



PEOPLE • PLANET • PROSPERITY

IGNITE IMPACT

Skills. Assets. Technology.
Markets. Income.

Creating practical pathways for young people to participate in
and build the township economy.

SOUTH AFRICA



— THE OPPORTUNITY

The township economy is full of potential.

Talent, enterprise and demand already exist in every township. What young people often lack is a practical route in — the skills, the tools, the technology and the customers to turn effort into income.

01	02	03	04	05
SKILLS	ASSETS	TECHNOLOGY	MARKETS	INCOME

We don't just create opportunities.
We build pathways into the economy.

THE IGNITE IMPACT THESIS

— THE IGNITE IMPACT MODEL

From potential to participation.

Ignite Impact connects practical training, productive assets, technology and market access to create pathways for young people to participate in the township economy.

01 YOUTH

The starting point: talent and ambition



02 SKILLS

Practical, job-ready training



03 ASSETS

Productive tools to earn with



04 TECHNOLOGY

Digital tools that open access



05 MARKETS

Customers, partners and distribution



06 INCOME

Earnings from real economic activity



07 LOCAL ECONOMIC PARTICIPATION

THE PORTFOLIO

Four pathways. One economic vision.

Each pillar is a distinct entry point into the township economy – and each one strengthens the others.



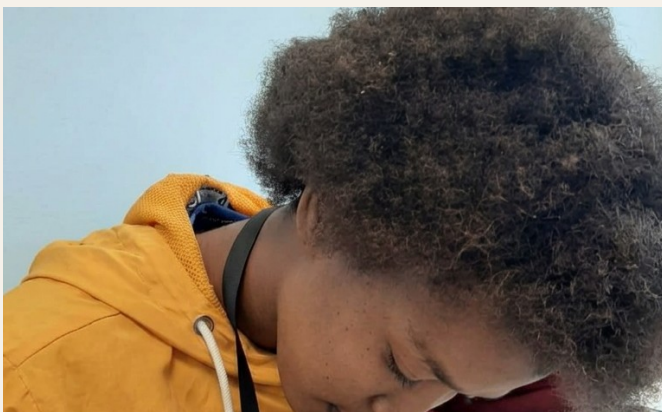
01 Youth Placement & Last-Mile Delivery

Youth-powered e-mobility delivery for local businesses.



02 Youth Agriculture

Youth farmers growing commercial produce in tunnels.



03 Mobile Tech Repair

Trained, equipped technicians offering door-to-door repairs.



04 NFC Digital Payments

Affordable tap-to-pay wristbands for township traders.



01

PILLAR 01

Youth Placement & Last-Mile Delivery

Move local commerce.

We connect young people to income-generating opportunities through sustainable last-mile delivery. Working with partners such as Shovebike, youth use e-bikes and electric scooters to deliver medication, groceries, food and orders for local spaza shops and eateries within township communities.

WHAT MOVES

MEDICATION

GROCERIES

FOOD

LOCAL ORDERS

MOBILITY PARTNER

Shovebike – Soweto-based e-cargo bikes and township electric mobility.

THE PATHWAY

- 1 YOUTH
- 2 E-BIKE / SCOOTER
- 3 LOCAL BUSINESS
- 4 CUSTOMER
- 5 INCOME

— PILLAR 02

Youth Agriculture

Grow. Produce. Distribute.

We place young people in agricultural tunnels to grow commercially viable produce, starting with cucumbers. Our goal is to build a scalable network of youth farmers producing and distributing fresh, locally grown food to households, retailers, restaurants and other businesses.

WHAT MOVES

HOUSEHOLDS

RETAILERS

RESTAURANTS

THE PATHWAY

1

YOUTH FARMERS



2

PRODUCTION



3

FRESH PRODUCE



4

MARKETS



5

INCOME



02

— PILLAR 03

Mobile Tech Repair

Train.

Equip.

Mobilise.

