

Overview of Survey Findings

ABOUT THE BUSINESS LEADERS



Age
67 % 18-35 years old

Education
46 % hold a Masters

Location
87 % based in Abidjan

Prior Business Experience
64 % 1st-time entrepreneur

BUSINESS TYPE

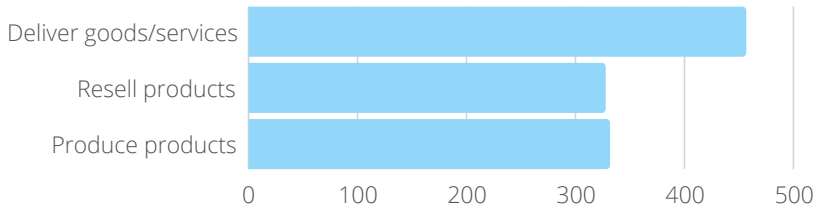


Ownership
79 % Sole Proprietor

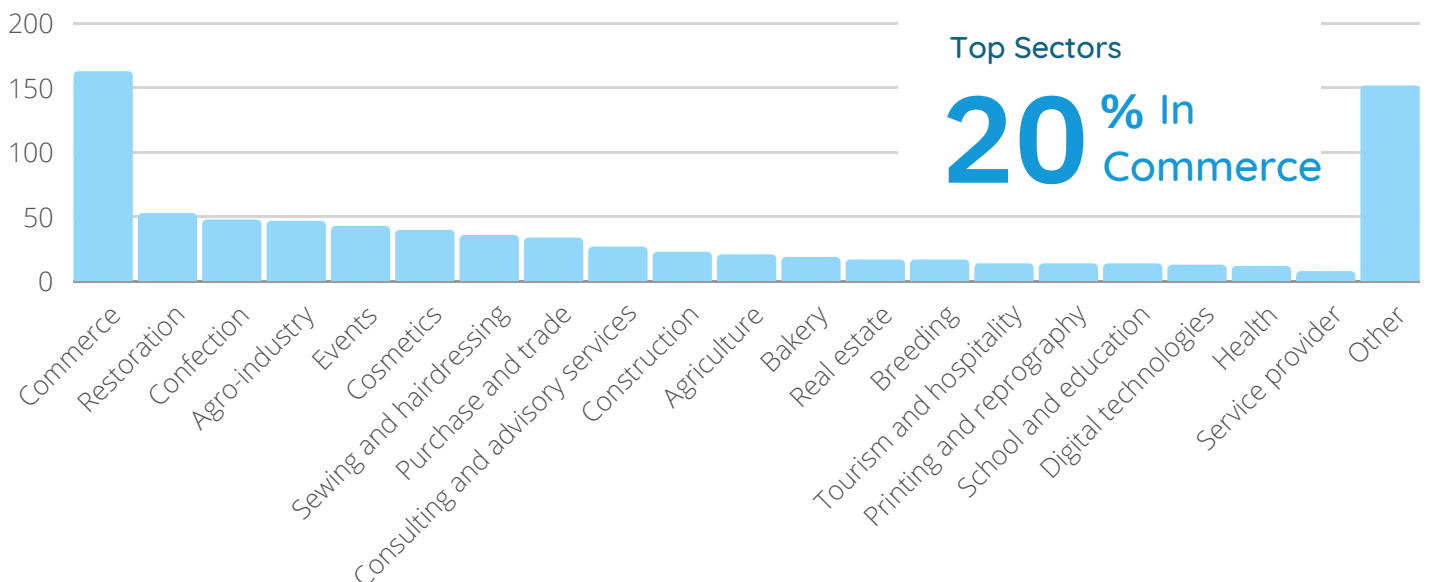
No. of Employees
95 % Fewer than Nine

Market Model
84 % Business to Consumer

Office Space
56 % Out of Home



Activities
57 % Deliver Goods/Services



Top Sectors
20 % In Commerce

Overview of Survey Findings cont.

