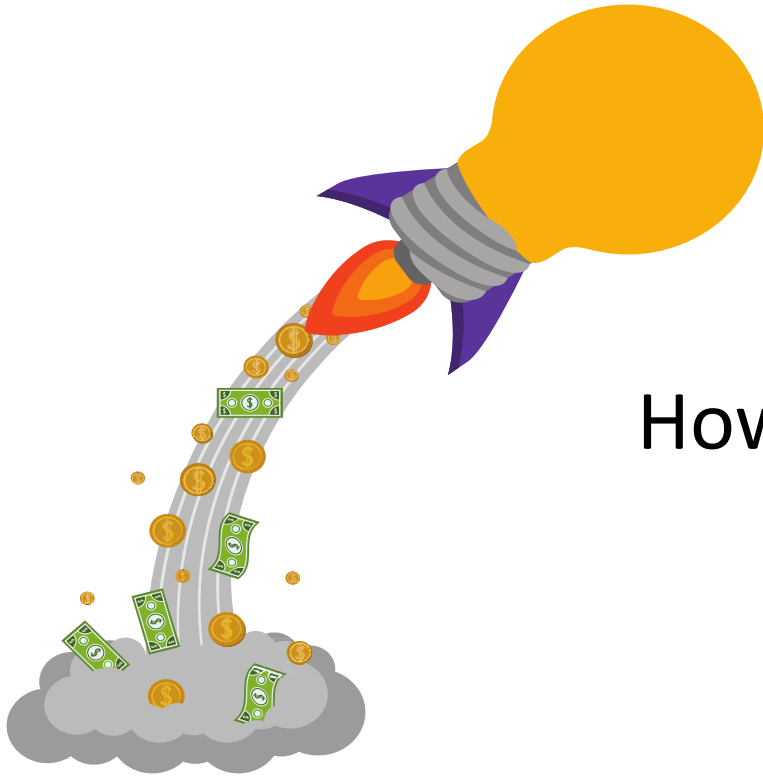




4th ANNUAL COMPETITION AND ECONOMIC REGULATION (ACER) WEEK, SOUTHERN AFRICA

19th & 20th July 2018



How thinking like a startup
can
solve (nearly) all of
(y)our problems

Some problems we have.

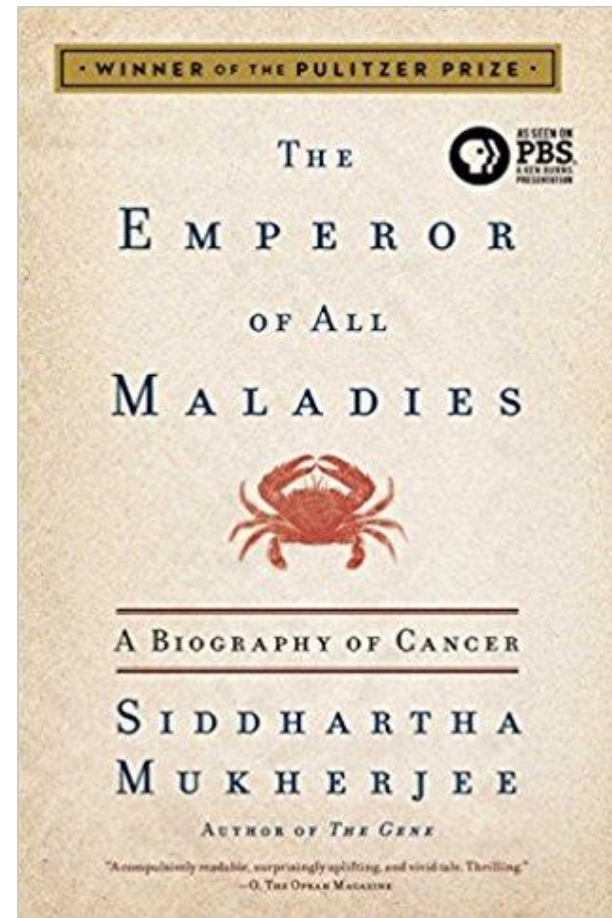


Ok, we have some problems



How to solve big problems?

