



YOUR **ADVOCATE** IN TOWNSHIP BUSINESS



AGENDA



▶ Our Story **04**

▶ Our Plan **05**

▶ Why Develop Local Content **07**

▶ Who Are We Targeting **08**

▶ Objective **09**

▶ Township Economic Outlook **10**

▶ Digital First Approach **11**

▶ Why Partner With US **12**





IT'S ABOUT THE
TOWNSHIP GROWTH
STORY—ONE THAT
PLAYS A VITAL ROLE
IN DRIVING SOUTH
AFRICA'S **ECONOMIC**
GROWTH.



OUR STORY



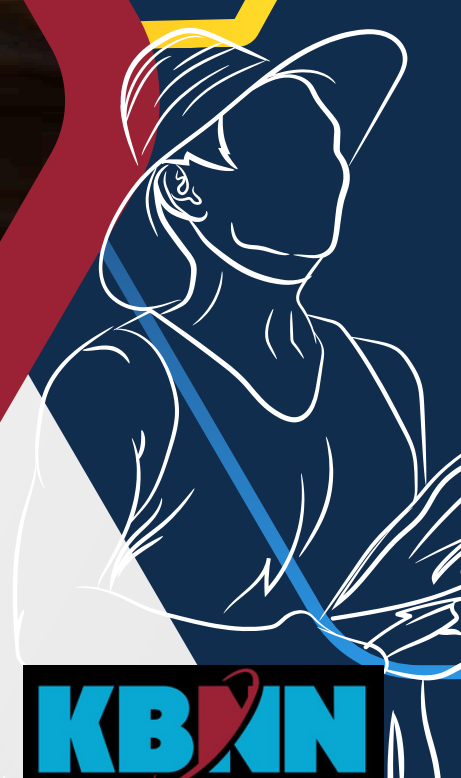
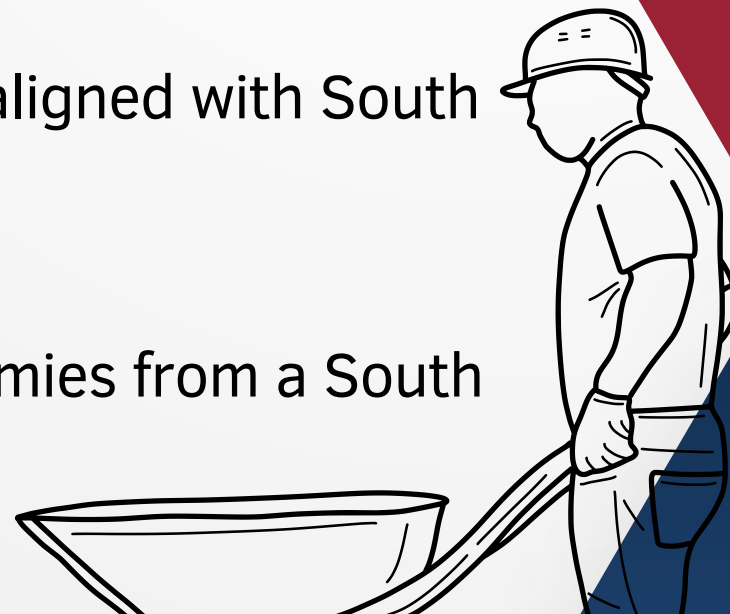
- **KASI BUSINESS NEWS NETWORK (KBNN)** was established in 2020 to highlight the **growth and opportunities** within the township economy while **reshaping global perceptions** of township business.
- In collaboration with its partners, KBNN aims to **build a strong, credible presence in townships nationwide by establishing key points of operation.** The network offers a unique blend of township business and economic content, making it essential viewing for investors and entrepreneurs.
- As the **first dedicated township business news platform** in the country, KBNN has the scale and capacity to produce localized content across South Africa.
- Its impact extends beyond the township economy, influencing the broader mainstream market.

