



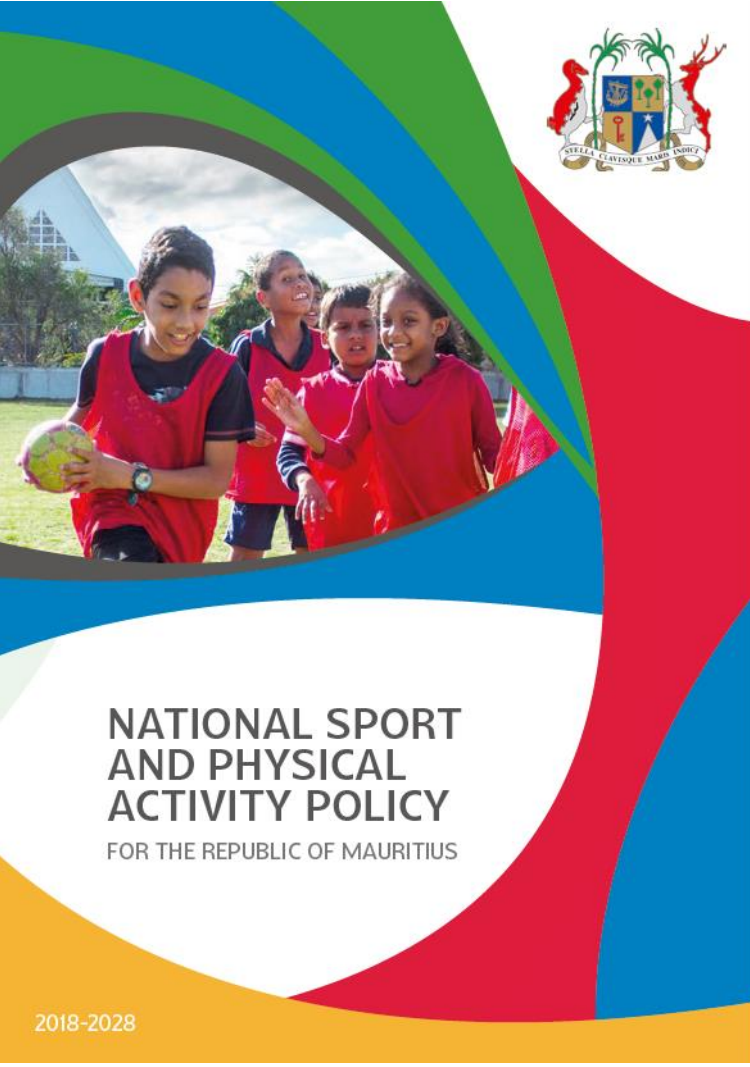
# Developing a vibrant and growing sports economy

An African sport and physical activity incubator

April 25<sup>th</sup> 2019



# The ambition of the Policy is to establish the sport sector as a new pillar of the economy...



# ...with the development of the sporting economy one of 3 major transformational themes

## Foster a culture of community sport and physical activity



- 1 - Agree on a National transformational vision for community sport and physical activity
- 2 – Foster Diversity and Inclusion in sport and physical activity
- 3 - Create cross-ministerial working group for sport and physical activity
- 4 - Review and update Physical Education curriculum in collaboration with MoE
- 5 - Mandate physical activity within all corporates and public sector
- 6 - Empower medical sector to prescribe sport & physical activity
- 7 - Redefine the sports ecosystem roles and responsibilities
- 8 - Deliver joint communication campaigns with MoH&QL
- 9 - Deliver impactful and sustainable Sports And Physical Activity For All programmes