BUSINESS MATURITY

No. of Clients

49 % More
than 16

Accounting System

66 %
No

Payments Up-to-Date

78 %
Yes

Age of Business



Business Stage



Most Recent Annual Income



BUSINESS SUPPORT



Professional or Trade Association

20 % Are
Members

and
reported
.....>

3.1 Avg.
value
provided

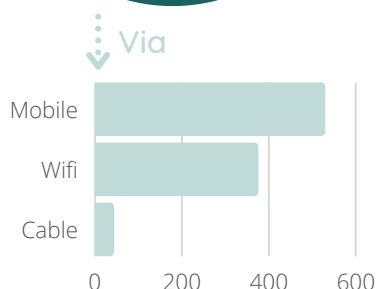
Respond to Government Tenders/Calls for Information

12 %
Yes

58 % No, but
would like to

Overview of Survey Findings cont.

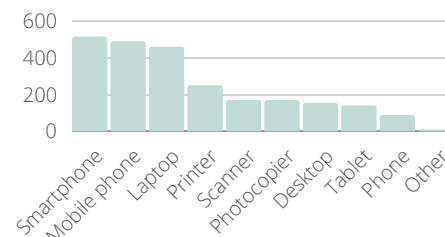
TECHNOLOGY/TOOL USE



Technology/Tool Use

91% Use Daily

Tools Cited
.....>



Industry-specific Apps/Sites

34% Use

But WhatsApp remains most popular for both internal and external operations, followed by Email and Social Media

Top barriers cited for integrating digital tools into business

72% lack Financing

35% lack Expertise

Received IT/Tech Training

26% in past three years

Anticipate IT/Tech Training

79% within next year

Budget for IT/Tech Training

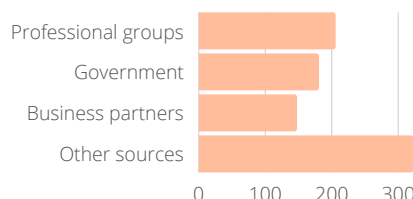
9% allocate for annually

DATA USE

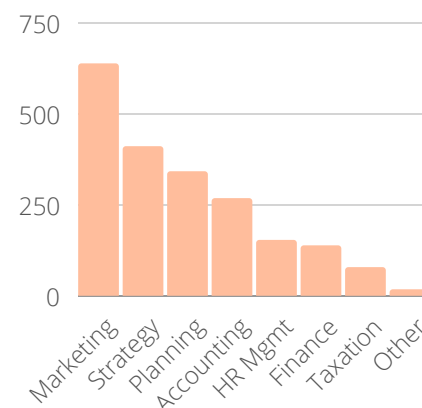
Utilize external data

66% Yes

Sources reported
.....>



Purposes cited for using data for business operations



Capture their own data

65% Yes

.....>

Most commonly through customer satisfaction surveys, via social media, and stored on computer hard drives

Top barriers cited for using data for business, are lack of...

43% Access to Data

29% Skills to Analyze

24% Time to Analyze

Findings Based on 5 Stages of the Business Life Cycle

9% of W-SME respondents

IDEATION

Business idea not validated; Product has not been developed

Least likely to...

- Be registered, based in Abidjan, and working in a shared workspace or a commercial office; have access to the internet
- Be part of a professional association, and report finding value in it
- Be utilizing technology every day, inc. web applications for business; have received tech training in the past 3 years, and be budgeting for tech training
- Be utilizing external data, especially from other partners

Most likely to... Use data from government (when utilizing external data)

30% of W-SME respondents

VALIDATION

Some market validation/ Research; Product in POC development; Pre-Revenue

Most likely to... Utilize external data

Least likely to... Use data from professional groups (when utilizing external data)

23% of W-SME respondents

ACCELERATION

POC developed; Expression of interest from potential client; Generated first \$\$; Clear business model; Registered Company

Most likely to...

