

# Pitch Deck

January 2022



# OUR STORY



## OUR STORY

Khwela means “to climb” in isiXhosa, one of the wider spoken languages of South Africa, and the mother tongue of one of Khwela’s co-founders, Asanda Daraza. What started off as a brainstorming session on a couch in Cape Town in 2017, soon became a reality when Khwela won an international competition with Booking.com to run a pilot project. The idea? That travel is truly transformative, and that through travel and reflective practice women from under-resourced communities in South Africa could shift their world view, embrace a growth mindset and learn from experience and skills training how to work in the tourism industry. In the first two years, 80% of the Khwela participants on average went from being unemployed to finding work in the tourism industry. Enter: COVID-19...

As the pandemic shook the globe, the travel industry fell to its knees as people stopped travelling. Khwela took a pause, as we considered how we could continue to self-empower women in a time where physical travel and learning was not allowed. Through this time, Khwela Womxn was born. Experiential learning and the power of sisterhood remained key to our purpose: that we believe womxn have the power to change communities, but we had to re-design the program for a low-touch, high impact, post-COVID-19 world.

We have tried a number of different technologies and formats over the last year, but are most proud of our Whatsapp mentor Bot, Alora; our online sisterhood circles and our transformative leadership journey.

# INTRODUCTION

**WHO ARE WE:** Khwela Womxn

**What is Khwela?**

## KHWELA

“Khwela” means “to climb” in isiXhosa, one of South Africa’s eleven official languages, and the place where Khwela Womxn was born out of. We believe that social mobility and career growth is a climb which involves guidance and radically active participation, which is where the name stems from.

**Why WOMXN?**

## WOMXN

Pronounced: Women

Reason: We chose the word Womxn, to include women, men who are for women, gender neutral, non-binary and members of the LGBTQIA + community. Originally part of feminist movement, WOMXN is far more widely used today. It encapsulates the feminine spirit.

## THE UMOJA SYMBOL



The Khwela Logo shows four women embracing in a trust circle. The shape is inspired by the Swahili “Umoja” symbol. Umoja means unity. Umoja is coincidentally an all-female village in Kenya. Some people also see breasts, so you can really make of it what you want.

## **TOTALITY OF A WOMXN:**

As a womxn, we believe it is important to focus on three elements: Myself as a person, my family & community and my girl hustle/career, in order to find balance, harmony and personal growth. Our process uses these three pillars to guide young womxn and has been heavily influenced by the work of incredible organizations such as Entrepreneurs Organization (EO) and Lean in Circles.

## **OUR PURPOSE**

We believe that self-empowered womxn are change agents for their communities.

## **OUR 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.

## **OUR 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.

## **OUR VALUES**

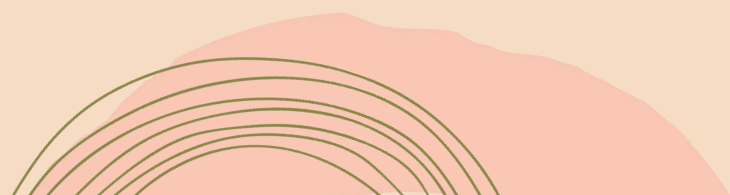
Experiential Learning towards Personal Growth

Embrace the Hustle

Embrace Collaboration

Show Up and No excuses!

Back Yourself, Be Brave!



# THE CHALLENGE

## THE PROBLEM

Unemployment in South Africa is extremely high, especially with young women currently at 41.2%. Social mobility is low as education in South Africa does not guarantee financial sustainability in the future, and access to opportunities, support, and a growth mindset is a challenge for many women in order to climb and succeed personally and professionally.

When we interviewed over 100 young South African women, we realised they feel isolated. They don't have ACCESS to learning and opportunities, they lacked SUPPORT and GROWTH MINDSET To access a new digital world.



# MEET UNELA, THE RISING STAR

[Under-resourced South African Woman]

Unela is a 23 year old from Langa township in Cape Town. She used to work for a tour operator, but was retrenched.

Unela has limited access to data and uses her neighbours WiFi when possible to use Facebook and Insta. Unela enjoys spending time with her friends, exploring and listening to music. Unela likes going for hikes on weekends and church on Sunday.