Young people are trained to become mobile cellphone and gadget repair technicians. After two weeks of practical training, each technician receives a toolkit and operates as a mobile service provider offering convenient door-to-door repairs for cellphones, tablets and other devices.

2

 WEEKS PRACTICAL
TRAINING

1

 TOOLKIT PER
TECHNICIAN

1

MOBILE SERVICE

THE PATHWAY

1

TRAINING



2

TOOLKIT



3

TECHNICIAN



4

CUSTOMER



5

INCOME



PILLAR 04

NFC Digital Payments

Bring digital payments closer to the township economy.

Our NFC solution is designed to make digital payments more accessible to township entrepreneurs through affordable NFC payment wristbands.

FOR ENTREPRENEURS

Lower equipment costs + easier payment acceptance

FOR CUSTOMERS

Fast, convenient tap-to-pay transactions

FOR THE ECOSYSTEM

Greater financial inclusion + digital transaction history

POTENTIAL USERS

Spaza Shops • Street Vendors • Hawkers • Market Traders • Delivery Riders • Small Service Businesses

THE PATHWAY

1 **ENTREPRENEUR**



2 **NFC WRISTBAND**



3 **TAP**



4 **PAYMENT**



5 **DIGITAL RECORD**



04

HOW THE PILLARS CONNECT

This is not four projects.
It is one economic ecosystem.



ONE SHARED PATHWAY



WHAT INVESTMENT UNLOCKS

Capital can turn pilots into pathways.



01

PEOPLE

Training
Placement
Entrepreneur development

CAPITAL: TBC

02

ASSETS

E-bikes
Agricultural infrastructure
Repair toolkits
Payment devices

CAPITAL: TBC

03

TECHNOLOGY

Digital payments
Connectivity
Operational systems

CAPITAL: TBC

04

MARKETS

Distribution
Customer access
Local business networks

CAPITAL: TBC

THE INVESTMENT CONVERSATION

Each pillar can be developed around defined capital requirements, measurable outcomes and scalable operating models.

CAPITAL REQUIREMENT

To be confirmed

INVESTMENT CASE

To be defined

PILOT METRICS

To be established

Funding requirements, unit economics, financial projections and investment terms are subject to confirmation with Ignite Impact.

INITIAL IMPACT FRAMEWORK

Measure what matters.

Metrics to be established and verified during pilot implementation. No figures are shown until they are evidenced.



PEOPLE

Young people trained	TO BE ESTABLISHED
Young people placed	TO BE ESTABLISHED
Entrepreneurs supported	TO BE ESTABLISHED

ASSETS

Productive assets deployed	TO BE ESTABLISHED
Toolkits distributed	TO BE ESTABLISHED
E-bikes / mobility assets deployed	TO BE ESTABLISHED

MARKETS

Businesses served	TO BE ESTABLISHED
Customers reached	TO BE ESTABLISHED
Distribution channels activated	TO BE ESTABLISHED

INCOME

Income pathways created	TO BE ESTABLISHED
Economic activity enabled	TO BE ESTABLISHED

DIGITAL

Businesses enabled for digital payments	TO BE ESTABLISHED
Transactions facilitated	TO BE ESTABLISHED

— OUR VISION

Skills. Assets. Technology. Markets. Income.

Creating practical pathways for young people to participate in and build the township economy.

**From potential
to participation.**

**From participation
to prosperity.**

PEOPLE • PLANET • PROSPERITY

— INVEST • PARTNER • BUILD

Invest. Partner. Build.

What could your capital unlock?

- 01 Choose a pathway.
- 02 Define the capital requirement.
- 03 Agree the evidence and outcomes.
- 04 Build the pilot.
- 05 Measure. Learn. Scale.



START THE CONVERSATION



IGNITE IMPACT

Funding requirements, unit costs, financial projections and investment terms must be verified with Ignite Impact. No investment returns or quantified outcomes are represented in this brief.