## Create an amateur to elite sport environment



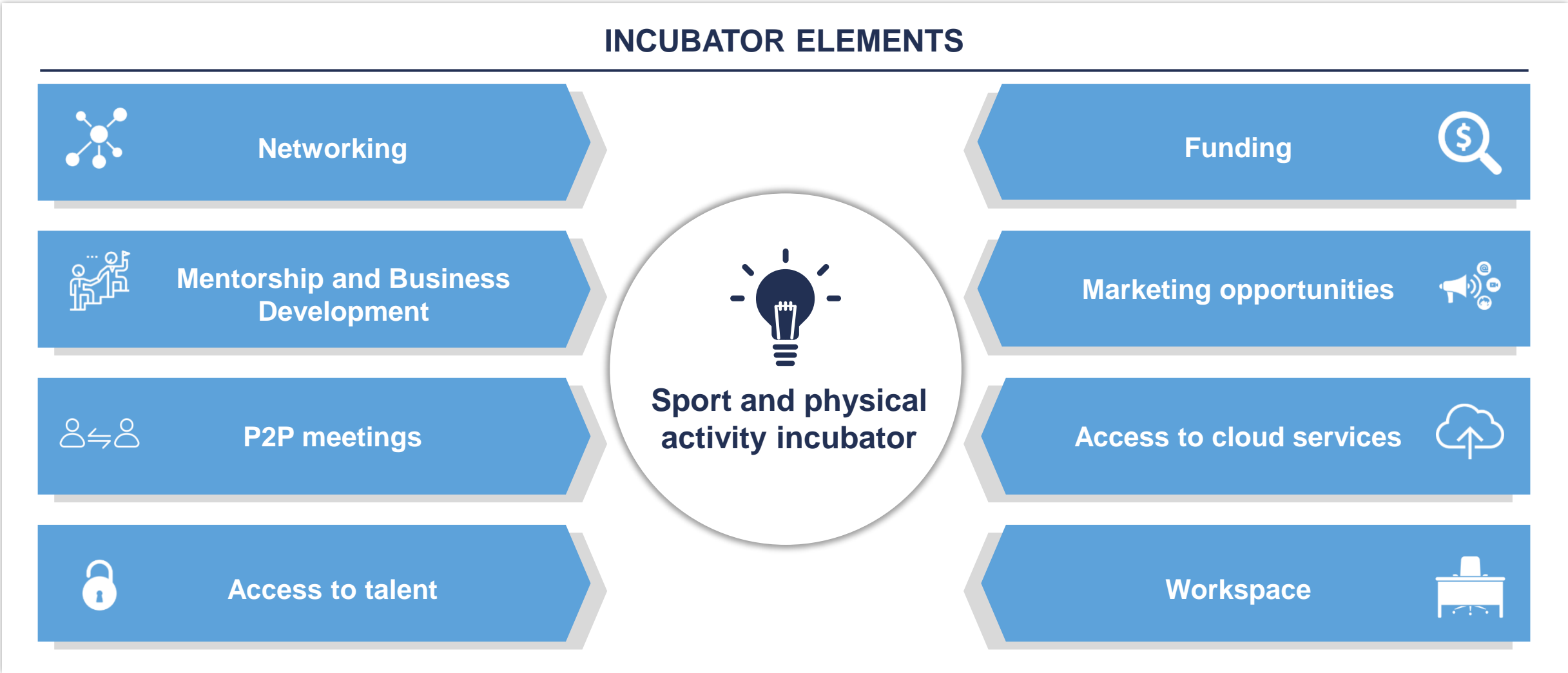
- 10 - Agree one common vision for high performance sport and develop a single body to lead it
- 11 - Develop an elite sport strategy and a sustainable support ecosystem for Elite sport
- 12 - Create the Cote D'Or Sports Hub comprising of the House of Sport, Sports Academy School and Mauritian High Performance Centre
- 13 - Create a National Training Institute to deliver National workforce plan and ensure compliance of workforce to international best practices