“By focusing microscopically on a single disease, one could extrapolate into the entire universe of diseases”



To do something Bold, start with a smaller version of the larger



From books to everything



From Harvard to 2 billion users



Don't just follow your passion.

DJ

Soccer player

Celebrity

Pop artist




...and please don't bring me yet another App

Pictures of cats

Messages that disappear

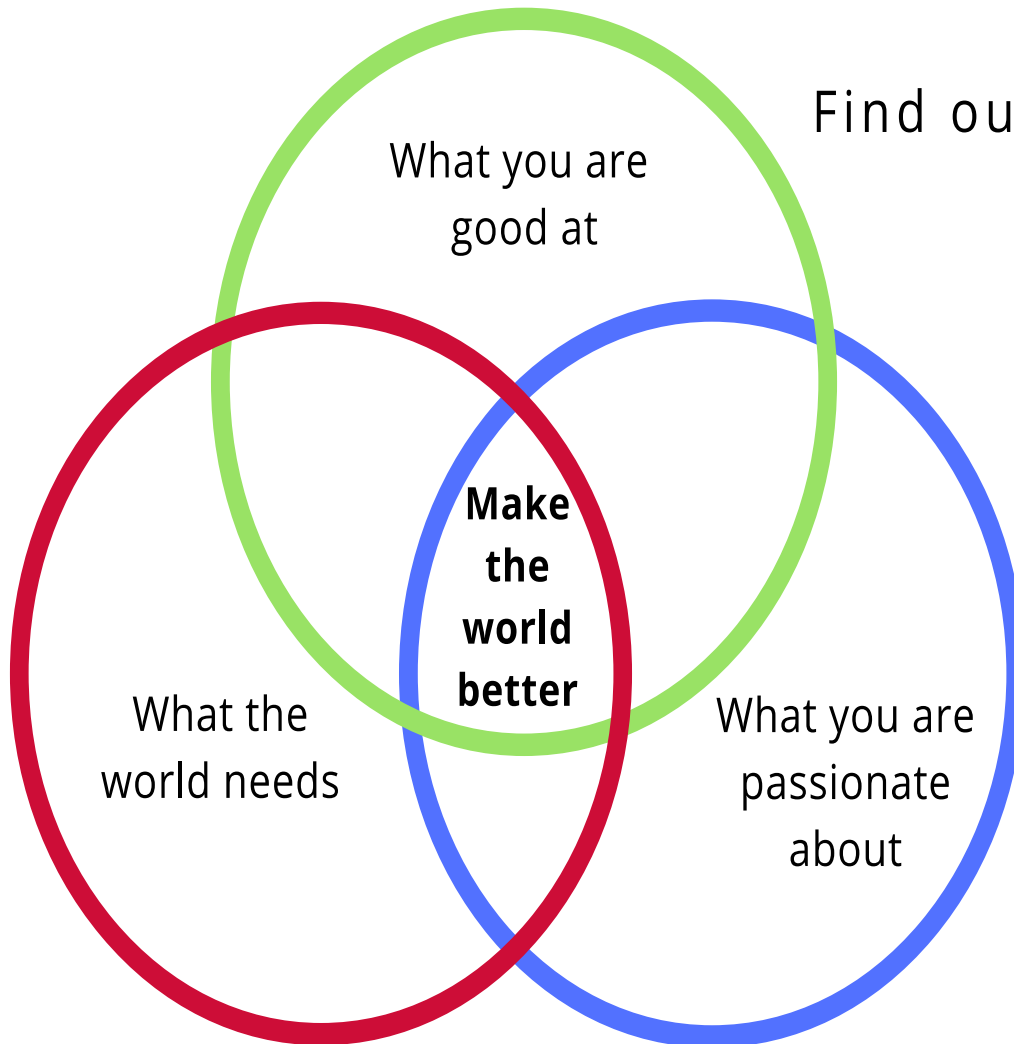
Food ratings



We wanted flying cars, instead
we got 140 characters.