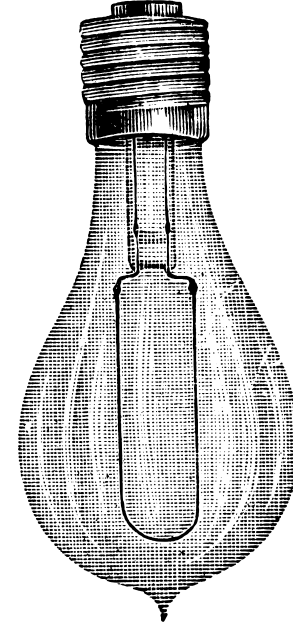


OUR PLAN

DEVELOP STORIES FOR SOUTH AFRICANS BY SOUTH AFRICANS.

- 1 Create a unique blend of local business, economic, and lifestyle content.
- 2 Share personal and professional experiences that inspire the youth.
- 3 Showcase township innovators and industry leaders to South Africa and beyond.
- 4 Target and promote entrepreneurial minds, particularly young entrepreneurs.
- 5 Implement a local content strategy aligned with South Africa's demographic landscape.
- 6 Highlight township and SMME economies from a South African provincial perspective.



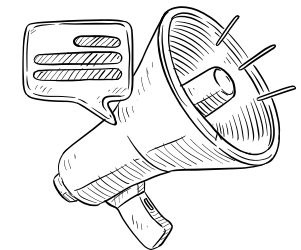
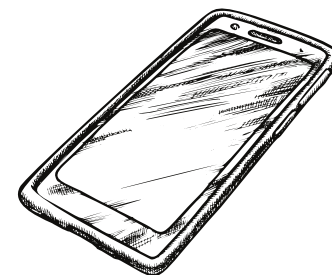
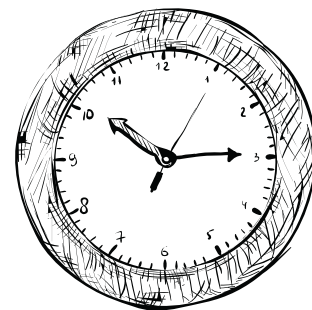


IS THE COUNTRY'S FIRST LOCAL TOWNSHIP BUSINESS NEWS NETWORK THAT PROVIDES

FAST

ACCURATE

ACTIONABLE



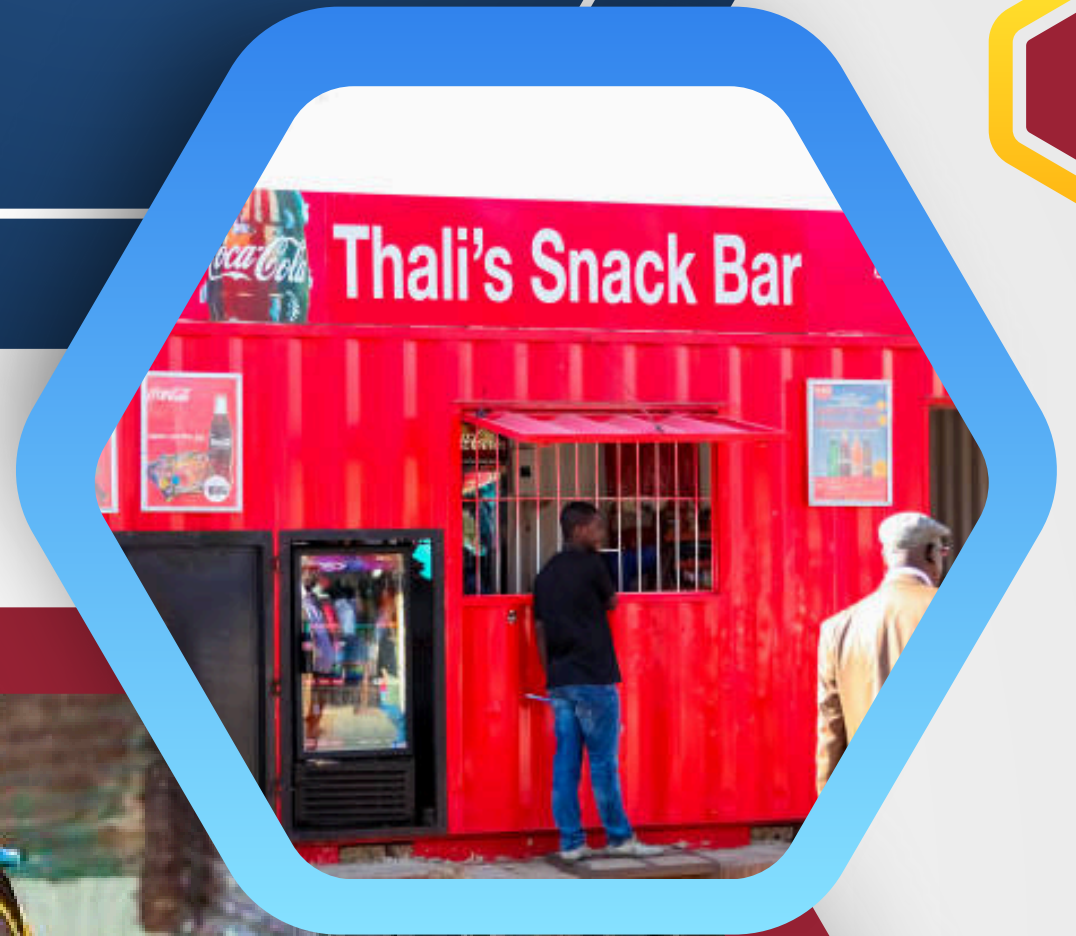
Unlocking the Power of the Township Economy

