angel Investors*
- *Venture Capital*

He got his start up capital from a loan he got from Asikhutulisane savings and credit cooperation. This is a savings cooperation that was created by the community, where they save for a rainy day like starting businesses, college fees, building homes etc. He found it difficult to get a loan from the bank since they only gave you one if you have a long term contract, less risky and they are sure you will pay it back on a set time frame. So it was easy for him to get a startup loan because he is a member of the cooperation. SAPPI USUTU also encouraged its employees to empower themselves by training them in entrepreneurship and start small business. Unfortunately for him he did not have anchor institutions to help start his business but these would have made a huge difference to his company than him only knowing about harvesting not the financial side.

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Part 3: Describe the Challenges (5 total points possible): Describe the challenges that this entrepreneur faced. It should include:

- *The accessibility of funding for scale (rather than a market analysis of the products or companies themselves)*
- *Assess the key strategic challenges and tradeoffs that the entrepreneur faced.*

The challenges in harvesting can range from forest fires, muddy roads, contracts not being renewed, company closures and not meeting targets. When there are forest fires you will not have timber to harvest and no money will be coming in. This means you will not reach your targets and cannot pay your staff. His main challenge was when SAPPI closed down in 2012, he had to lay off some of his staff, sell some of his machinery and go looking for tenders again. It is one sector where you are not sure what tomorrow brings. Luckily for him he is now harvesting pine trees in South Africa, gum trees for Mondi Swaziland and pine trees Montigny Investment (former SAPPI USUTU).

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5: Excellent

Part 4: Describe the Opportunities (5 total points possible): Describe the unique opportunities that this entrepreneur experienced. It should include:

- *Elements that enabled company growth*
- *Supports that were available to help them succeed*

He could also have business even when there are challenges like forest fires by getting tender to recycle the burnt timber, planting trees and pitch to other companies for tenders than relying on one company.

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2: Fair

Part 5: Describe Measures of Success (4 total points possible): Describe what success looks like to these entrepreneurs. It should include:

- *How they measure success*
- *Who the beneficiaries of success are.*

His measure of success is an increase in profits, additional tenders, being able to train/empower his work force, owner satisfaction, and employee satisfaction and being able to give back to the community. He also made it his mission to mentor young people and hire them after college. The only time government got involved in his business is when he got nominated business of the year. He can now get funding from Fincorp which is a funding tool that works in conjunction with government in helping to fund Swazi business.

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4: Excellent

Part 6: Describe Your Recommendations (10 total points possible): Describe one or two new resources or improvements to existing entrepreneurial resources that should be available to entrepreneurs like the one you described earlier. It should include:

- *Proposition of new resources or improvements to existing resources that should be implemented.*
- *Description of the need for these improvements. Connect this to the earlier given assessment of the entrepreneurial ecosystem.*
- *Description of the benefits that these improvements would provide to the greater entrepreneurial ecosystem or economy.*

We need to work together with our universities and colleges since they provide infrastructure support, network support, business development support and financial support. Our country also needs accelerators and angel investors that allow businesses to operate at a profitable rate and have a higher survival rate. Our laws need to be adapted to allow outside investors to invest locally thus boost investor confidence.

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10: Excellent

Part 7: Describe the Roles of Government and Philanthropy (10 total points possible): Describe the key roles of government and philanthropic stakeholders who would be involved in implementing these improvements. Examine the following:

- *Key challenges and opportunities that you anticipate local, regional, or national government stakeholders might experience in implementing these recommendations.*
- *Key challenges and opportunities that you anticipate local, regional, or national philanthropic stakeholders might experience in implementing these recommendations.*

As much as these companies main aim is making profit. Government must still train business owners on how to sustain the businesses in the long run, promote social entrepreneurship and partner with learning institutions to increase diversity and have an impact in the community. Business owners need help doing their financial books and try to invest back into the business than spend their profits. Philanthropy is still a new thing in Africa but necessary since its aim is placing capital in businesses that generate social goods. They improve the environment for social investors, promote impact investment opportunities and provide technical assistance to enterprises

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Part 8: Describe other Roles and Stakeholders (5 total points possible): Describe other key roles of stakeholders in the

entrepreneurial ecosystem who might be involved in implementing these improvements. Examine any of the following:

- *Anchor institutions*
- *Intermediary institutions*
- *Seed Accelerators*
- *Angel Investors*
- *Venture Capital*
- *Additional support systems or stakeholders*

If he had used organizations that are a funding tool that works in conjunction with government like FINCORP to fund his business, he would have also qualified for tax concession on corporate tax and a small scale enterprise loan guarantee scheme. The public need training on how to start businesses, run them, mentorship and get information on funding schemes available to them. We also need angel investors that will pool in their resources with the purpose of investing startup businesses since most new ventures in Africa's main challenge is funding.

