# "Tech is no longer a sideshow, it's the main show"

By Leigh Andrews                                                              15 Nov 2017

Rapelang Rabana, one of the highly anticipated speakers at this week's BCX Disrupt Summit, shares the crux of her talk on moving from innovative ideas to profitable solution and why sitting back is simply not an option for any competitive industry.



Rapelang Rabana, founder and CEO of Rekindle Learning and BCX Disrupt Summit speaker.

Rabana, a computer scientist and tech entrepreneur, is also one of the World Economic Forum's 'entrepreneurs for the world', as well as one of *Forbes Africa*'s 30 under 30 top African entrepreneurs. Little wonder as Rekindle Learning, for which she is founder and CEO, is said to be "sparking a palm-sized education revolution by delivering learning in bite-sized chunks," through Africa's rapidly rising online community. Rabana believes they'll drive data usage not just for entertainment and social networking, but also for educational content.

Rabana's accolades as a global shaper make it easy to see why she was a popular panellist at AfricaCom on 'Mapping Africa's journey to the Fourth Industrial Revolution' and she is set to take the podium again as one of the speakers for the BCX Disrupt Summit, at the Kyalami Grand Prix Circuit and International Convention Centre in Midrand on Thursday, 16 November 2017 and Friday, 17 November 2017.

> " *"Becoming the global leader we need Africa to be"* - #AfricaCom *keynote speaker* @rapelangrabana:
>
> https://t.co/oA8wng2ZRF pic.twitter.com/63S8VVTfXB— *Connecting Africa (@KNectAfrica)* November 4, 2017 "

I caught up with her before things kick off to find out what she's most looking forward to from the Summit…

▦ ***BCX Disrupt is dubbed 'not just a tech summit'. Explain the impact of technology on every industry.***
The world is evolving at unprecedented speeds, the rules that we used to rely on to operate no longer apply, and never before have we felt such a pressing need to redefine the norms in order to remain relevant, in order for an industry continue to exist in next decade. As Steve Jobs said:

> *The best way to predict the future is to invent it.*

The impact of technology on the vast majority of companies is existential – from healthcare to consumer goods to manufacturing. We must all evolve to carve a new spot for ourselves in the new world order. BCX Disrupt is 'not just a tech summit', because tech is no longer an option or an afterthought or a sideshow, it's the main show of all our organisations.

### Disruption is everywhere at the moment. How can brands safeguard themselves against being disrupted by the next big thing?

The only way brands and companies can safeguard themselves against being disrupted is to be part of the disruption and disrupt themselves so they can reap some of the benefits that will come. Sitting back is simply not an option for any competitive industry.

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Leigh Andrews   13 Nov 2017

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Even large organisations need to find opportunities to innovate at the fringes, outside of the bureaucratic, change-resistant core, where experiments can occur more freely. This requires courageous leadership and the right partnerships and advisors to make happen.

### Talk us through the importance of conferences like BCX Disrupt and the power of sharing the impact of technology and innovation with the youth.

In the words of William Gibson, "The future is already here, it just not evenly distributed." BCX Disrupt providing satellite events is a powerful initiative to evenly distribute that future to those that need it most – the youth.

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#### #BCXDisrupt: "No-one can safeguard themselves against the next big thing"
Leigh Andrews   14 Nov 2017

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More importantly, all the great innovations our businesses and society needs will have to be driven by the youth – we need them on the journey as their perspective of the world will naturally be years ahead of the rest of us and we have to work with all the insights we can gather to deliver innovative solutions.

### What can attendees look forward to from your session at the BCX Disrupt Summit?

I will be talking about how we move from innovative ideas to profitable solutions and further exploring what profit means today. The age of sustainably achieving profits by making money out of others is fast disappearing into the distance. It is no longer sufficient to score singular wins. The new economy demands that innovation and new solutions create shared value, where you make money by making money with your customers – for your customers.

I bring my experience as a technology entrepreneur as well as global examples to drive key lessons for creating sustainable value for all.

### *Interesting. What are you personally most looking forward to from the Summit?*

I am a major Malcolm Gladwell fan, having read most of his books. I will also most certainly be attending his Masterclass and am thrilled to be sharing a panel with such great minds!

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8 Nov 2017

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*Seems the claim is true that attendees will never think the same again! Keep an eye out for our conference coverage, and visit the BCX Disrupt [website](#) and social media feeds: [Facebook](#) | [Instagram](#) | [Twitter](#)| [LinkedIn](#). You can also [click here](#) for more on cloud computing from Rabana.*

## ABOUT LEIGH ANDREWS

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