To business leaders, investors, and the financial services industry across the country.

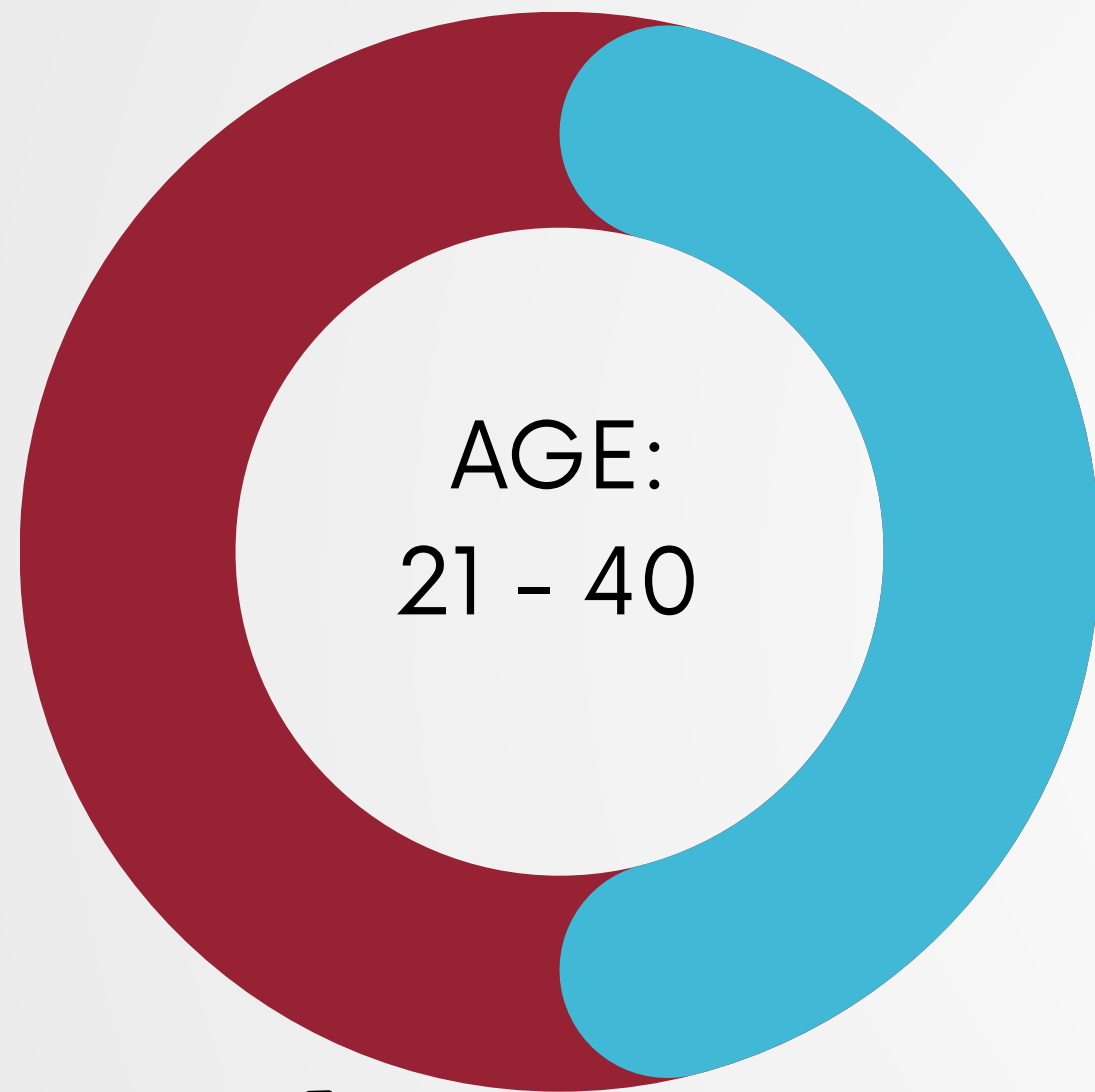


WHY DEVELOP LOCAL CONTENT?

- Empower and inspire the local business community through storytelling.
- Educate, entertain, and inform while developing top local talent.
- Create essential content for young South African investors, businesspeople, and consumers.
- Highlight the township business story in a meaningful way.



WHO WE ARE TARGETING



50%
Male



- Millennials are the largest consumer market, driving demand as their purchasing power grows.
- With the highest college attendance of any generation, they are poised for higher incomes.
- Engaging this influential group requires re-evaluating strategies to meet their evolving needs.

50%

Entrepreneurs, affluent, influential, dynamic, game changers.



OBJECTIVES

- Amplify township economic development, investment, and tourism.
- Showcase milestones and reposition townships beyond mere tourist destinations.
- Highlight the importance of informal businesses, manufacturing, local textiles, and tourism in township economies.



TOWNSHIP ECONOMIC OUTLOOK

- **Local Entrepreneurs & Informal Sector**
 - They drive job creation and innovation.
 - Understanding their challenges helps shape economic strategies.
- **Government & Investment Stakeholders**
 - Policies, funding, and infrastructure impact growth.
 - Investment trends reflect confidence in township economies.
- **Consumer & Market Trends**
 - Townships are a key consumer market.
 - Spending habits and emerging industries shape economic opportunities.



