

Entrepreneurship as a Social Catalyst for Change

UINNO

**Up-skilling unemployed and low-skilled workers in self-centered innovation approaches
to empower their self-employability potential through start-ups and SMEs**

International Conference

Soft Skills for Young Entrepreneurs: Setting up Your Own Business

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Demetris C. Hadjisofocli

Managing Director

Center for Social Innovation Ltd.



**Center for Social
Innovation**

Entrepreneurship & Change

- Entrepreneurship is an agent of change
- It inherently looks to identify inefficiencies and treats them as opportunities
- It encourages creativity, critical thinking, adjustments, flexibility, innovation
- It develops unique/unexpected solutions
- It considers the operational ecosystem
- It creates Entrepreneurial Capital that is more important than Knowledge Capital

- It facilitates optimization

- Social Challenges NEED all the above otherwise we work with suboptimal solutions within moving targets
- We are always behind the ball in solving social issues without an entrepreneurial mindset



What is Entrepreneurship?

- A set of abstract skills
- A set of science based tools
- A process that has no edges
- It is affected by its implementation environment
- It changes constantly
- Not only it can be studied, it can also be practiced (Apprenticeship)
- Not everyone is fit for it (Neurobiology, Character, Personality)

- EASY TO STUDY... DIFFICULT TO DO



Why is Everyone Interested?

- Become a Millionaire
 - Ownership
 - Flexible Schedule
 - Easy
 - Do what you want
 - Do what you like
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- All the wrong premises even though the above can play a role in the drive



Why should people be interested?

- Solve pressing problems (across realms)
- Improve quality of life (Health Care, Education, Infrastructure, Technology, Easiness)
- Make life equitable – Level the playing field – Opportunity Equity
- Create opportunities
- Work on the ecosystem
- Seek efficiencies
- Make things comfortable
- Make it fun
- Advance human kind



Step Back

- The Market in the next 20-40 years
 - New Technologies
 - New Products and Services (Quality of Life things)
 - Internet of Things
 - Personalized/Flexible/Massively Customized Solutions
 - New Ways to Deliver Services/Products (i.e. Peopleless Grocery Stores, Health Care, Education, Sports Shirts)
- Human Resources
 - Millennials
 - Not Willing to compromise
 - Overeducated (or not at all)
 - No Soft Skills
 - They want to do only what they like
 - Not willing to “pay the price”
 - No 20-65 Job
- Customers
 - Concerned about the environment
 - Social Issues
 - Equality in Opportunities
 - Social Responsibility



Entrepreneurship as a Catalyst

- Entrepreneurship is about
 - Developing soft skills that are transferable
 - Not about the knowledge but about the ability to adjust and learn quickly
 - Hard work, Passion, Determination, Smarts, Driven, Purpose
 - Thinking about unique solutions
 - An ability to marry The Product, The Market, The People, The Customers and understand the interoperability of these four dynamic variables



Within the Context of UINNO

- We encourage people to be entrepreneurial
- We give them the training to understand the concepts
- We provide the tools to be successful
- If they do not go into business they can at least leverage the skills to become better at their jobs, life and family



Six reasons why entrepreneurship capital is important to Societal Change

- Entrepreneurs can change the way we live and work (not always in a good way but we choose to think positive)
 - If successful, they may improve standard of living
 - Create wealth
 - Create jobs and the conditions for a flourishing society
- Entrepreneurship capital is defined as "a region's endowment with factors conducive to the creation of new businesses" and it exerts a positive impact on the region's economic output
 - Regions with a higher level of entrepreneurship capital show higher levels of output and productivity
- The impact of entrepreneurship capital is stronger than that of knowledge capital because Knowledge is abstract and Entrepreneurship Capital is tangible



1. Entrepreneurs Create New Businesses

- New business ventures especially ones that provide creative, disruptive, new path-breaking offerings result in the stimulation of new satellite/auxiliary businesses, in addition to the directly created jobs, which adds to economic development
- Example
 - The ICT Industry created the need for Call Centers, Network Maintenance Companies, Hardware Providers, Education and Training Centers, Real Estate needs increased, Health Care and other Living necessities such as k-12 schools, Entertainment Needs, Grocery Stores, Car Dealerships, Logistics Support, Capital Investments within the whole spectrum etc.



2. Entrepreneurs Add to National Income

- Entrepreneurial ventures literally generate new wealth. They also minimize the effect of a fall out from old businesses (Renewal)
- New and improved offerings, products or technologies enable new markets to be developed and new wealth created
- The cascading effect of increased employment and higher earnings contribute to higher tax revenue and higher government spending. Governments have more money to invest in other priorities
- The few existing players that become redundant can be retrained



3. *Entrepreneurs Also Create Social Change*

- Entrepreneurs break away from tradition and indirectly support freedom by reducing dependence on obsolete systems and technologies. Overall, this results in an improved quality of life, greater morale and economic freedom
- Equity in Opportunities
 - The water supply in a water-scarce region forces people to stop working to collect water. This will impact their business, productivity and income. Imagine an innovative, automatic, low-cost, flow-based pump that can fill in people's home water containers automatically. This will ensure people have more time to devote to work which means economic growth
 - Smartphones and smart apps have revolutionized work and play across the globe. Smartphones are not exclusive to rich countries or rich people. As is evident by now, technological entrepreneurship will have an even more profound, long lasting impacts on the entire human race
 - The globalization of tech means entrepreneurs in lesser-developed countries have access to the same tools as their counterparts in richer countries. They also have the advantage of a lower cost of living, so a young individual entrepreneur from an underdeveloped country can take on the might of the multi-million-dollar existing product from a developed country
 - The fight against poverty and diseases in underdeveloped countries



4. *Community Development*

- Entrepreneurs regularly nurture entrepreneurial ventures by other like-minded individuals
- They invest in community projects and provide financial support to local charities
- Many entrepreneurs have used their money to finance community and social causes, from education to public health
- The qualities that make an entrepreneur are the same that motivate entrepreneurs to give-it-forward
- This enables further development beyond their own ventures



5. *The Role of the State*

- Regulations play a crucial role in nurturing entrepreneurship. It requires a fine balancing act on the part of the regulating authority. Left unregulated may lead to unfair market practices, pervasive corruption, financial crisis and even criminal activity (Post Regulate)
- Paradoxically, a significantly high number of entrepreneurs may lead to fierce competition and loss of careers and choices for individuals (worst QofL)
- The interesting interaction of entrepreneurship and economic development has vital inputs and inferences for stakeholders. If we understand the benefits and drawbacks to nurturing entrepreneurship it could lead to a positive impact on economy and society



6. *The Other Side of Entrepreneurs*

- Are there any drawbacks to cultivating entrepreneurs and entrepreneurship? Is there an “upper limit” for the number of entrepreneurs a society can absorb?
- Italy (and Cyprus) may provide an example where high levels of self-employment have proved to be inefficient for economic development
- Research reveals that Italy has experienced large negative impacts on the growth of its economy because of self-employment
- There may be truth in the old saying, "too many chefs and not enough cooks spoil the soup."



It is not a Panacea

- The idea of relying totally or throwing all assets into Entrepreneurial Development to solve all problems is not necessarily the best strategy
- Entrepreneurship, Entrepreneurship Education and Entrepreneurial skills should have a critical role in the whole spectrum of social and economic development but there are other things that need to be considered
- Listen to the experts (people who actually built and run businesses)



Tnx!
Q&A



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