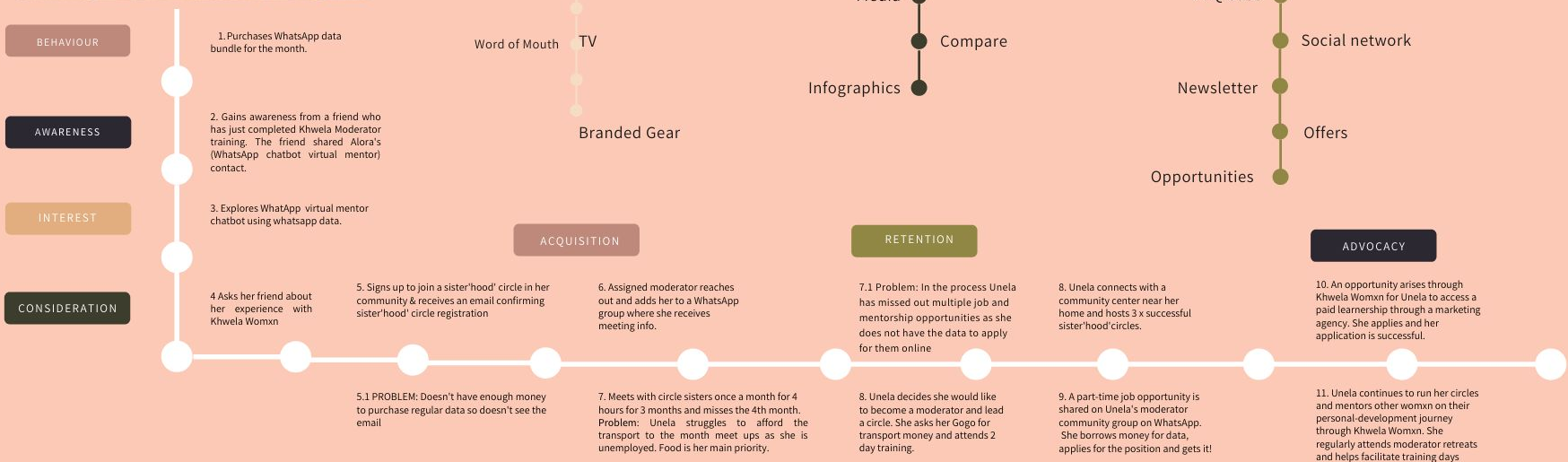
# Under Resourced Unela

## Customer journey

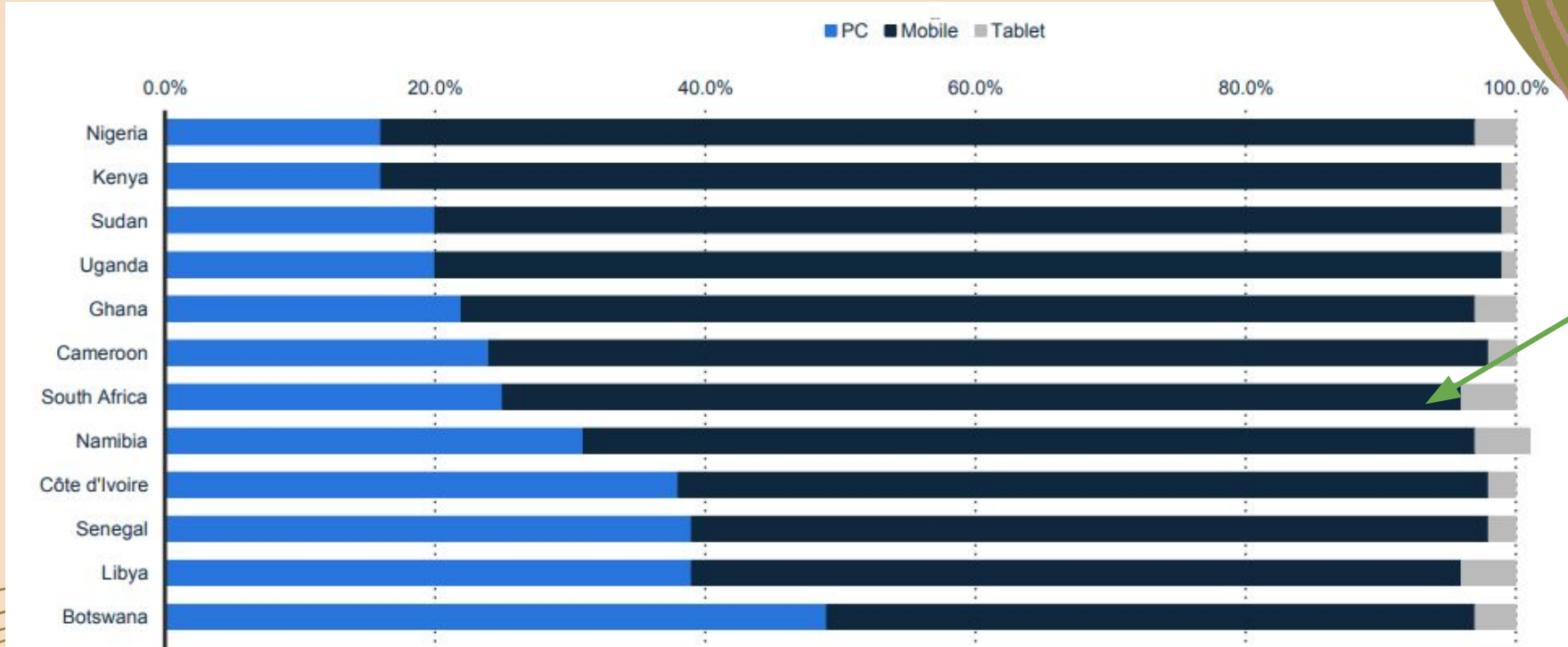


# KHWELA WOMXN