**Informal
Businesses (Spaza
Shops,
Workshops,
Salons)**

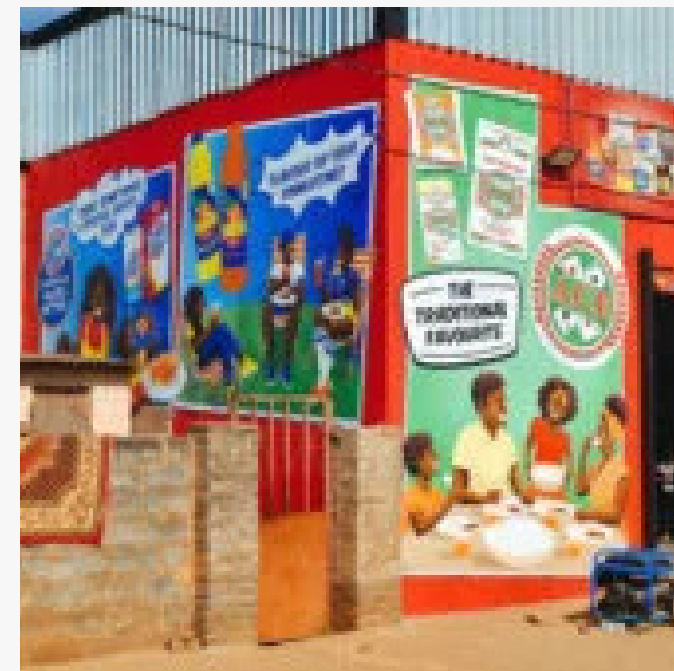
Local Tourism



**Township
Manufacturing**



Local Textiling





DIGITAL FIRST

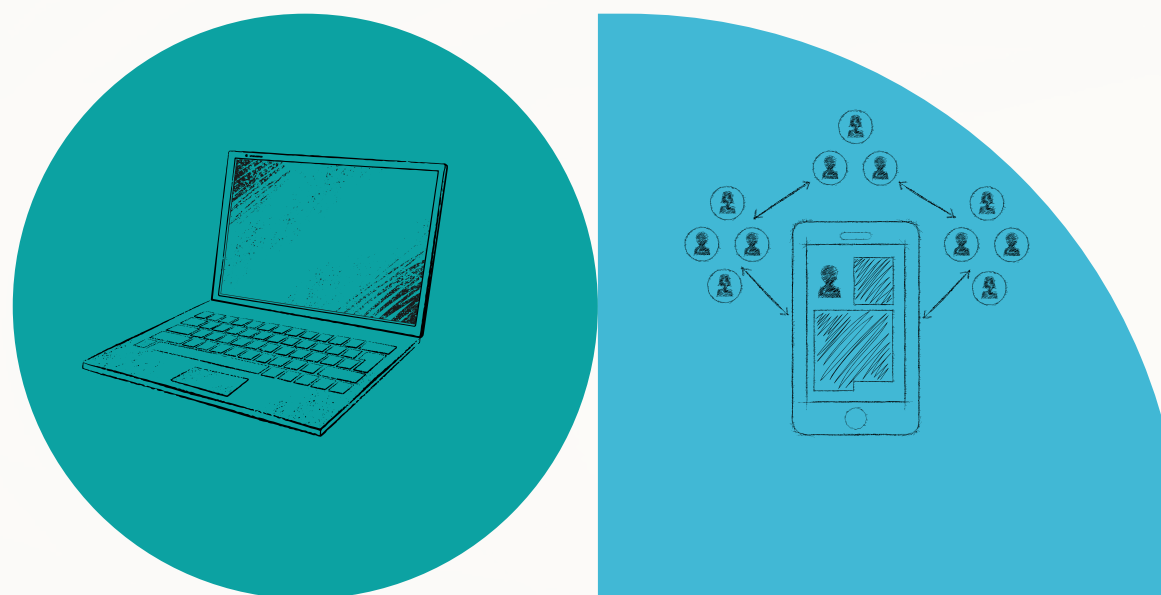
An opportunity to showcase the daily business agenda taking place in the townships.

Website



The primary resource will be our website, which prioritizes Kasi business news.

- 300-500 word profiles on entrepreneurs/business owners
- Thought-leadership pieces (OpED)
- Current affairs that speak to the way that could impact the township economy.
- Township first



Social Media



The main purpose of KBNN's social media is to drive a digital foot print to the KBNN website.