## Develop a vibrant and growing sport economy

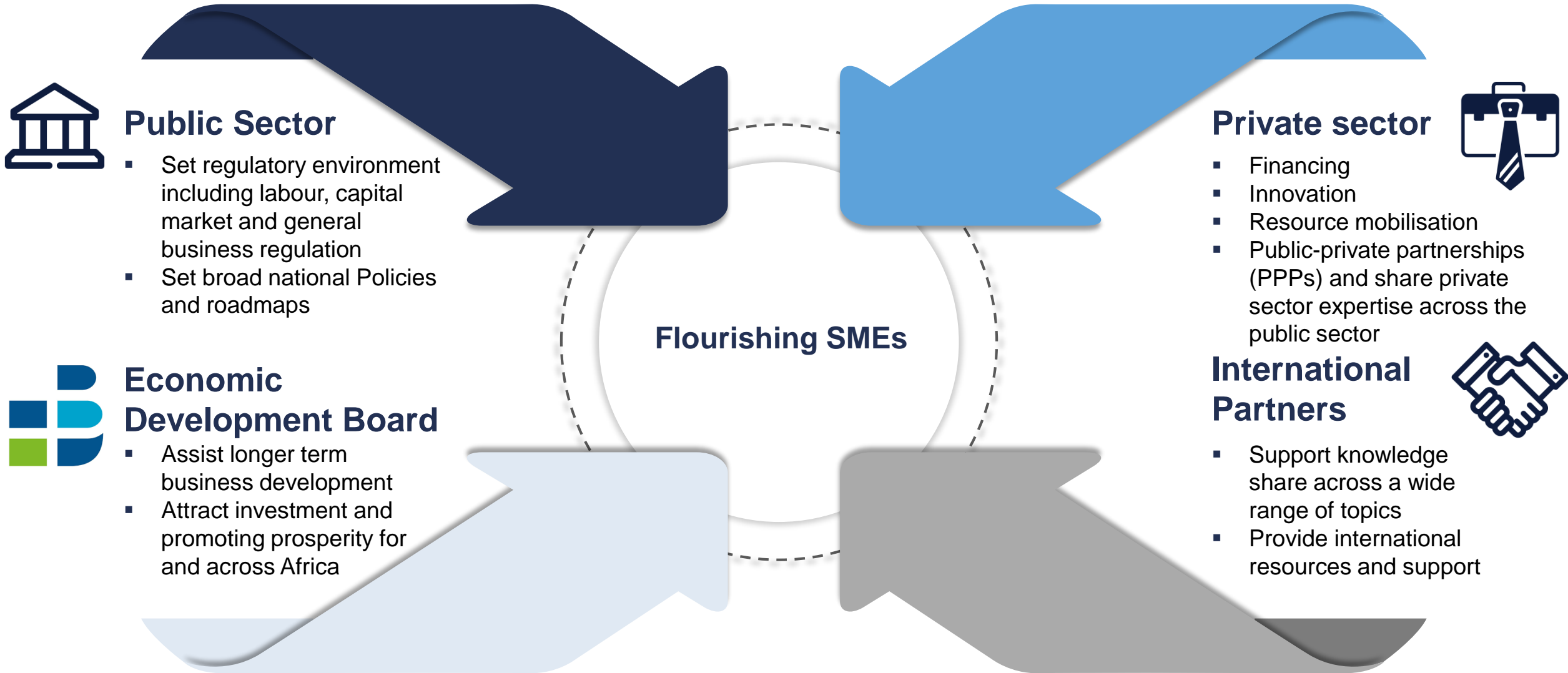


- 14 - Digitize sport and physical activity landscape
- 15 - Make Mauritius the “Active sport Island”
- 16 - Incentivise private sector investment into sport and physical activity
- 17 - Conduct the annual Mauritius Physical Activity and Sport Survey
- 18 - Develop legislation to both regulate and foster the sports sector
- 19 - Launch a Nation-wide programme to improve facilities maintenance and accessibility
- 20 - Ring-fence the required public funding to achieve sport and physical activity vision

