Innovation, Technology, Online Culture and Creativity: NEW Digital pathways
Participants have prospects to monetise ideas/get access to markets/orders/skills and part-time work opportunities (best known as “gigs” in slang) through the existence of our facilities, systems, processes and governing structure.
DEVELOPING THE WHOLE Person

Through our 5 year experience in Diepsloot, we have learned how poverty and dire living conditions truly affect our participants potential, perspective and aspirations in life.

As a result, we have implemented a model to ensure that we do holistic development to ensure we develop the whole person and not just the enterprise or employee.
Father louis blondel centre (FLBC)

Since 2013, The Wot-If? Trust has operated and managed FLBC as a co-working space to support SMEs and CBOs, run programmes, projects and events.

The Diepsloot community and external corporates, are also able to use Wot-If? facilities to host their own events in a safe and productive environment. We support events which are impact driven, to build a stronger and more connected community, by

Ehub Diepsloot In partnership with ericsson sA

In June 2017, we launched a 244m2 containerised structure which offers the community training in Media and Technology skills, high-end resources and work opportunities to gain experience.

Wish list items for #eHUBDiepsloot include: a 3D printer, solar...
13 Extensions which stretch over 18km²

The infrastructure is always “under construction” in an attempt to keep up with an influx of approx. 60 new residents a day.

Surveys have calculated the population to range anywhere between 450 000 - 800 000.

Established in 1994 as a temporary post-Apartheid settlement

Most of the earliest inhabitants are still located in the township.

Landscape of Diepsloot

The only FREE access to internet in Diepsloot is available at:

- Diepsloot Mall in Ext 10
- Fire Station in Ext 2
- Library / Community Hall in Ext 2
- Wot-if? Trust Facilities: Father Louis Blondel Centre #FLBC and eHUB in Ext 5
The Joburg City Network

Initially endorsed by the City of Joburg’s previous Mayor, Parks Tau – this platform has the ability to connect organisations and businesses in a neighbourhood to attract visitors and to distribute information amongst residence.

JCN has effective SEO because our listings for businesses and organisations show up in the top 3 results on Google search. Social Media platforms also plugin to JCN with ease.

- Currently 200 listings of businesses and organisations in Diepsloot.
Our participants, programmes and focus areas

1. **Co-working & event space**
   - Age Group: 18 – 60
   - Industry: Multiple
   - Participants 50+
   - SMEs and CBOs
   - Shared laptops and other resources like tablets and cameras

2. **4th Industrial revolution**
   - Age Group: 10 – 35
   - Industry: MICT
   - 21st Century skills development
   - Access to high-end resources (software, hardware, connectivity, cyber security etc)

3. **Diepsloot2030 ambassadors**
   - Age Group: 10 – 25
   - Industry: Multiple
   - Cultural Exchange Programmes to conferences, exhibitions, theatre productions etc
   - Limited (but accessible) bursary fund

4. **Handcraft income generation**
   - Age Group: 45 – 65
   - Industry: Craft, Leisure, Gifting
   - International "Africa Works" platform to be launched in third quarter of 2018

5. **Roots and shoots sa**
   - Age Group: 10 - 65
   - Industry: Agriculture, Manufacturing
   - Cleaning and Greening with Executive Mayor of the City of Johannesburg
2018 marks the 5th consecutive year that The Wot-If? Trust will host a Social Good Summit in SA alongside United Nations General Assembly week. Our first SGS resulted in the establishment of a Diepsloot 2030 movement, “Together for a Brighter Diepsloot.”
1. Back-end & Technical support
   - Good content ideas and talent but lack to monetise
   - Poor quality and production/execution of skills
   - Lack of funds
   - Lack of knowledge and understanding of the back-end technical/knowing what is available
   - Content producer failing to understanding the audience’s wants and needs. (local, regional and national target audiences)
   - Lack of understanding content production value-stream (forms part of audience analysis)
   - Lack of ability to measure impact and reach
   - Out of reach from (project specific) creative agency briefs

