



Business Plan



Who are we: Khwela Womxn

Purpose

We believe in the power of womxn to change communities.

Mission

We help womxn by equipping them with opportunities for **experiential learning** and **increased access to safe peer-mentorship spaces**, so that they can *transform their mindsets and uplift themselves* personally and professionally.

Vision

Our vision is to connect a virtual community of **100 000** self-empowered womxn who are able to further inspire others in their community through access to experiential learning, credible education as well as peer-mentorship.

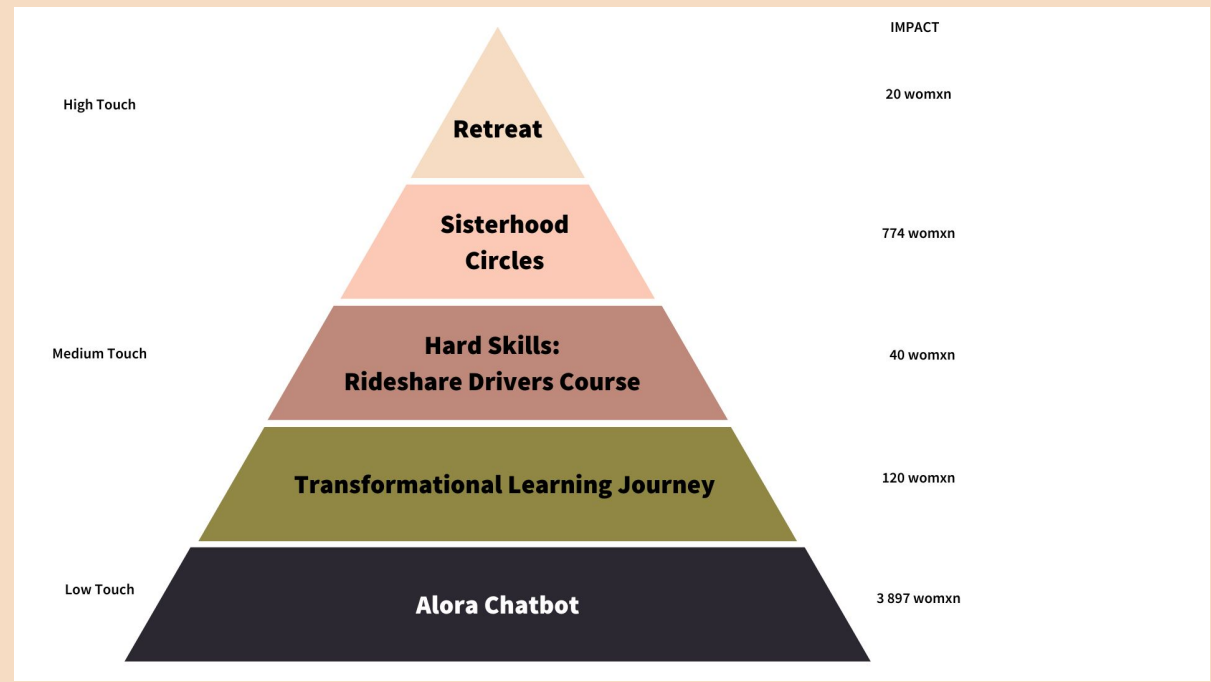
Problem:

There are currently 64,4% unemployed black women living in South Africa. Although, 95% percent of welfare grants are distributed to communities through women.

This project will enable 40 women to become rideshare drivers. The aim is to give women financial autonomy and economic empowerment and address the systematic ways women have been marginalised and undervalued.

Research shows that women who have financial autonomy and economic empowerment are at a lower risk of being victims of domestic violence. They can access adequate health care, education, housing and food for themselves and their children.

Solution:



Women who are economically empowered have financial autonomy. Research shows that when financial resources are put into the hands of women, everything changes, as women are most likely to prioritise their families well-being by providing adequate healthcare, food and shelter for themselves and their children. The increase in the rate of femicide has raised high personal safety concerns amongst women, and consequently created a niche market for women rideshare drivers.

The rideshare industry is also expected to show an annual growth rate of 9.87%. Enabling women to become rideshare drivers has the potential of alleviating unemployment & domestic violence. We help womxn by equipping them with skills (drivers license, road & personal safety, platform access, finances) & access to safe peer-mentorship spaces.

