PhD ⇒ SERIAL ENTREPRENEURSHIP



Presented by

Dr HAJO MORALLANE

MSc MBA PhD

Table of contents

1 **The Bible and Entrepreneurship**
King Solomon – the wealthiest entrepreneur in history

2 **Education and Entrepreneurship**
PhD and Business Venture – the similarities

3 **Case studies of PhD inspired businesses**

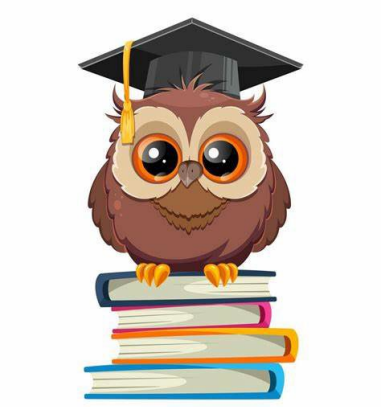
4 **A South African Case Study**
The Hafro story – manufacturer and direct seller of personal care and wellness products

5 **Entrepreneurship and Adventism**
Observations and way forward

apttick

1. The Bible and Entrepreneurship

God asked King Solomon to ask for what he wanted. He gave him 3 things:



1. **Wisdom** (1 Kings 3:12)
   - This was King Solomon's request
   - Unconditionally



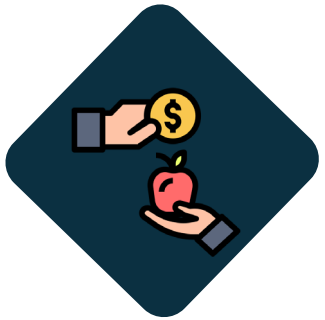
2. **Wealth, Honor & Influence** (1 Kings 3:13)
   - King Solomon never asked for this
   - God gave him riches and honor
   - Unconditionally



3. **Long life** (1 Kings 3:14)
   - King Solomon never asked for this
   - God gave him long life
   - Conditionally

apttick

The Wealthiest in History: King Solomon



Trade & Commerce

(1 Kings 10:11-12)

Trade relations with neighbors exchanging cedar, cypress, sandalwood for gold, silver & precious stones



Mining Resource Extraction

(1 Kings 9:26-27)

He controlled copper mines in Ezion-geber and extracted gold from Ophir



Agriculture & Livestock

(Songs of Solomon 2:15, 4:16)

His kingdom was renowned for its vast vineyards, orchards and livestock



Construction & Real Estate

(1 Kings 5-8)

He oversaw the construction of the Temple, his palace, and other buildings, showcasing his architectural and engineering prowess



Shipping & Navigation

(1 Kings 9:26-28, 10:22)

His fleet sailed the Mediterranean engaging in international trade and commerce



Taxation & Revenue

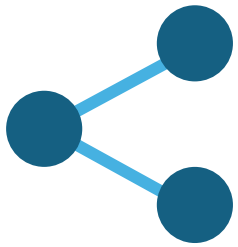
(1 Kings 4:20-21, 10:14-15)

He implemented the tax system, collecting tax from his kingdom's subjects and neighboring nations

apttick

2. Education and Entrepreneurship

Are there similarities between studying towards a PhD and starting a business venture?







Shared traits

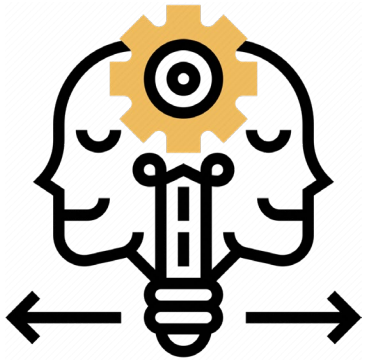
- Novelty
- Innovation
- Time
- Lonely journey
- Sacrifices

- New knowledge
- Be innovative
- 5-Year's research
- Work alone
- Personal/Financial

- New entrepreneurial idea
- Be innovative
- 4-5 Year's start-up
- Work alone
- Personal/Financial

apttick

Education and Entrepreneurship



Transferable skills

- Research skills
- Critical thinking
- Problem-solving
- Creativity
- Resilience
- Adaptability



- Market research
- New knowledge
- Research problem
- Unique methods
- Cope emotionally
- Adjust topic, goals



- Feasibility study, customer understanding
- Opportunity recognition/a gap
- What problem are you solving?
- Unique products, business model
- Bounce back from setbacks
- Adjust to unexpected changes