2. Syndicated advertising
   - Content producer failing to understanding the audience’s wants and needs. (local, regional and national target audiences)
   - Lack of understanding content production value-stream (forms part of audience analysis)
   - Lack of ability to measure impact and reach
   - Out of reach from (project specific) creative agency briefs

3. high quality packaged content
   - Balance curation and creation of relevant and premium content from multi-media streams
   - IP solely remains with content producer unless the content is commissioned by a client

4. Sustainability model for Wot-if?
   - Understanding the entire value-chain of content planning, production and distribution
   - Entrepreneurs are able to gain access to external markets they wouldn’t otherwise have access to
   - Use skills in M&E to acquire more investment by sharing statistics and highlighting scalability
The Wot-If? Trust

Providing enabling platforms, programmes and spaces that connect our participants to opportunities to generate income resulting in enhanced livelihoods.

We facilitate interventions (such as Masterclasses, Expert Engagement and Grant Funding) to ensure business idea’s **flourish** or **fail fast**!
1. Full Stack Web dev

**IMPACT:**
Enhanced Livelihoods

**LONG TERM OUTCOME:**
Generating Income

**SHORT AND MEDIUM TERM OUTCOMES:**

- Successful rollout of the Programme (Pilot)
- Engaged participants who stay the course
- Pool of competent, sought after Full Stack Web Developers
- Placed developers or participants move to Business Incubator

**OUTPUT 1:** Signed MoU which defines the partnership relationship and deliverables by both parties

**OUTPUT 2:** Conducive Training facilities

**OUTPUT 3:** Accredited training curriculum and programme

**OUTPUT 4:** 10 - 15 Selected participants (and database of potential future candidates)

**OUTPUT 5:** 10 - 15 Inducted and contracted participants

**OUTPUT 6:** Defined Project and logistics management plan and monthly monitoring and reporting requirements

**OUTPUT 7:** % of participants who complete the programme

**OUTPUT 8:** Number of apps developed

**OUTPUT 9:** Evidence on CV / Portfolio

Number of freelance gigs
As a result of our involvement in Mzansi Women’s Film Festival as their outreach programme, we were connected with Shelley Barry to run a one month beginners course for 10 young women to learn how to create films using their cellphones.

**Mobile Filmmaking course**

**SA FILM VALUE CHAIN**

- Ten young women create individual three minute documentaries from pre-production to post-production
- Bridging the gender gap in the creative industries
- Create a portfolio of work to apply for more “gigs”

**FUTURE PLANS**

- In February 2018 was a one month beginners course
- Currently applying for funding for intermediate and advanced training for the same group of women
- Expanding on portfolio of work
3. Women’s Empowerment CraftING

<table>
<thead>
<tr>
<th>The Need and Problem</th>
<th>Unemployed women have skills in knitting and crocheting but no access to market and resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Solution Wot-If? Trust Provides</td>
<td>Resources (wools, needles, patterns and designs) to train these women to create high-end products which the local and international market demand</td>
</tr>
<tr>
<td>Collaboration as a means to deter limited: skills or knowledge-base</td>
<td>Diepsloot Foundation collaboration for Christmas Teddy Cushions procurement</td>
</tr>
<tr>
<td>The Impact of this Programme</td>
<td>Women create high-end crafted products which are sold at markets (soon to include an online platform based on the FabIndia model) to generate an average income of R1 500/month per person</td>
</tr>
</tbody>
</table>
WHY WORK WITH US?

- Integrated Strategy (Holistic Approach)
- Strong leadership
- Committed team and donors
- Transparent vision with tangible outcomes
- Good governance
- Tracking and reporting on Impact Investment
- Connected to the Diepsloot community
- Great Social Media leverage for campaigns
Press Coverage about Wot-IF? Trust and projects we have done can be found on our website and youtube channel.
Thank you!

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