

TO: ALL ROAD USERS, TAXI & TRUCK DRIVERS, AND E-HAILING

FROM: IMBOBO APP NPC

iMbobobo Legal Department

Reg No.: 2021/539541/08

legal@imbobo.org.za

DATE: 05 Jun 2022

RE: IMBOBO APP - NEW 4IR POTHOLE REPORTING INITIATIVE LAUNCH

1. While developing the auto-pilot/self-driving technologies of our new Electric Vehicle (EV) company, we started wondering what exactly would happen during pilot in the event that a driverless car would drive through a poorly maintained road possibly with worn out road markings such as yellow lines and white lines or better yet, potholes.
2. Of course the first thought that crossed our minds was the fact that our self-driving car would need to have a camera which will take pictures of those potholes for extensive analysis by our Artificial Intelligence (AI) algorithms right after automatically detecting them but, the biggest question that remained lingering in the room was still not answered and that was: to whom would a driverless car report all these potholes?
3. Well, it turned out that it was going to have to be municipalities since they are the ones who, by law, are provisioned to be responsible for incidents and accidents solely caused by poor road conditions such as potholes as opposed to those accidents caused by other vehicles.
4. So, since the vision of our electric vehicle project is still at its early developmental stages and also the irrefutable fact that applying for funding to build the actual working prototypes might take quite a little while longer, we then thought to our selves: what if we, in the meantime, create a mobile app with most of these pothole reporting functionalities but make it open and freely available to all road users within the republic!
5. As a result, in partnership with a friend of our technology company, Mr. Azwihangwisi Netshikulwe (UCT - BSocSc. Sociology [Hons & Masters]) and Mr. Johannes Mabela (Community Activist), we then registered this concept or initiative as a road safety CSI programme under our electric vehicle company, OVH EV Company.

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Eric Mulovhedzi (CEO: OVH EV Company)



6. In order to allow a much boarder participation by the general public and or general road users, the initiative was deliberately registered as a non-profit organization under the South African Nonprofit Organisations Act, 1997 Section 13 and was named iMbobo App NPC, registration number: 2021/539541/08, with a web address: www.imbobo.org.za and it is freely available to all road users including e-Hailing users.
7. iMbobo's vision is mainly to allow a smooth and seamless transition into the fourth industrial revolution 4IR self-driving car technology whilst ensuring road networks remain safe and efficient for all users.
8. Though iMbobo also has an extended mandate which is to assist its members with road related service-delivery matters for roads situated within an around their neighborhoods, its primary mandate is simply to ensure that roadways are even and clear surfaces free of potholes.

INNOVATION AND INTELLECTUAL PROPERTY

9. As a Public Benefit Organisations (PBOs), iMbobo's council together with its members strongly believe in improving service-delivery for all road users in the land but particularly those who are marginalized from fully participating in their local municipal agenda as a result of being excluded from equitable quality education.
10. We also believe in the provisions envisaged in the Sustainable Development Goals (SDGs) particularly goal 17, Peace; Justice; and Strong Institution: which promotes peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
11. But, what really makes iMbobo so special and different from other service-delivery related digital innovations is its revolutionary artificial intelligence (AI) geo-political location identification functionality called "KNOW YOUR COUNCILLOR". With the auto geo-location built-in function, iMbobo mobile app is able to automatically identify the geo-political location in the background which comprises:
 - (a) designated local municipality
 - (b) municipality's political subdivision
 - (c) region
 - (d) ward and ward councillor
 - (e) political party affiliation
 - (f) nearest police station

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12. In this way, and since iMbobo is registered as a Public Benefit Organization in terms of section 30 of the Income Tax Act of South Africa, we are able to hold government and other related agencies accountable on behalf of both our road users and our members especially those who are indigents, while also improving service-delivery.
13. And, the way iMbobo is able to achieve this is through its artificial intelligence (AI) division which simply developed a functionality that automatically notifies, in real-time, pothole reports to the designated municipality's officials as well as the ward councillor of that particular ward within which the pothole incident and or accident would have occurred.

Thank you.

- NB: Please, do not forget to register for membership and join at:
<http://imbobo.org.za/?p=membership>

or you can just fill in the attached form and email it to the secretary thereafter.
- And, during your spare time, please feel free to browse through our website for more information regarding the initiative: <http://imbobo.org.za>

Other related links:

(a) Constitution and Profile:

<http://imbobo.org.za/?p=imbobo-app-npo-profile-constitution>

(b) iMbobo Council:

<http://imbobo.org.za/?p=imbobo-app-council>

Mr. Eric M. Mulovhedzi

Head of Legal, iMbobo App NPC

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