Peter Thiel

quartzlany



Find out what the world needs,
then invent it

The world's biggest problems are also the biggest opportunities



Clean energy



Clean water



Affordable
healthcare



Reliable transport



Relevant education



Fighting crime and
corruption



The price of solar has dropped 99.5% since 1977



TIME

**Germany Had So Much Renewable En
Had to Pay Customers to Use It**

Source: [Time Magazine](#)

theguardian

Japan now has more electric car charge
points than petrol stations



Source: [The Guardian](#)



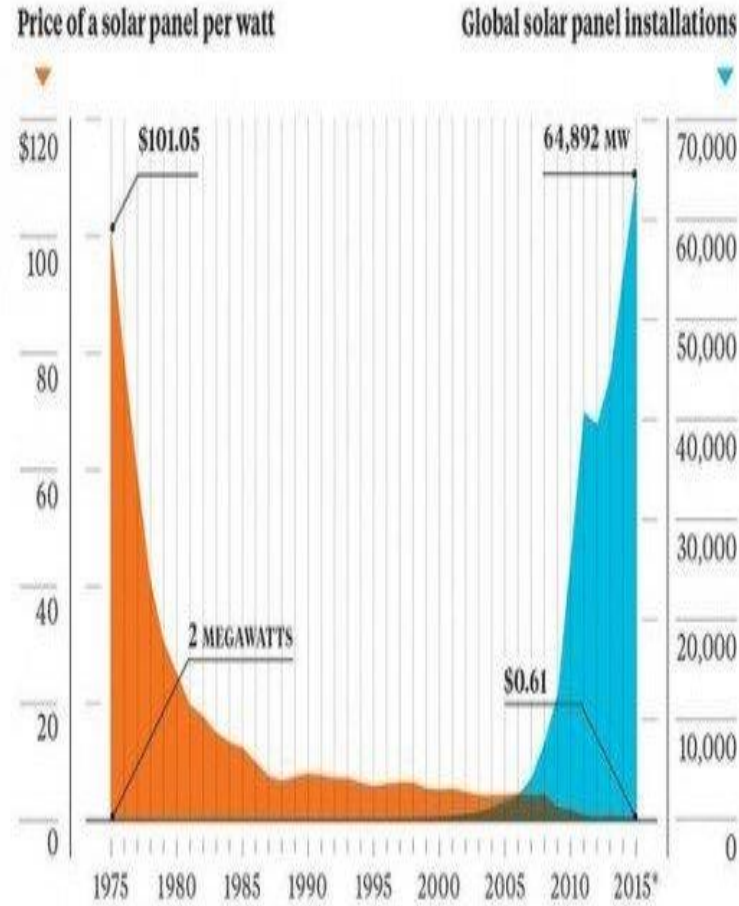
Tesla Model 3 and US supercharger locations

**1st Airport In World To Go
100% Solar Is In India**



Airport in Kochi, India (source: [Clean Technica](#))