Solution continued

Transformational Learning Journey
Soft skill theory - video/ learning
Soft skill Masterclass/ workshop/ alk
Experiential assignments due
Student reflection - letter/ video / journaling
Skills / certification tracking
Analytics: Track engagement/ drop off rates etc.
Multi platform accessibility (mobile etc)
Micro rewards - blockchain technology
Brand integration
Data migration
Peer to peer student chat

Womxn retreats & experiential learning

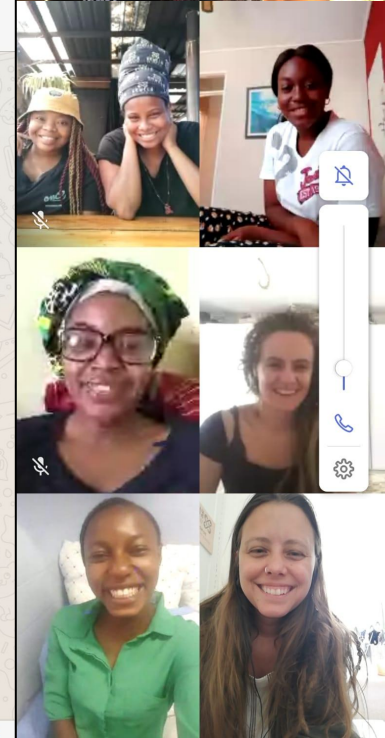
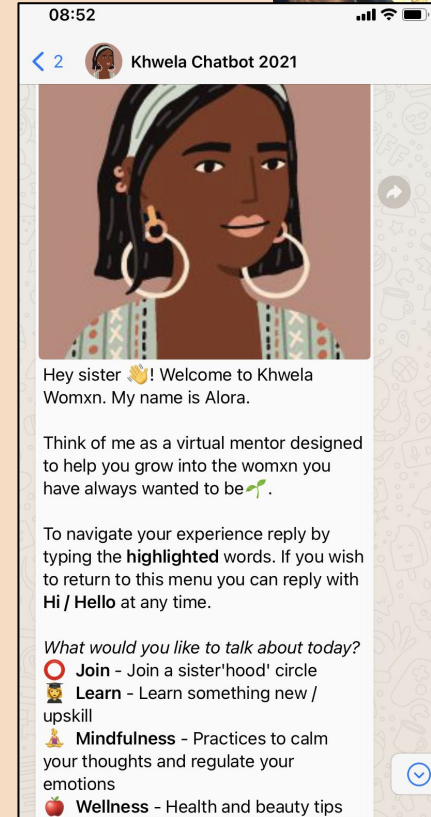
Through events and inter-chapter training, womxn have an opportunity to broaden their network and access opportunities. Access to travel, regular skills training workshops, bursaries and learnerships are exclusively available for circle members who actively participate.

Sisterhood Circles

We all carry trauma. Through monthly online Sisterhood circles, womxn share their lived experiences and stories with peers, gaining insights and building resilience. Through circles womxn nurture the confidence to show up and step into their power, while learning from others.

Alora, Mentor Bot

To new ways of thinking. Alora: our Whatsapp Mentor Bot, who delivers practical personal and career advice on the channel most womxn across Khwela already engage in. Alora's content is driven by topical themes that real womxn want to learn more about. (mindfulness, how to write a CV and many more)



