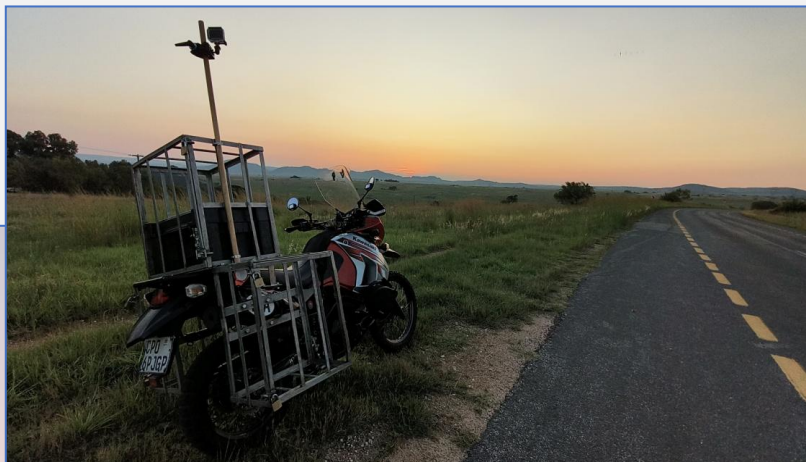


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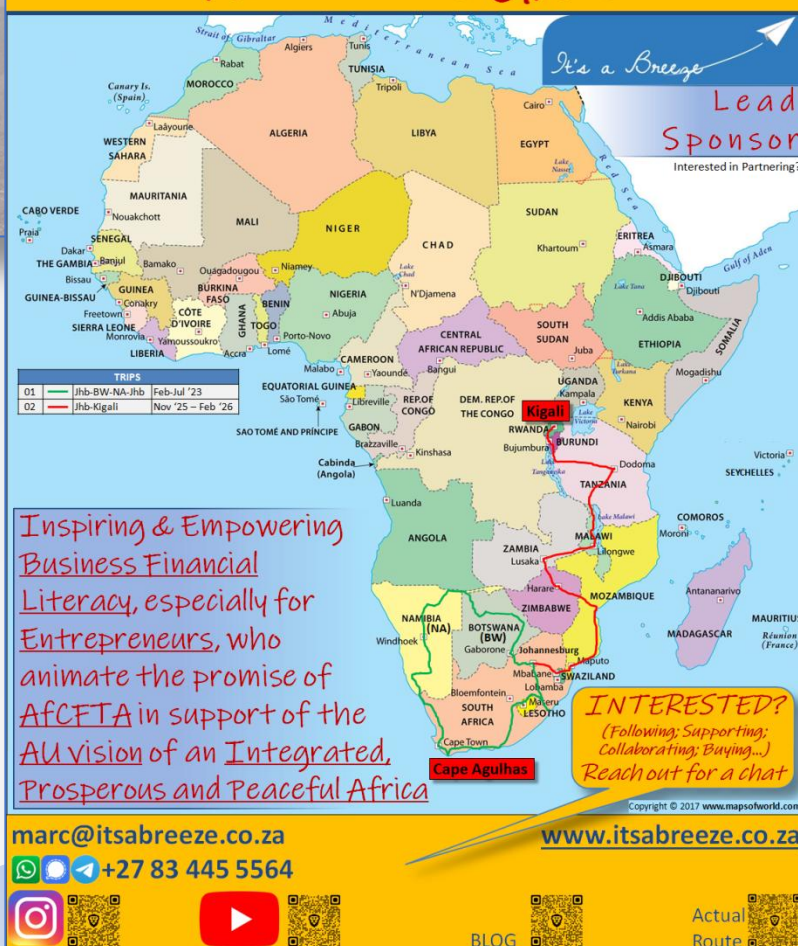
# Cape to Kigali FinLit Tour: Brief

*How may we help you today?*

**Tour 1: SA, Botswana,  
Namibia, Lesotho  
Feb to July 2023**



## CAPE TO KIGALI



### Tour 1 Countries visited:

Botswana – Feb '23

Namibia – Mar '23

South Africa – Apr/May '23

Lesotho – Jun '23

### Tour 2 Nov '25 – Feb '26:

eSwatini

Mozambique

Zimbabwe

Zambia

Malawi

Tanzania

then either via Burundi, or

via Kenya & Uganda

to Rwanda



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## 1. Marc's relocation to Kigali, Rwanda

