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# **Digital Entrepreneurship** **(New Investment Opportunity** **for Business Leaders)**



# Today's Agenda

- What is Digital Entrepreneurship?
- Digital Transformation
- Forms of Digital Businesses Platforms
- Digital Business Models
- Digital Entrepreneurship Eco-system(DEE)
- Digital Entrepreneurship Eco-system Index
- Digital Entrepreneurship Eco-system of Pakistan
- Corporate Leaders and Digital Businesses



# What is Digital Entrepreneurship?

Digital entrepreneurship can be simply defined as an entrepreneurial venture with its core Business Model based on Digital Channels like internet, mobile technology, social computing & 4IR Technologies e.g. Artificial Intelligence, Robotics, Blockchain, VR/IR and Internet of things.



# What is Digital Transformation?

DT is a process of using digital technology to develop new or change current business processes, culture and consumer experience to meet changing business and market requirements. This re-imagining of any existing business in the modern age is a digital transformation.



# Forms of Digital Businesses Platforms

There are mainly five Digital Platforms:

1. E-commerce platforms(e.g. Amazon, eBay).
2. Digital media platforms(e.g. YouTube, Netflix).
3. Sharing economy platforms(e.g. Uber, Airbnb)
4. Online freelance platforms (e.g. Upwork, Toptal).
5. Social Computing Platforms(e.g. Facebook, Instagram).



# Digital Business Models

1. Free-Model (Ad-supported Model)
2. E-Commerce Model
3. Marketplace Model (Peer-to-peer, two-sided marketplace)
4. Subscription Model
5. Freemium Model
6. On-Demand Model
7. Ecosystem Model
8. Access-Over-Ownership Model / Sharing Model
9. Experience Model
10. Open-Source Model
11. Hidden revenue generation Model



# Digital Entrepreneurship Ecosystem

Whole social, economic, and technological environment that should be found to establish and continue a **digital** enterprise.



# Digital Entrepreneurship Ecosystem





# Digital Entrepreneurship Ecosystem at Country Level

Digital Entrepreneurship Ecosystem at Country Level are:

- Digital Infrastructure Governance
- Digital User Citizenship
- Digital Multisided Platform
- Digital Technology Entrepreneurship



## Digital Entrepreneurship Ecosystem Index

According to Digital Entrepreneurship Ecosystem Index report developed by The Global Entrepreneurship and Development Institute (GEDI) and published in 2020, Pakistan is on 97<sup>th</sup> position out of 116 Countries.



# Digital Entrepreneurship Ecosystem Index

Table 4: The four sub-index scores and ranking of the first 25 countries

DEE Ranking	Country	DIGITAL INFRASTRUCTURE GOVERNANCE score	DIGITAL INFRASTRUCTURE GOVERNANCE ranking	DIGITAL USER CITIZENSHIP score	DIGITAL USER CITIZENSHIP ranking	DIGITAL MULTI-SIDED PLATFORM score	DIGITAL MULTI-SIDED PLATFORM ranking	DIGITAL TECHNOLOGY ENTREPRENEURSHIP score	DIGITAL TECHNOLOGY ENTREPRENEURSHIP ranking
1	United States	80.7	3	79.0	3	87.4	1	92.2	1
2	United Kingdom	80.1	4	83.5	1	84.8	3	81.3	3
3	Netherlands	89.5	1	74.3	7	86.3	2	78.6	4
4	Canada	75.4	8	81.3	2	78.8	5	77.1	5
5	Sweden	78.3	5	74.2	8	79.5	4	74.3	6
6	Switzerland	75.5	7	74.6	6	69.3	9	84.8	2
7	Norway	84.4	2	75.0	5	73.5	6	63.7	12
8	Denmark	78.2	6	68.4	11	73.3	7	64.3	11
9	Australia	73.7	9	77.3	4	69.2	10	56.9	18
10	Finland	71.5	11	70.9	9	67.1	11	66.0	8
11	Ireland	66.0	15	63.2	17	65.3	14	69.5	7
12	Luxembourg	73.6	10	65.5	14	60.3	17	62.9	14
13	New Zealand	69.4	13	66.0	13	70.3	8	54.9	23
14	Germany	67.6	14	70.3	10	56.3	23	63.1	13
15	France	63.5	18	64.9	15	60.3	16	65.3	9
16	Iceland	70.7	12	48.7	28	65.6	13	65.3	10
17	Belgium	65.8	16	59.8	18	64.9	15	59.5	17
18	Estonia	63.1	19	64.0	16	57.4	22	55.1	21
19	Hong Kong	62.0	20	56.1	20	58.7	20	56.9	19
20	Austria	63.7	17	57.6	19	50.0	28	56.6	20
21	Japan	61.0	21	68.2	12	44.2	34	53.7	24
22	Korea	57.9	22	54.6	22	59.5	18	53.2	26
23	Israel	48.2	31	48.5	29	66.9	12	60.9	16
24	Singapore	55.1	24	47.7	30	58.5	21	61.2	15
25	Spain	54.0	25	53.1	23	52.5	25	53.7	25



