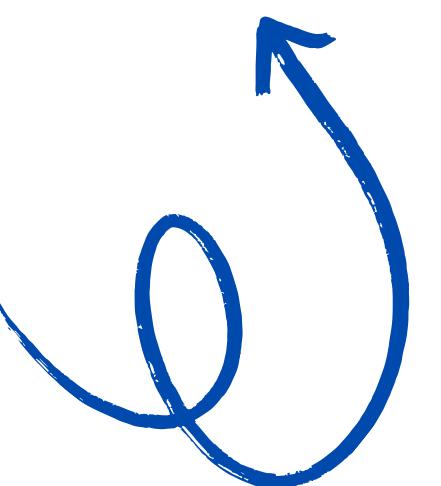


# Siyakha Platform Presentation

Presented by Group 9



# The Problem

*“The Digital Divide is Leaving Entrepreneurial Women in Rural Areas Behind”*

- Limited digital access & literacy
- Language barriers
- Cultural & Societal Expectations
- Lack of market access.
- Poor connectivity





# Our Point of View

Rural women desire to grow their businesses but lack the digital education and support needed in their native language. Empowering them with resources ensures they can connect with wider markets and thrive.

# Learning, Building, Connecting

## Integrated digital and physical solutions

### Website

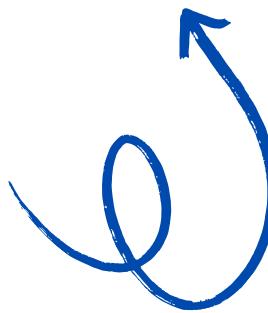
- Step by step tutorials and labs on web creation and fundamentals on e-commerce
- Interactive micro-learning, videos, quizzes
- Levels: Beginner, Intermediate, Advanced

### eCommerce Integration

- Functioning websites will be pushed on our platform for visibility & traffic
- Partnerships with Takealot, local municipalities, and PEP stores for logistics and visibility.

### Central Hub

- A physical internet-powered learning space (solar-powered).
- Facilitated by women, for women.
- Offers mentorship, access to devices, and local Wi-Fi towers for mobile access



# Implementation Plan

*How We'll Roll Out SIYAKHA*

## Pilot (6 months):

- Launch hubs in EC & KZN, run workshops, gather feedback

## Year 1 – Expansion:

- Add 5 rural areas, launch app, local language support

## Year 2 – Partnerships:

- Collaborate with PEP, Takealot, municipalities, NGOs

## Year 3 – Sustainability:

- Ads & training fees, train women as local facilitators





# Sustainability & Partnerships

## **Solar Energy**

Low-cost, eco-friendly power for hubs

## **Partners**

Internet Providers – Data

PEP – Delivery

Absa/Yoco – Payments

## **Revenue Streams**

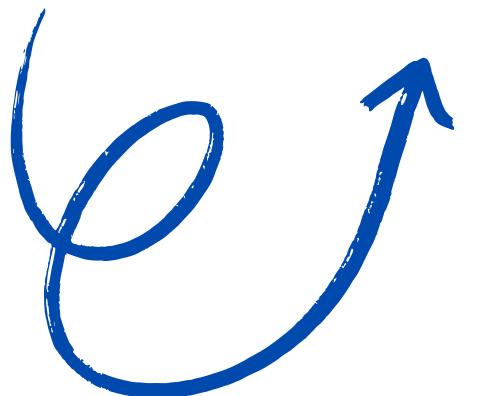
Ads, premium courses, sponsorships

# Impact

*Empowered Women. Empowered Economies.*

Who Benefits:

- Rural women entrepreneurs gain digital skills, confidence, and income.
- Communities gain new local tech hubs and Wi-Fi access.
- Young girls see role models in business through tech.
- South Africa gains progress toward SDGs (Gender Equality, Decent Work, Reduced Inequality).



# On to the Prototype

Siyakha