- Marc has been doing business-oriented financial literacy training since 2012, demystifying Finance for over 2,500 people: this has become his super-power
- Initially he ran the business mainly in South Africa, with occasional workshops in other countries: India, South Sudan and Ghana
- In 2018 he realised that the market he wanted to serve was the whole of Africa, and he began growing his Africa Linked-In network
- Through 2019 he was working with potential Country Partners in around 8 territories
- He realised that he would probably want / need to relocate at some point, to be more "in the middle" of his markets and to gain better perspectives
- Lockdowns in 2020 collapsed the business and all progress with building Africa Country Partners, and catalysed the decision to go ahead with the relocation
- Rwanda was the destination of choice as he had built a strong relationship with Isaac Nkusi, a business associate based in Kigali (<https://www.linkedin.com/in/isaacnkusiz/>)
- Having a bit of an adventurous side, he decided to do the trip by motorbike. A knock-on of this decision was trimming his life down to only what he travels with on "Karibu" the motorbike (meaning "Welcome" in Swahili)
- It took from July 2020 to January 2023 to get everything ready
- He plans to make Kigali his new base of operations / expansion, with visits (by bike or other) to hopefully all African countries in time

## 2. The Idea of the "Cape to Kigali Financial Literacy Tour"

- Soon after he decided on doing the trip, he started thinking about how he could do some "give back" en-route
- This led to a clear conceptualisation of the trip as primarily a business trip (with a bit of adventure thrown in), branded as the "Cape to Kigali Financial Literacy Tour", with the following strategic objectives:
- Build and deepen his business network
- Grow his credibility and profile as a business financial literacy educator, thought leader and activist more specifically, and as an entrepreneurship ecosystem champion / enabler more generally
- Reactivate the stalled Africa Sales Partner initiative, by (re-)establishing B2B Sales collaborations in each country
- To activate the brand and the above objectives, he offers free sessions to 2 segments: Entrepreneurs and Students
  - To reach the Student segment he partnered with the African Union Students Platform (<https://www.linkedin.com/company/african-university-student-platform>) who via their Country Directors arrange sessions
  - To reach the Entrepreneur segment he engages with ecosystem players in each country





### 3. More on the free Student / Entrepreneur session offer

- Marc runs the sessions completely free of charge, with no strings attached, and no expectations of future business (the sessions are not the start of some sales campaign)
- There is no "upsell" part of the session
- He doesn't take any details of attendees, so there is no B2C marketing campaign waiting to happen (although attendees may of their own accord reach out and connect with me on Linked-In)
- Session content is some of his regular workshop content, so real value is on offer (i.e. he's not waxing on about my trip, etc)
- Session length is completely up to the organiser
- Given the context (running sessions while he is "in-country") the default nature of the sessions is in-person, although he is open to running online sessions
- Session style is also up to the organiser: workshop / part of a panel / guest speaker / masterclass / etc

### 4. Trip Status

- **TOUR 1** Marc left Joburg on 2 Feb 2023 on the first "shake-down" leg of his trip to Botswana (Gaborone, Francistown, Maun), Namibia (Rundu, Windhoek) and then back into SA at Oranjemund / Alexander Bay , arriving in Cape Town on 12 Mar 2023 – 5 weeks, 5,000 km, one little fall, 1 puncture and 1 emergency rear tyre replacement later
- Other than the above minor incidents, the shake-down trip was a superb success – the bike purred along the whole way, never missing a beat. He realised that the weight he was carrying was a bit of a problem, although the bike doesn't seem to notice it once it's rolling; the difficulty is manoeuvring at slower speeds and riding on gravel roads (which he now avoids as much as possible)
- He rested a bit in Cape Town, and stayed a bit longer in order to attend a conference that took place mid-April
- On 1 June he headed to Cape Agulhas, the Southernmost tip of Africa, and officially started the "Cape to Kigali Financial Literacy Tour" on Saturday 3 June 2023
- This leg of the trip took him through George, Gqeberha (previously Port Elizabeth), Makhanda (previously Grahamstown) and on to Maseru, Lesotho. After that it was on to Durban and environs, and then back to Johannesburg on Sunday 16 July, where has been regrouping and preparing for the onward route northwards
- **TOUR 2:** Joburg to Kigali now planned for November 2025 to March 2026



