Global Policy Directions for Scaling Startups and Global Entrepreneurship

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Content

What are we solving for?

Through the G20 Platform we sort the adoption of policies that will address the triple challenges facing Startups and MSMEs across the globe.

ACCESS TO MARKETS

PRODUCTION PROFICIENCY SKILLS

ACCESS TO FINANCE AND INVESTMENTS

About the Startup20 Engagement Group

The theme for South Africa's G20 Presidency is **Solidarity, Equality, Sustainability**.

- **Solidarity** signifies a unified effort and mutual support among member nations.
- **Equality** refers to ensuring fair treatment, opportunities, and advancement for all individuals and nations, irrespective of their economic status, gender, race, geographic location, or other characteristics.
- **Sustainability** is about meeting the needs of the present without compromising the ability of future generations to meet their own needs

Foundations & Alliance

Trade and Market Access

Township & Rural Entrepreneurship

Finance & Investment

Sustainability and Inclusion

Key Themes followed in Crafting Policy Recommendations

Today's SMEs are not just local economic actors; they are global catalysts for transformation. As climate change, technological disruption, and global inequality converge, the traditional approach to SME development must evolve

FOUNDATIONS & ALLIANCES	FINANCE & INVESTMENT	INCLUSION & SUSTAINABILITY	TRADE & MARKET ACCES	TOWNSHIP & RURAL ENTREPRENEURSHIP
This priority area focuses on establishing collaborative ecosystems that nurture early-stage startups and MSMEs.	This area seeks to bridge funding gaps and democratise access to capital for startups and MSMEs, particularly those in their early growth stages	This priority area promotes inclusive entrepreneurship and environmentally responsible innovation	This area addresses the barriers that limit startups and MSMEs from entering and expanding in local, regional, and global markets	This priority area recognises the role of township and rural enterprises in driving inclusive growth and community resilience

Major Policy Recommendations:

FOUNDATIONS AND ALLIANCES

1. Global Ecosystem Connectivity Capacity and Inclusion Architecture
2. Global Entrepreneurial Learning Alliance
3. Investment and Acceleration Mechanism
4. Global Innovation Investment and Acceleration Platform.
5. Global Knowledge and Alliance Governance Architecture.

FINANCE AND INVESTMENTS

1. Global Tax Incentive Framework
2. Tokenized Assets and Community Finance
3. Global Startup Economy Fund
4. SME Digitalisation Platforms

Major Policy Recommendations

INCLUSION AND SUSTAINABILITY

1. Green Finance Mobilisation

2. ESG Integration and Responsible Investment

3. Digital Infrastructure and Inclusive Incentives

4. Special economic zones for businesses and startups owned by people with disabilities

TRADE AND MARKET ACCESS

- Global Market Integration Platform GMIP
- The Startup Passport

Major Policy Recommendations:

TOWNSHIP AND RURAL ENTERPRISES

- Urban & Rural Entrepreneurial Finance Platforms
- Alternative and Inclusive Credit Systems
- Community Investment Mechanisms
- Policy and Regulatory Reform
- Localized Entrepreneurial Education
- Digital and Innovation Infrastructure

"Remaining Awake Through a Great Revolution”

There can be no gainsaying of the fact that we are experiencing today one of the greatest revolutions that the world has ever known.
Indeed, there have been other revolutions, but they have been local and isolated.
The distinctive feature of the present revolution is that it is worldwide. It is shaking the foundations of the east and the west.
It has engulfed every continent of the world. You can hear its deep rumblings from the lowest village street to the highest intellectual ivory tower.
Every segment of society is being swept into its mainstream.
The great challenge facing every member of this graduating class is to remain awake, alert and creative through this great revolution.

Scaling Global Entrepreneurship

Today's SMEs are not just local economic actors; they are global catalysts for transformation. As climate change, technological disruption, and global inequality converge, the traditional approach to SME development must evolve

JUST TRANSITIONS

We are at the inflection point where the global economy is shifting from fossil-based linear systems to circular, Green economies.

The green economy isn't a niche, it is a $23 trillion opportunity by 2030

DIGITAL ECONOMY

The world is digitising at the speed of light. AI is driving nation economies.

$16 Trillion of Nominal World GDP : 2025

AGRICULTURE & FOOD SYSTEMS

Agriculture and food systems have a significant relationship with world GDP, as they contribute trillions to the global economy through employment and value creation

PAYMENTS AND FINTECH

Fintech has seen remarkable growth over the past few years and has transformed the provision of financial services along several dimensions.