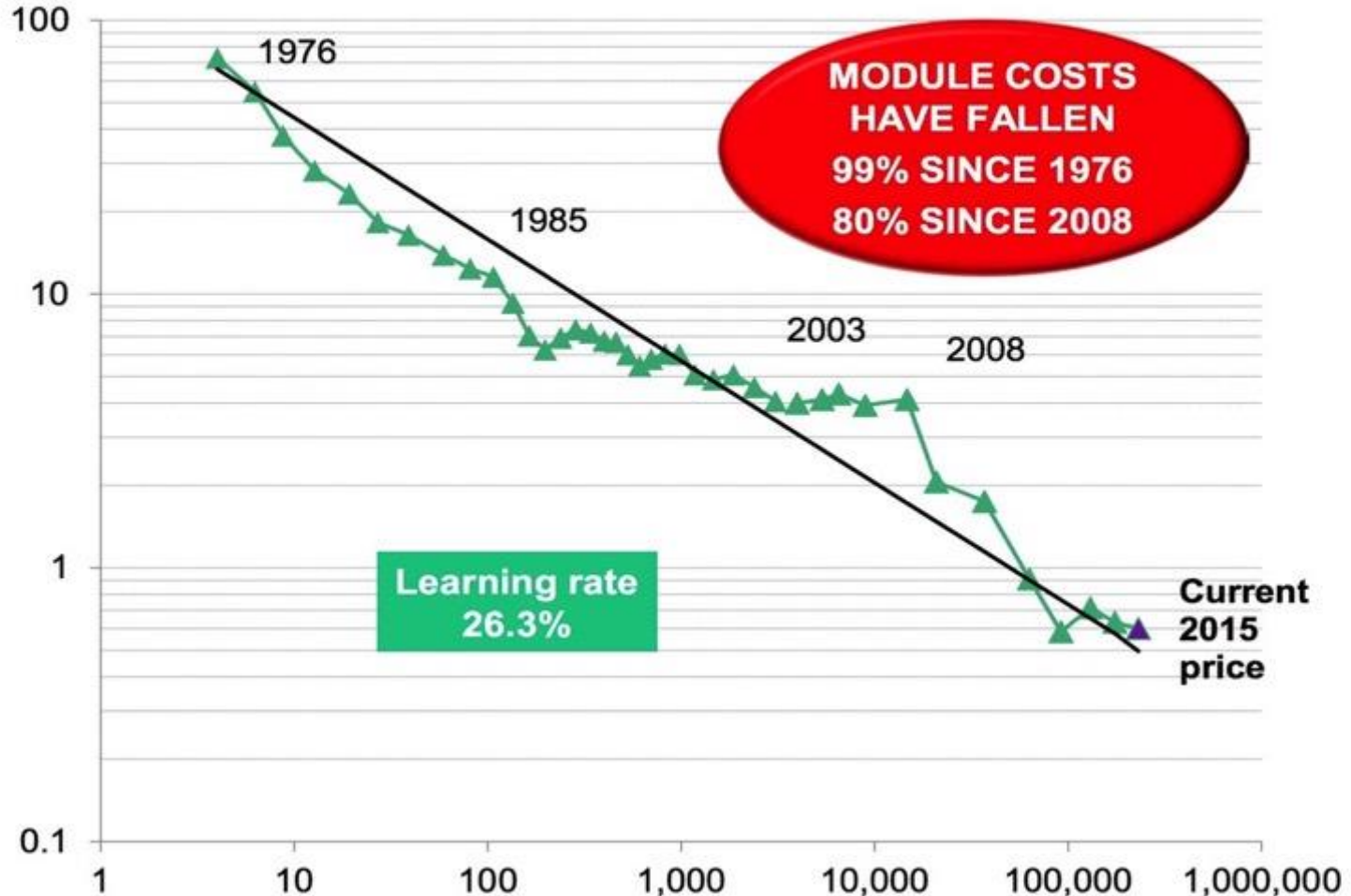
Price of a solar panel vs Global solar panel installations.



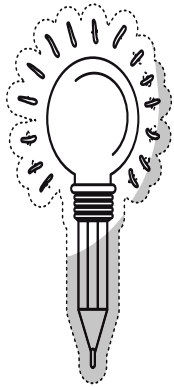
The Math of Solar Power.

