

# Next generation entrepreneurship

*Use the internet as an entrepreneurial tool*

by Gavin Smith

**Some** people just do not get the internet. There is a belief that it is populated by scammers just trying to part you from your well-earned rands. This is not always the case. The internet may well be the most significant shift in the way we do business since the industrial revolution.

Vinny Lingham, CEO of Web 2.0 start-up, Synthasite, and patron of his personal investment fund, Lingham Capital, believes that using the internet as an entrepreneurial platform allows small and medium businesses to challenge the established giants in all industries.

*"The customers are waiting  
and it is up to you to go find them"*

"The concept is simple," says Lingham. "Anyone with a business idea can market their products or services on the internet and have immediate global exposure to an estimated 1.5-billion people strong market. Google has built a \$200-billion industry by merely helping customers to search the internet for products, services, goods and information."

Because of what happened in the dot-com and the subsequent dot-bomb era, there is a lack of products within the market that cater for the very large niche audiences that are currently online. "For example, a small business in Cape Town selling arts and crafts may not have a very large local market but there are people all over the world who are searching for African art. If the business puts up a website, provides pricing and lists their products on eBay,



*Vinny Lingham*