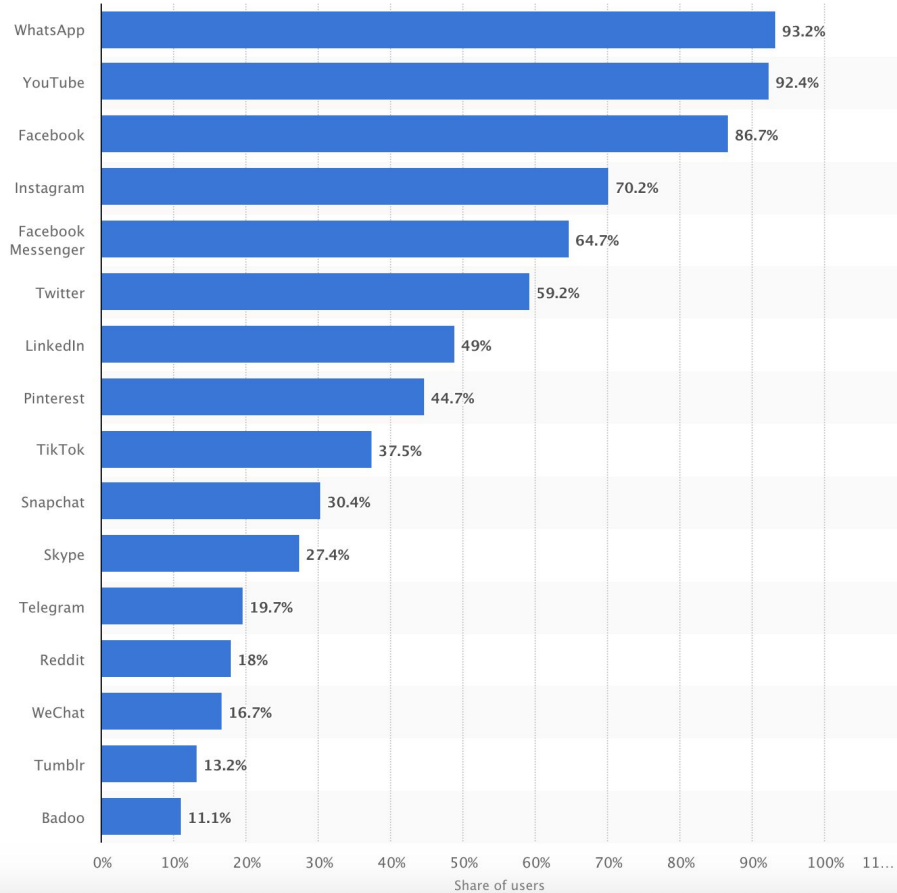
## Customer Journey



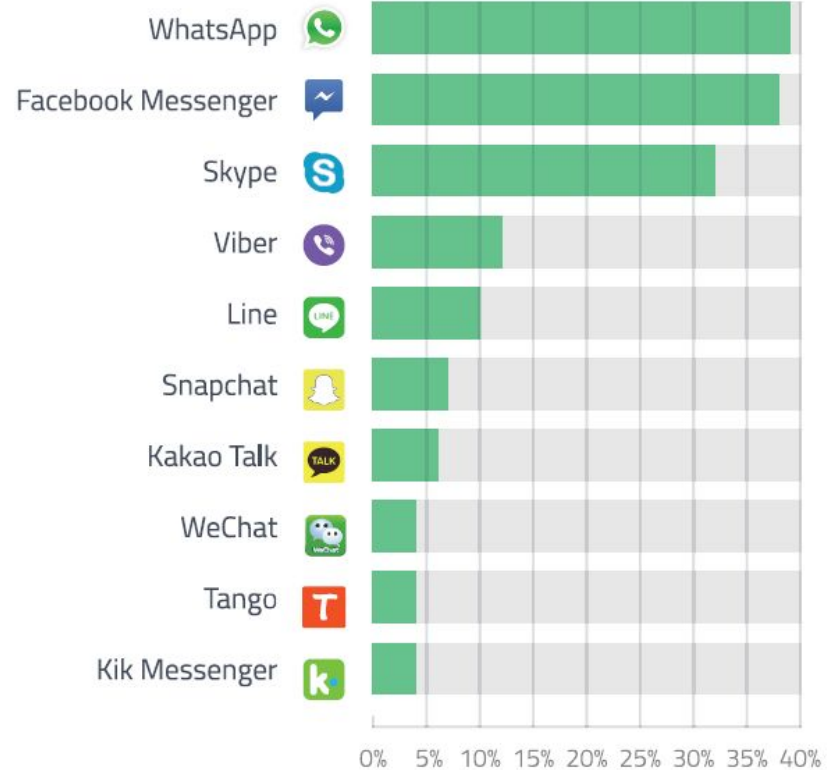
# Distribution of web traffic in African countries (2018):



