



BikoToday Pitch Deck

"The Work Gym Where Students Train, Businesses Grow"

Contact Information

Biko Today

The Work Gym

"Where Students Train, SMEs Grow."

Ready to transform Africa's workforce? Let's connect and build the future together.

Contact Us

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The Problem

47.4%

Youth Unemployment

South Africa's unemployment rate for
ages 15-34

12.4%

Graduate Unemployment

Rising unemployment among qualified
graduates

SMEs Face Critical Challenges



Limited Access to Skilled Talent

SMEs struggle to find and afford qualified professionals for growth initiatives



Technology & Automation Gaps

Advanced tools and systems remain out of reach for most small businesses



Scalable Support Services

Lack of affordable, flexible business support that grows with their needs



The Result: Students can't get real work experience, SMEs can't grow competitively

Our Solution

Biko Today = Workforce-as-a-Service + Training Platform



For SMEs

Affordable subscription access to **marketing, automation, software development, admin, and top talent execution**



For Students

Earn while you learn via real projects + mentorship (online and in training centres)

AI + ML Powered Intelligence



WorkflowAutomation

Automates processes and ensures quality delivery

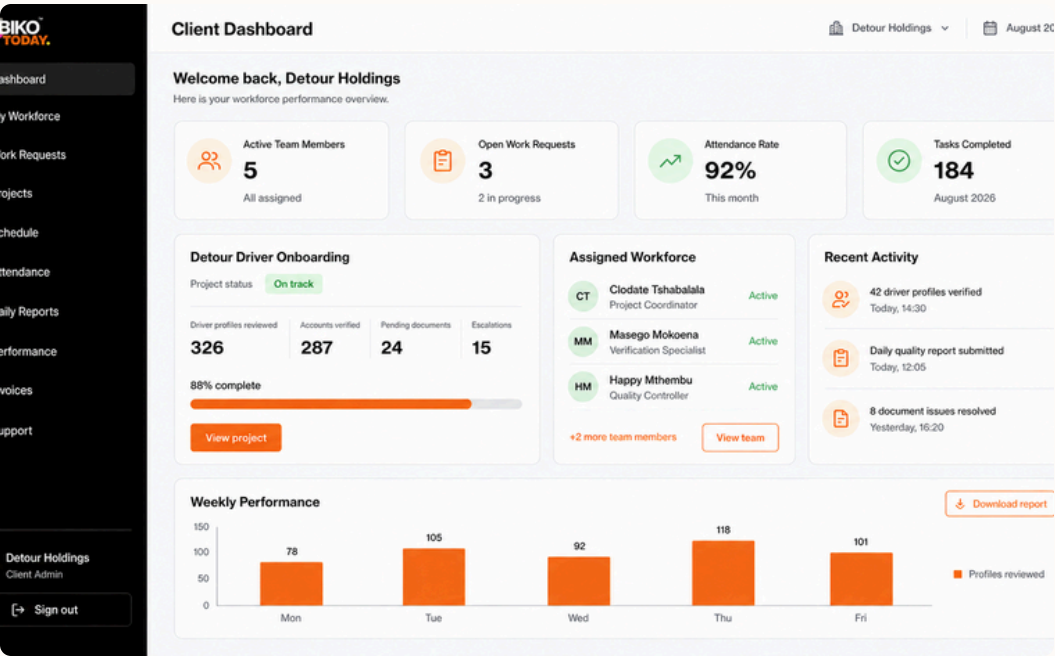


Smart Tracking

ML tracks student patterns, progress, and skills for better matches and personalized coaching

