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The X-Factor of Cultivating Successful Entrepreneurial Technology-Enabled Start-Ups [Abstract]

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Abstract

In the fast changing global economic landscape the cultivation of sustainable entrepreneurial ventures is seen as a vital mechanism that will enable businesses to introduce new innovative products to the market faster and more effective than their competitors.

This research paper investigated phenomena that may play a significant role when entrepreneurs implement creative ideas resulting in successful technology enabled start-ups within the South African market place. Constant and significant changes in technology provide several challenges for entrepreneurship. Various themes such as innovation, work experience, idea generation, education and partnership formation have been explored to assess their impact on entrepreneurship.

Reflection and a design thinking approach underpinned a rigorous analysis process to distill themes from the data gathered through semi structured interviews. From the findings it was evident that the primary success influencers include the formation of partnership, iterative cycles and certain types of education. The secondary influencers included the origination of an idea, the use of innovation and organizational culture as well as work experience.

This preliminary study provides an important foundation for further research in the context of a developing country where entrepreneurial ventures may have a socio-economical impact. The themes that emerged through this study could provide avenues for further research.

Keywords: Entrepreneurial start-ups; Partnerships; Education; Idea generation, Innovation; Design Thinking, common features for the foundation of a successful company.