# Most widely used social media and messenger:



## TOP MESSAGING APPS



# OUR SOLUTION

# ALORA



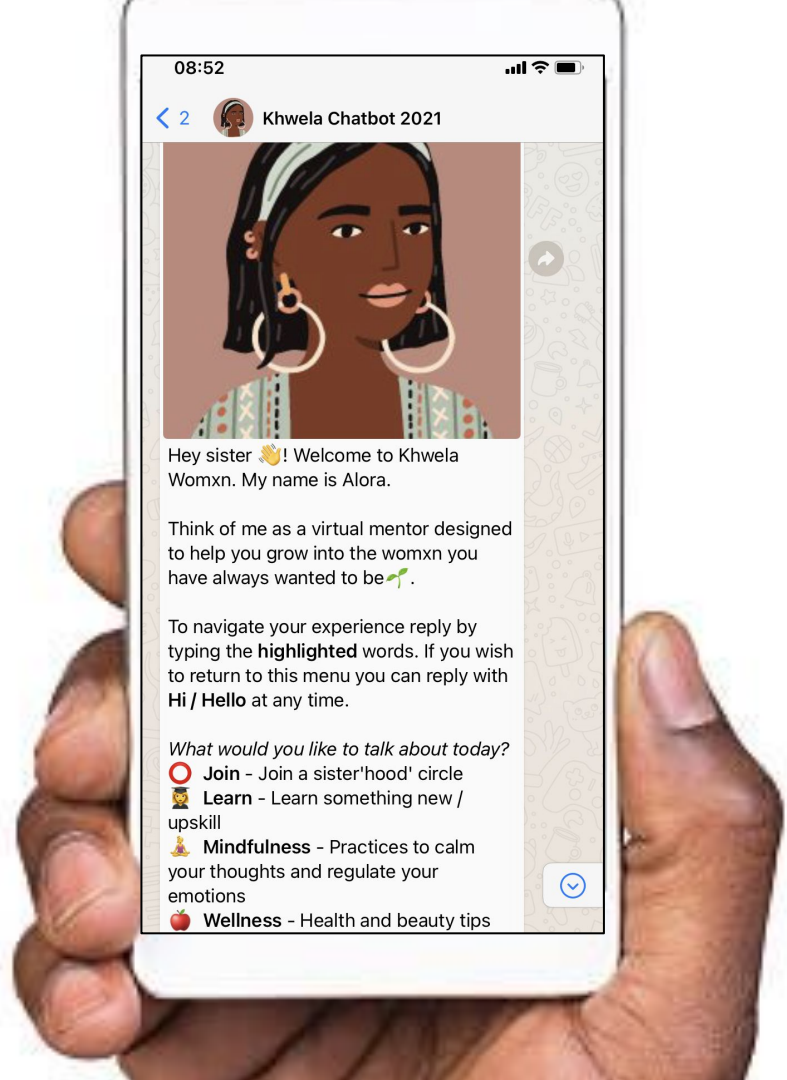
## Say 'Hello' to Alora on WhatsApp

Alora is a virtual Khwela Mentor, designed to assist you on your journey to self-empowerment. Start a chat with Alora to find out what she can teach you about becoming the womxn you've always wanted to be.