## 5. Free sessions conducted

Date	Country	City / Town	Arranged by / thru	Target Group	Format
Sat 4 Feb '23	Botswana	Gaborone	AUSP	Students	Part of a line-up of speakers
Wed 8 Feb '23	Botswana	Gaborone	LEISO Business Labs for Ministry of Youth, Sport & Culture	Entrepreneurs funded by the Youth Development Fund	4-hr Masterclass
1&2 Mar '23	Namibia	Windhoek	AUSP	Students	Part of a line-up of speakers
21 Apr '23	South Africa	Cape Town	City of Cape Town BizHub	Entrepreneurs	2-h Masterclass
11 May '23	South Africa	Cape Town	HYBR	Students	4-hr Masterclass
24 Jun '23	Lesotho	Maseru	AUSP	Students	2-h Masterclass
27 Jun '23	Lesotho	Maseru	HYBR / BAM Group	Entrepreneurs	4-hr Masterclass
30 Jun '23	Lesotho	Maseru	HYBR / The Entrepreneur Network	Entrepreneurs	4-hr Masterclass
4 Jul '23	South Africa	Durban	Durban University of Technology Centre for Social Enterprise	Entrepreneurs	4-hr Masterclass
10 Jul '23	South Africa	Pietermaritzburg	HYBR / Umgibe Farming Organics and Training Institute	Company Staff	Full day workshop

## 6. The sponsorship / publicist / publicity ask

- Marc is looking for a Publicist / Publicity / Sponsorships for the upcoming **TOUR 2 Joburg to Kigali**
- The planned route will be per the map on the first page:  
Johannesburg – eSwatini – Mozambique – Zimbabwe – Zambia – Malawi – Tanzania – Burundi – Rwanda
- The current itinerary indicates a distance of 8,025km over 102 days
- Sponsorships could be in-kind; e.g. Accommodation (my biggest expense) or a set amount
- In exchange there could be the usual media rights, appearances, etc; and/or business financial literacy workshops in each country

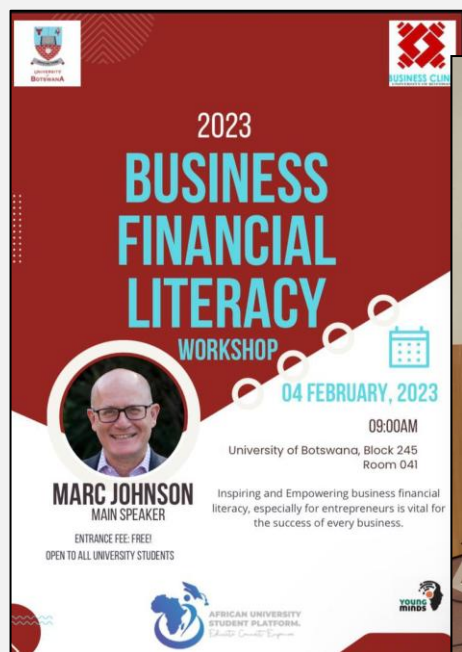


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*How may we help you today?*

## MEDIA



**Sat 4 Feb, Gaborone (Botswana)**



**Wed 8 Feb, Gaborone (Botswana)**



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**2023**  
**FINANCIAL LITERACY AND  
ENTREPRENEURSHIP  
TRAINING**

**MARC  
JOHNSON  
(KEYNOTE  
SPEAKER)**

Namibia University of Science and Technology  
Auditorium 2

**MAR | 01<sup>st</sup> | 2023**

Marc has an MBA from UCT and over 30 years experience in a wide range of environments - corporate, small business, NGO and Government. He spent the first 10 years of his career in a corporate context, mostly within the financial services industry. After completing his MBA in 1997, Marc's social orientation began to shape the environments within which he worked, which led to a move to the affordable housing sector. From 2010 Marc's emphasis shifted to entrepreneurial mentoring, lecturing and facilitation. Since 2012 he has been licensed to facilitate the international Colour Accounting Financial Literacy workshop.

AFRICAN UNIVERSITY  
STUDENT PLATFORM  
Shaping Growth Engines



Wed 1 Mar, Windhoek (Namibia)



**kuba**

**Expert Facilitator:  
Marc  
Johnson**

**Business  
Financial  
Literacy  
Workshop**

**11 May 2023  
09:30: 14:00**

**Westridge,  
Mitchell's  
Plein**

**RSVP:**  
078 055 0656  
admin@kuba.co.za

**SUPPORTED BY**  
**HYBR** **It's a Breeze** **LABS**

**f in @**

Thu 11 May, Cape Town (South Africa)



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**MADIBAZ**  
YOUTH ENTREPRENEURSHIP LAB

**FINANCIAL  
LITERACY  
MASTERCLASS**

Facilitated by  
**Marc Johnson** x

10:00 AM – 12:00PM | 20 June 2023  
Center for Entrepreneurship Rapid  
Incubator, North Campus

Space is limited, RSVP to reserve your place.