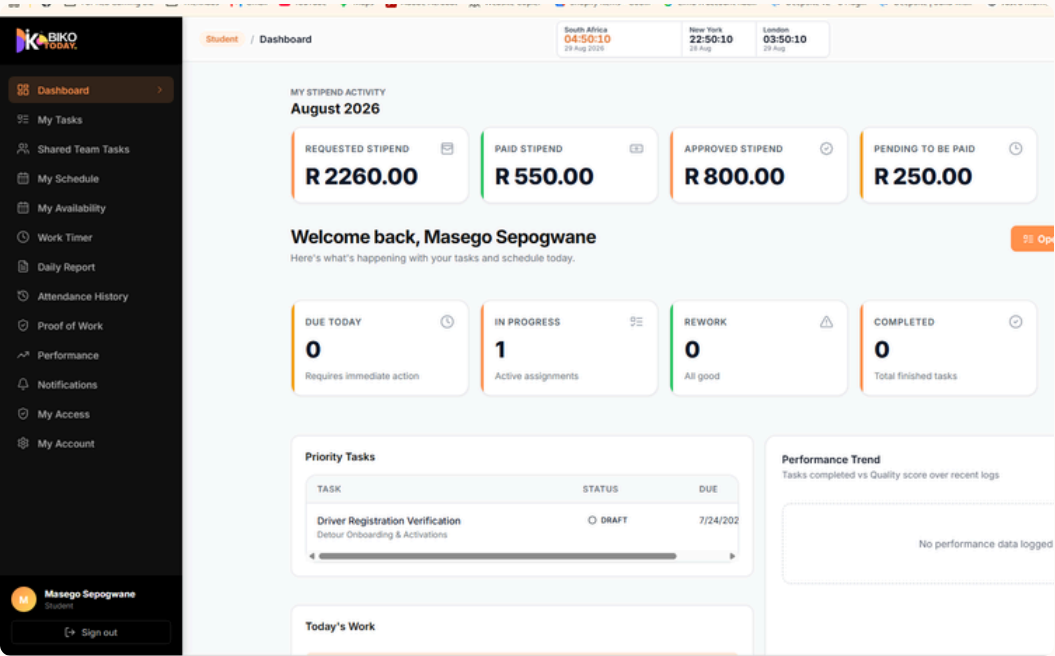
We are the bridge between SME growth and youth work readiness.

Product Demo



SME Dashboard

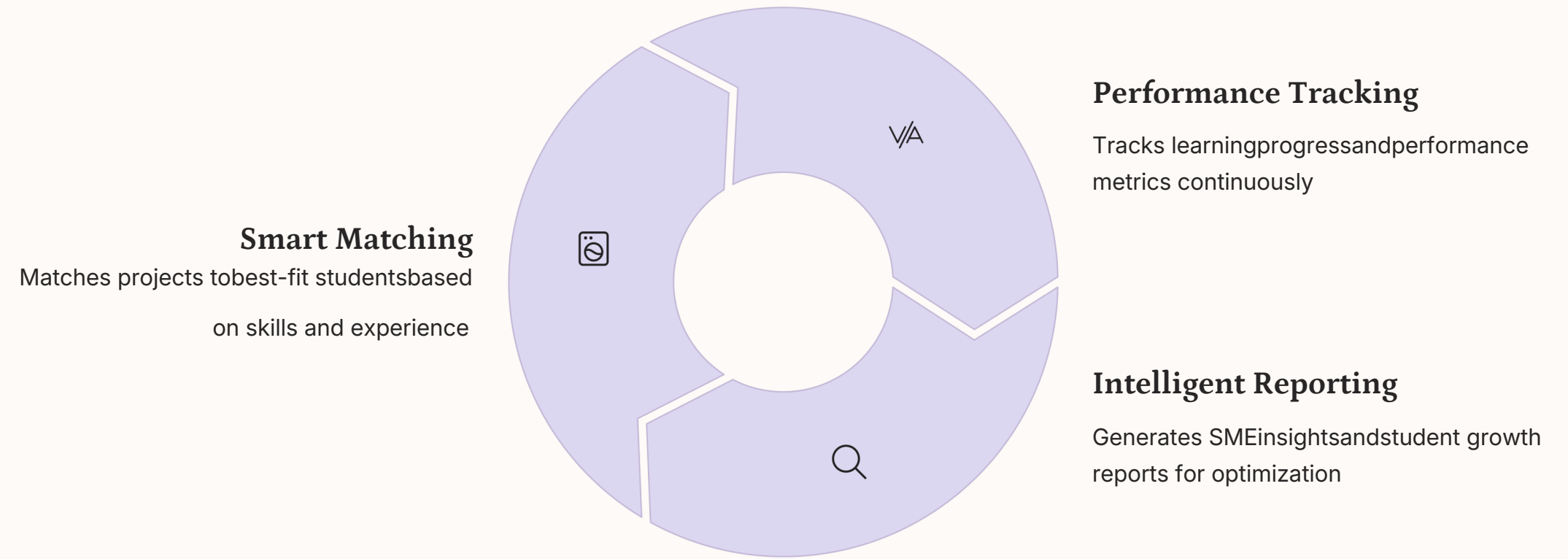
Managetokens,request services, track outputs with real-time visibility