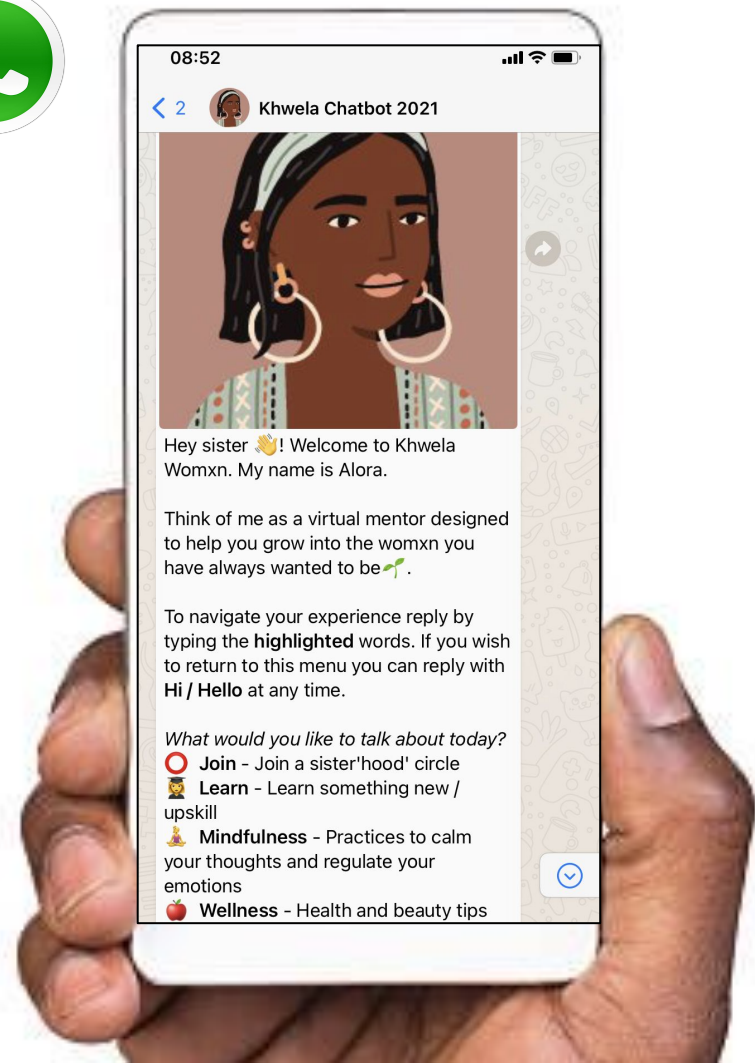
Add her as a contact:

