

While Africa's digital maturity is not on par globally, there are numerous examples of where digitalisation has started to change the fundamentals of the business landscape. Currently there is enough of a critical mass to attract people to the gig economy and get them to adopt a new way of working. "The benefits are two-fold as it opens a business to the world, allowing them to source talent instantly from anywhere in the world at competitive rates, additionally, it gives tech-gurus an

opportunity to seek and secure work to generate new income,” says Aurel.

This is yet another tacit example of the far-reaching effect of digitalisation and how it is changing the business landscape, creating an exchange centred on talent. Aurel says the gig economy is an exciting opportunity for those who have the right skills but could previously not find the right opportunities: “You only need to look at platforms such as [upwork.com](https://www.upwork.com) and [fiverr.com](https://www.fiverr.com) to get a feel for this exciting digital world. Entrepreneurs who have a great idea and want to build an app can simply post their requirements on the platform and allow skilled software engineers to pitch for the gig. This enables the entrepreneur to complete their idea and take it to market.”

These digitally-born businesses rely on the technology platforms to support business clients and freelancers, unlocking the business model that underpins this new digital economy.



Pierre Aurel

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