# The development of a Mauritian sport and physical activity incubator will help stimulate this economy

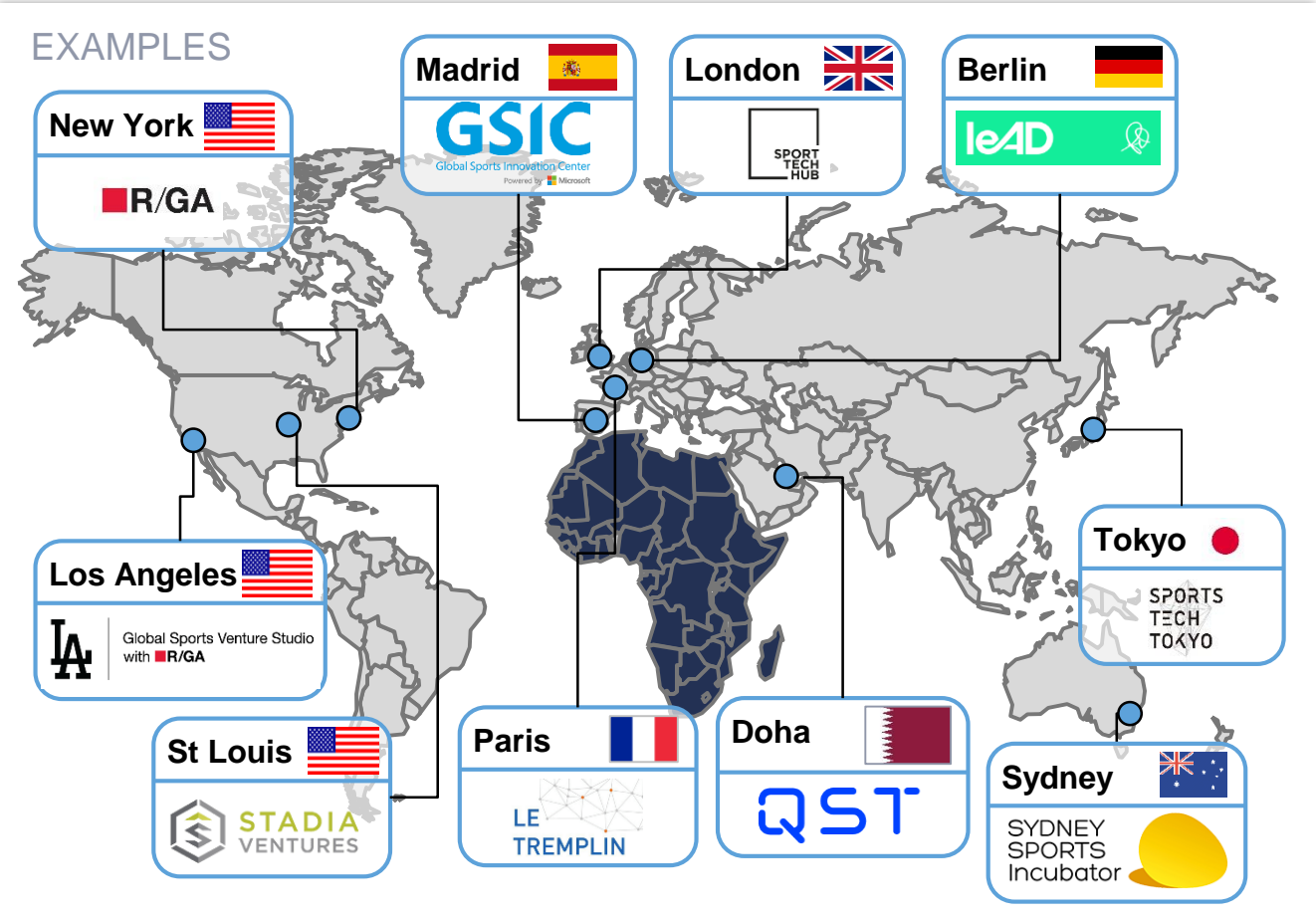


# Engagement of multiple stakeholders will create favourable conditions for SMEs



# Other countries have also identified SMEs as the primary focus area for growing a sports economy, yet no activity exists within Africa