<https://wa.me/27600110800?>

+27 600 110 800



TRACTION:  
6629  
active users

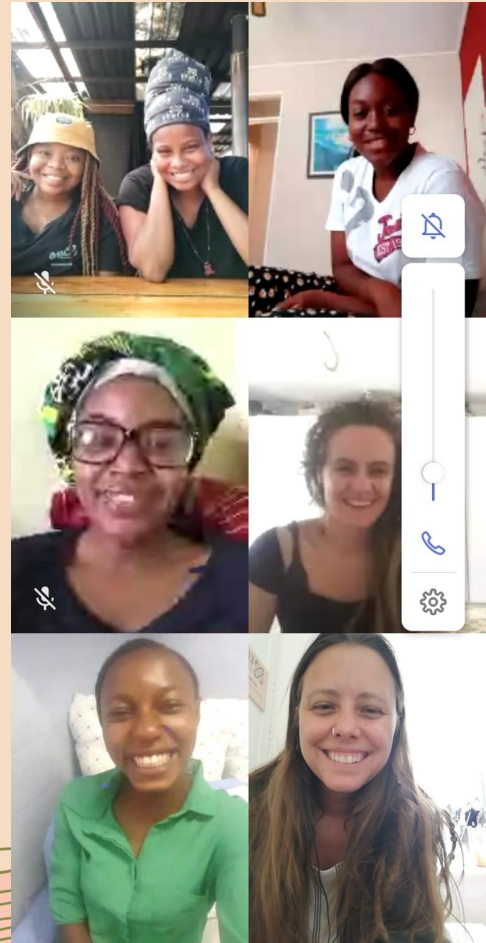


# SISTERHOOD CIRCLES

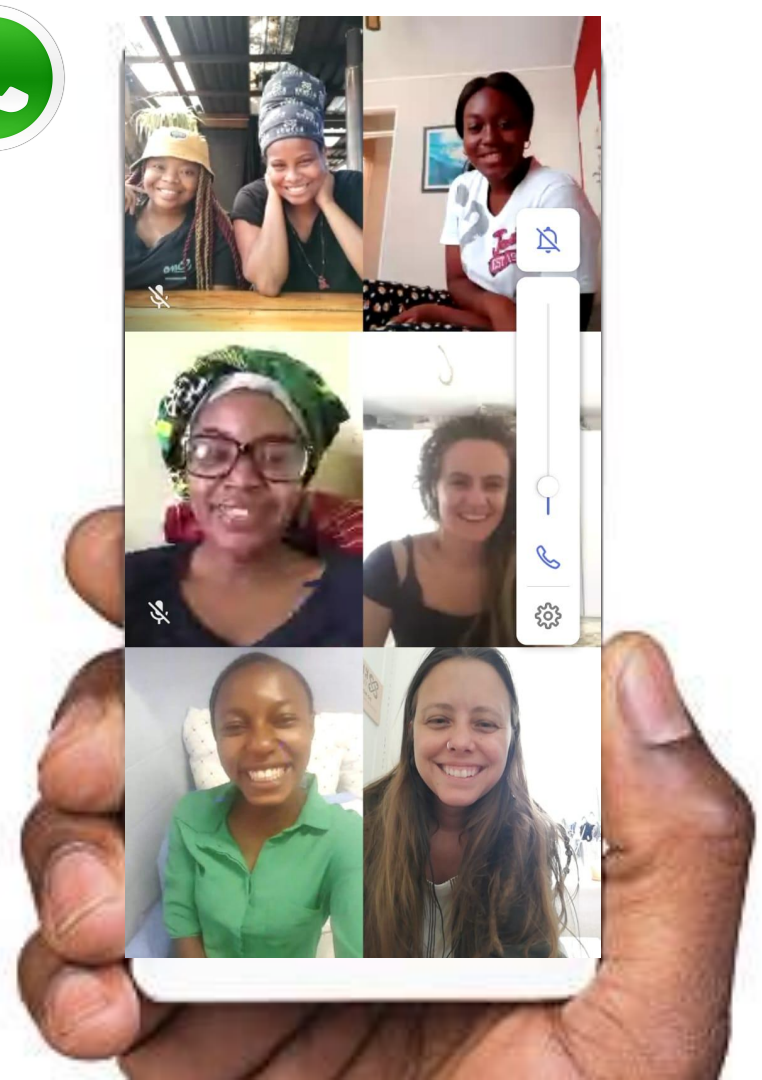
## Join a Sister'hood circle

Our circle is a **space for peer-mentorship**, it allows attendees to experience sharing with like-minded womxn. Reflection is an empowering process and is vital in the experiential learning cycle. Circles give attendees a chance to reflect, adjust, set a new course of action where needed, and provide them with necessary **support from a group of like-minded womxn**. Circles take place monthly for 2 hours online over Whatsapp or Zoom and are facilitated by an experienced moderator. Sisterhood circles help womxn develop confidence and step into their power.

**To Book your place in an upcoming circle:** Add Alora as a contact on Whatsapp <https://wa.me/27600110800?> | +27 600 110 800 and message **“Join”**.



TRACTION:  
**1311**  
sisterhood circle  
members





# THE KHWELA WOMXN TRANSFORMATIONAL LEARNING JOURNEY

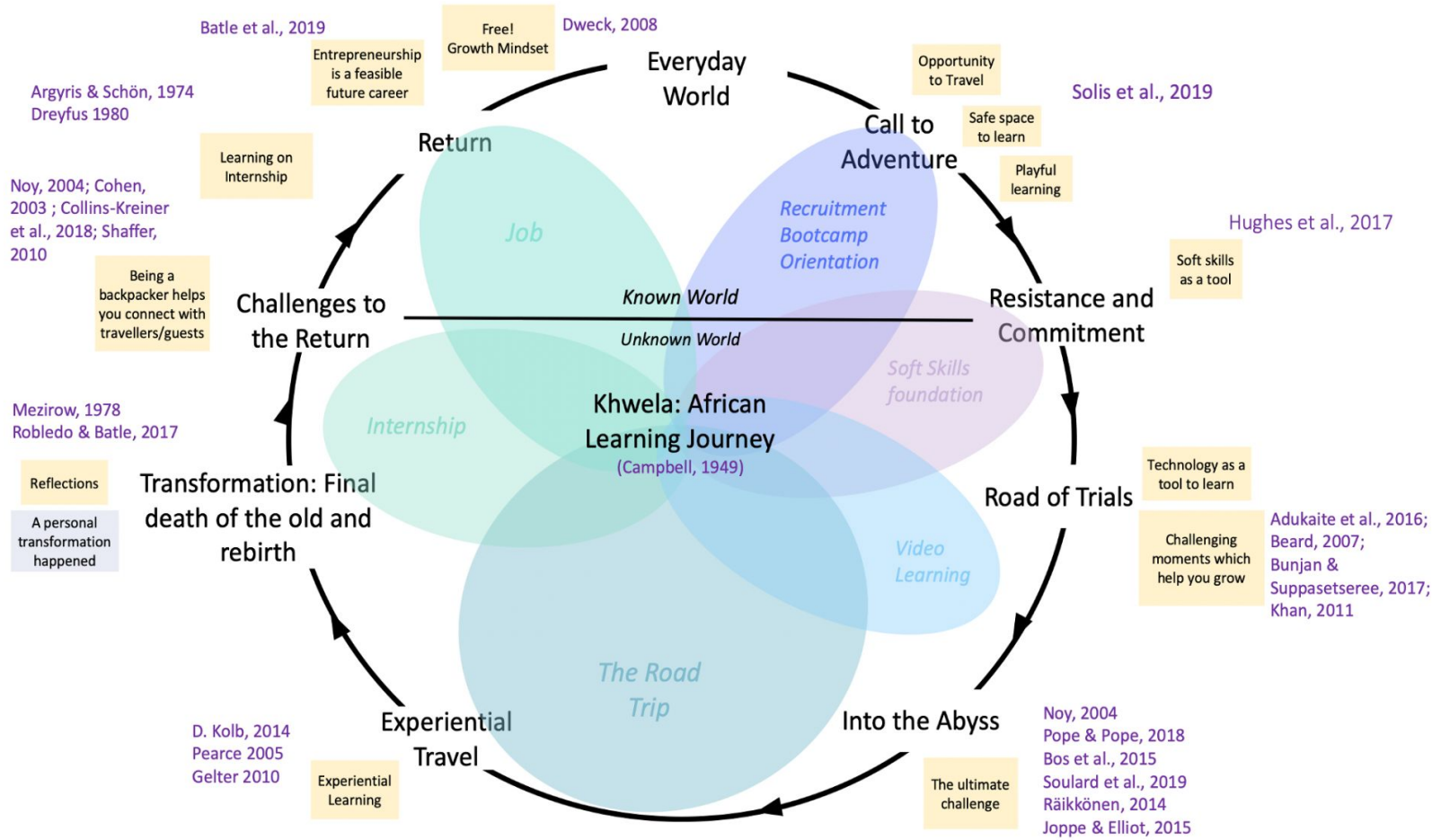
We believe womxn who are self-empowered will accept the call to adventure and climb to achieve personal success: that is why Khwela Womxn will be their emotional support partner throughout this journey. We will help womxn develop the mindset of a great leader.