2 Looking at Africa holistically

Africa's burgeoning Fintech landscape is a vibrant tapestry woven from various sub-industries, each addressing specific financial needs and challenges. Leading the charge is 'mobile money', the continent's ubiquitous solution for the unbanked, enabling seamless money transfers and payments. Alongside this powerhouse, lending platforms are leveraging alternative data to offer microloans and other financial products to previously underserved populations. Disrupting traditional models, InsurTech is making insurance more accessible and affordable, while RegTech tackles regulatory hurdles, paving the way for secure and compliant financial innovation across Africa. This confluence of sub-industries is revolutionising financial inclusion, democratising access to essential services, and propelling Africa's economic growth.

To contextualise the Fintech landscape in Africa, we take a look at some recent developments across the continent.

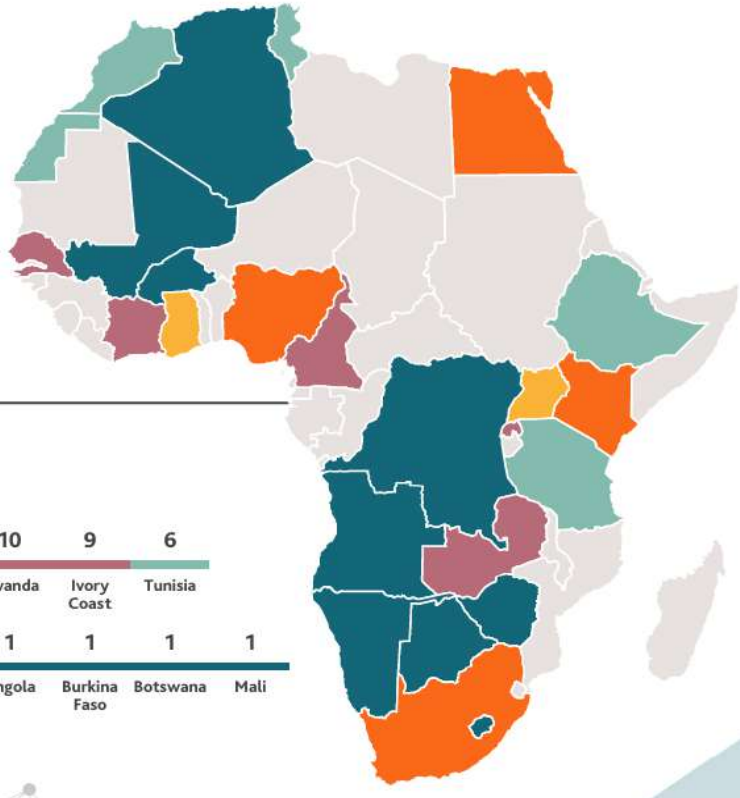
2.1. Fintech Developments around Africa

Africa's Fintech market – led by South Africa, Nigeria, Egypt, and Kenya – is projected to grow thirteenfold to US$65 billion in 2030 and will have a projected compound annual growth rate (CAGR) of 32%[(2)].

Flutterwave, a leading African payments technology company, has announced a strategic partnership with Microsoft to develop its next-generation payments platform on Microsoft Azure. This collaboration aims to revolutionise payments infrastructure across Africa and beyond, enabling businesses and individuals to access global-grade services and drive digital transformation worldwide.

Chipper (Uganda/Ghana) was faced with a hard decision as its internal valuation was cut by 70%, and convertible debt was raised to bolster its business. Simultaneously, layoffs were executed.

Africa is still a developing region and therefore faces more significant challenges than its European counterparts. Some of the challenges that African Fintechs face can stifle their growth and slow down progress. These challenges can be seen as one of the many reasons why African Fintechs may be lagging. Let's delve deeper into some of these challenges…