- Be led by someone with tertiary education, with access to the internet
- Be a registered business, working out of shared workspace, and part of a professional association
- Be budgeting for tech training; capturing their own data, and utilizing external data from professional groups

22% of W-SME respondents

COMMERCIALIZATION

MVP developed; Secured clients; Strong business model; Technology tested; Revenue generating

Least likely to... Be using external government data

Most likely to...

- Be based in Abidjan
- Report finding value in professional associations

17% of W-SME respondents

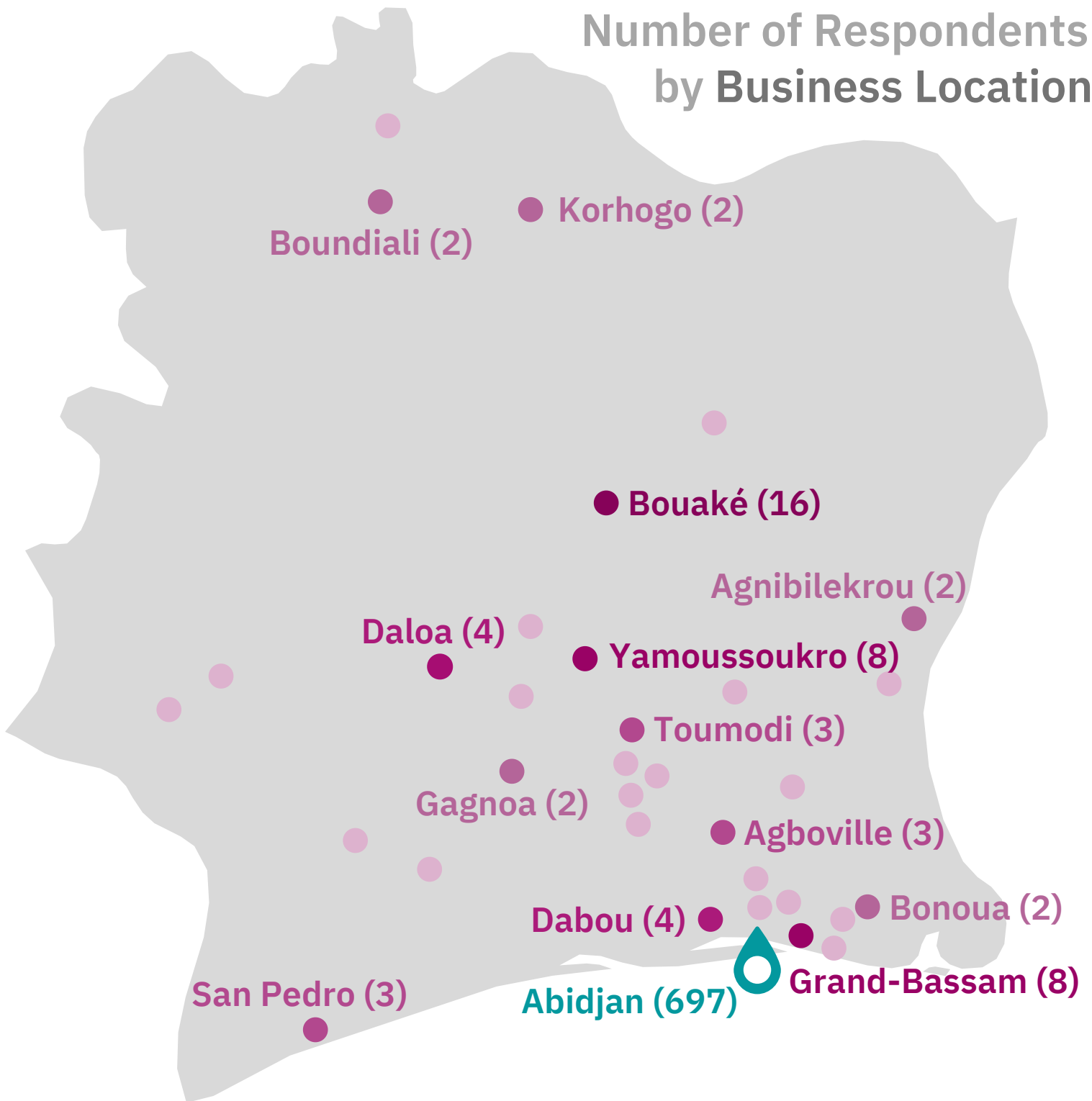
SCALE

Client customisation; Revenue generation; Captured client base; Fully operational and tested product

Most likely to...