At the end of this learning journey, participants will leave feeling more confident, and equipped with the right tools to add to their personal transformation and leadership toolkit. Participants will learn how to be confident and assertive, how to raise their hand and bring up problems and then solve problems.

Topics that are on offer include and are not limited to:

- Showing Up
- A growth mindset
- Goal setting
- Time management
- Value-based Leadership
- Communication - Non-violent and courageous conversations
- Problem Solving & Building Trust
- Confidence and fear of failure
- How to work in a male-dominated workplace
- Race relations and unconscious bias

# Our Transformational Learning Journey is based on The African Learning Journey



## Our solution addresses ...

**ACCESS** through our Chatbot Alora by providing womxn with micro learnings, opportunities on the most affordable platform WhatsApp

**SUPPORT** through our Sisterhood circles for peer-mentorship and experience shares on relatable topics chosen by them. We host womxn Retreats where they build connections with like-minded womxn

**EXPERIENTIAL LEARNING** through our Transformational Learning Journey Modules include: Growth Mindset, Showing up, Problem-solving, Courageous conversations, Confidence and fear of failure etc. Including learnings, actions & reflection in order to transform their mindsets.

We **collaborate with external partners to provide hard skills** such as Generic Management, digital marketing or any in demand skills gap to create a truly transformational experience for young womxn to succeed professionally & personally.

**High Touch**

**Retreat**

**Sisterhood Circles**  
(Online Peer-Mentorship)

**Medium Touch**

**Hard Skills**  
(External Partner)

**Khwela Transformational Learning Journey**  
(Success Skills for resilience & a growth mindset)

**Low Touch**

**Alora Chatbot**  
(Whatsapp mentor bot)

# BENEFITS

## MONITORING EVALUATION LEARNING (MEL):

We actively measure against our impact goals, using a Monitoring Evaluation Learning (MEL) framework. We have set our annual impact target, and measure against this frequently. The MEL activities feed into this framework. Data is collected using Airtable, and processed manually. We use the monthly MEL retrospective to tweak our interventions, in order to reach our intended outcome. Each team member uses the MEL framework within their area looking at the data