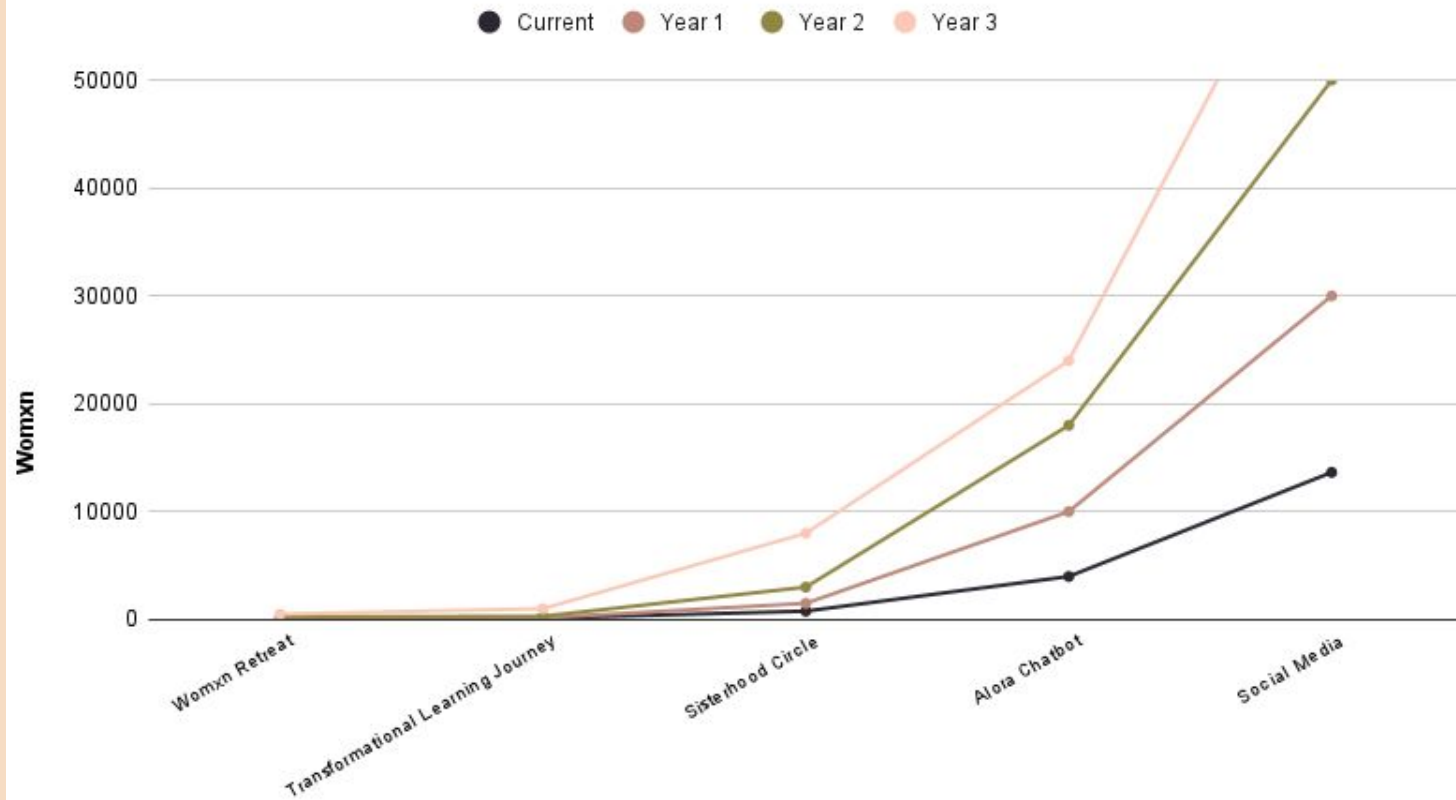
Customer & Target market



- Womxn
- Age 18-25
- Africa
- Rural/Urban/Inner-city
- Employed, unemployed/ Studying
- Growth mindset
- Wants to invest in personal development
- Wants to advance in career

Youth Unemployment is approximately **3.5 million** South African Youth, of which Females make up the higher percentage. **The Value of moving this market into a living wage bracket** in the duration of their youth, is approximately R169 Billion. According to trading economics ([Source](#)) the living wage (2018) in South Africa is approximately R6570 per month, making the inflationary adjustment approximately R7825 per month. The addressable market is 1,8 million women x R7825 = R14 Billion per month, or R169 Billion per annum. This is approximately half of the annual revenue of Naspers (\$22,6 Billion in 2020). Additionally, the SA government spends approximately R202.9 Billion per annum on social grants to 18 million recipients. The average is R939 per month. This value could be seen as a saving, therefore **R1,6 billion** is the market value of social grant savings. **Total addressable Market value: R170,6 Billion.**

Khwela Womxn Impact



Meet the Team



GERHARD LOUW
FINANCE MANAGER

Gerhards four main responsibilities are Treasury Management, Financial Reporting, Compliance Management, Management Accounting.

[LinkedIn](#) | [CV](#) | [JD](#)



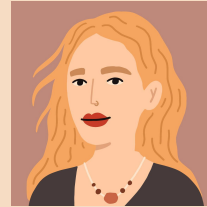
ASANDA DARAZA

CO-FOUNDERS

Kim & Asanda founded Khwela in 2018, with both passionate about empowering womxn they started Khwela to connect to womxn with a safe space for peer to peer learning, connection to mentors and opportunities & personal transformation through travel.

With their combined skills and experiences they focus on Business Development, Funding and Collaborations for sustainability and growth of the company.

[LinkedIn](#) | [CV](#)



KIM WHITAKER

[LinkedIn](#) | [CV](#)



GRIZELDA LA COCK
OPERATIONS MANAGER

Grizelda main duties include overall planning, budgeting, scheduling, implementation, execution and reporting of activities.

[LinkedIn](#) | [CV](#) | [JD](#)



NELISIWE ZANGANA
COMMUNICATIONS MANAGER

Nelisiwe establish and maintains brand and marketing strategies that is clear and consistent with the brand and identity.

[LinkedIn](#) | [CV](#) | [JD](#)



THAKIRAH ALLIE

Content Creator

Thakirah Assist the Communications Manager on all marketing, social media, brand strategy and PR & communication activities

[LinkedIn](#) | [CV](#) | [JD](#)

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ANGELA SHARP
PRODUCT MANAGER

Angela is responsible for the product planning and execution throughout the Product Life Cycle.

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