# Digital Entrepreneurship Ecosystem Index

**Leaders:** Canada, Iceland, Netherlands, Sweden, Switzerland, United Kingdom, United States;

**Followers:** Australia, Austria, Belgium, Denmark, Estonia, Finland, France, Germany, Hong Kong, Ireland, Israel, Japan, South Korea, Luxembourg, Malta, New Zealand, Norway, Singapore, Spain, Taiwan,

**Gainners:** Argentina, Bahrain, Brazil, Bulgaria, Chile, China, Costa Rica, Croatia, Cyprus, Czech Republic, Greece, Hungary, Italy, Latvia, Lithuania, Malaysia, Mauritius, Mexico, Montenegro, Oman, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Slovakia, Slovenia, Turkey, Ukraine, United Arab Emirates; Uruguay;

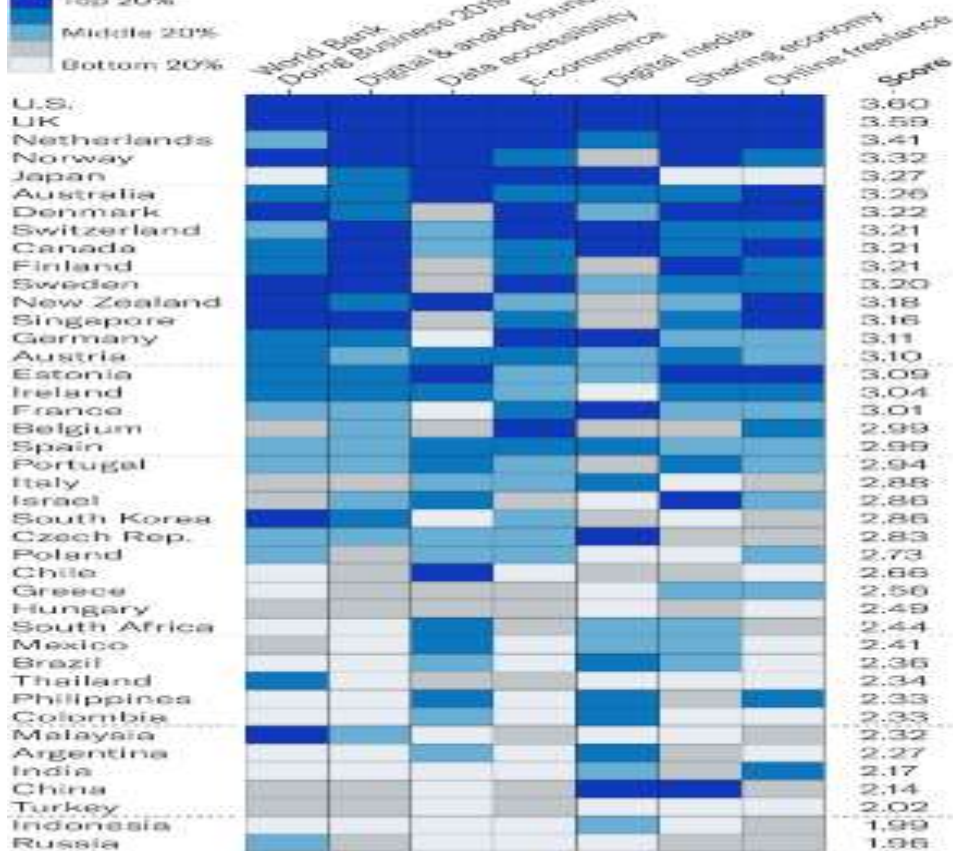
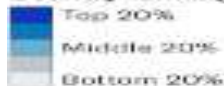
**Laggards:** Albania, Algeria, Armenia, Azerbaijan, Bangladesh, Benin, Bosnia and Herzegovina, Botswana, Burundi, Cambodia, Cameroon, Colombia, Dominican Republic, Ecuador, Egypt, El Salvador, Ethiopia, Georgia, Guatemala, Honduras, India, Indonesia, Iran, Jamaica, Jordan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Lebanon, Macedonia, Madagascar, Malawi, Mali, Moldova, Mongolia, Morocco, Namibia, Nepal, Nigeria, **Pakistan**, Panama, Paraguay, Peru, Philippines, Rwanda, Senegal, Serbia, Sri Lanka, South Africa, Tanzania, Thailand, Tunisia, Uganda, Vietnam, Zambia, Zimbabwe



## Ease of Doing Digital Business

When 42 countries are compared using seven key measures, the U.S. and the UK come out on top, while Russia and Indonesia rank last.