- Be led by someone with a technical certificate (and least likely to be led by someone who received tertiary education)
- Have received technical training in the past 3 years and be utilizing tech tools every day
- Be capturing their own data, and utilizing external data from other partners

Number of Respondents by Business Location



● **(1 respondent):** Abengourou, Adzopé, Affikro, Ahoué, Anyama, Azaguié, Bongouanou, Bouaflé, Dabakala, Duekoue, Gueyo, Guiglo, Kolia, Mondoukou, Moronou, Pacabo, Sinfra, Soubre, Tiassalé, Yaou

Not pictured: Burkina Faso (6), France (2), Morocco (2), at home (2), online (2), Benin (1), Cameroon (1), Chad (1), Guinea (1), Mali (1), USA (1)

Findings Based on Business Location

87 % Based in ABIDJAN



13 % Based OUTSIDE of Abidjan

Most common other locations: Bouake, Yamoussoukro, Grand-Bassam, Dabou, & Dalou

PERSONAL & BUSINESS CHARACTERISTICS



Though the majority in both groups of W-SMEs hold a Master's degree, those based in Abidjan are **more likely to have a master's or doctorate** while those based outside of Abidjan were **more likely to have only completed primary or secondary school**



Though the majority in both groups of W-SMEs are first time business owners, those based in Abidjan are **more likely to have started a business before**. They are also **more likely to report desire/passion** as their motivation for starting a business while those based outside of Abidjan are **more likely to cite opportunity**



Though the majority in both groups of W-SMEs are unregistered, those based in Abidjan are **more likely to be registered** than those based outside of Abidjan



Though the majority in both groups of W-SMEs are in the Validation stage of business, those based in Abidjan are **more likely to be in Commercialization or Scale** while those based outside of Abidjan are **more likely to be in Ideation**



Though the majority in both groups of W-SMEs have 16+ clients, those based outside of Abidjan are **more likely to have <5 clients**



Though the majority in both groups of W-SMEs earn less than 30 million CFA (\$55k USD) in annual revenue, those based in Abidjan are **more likely to be earning >50 million CFA** while those based outside of Abidjan are **more likely to report no revenue**

DATA & TECHNOLOGY USE



Though the majority in both groups of W-SMEs have internet access, those based in Abidjan are **more likely to use wifi** while those based outside of Abidjan are **more likely to use mobile**



Though the majority in both groups of W-SMEs have not received technical training, those based in Abidjan are **more likely to have received technical training in the last three years** while those based outside of Abidjan are **more likely to report anticipating taking technical training in the next year**



Though the majority in both groups of W-SMEs cite funding as the top barrier to integrating digital tools, those based in Abidjan are **more likely to mention facing no barriers and lacking time** while those based outside of Abidjan are **more likely to mention lack of funding and expertise**



Though the majority in both groups of W-SMEs use both internal and external data, those based in Abidjan are **more likely to collect their own data and use external data**. However, those based outside of Abidjan are **more likely to cite using external data from government, professional groups, and other business partners**.



Though the majority in both groups of W-SMEs report marketing as the top use for data, those based in Abidjan are **more likely to use data for strategy, finance, and accounting** while those based outside of Abidjan are **more likely to use data for HR management**



Though the majority in both groups of W-SMEs report access as the top barrier to data use, those based in Abidjan are **more likely to mention facing no barriers and lacking time** while those based outside of Abidjan are **more likely to mention lacking trust in data and the capacity to analyze it**