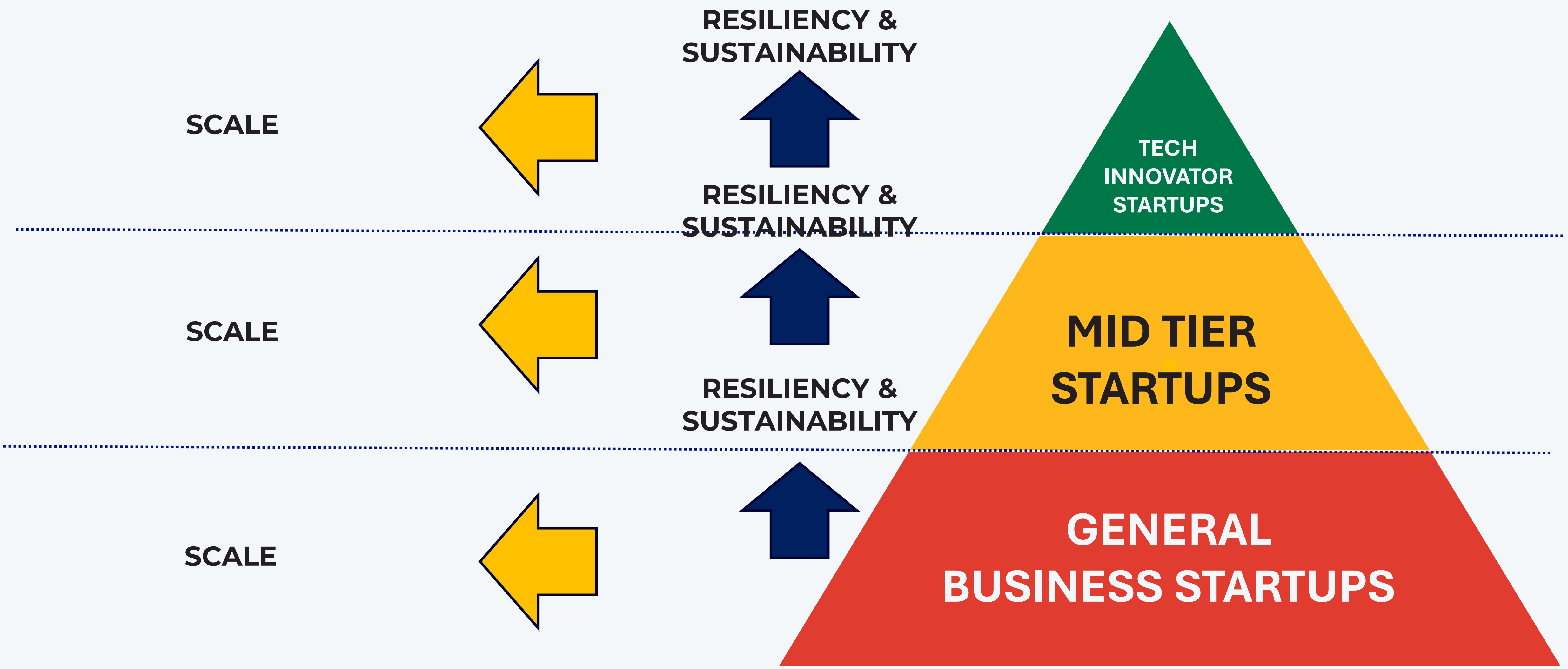
African Fintech start-ups by country, 2023

Nigeria	South Africa	Kenya	Egypt	Ghana	Uganda	Senegal	Senegal	Cameroon	Rwanda	Ivory Coast	Tunisia
32%	20.6%	15%	9.6%	5.2%	4.3%	2.1%					
217	140	102	65	35	29	14	12	11	10	9	6

Ethiopia	Morocco	Tanzania	Zimbabwe	DRC	Lesotho	Mauritius	Namibia	Algeria	Angola	Burkina Faso	Botswana	Mali
4	4	4	3	2	2	2	2	1	1	1	1	1

Source: Disrupt Africa 2022

Drive Platform-based Business Models to Scale Entrepreneurship



Platform-based Business Models will increase participation and drive scale

UBER

- 52 000 Drivers across rides and Eats
- Access to Market - addressed
- Production Proficiency – simplified
- Access to finance - addressed

52 000 jobs have been created focusing on entrepreneurship

But the platform-based business model can apply in most critical sectors

Education : Tutoring & Au Pair .

- Address unemployed teachers & graduates
- Improve education outcomes

Platform-based business model premised on scale and affordability

Security: Shared Security resources for Community Safety

- Address youth unemployment
- Improve community safety

Platform-based business model premised on scale and affordability

Health: Remote Diagnosis Platform bringing health to the homes

- Address unemployed Doctors Challenge
- Improve Health Outcomes

Platform-based business model premised on scale and affordability

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THANK YOU

“Let us turn commitments into scalable outcomes. By backing SMEs not just with policy, but with partnerships, platforms, and pathways to growth, we can green the global economy from the ground up”.