### Country ranking



## Digital Entrepreneurship Ecosystem of Pakistan

- Despite at lower level of (DEE), Pakistan's digital entrepreneurship ecosystem has been growing since 2012 with an increasing number of events, activities, support players, funders, and of course, startups.
- The growing number of young, technology-savvy Pakistanis matches well with this growth in the startup landscape.



## Digital Entrepreneurship Ecosystem of Pakistan

- There are now over 24 incubators and accelerators, 80 co-working spaces, and approximately 20 formal investors who are players in Pakistan.
- Pakistan's tech ecosystem has seen unprecedented growth this year. Startups in the country raised over [\\$244 million in the first three quarters of 2021](#), which is more than the previous six years combined.



## Digital Entrepreneurship Ecosystem of Pakistan

More money has flowed into Pakistan's nascent technology sector during 2021 than in the previous six years combined, with investors from the U.S., Singapore and the United Arab Emirates joining the rush. And one former Microsoft Corp. and LinkedIn Corp. employee has been involved in about half the fundraising deals.





# Digital Entrepreneurship Ecosystem of Pakistan

According to the 2021 Emerging Venture Markets Report, Pakistan saw a 97% increase in venture capital funding in 2020, contributing to Pakistan's growth as a startup ecosystem hub.



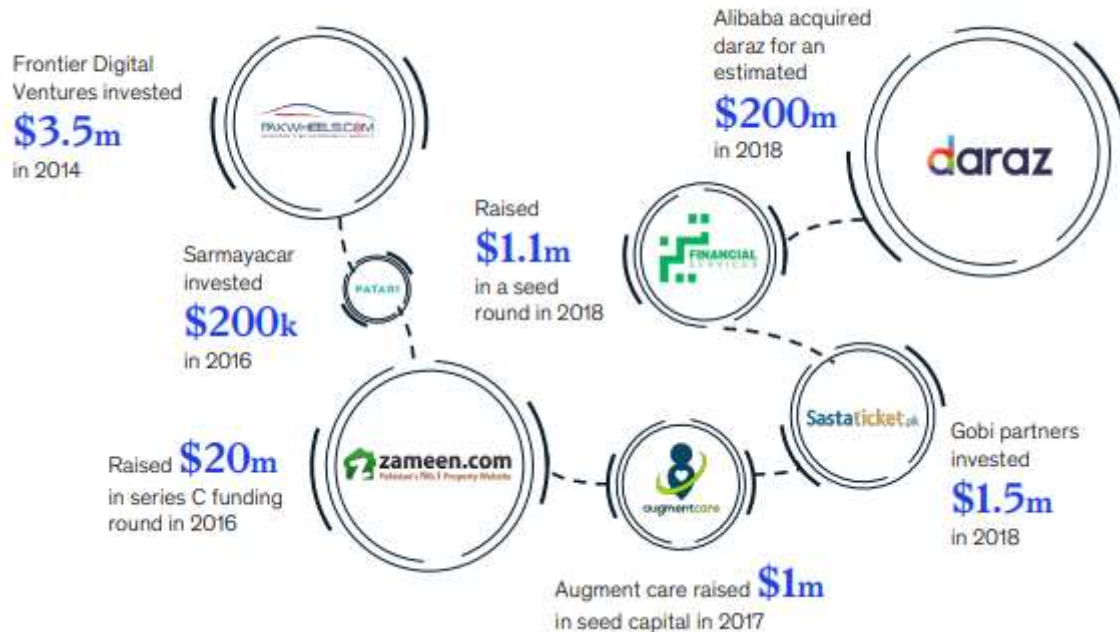
# Digital Entrepreneurship Ecosystem of Pakistan

From year 2015 to 2020, there was an investment of \$178M and the number of deals were 122.



# Some Pakistani Startups & Funding

Examples of startups from Pakistan that have raised funding recently



# Guidance for Investor in Digital Businesses



<https://invest2innovate.com/wp-content/uploads/2020/12/PK-Early-Stage-Investors-Guide.pdf>



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# Corporate Leaders and Digital Businesses

Current Business Leaders have two investment opportunities in Digital Entrepreneurship:

1: Can act as Corporate Venture Capitalists for Young Digital Entrepreneurs.

2: Promote Digital Intrapreneurship in their organizations to enjoy the return on investments in Digital Businesses.