The Beautiful Math of Solar Power

Every time the world's solar power doubles, the cost of panels falls 26%



Problem: Installing Solar has a positive NPV but is capital intensive

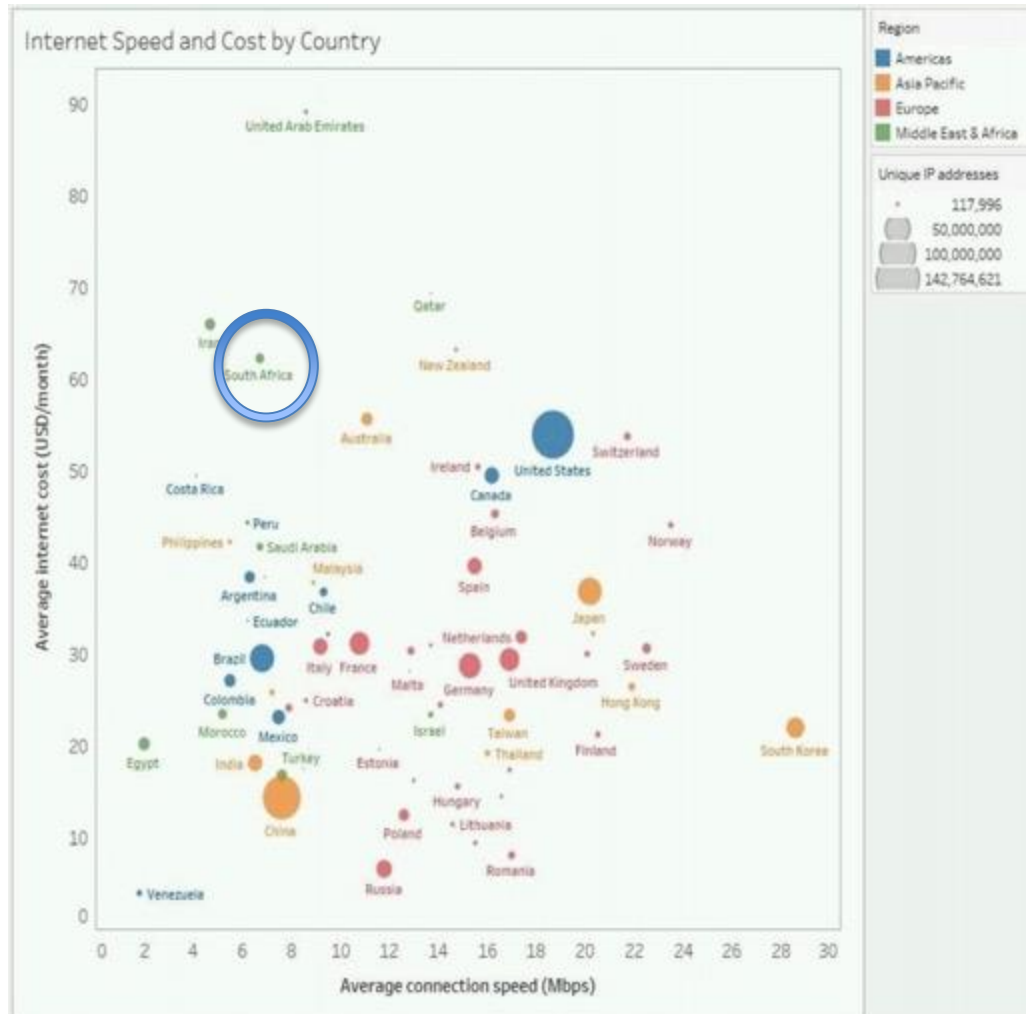


Solution:



**BRIGHTBLACK
ENERGY**

Problem: Data costs in SA are too high and Internet penetration too low



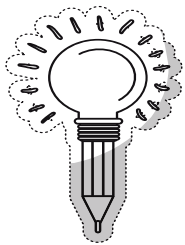
Problem: Data costs in SA are too high and
Internet penetration too low



Solution:



Problem: Motsoaledi explained that only 10% of South Africans can afford private healthcare, according to the World Health Organisation and the Organisation for Economic and Social development, and it is important to ease the burden on South Africans.