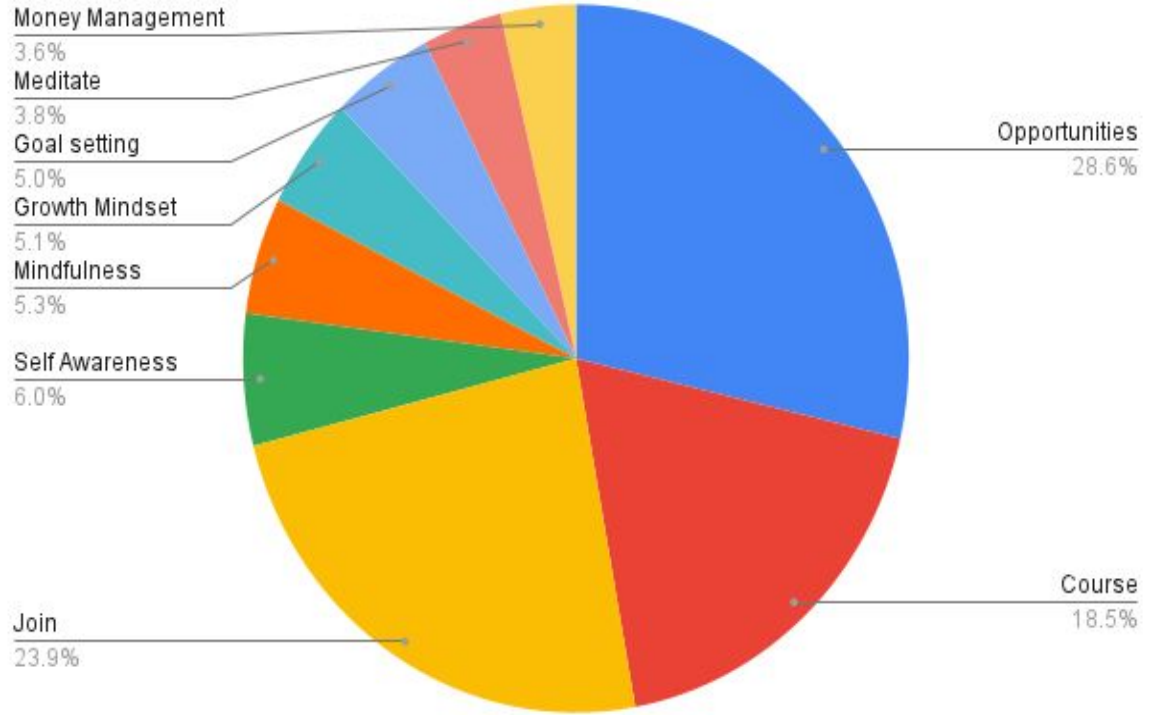
We simultaneously work towards achieving our vision by breaking it down into specific, measurable, achievable, relevant and time-bound goals. We monitor, evaluate and adapt weekly, monthly, quarterly and yearly.

**WE LISTEN**

**WE LEARN**

**WE ITERATE**

**REPEAT**



## OUR COMMUNITY:

Our community is at the heart of what we do, we are all **impact driven** and focus on changing the community. **We believe that womxn can be the change agents in these communities** and we have involved them from day one, from in person & in depth interviews with womxn in our target market. We are growing a movement and have over **16 000 followers** on Social Media platforms, we have collaborated with numerous companies, non-profits and individuals who all believe in our mission and together we make a difference.

## THE KHWELA WOMXN PROFILE:

- 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



BRANDS WE HAVE WORKED WITH:

MEDICLINIC 

Booking.com

 **esri**® | THE SCIENCE OF WHERE™



**GIFS**  
GRADUATE INSTITUTE  
OF FINANCIAL SCIENCES

**Life**  
HEALTH CARE



FirstRand



Google



TUI CARE  
FOUNDATION



## OUR TEAM:

Our team is small, yet efficient. Being a startup means we are flexible and take pride in sharing our learnings, so we can constantly learn and iterate. We are a highly coordinated, decentralized team who communicates effectively through daily huddles, frequent in person team exercises and 2 week sprints towards our quarterly goals and long term success metrics. We have experience in startups, technology platforms, the travel industry, Operations, Marketing and Academia. 90% of our team is female and from different backgrounds making for a diverse team that can relate to our target market.

# Meet the Team

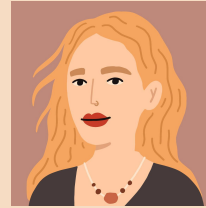


GERHARD LOUW  
FINANCE MANAGER

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



ASANDA DARAZA



KIM WHITAKER

CO-FOUNDERS

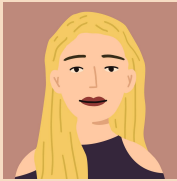
Kim & Asanda founded Khwela in 2018, with both passionate about empowering womxn they started Khwela to connect to womxn with a safe space for peer to peer learning, connection to mentors and opportunities & personal transformation through travel.

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



GRIZELDA LA COCK  
OPERATIONS MANAGER

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



AIMEE BELL  
BUSINESS DEVELOPMENT MANAGER

Aimee assists with identifying, nurturing and acquiring new clients and business opportunities to drive growth and profitability of Khwela Womxn.



THAKIRAH ALLIE  
SOCIAL MEDIA CONTENT CREATOR

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



ANGELA SHARP  
PRODUCT MANAGER

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



**WILL YOU  
CLIMB  
WITH US?**