## Global sports incubators and accelerators



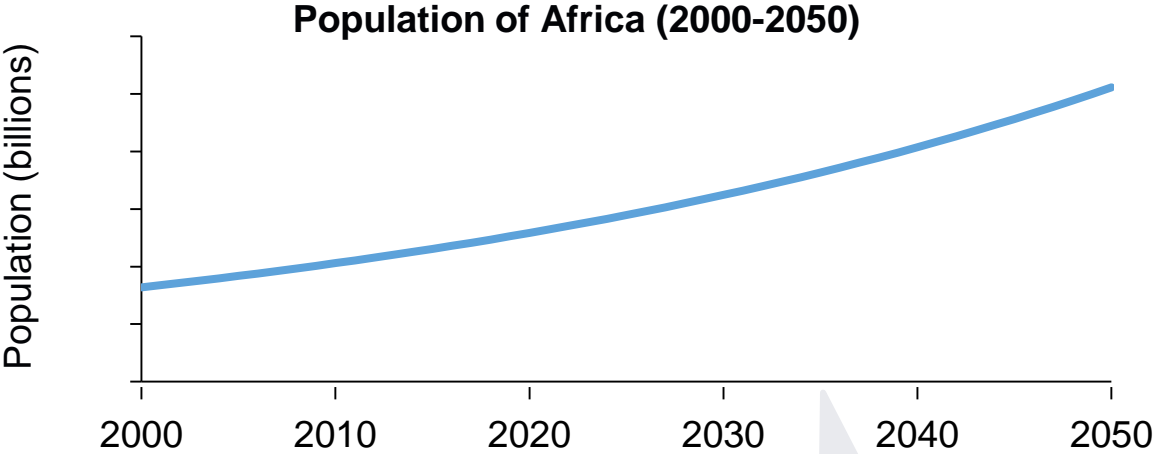
## A growing focus on sportstech

- Incubators / accelerators focusing on sportstech are becoming more prominent
- Technology is becoming key in increasing physical activity, elite sports and improving consumer experiences
  - **Sport Tech Hub, London**, is a 24-week incubation programme for start-ups aiming to create more active populations
  - **GSIC, Madrid**, boasts 100+ innovative sports tech startups in their accelerator
- Significant amounts of funding are being raised globally by sports tech companies
  - **Playsight Interactive** extended its Series C financing to **\$21m**
  - Athlete optimization startup **Whoop** raised **\$25 million**

There is an opportunity for Mauritius to develop the first sport and physical activity Incubator and/or Accelerator in Africa

# Africa's combined GDP is expected to be among the fastest growing in the world over the coming decades

## A young and growing population

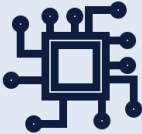


By 2035 the number of Africans joining the working age population will exceed that of the rest of the world

## Combined GDP of Africa



## Technological growth, rising incomes and rapid urbanisation



### Technological growth

Proportion of Africans with mobile phones expected to reach 50% by 2020, up from 18% in 2015



### Rising incomes

Since 2005, increases in spending per household have been responsible for ~40% of consumption growth in Africa



### Rapid urbanisation

By 2025 there will be 190 million more Africans living in urban areas, meaning that 45% of the population will be urbanised by then

# An ecosystem of small and medium sized enterprises (SME's) is a key factor in growing any new economic sector

## Benefits of SME's to Africa

- Higher labour-absorptive capacity than that of other size classes
  - Lower average capital cost job creation than the big business sector
  - Provide opportunities for aspiring entrepreneurs, especially those who are unemployed, under-employed or retrenched
  - Staff can require less training; able to learn on the job
- Allow for more competitive markets
  - Adapt quicker than larger organisations to changing preferences and trends
  - Often use local resources
  - Subcontracting by large enterprises to SMEs lends fertility to production processes
- Play a vital role in tech and other innovations

## African countries are beginning to realise that flourishing SMEs are vital for their economies

### The Angolan government have launched recent initiatives to support entrepreneurs and the SME sector, establishing:



- A social impact platform, Kijinga, to support start-ups and expansion of new products/services in city outskirts
- A USD \$250m private equity fund to support entrepreneurs struggling to make their projects bankable
- A “Future Leaders” scholarship sending promising young business graduates to Zurich University of Applied Sciences

### Rwanda launched the tech incubator Think in 2014, which is open to startups across Africa, providing:



- Seed financing and access to investors and customers
- Structured six month training and coaching programmes
- Access to Tigo technical resources for product testing and trials

### The incubator, CIPMEN, was started in Niger to help SMEs from their launch until they become profitable, targeting:



- Future-oriented sectors such as ICT and the environment



## Key questions will be explored over the coming months

1 **What is the best model to develop this incubator?**

2 **Who can be partnered with internationally?**

3 **What legislative and regulatory changes can stimulate growth?**