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5: Excellent

Part 9: Describe Your Role in Developing the Ecosystem (10 total points possible): Describe the role that you play in helping shape these kinds of resources in your community. This role might be minimal, and we encourage you to be creative. This section is meant to help you identify what role, no matter how small, you play in the larger entrepreneurial ecosystem.

My role in our entrepreneurial ecosystem as minimal as it may be is to use my talent to start or support out businesses. Since I am working in an educational environment I would use what I learnt from Junior Achievers (a program used to promote starting businesses at school level) and this course to train the community on how to start and sustain a business

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Part 10: Thoughts on the Future of the Ecosystem (10 total points possible): Describe what you hope your ecosystem will look like in 5 years. Describe it in 10 years. It should include:

- *Description of how the entrepreneurial ecosystem might be different than it is now.*
- *Assessment of the key strategic challenges/tradeoffs that entrepreneurs in this ecosystem are likely to face.*

Five or ten years to come might see a slight improvement in our entrepreneurial ecosystem but if government provides structures to screen third party investors, be involved in the foundational phase, combine business and universities for innovation ideas and do follow ups after financing a project to ensure the long run success of the business. Also ensure the law allows companies to enter into needed contracts like potential funding or technology. We also need to work with our universities and colleges (Anchors) because they are designed to nourish the business ecosystem as they have the ability to design curriculum to meet industry needs and generating meaningful advances in the community's economic development. Thus benefiting the communities they are based in like creating jobs, harnessing the talent of our greatest talents and building infrastructure.

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- The author includes some basic interpretations of their descriptions but they are not well-developed.
- The recommended approaches (part II) are not well developed nor do they seem feasible given the ecosystem's opportunities and available resources described.
- The reader is left with a basic or good understanding of at least one key point.

Poor (2 points)

- No one topic is addressed substantially in the project.
- The author includes few or no examples to back up descriptions.
- The author does not offer explanations or rationale for opinion statements that are made.
- The recommended approaches (part II) are poorly developed or not included at all.
- The reader is left with a poor understanding of the key points.

10: Excellent

Part 11: Describe Measures of Success for the Ecosystem (5 total points possible): Define what success for the resource providers in the ecosystem could look like. It should include:

- *How success might be measured*
- *Who the beneficiaries of success in the ecosystem could be.*

Success can be measured in different ways. By an increase in profits, a growing customer base, customer satisfaction, employee satisfaction and owner satisfaction. The investors, entrepreneurs, communities they are situated in and the customers must all benefit in our entrepreneurial ecosystem.

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Evaluation/feedback on the above work

Excellent (5 points)

- All required elements of this section are addressed substantially.
- The author elaborates on each required element and provides compelling logic backed up by data and evidence gleaned from relevant sources and examples.
- The author offers detailed and thoroughly developed interpretations and analysis of their descriptions.
- The recommended approaches (part II) are well developed and are feasible and reasonable given the ecosystem's opportunities and available resources described.
- The reader is left with a solid and highly-informed understanding of the key points of each topic.

Good (3 points)

- Most of the required elements of this section are addressed substantially.
- The author includes relevant and well-developed examples to back up descriptions of each element.
- The author offers their own simple interpretations and analysis of their descriptions.
- The recommended approaches (part II) are somewhat developed and are feasible and reasonable given the ecosystem's opportunities and available resources described.
- The reader is left with a good understanding of the key points of each topic and is well informed on at least one key point.

Fair (2 points)

- Some of the required elements of this section are addressed in a basic way.
- The author includes a few examples to back up descriptions but they are not well-developed.
- The author includes some basic interpretations of their descriptions but they are not well-developed.
- The recommended approaches (part II) are not well developed nor do they seem feasible given the ecosystem's opportunities and available resources described.
- The reader is left with a basic or good understanding of at least one key point.

Poor (1 points)

- No one topic is addressed substantially in the project.
- The author includes few or no examples to back up descriptions.
- The author does not offer explanations or rationale for opinion statements that are made.
- The recommended approaches (part II) are poorly developed or not included at all.
- The reader is left with a poor understanding of the key points.

5: Excellent

Extra Credit (5 points):

If you have created an original video to supplement your written work for extra credit, please upload it to YouTube.com and paste the hyperlink in the text box below. *Only submit your own original video. Do not include links to outside video sources that are not your own work.*

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Evaluation/feedback on the above work

0: Video not submitted

+ Evaluate another student (optional but useful) ([/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets/77/next](https://class.coursera.org/entpecon-002/human_grading/view/courses/972936/assessments/3/peerGradingSets/77/next))