Student Dashboard

Tasks,mentorship,skillsbadges, stipend earnings all in one place

AI + ML Assistant



✔ **Aha Moment:** SMEs plug in instantly, students graduate work-ready with real resumes

Market Opportunity

3.9M

MSMEs in South Africa

Underserved in digital and automation solutions

237K+

Annual Graduates

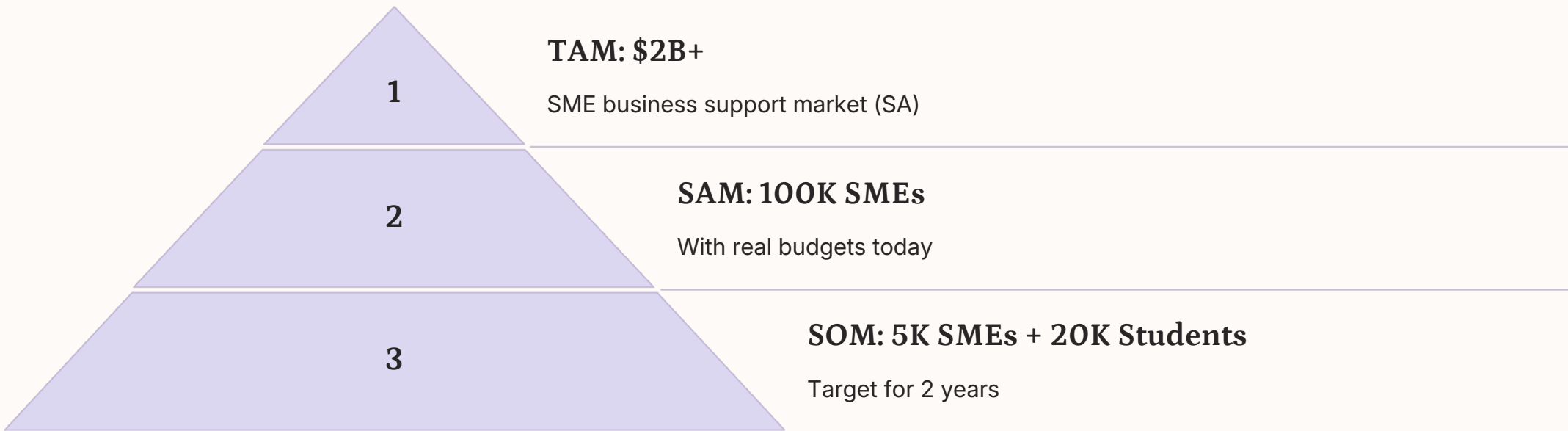
With limited job or placement opportunities

44M

Sub-Saharan African MSMEs

Expansion opportunity across the region

Market Sizing



The opportunity extends far beyond South Africa, with expansion potential across Africa's massive SME ecosystem.

Business Model & Edge

1. SME Subscriptions with Token System

01 Base Monthly Subscription

SMEs receive monthly tokens for flexible service access

02 Token-Based Services

Unlock tech, automation, software development data, admin, and research services

03 Scalable Top-ups

Extra services available through token top-ups for growing needs

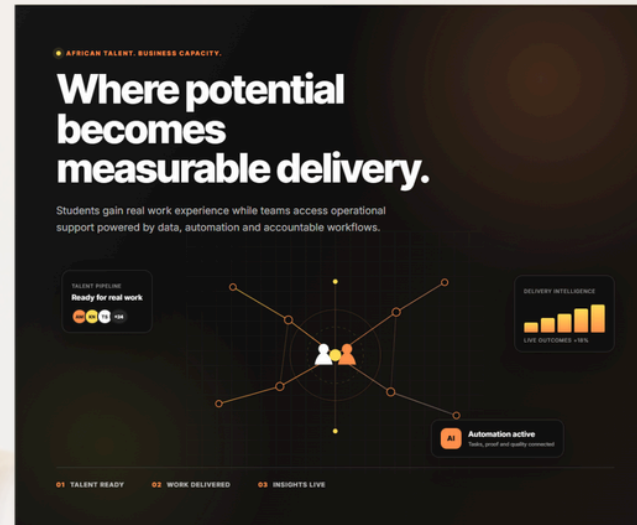
2. Student Pipeline (Online + Physical Training)

Earn While Learning

Students earn stipends plus real-world project experience

Hybrid Training

Both digital and partner campus/training hub delivery



BIKO WORKFORCE

Welcome back

Sign in to your Biko Workforce account to continue.