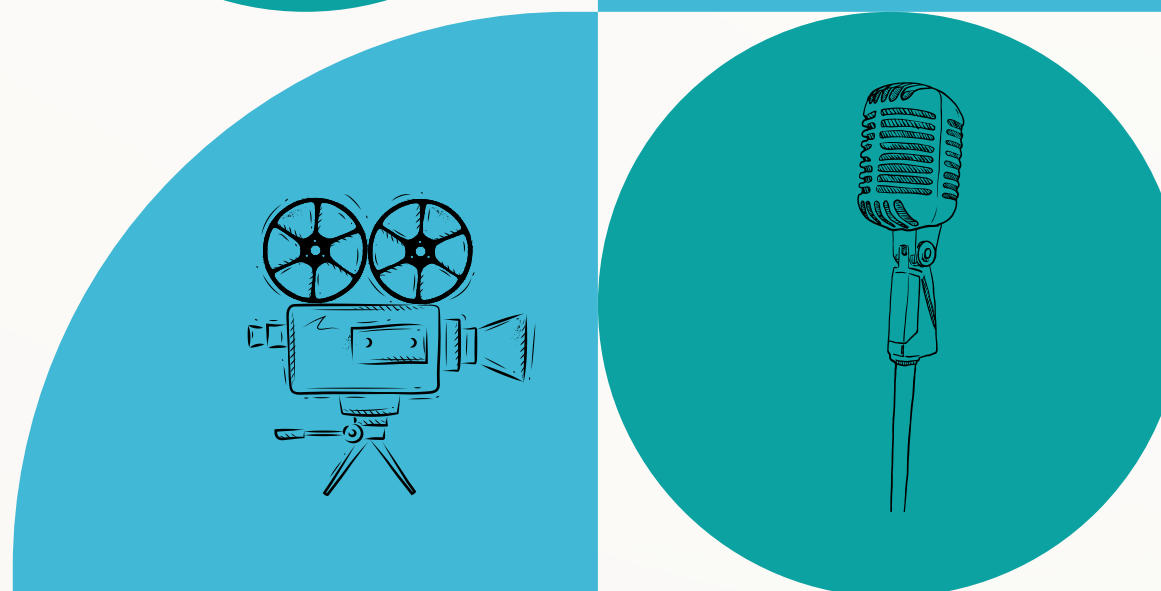
- Have content dedicated to content posted on the website.
- Have exclusive content dedicated to social media like vox pops, polls etc
- KBNN social connectivity will give audiences a constant link to real-time business news and analysis.

Video content



Video content is an excellent method for drawing in viewers and providing them with an opportunity to actively experience the vibrant township economy.

- 1 Video profile a week on YouTube which can then drive traffic back to the website.



Podcast



Aligning with a digital-first strategy to enhance accessibility to digital news.

- To start, we will introduce a podcast that features editorial content centered on thought leadership, complemented by interviews with entrepreneurs and businesses from the township.



WHY PARTNER WITH KBNN?



Partnering with KBNN offers numerous benefits for brands seeking to engage with a dynamic and growing market.



Targeted Audience

KBNN caters to a specific demographic interested in business and economic developments, particularly in local and regional contexts. This allows brands to reach a focused audience that is more likely to engage with their products or services.



Enhanced Credibility

Associating with a reputable news outlet like KBNN enhances a brand's credibility. A feature or partnership with a trusted source can boost public perception and trustworthiness.



Content Marketing Opportunities

Brands can leverage partnerships to create sponsored content, articles, or interviews that highlight their initiatives, products, or industry insights, increasing visibility and providing valuable information to potential customers.

CON.



● Networking and Collaboration

Engaging with KBNN can open doors to networking opportunities with other businesses, entrepreneurs, and industry leaders, fostering collaboration and potential partnerships.

● Market Insights

Through collaboration, brands gain insights into market trends, consumer behavior, and economic shifts, helping them make informed decisions and tailor their strategies accordingly.

● Social Responsibility and Community Engagement

Partnering with a local news outlet demonstrates a brand's commitment to community engagement and social responsibility, which resonates well with consumers.

● Event Sponsorship

KBNN hosts events, webinars, and discussions that brands can sponsor or participate in, providing further exposure and audience engagement.



WHO BENEFITS FROM A PARTNERSHIP WITH **KBAN**?



**Local
Entrepreneurs &
Small Business
Owners**

Insights into economic trends and innovation.



**Government &
Economic
Development
Agencies**

Data on township investment and policies.



**Tech & Innovation
Startups**

Understanding the future of digital transformation in townships.



**Investors &
Financial
Institutions**

Gaining confidence in township business opportunities and their role in economic resilience.



**Tourism &
Hospitality
Stakeholders**

Positioning townships beyond traditional tourism.

THANK YOU FOR YOUR ATTENTION



KASI BUSINESS NEWS
NETWORK
FOR THE **GROWTH OF IKASI!**



КВК



The image displays the logo for KVК. The letters 'К', 'В', and 'К' are rendered in a bold, light blue, sans-serif font. A red, stylized swoosh element is positioned over the 'В' and the second 'К', forming a shape that resembles a 'V' or a stylized 'K'. The swoosh is thick and has a slight curve, with its ends tapering off. The entire logo is set against a solid black background.