apttick

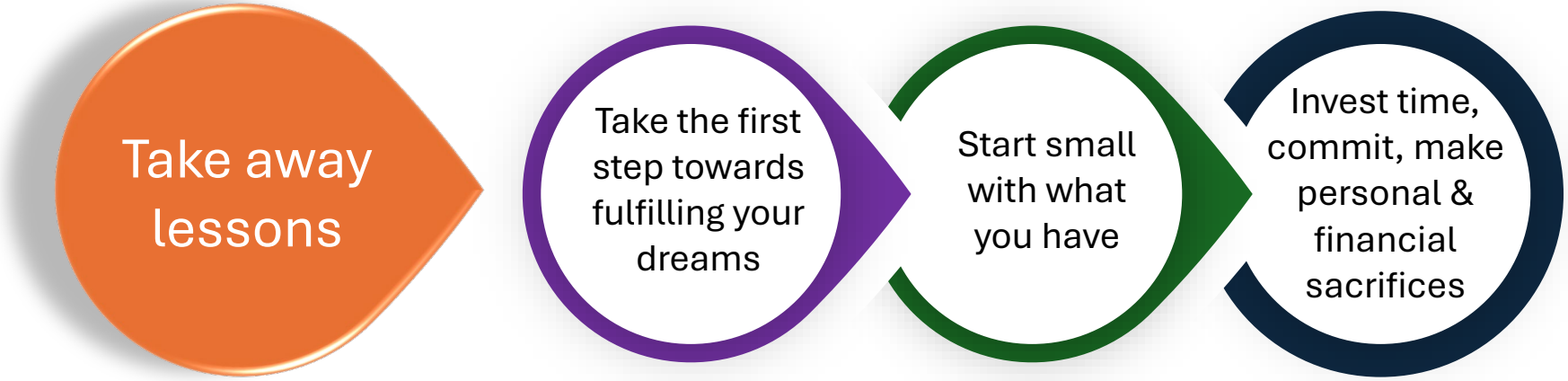
3. Case studies of PhD-inspired businesses

South Africa



Founded by Dr Chris van der Merwe in 1997 based on his PhD in Education

- He initially struggled to find a job in the Department of Education
- He decided to start his own home school
- It opened in 1998 operating from a vestry of a church in Bellville with 28 learners
- The school grew rapidly and by 2010 Curro Holdings had made a significant profit and was listed on the Johannesburg Stock Exchange (JSE)
- Today Curro has over 59,970 learners, 177 schools and 76 campuses
- Curro is one of the largest Independent school groups in South Africa



Case studies of PhD-inspired businesses

International





PhD project

- PhD in Computer Science assignment
- Founded in 1998 by Larry Page and Sergey Brin, PhD students at Stanford University
- Research project: “Develop a search engine that used a unique algorithm to rank websites based on importance"
- Today - Top Ten company in the world - $2.222 trillion!

Shoes – MBA thesis

- Founded in 1964 by Phil Knight
- Phil Knight’s MBA thesis became his business idea
- Thesis paper: “Can Japanese Sports Shoes Do to German Sports Shoes What Japanese Cameras Did to German Cameras?”
- He aimed to break the domination held by Adidas (1949) and Puma (1948) over the US athletic footwear market
- Nike is the largest sportswear brand in the world. In 2023, Nike’s sales revenue reached over $51,5 billion, more than double that of Adidas!



4. The HAFRO story

HAFRO®
Upstanding by Nature



- Founded in 2016 by Dr Hajo Morallane, PhD in Entrepreneurship
- PhD project: Entrepreneurship Opportunity Identification
- The research problem: “Identify a business opportunity”
- Business Opportunity: Softening, moisturizing and strengthening natural hair products
- Started in the kitchen with:
  - R3000 (left over from a failed publishing business)
  - 2-plate stove
  - 2-enamel pots
- Raw Shea Butter from my friend in Ghana
- Hafro was born using Apttick principles

apttick

4. The AptTick story

apttick



- Founded in 2018 by Dr Hajo Morallane, PhD in Entrepreneurship
- PhD Thesis: “The relationship between personality traits and cognitive adaptability of established entrepreneurs in South Africa”
- Problem: Do entrepreneurs’ personality traits affect their ability to choose different strategies in the face of unpredictable and unstable entrepreneurial environments?
- Largest study on entrepreneurship in South Africa
- Post PhD – Apttick founded, an entrepreneurship support platform
  - Entrepreneurship Online Readiness Assessment
  - Online Training and Coaching
  - Business Simulation
  - Data Analytics
- Apttick supports emerging and established entrepreneurs like Hafro helping them build wealth generating enterprises

apttick

4. HAFR Resources – Timeline

apttick

4. HAFR Resources – Product

apttick

4. HAFR **Resources –** Cape Town Pre-launch

4. HAFR **Resources** – Polokwane Pre-launch

4. HAFR Resources – AptTick

aptitick

5. Entrepreneurship and Adventism

Reasons why Christians may not be starting their own social and wealth generating enterprises

1. Focus on ministry and evangelism
2. Risk aversion
3. Education and career choices
4. Cultural and historical influences
5. Limited exposure and role models
6. Focus on community and service
7. Biblical interpretation

Most Adventist entrepreneurs are integrating their faith and business practices



In the world of economic hardship and political chaos, Adventists need to be innovative and find ways to heed the Lord's call – To be heads and not tails!

apttick

THANK**YOU**

Dr Hajo Morallane
Founder: Hafro
Manufacturer and direct selling of personal care and wellness solutions
www.hafronatural.com

Dr Hajo Morallane
Founder: Apttick
Entrepreneurship support platform
www.apttick.com

apttick