Market Access for Digital Entrepreneurs (MADE) online event

EVENT FOCUS:	**MOBILE APPS**		
	Finding your way through the forest		
Date	28 October 2021	**Time:**	11h00 – 13h30 SAST
Intended for:	**Mobile App startups and mentors; managers of incubators/hubs supporting coders and app developers; app developers in incubation; potential incubatees, technology entrepreneurs.**		
Key topics:	**Defining your customer and redefining your idea • Market research • Designing, building, and publishing Mobile Apps • Commercialisation planning and strategies (How to gain a competitive advantage) • Getting the right resourcing • Defining and driving your competitive edge as a Mobile App developer (Dealing with market intelligence)**		

The EDSE Programme

EDSE is an innovative, five-year R1-billion (€52-m) EU-funded programme designed to effect meaningful change in South Africa's small business ecosystem, via a team of over 30 Palladium Group SMME technical experts working with the Department of Small Business Development (DSBD), the Small Enterprise Development Agency (seda), the Small Enterprise Finance Agency (sefa) and the Department of Agriculture, Land Reform and Rural Development (DALRRD).

Background

There is a global increase in smartphone usage, as they become more efficient and can be used in all aspects of our everyday lives. Businesses and technologists alike realise the importance of having their app in a smartphone. The South African Mobile Apps market had total revenues of $4.0bn in 2018, representing a compound annual growth rate (CAGR) of 12.8% between 2014 and 2018. South Africa is leading the way when it comes to mobile application development, and apps usage in the African continent and this is only increasing. Mobile app development in 2021 is an area of lightning-fast changes, disruptive technologies, and new blooming trends that help companies win customers in this tumultuous period for the industry. Although the COVID-19 pandemic has been excruciating for many businesses, the mobile development market continues to thrive, with the global revenue estimated to hit $44.3 trillion by 2027. There is a huge opportunity for SA Mobile App developers to succeed in this industry given the right tools, skills and market opportunities.

Objectives for this on-line event

- Sharing of the best methodology in Mobile App development;
- How do South African Apps monetize;
- Commercialisation strategies for startups developing Mobile Apps;
- How to acquire affordable resources (resourcing use of freelancers etc)

Expert Speakers

Learn from and be inspired by a panel of local and international Mobile App developers and commercialisation experts.

	FACILITATOR: Haley Gray, Founder and CEO, Cut To Code RAPPORTEUR: Orapeleng Moremong, Business Development Services Expert, EDSE		
Item	**Time**	**Topic**	**Participant(s)**
1.	11h00 – 11h10	**Welcome and introduction** Setting the Scene	**Mr Colin Leshou** Acting Executive Manager: Seda Technology Programme (STP)
2.	11h10 – 11h40	The journey of a Mobile App developer or coder	Haley Gray Founder and CEO: Cut To Code
		PANEL ONE - A Technology Partners Perspective	
3.	11h40 – 12h05	Revealing on how to take and vet the advice you receive as a Mobile App developer. Looking at best ways to work with a company. Sharing the best methodology on designing, building, and publishing Mobile Apps. Understanding the reason behind building your tech. Understanding how the AppStore and Google Play Store works	**Sabeeha Banubhai** Founder and Experience Director: Jack Studios **Mixo Fortune Ngoveni** Founder and CEO: Geekulcha
	12h05-12h10	**Q and A**	**All**
		PANEL TWO: A marketer and new business development expert perspective:	
4.	12h10 – 12h35	**Getting the right resources** How to do a proper resourcing, looking at getting freelancers when necessary. Discussion covering all the routes to go to market, new business dev, onboarding customers.	**Kovini Moodley** CEO & Founder: Boss Babes **Marlon August** Marketing Executive and Digital Marketer: Story Advantage **Krystle Hastings** Head of Marketing: FinChatBot
	12h35 -12h40	**Q and A**	**All**
		PANEL THREE: A founder's Perspective:	
5.	12h40 – 13h05	**Understanding a founder's perspective** Discussion on the critical paths to follow to access the market æa small business. What are the challenges and opportunities for Mobile App developers and coders in South Africa?	**Mphati Jezile** Founder and Managing Director: Busymed **Mo Malele** CEO & Co-founder: Summit Technology Group aka Shopapolitan.com **Raeef Meyer** CEO: E-fficiency
	13h05– 13h10	**Q and A**	**All**
6.	13h10 – 13h15	Vote of thanks and closure	**Mr. Colin Leshou** Acting Executive Manager: Seda Technology Programme

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