Email

don@bikotoday.co.za

Password

Sign in

SECURE WORKFORCE ACCESS

Our Competitive Edge

SME-First Approach

End-to-end business solutions, not just talent placement like competitors

Token-Based Flexibility

Predictable, flexible scaling model that grows with SME needs

AI + ML Intelligence

Smart allocation, insights, and adaptive training capabilities

Hybrid Training Model

Physical + online training makes students work-ready faster

Competition & Advantage

Competitive Landscape

Upwork & Fiverr

Global freelance platforms lacking SME-specific solutions

Job Boards

Traditional placement without skills development

Harambee

Youth employment focus but no SME support or technology

Andela

Tech talent for global firms focusing on coding and software, not local SMEs

Why We Win



SME-First Design

End-to-end business solutions specifically built for SME needs and constraints



Token-Based Model

Predictable, flexible scaling that adapts to business growth cycles



AI + ML Layer

Smart allocation, insights, and adaptive training for optimal outcomes



Hybrid Training

Physical + online training accelerates work-readiness



Dual Impact

Solves unemployment & SME growth simultaneously



Go-To-Market Strategy

SME Engagement



Drive growth through referrals, compelling case studies, and authentic storytelling that demonstrates real business impact



Digital Campaigns

Targeted advertising combined with powerful impact stories showcasing student success and SME transformation



Student Recruitment

Partner with universities, NetCampus, and training centres to build a pipeline of motivated, skilled students

Strategic Partnerships

BIIC Partnership Institutional collaboration for student development	SETA Integration Skills development authority alignment
Harambee Collaboration Youth employment ecosystem synergy	

Our go-to-market approach leverages both government SME pipelines and established learnership frameworks to create sustainable growth channels.

Our Team

Leadership Team



Don Khabana

Founder - Creative strategist & tech-marketing entrepreneur driving vision and strategy



Karabo Setlae

Co-founder - Operations & partnerships, ensuring seamless execution and growth



Owami Mokoena

Co-founder - Student experience lead, championing learner success and development

Core Development Team

Product & Development

Letago Makhubele, Lesedi Maphatiane, Ronald Conco, Brian Banda, Thulaganyo Phetlhe

Expert team building the platform and AI/ML capabilities

Strategic Partners



CPUT BIIC

Student recruitment and incubation partnership



NetCampus

Student recruitment and training partnership



Univen

Student recruitment and incubation partnership

Traction & Milestones

2023 - Foundation

MlankaTech partnership signed - Established core technology development alliance

2023-2024 - Proof of Concept

Corporate & SME Validation - 1 corporate (MiWay), 2 SMEs (Give a Dog a Bone, Nyasha Accounting Partners). Built SOP for prototype SME services

2025 - Scale Preparation

BikoToday traction - 700+ SMEs serviced; 3,200 students trained

Feb 2026 - V1 Release

Full platform - V1 release with ML-powered student insights

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2024 - Partnerships

NetCampus partnerships signed - Secured student recruitment and training network

End 2024-2025 - Training

Student preparation - Trained students for SME servicing; created prototype workflows + SOPs

Dec 2025 - Launch

Prototype launch - Market-ready platform deployment

✔ Strong validation across diverse sectors demonstrates market readiness and scalable model

Vision: Africa's Work Operating System

"BikoToday is The Work Gym for Africa's Next Economy"

Businesses gain flexible AI-enabled operational capacity, while students build real capability by delivering real work inside live business environments.

Our vision is to build Africa's intelligent workforce infrastructure; where talent, technology and business opportunity continuously strengthen each other.

Building Work-Ready Talent

Students develop practical skills, professional discipline and verified experience by working on real business problems.



Giving Businesses Capacity to Grow

SMEs access affordable teams, AI tools, automation, systems, data and operational support without building large internal departments.

Creating an Intelligent Workforce Network

BikoToday uses AI, ML and operational data to improve matching, coaching, delivery quality and workforce performance over time.



Help us build the workforce infrastructure Africa's businesses and young people need to compete