**Tue 20 June, Gqeberha (South Africa)**

**THE AFRICAN UNIVERSITY  
STUDENTS' PLATFORM**  
Excellence. Connect. Empower.



with  
**Marc  
Johnson**

**BUISNESS  
FINANCIAL  
LiTeRAcY**

24<sup>TH</sup> JUNE 2023  
12:00pm -2:00pm  
BRITISH LIBRARY  
(OPPOSITE METROPOLITAN)

African University Student Platform | Ausplatform | AU2Platform | aus\_platform



**Sat 24 June, Maseru, (Maseru)**



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### Celebrating International SMEs Day 27<sup>th</sup> June 2023

  
with  
**Marc Johnson**

- \* The Language of Finance:**
  - A common-sense understanding of the Five Elements of Finance and how they are represented in the Balance Sheet and Income Statement
  - An understanding of typical financial terminology
- \* Value Creation:**
  - A big-picture understanding of how organisations create, measure and manage value
- \* The Logic of Accounting:**
  - Understand the disarming simplicity of double-entry accounting



**27<sup>th</sup> June 2023**  
9.30am for 10am-2pm  
2pm-3.30pm refreshments & networking  
BAM Consultancy Offices  
Metcash Complex

**(Entrance STRICTLY by RSVP)**  
Rsvp (by 26th June, 4pm): 5919 1449 WhatsApp  
6924 9911 Call

*Your Success... Our Success*

 +266 22327228  BAM Group Foundation  projects@foundation-the-bamgroup.com



Tue 27 June, Maseru (Lesotho)



## Cape to Kigali Financial Literacy

Tour for Entrepreneurs  
Workshop hosted by TEN and facilitated by: Marc Johnson, Founder & CEO of It's a Breeze

**Friday 30 June 2023**  
**08h30 to 13h00**  
Montech College, Happy Villa Sc  
Refreshments to be served

**ENTRANCE: FREE**

LIMITED SEATS FOR PHYSICAL ATTENDANCE

Register on this link:  
[https://docs.google.com/forms/d/e/1FAIpQLSds89DxElWjXGpQa9AtnlFEFSDBbMnAYX0oXisQG-DH-eNUQ/viewform?usp=pp\\_url](https://docs.google.com/forms/d/e/1FAIpQLSds89DxElWjXGpQa9AtnlFEFSDBbMnAYX0oXisQG-DH-eNUQ/viewform?usp=pp_url)

 To be live streamed on The Entrepreneurs Network Network FB page.



  
**Marc Johnson**  
Founder & CEO of It's a Breeze  
650 1-on-1 financial literacy sessions  
2500 People trained since 2012!

Fri 30 June, Maseru (Lesotho)



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*How may we help you today?*

## MEDIA



**Tue 4 July, Durban (South Africa)**

YouTube:	<a href="https://www.youtube.com/@marcs.travels">https://www.youtube.com/@marcs.travels</a>
Instagram:	<a href="https://www.instagram.com/marcs.travels/">https://www.instagram.com/marcs.travels/</a>
Trip Map:	<a href="https://www.google.com/maps/d/edit?mid=113yuxtABjvFmNSu5KN4BOfNA4OGhVBk&amp;usp=sharing">https://www.google.com/maps/d/edit?mid=113yuxtABjvFmNSu5KN4BOfNA4OGhVBk&amp;usp=sharing</a>



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**Academy of Finance**

**- CONTACT US -**

*How may we help you today?*

## Your Partner in Business Financial Literacy



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Call / WhatsApp	+27 83 445 5564
Linked-In	<a href="https://www.linkedin.com/in/marc-fx-johnson/">https://www.linkedin.com/in/marc-fx-johnson/</a>
E-mail	<a href="mailto:marc@itsabreeze.co.za">marc@itsabreeze.co.za</a>

**Over 2500 people  
trained in-person in**

*South Africa, Ghana, South Sudan, India,  
Rwanda, Botswana, Namibia,  
Lesotho & Tanzania*

*Decisions*

*Conversations*

*Confidence*

*Competence*



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