Solution:



Problem: Getting help from your nearest police station

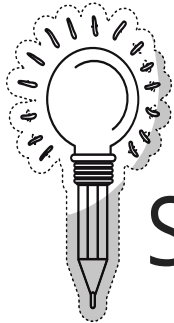
to fight crime is difficult,
especially without an address



Solution:



Problem: Textbooks aren't delivered to schools on time or at all, yet content can be interactive

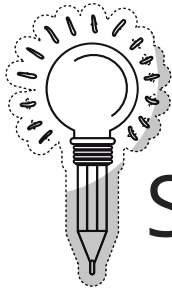


Solution:

Snapplify.com



Problem: Youth unemployment is 48% yet we all need more software developers



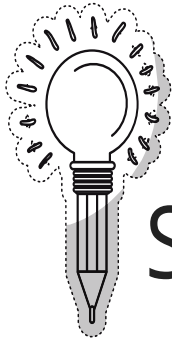
Solution:

code



Problem: SA bank fees are high and South Africans don't save enough





Solution:



Some problems we have.

28%

Unemployment



Low savings







Ok, we have some problems





Being the small guy is tough, but we can handle market pressures:



- Scale  (Variable costs)
- Brand  (Digital marketing)
- Capital  (Crowdsourcing)
- Skills  (Purpose)

But it's unfair when the rules are written to help the big guys:

- Banking
- Telecommunication
- Electricity



Examples in Banking:

- PASA: Budget of R69m is allocated according to membership (50%) and volume/value (50%)



- RTC: Bilaterals range from R1 – R20



Examples in Telecommunications:



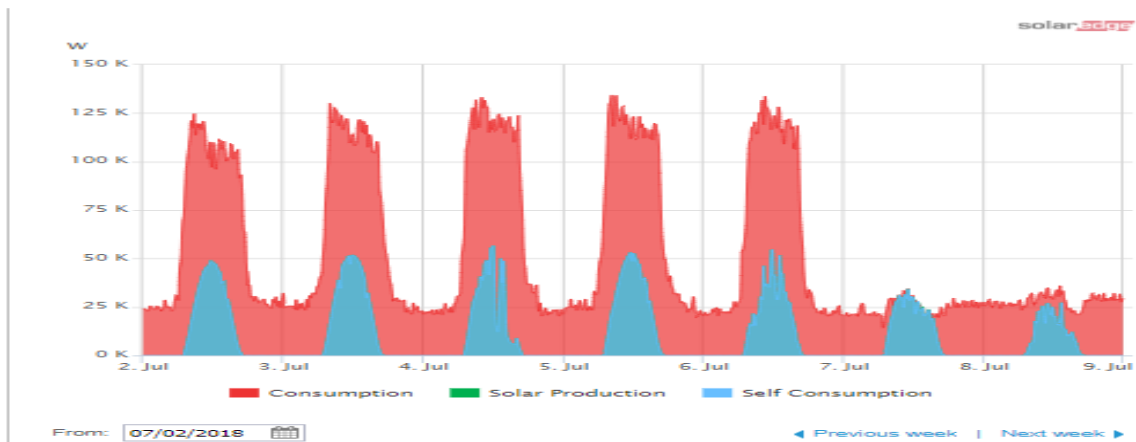
- Spectrum sold to highest bidder, not the one that gives lowest prices to customer
- ICASA is pro competition and pro consumer but then incumbents resort to legalistic defenses



Examples in Electricity:

Electricity Regulation Act 4 of 2006 (amended 2017):

- No one can **generate** more than 1 MW electricity ➡ should increase to 5 MW.
- No one is allowed to sell electricity to their neighbour (section 2.3 of amended Act) ➡ should not be prohibited.
- Feed-in tariffs (biggest impact globally – currently only allowed by 35 of 278 municipalities) ➡ should be national.





Thank you

Please support
startups so that
they can support
South Africa