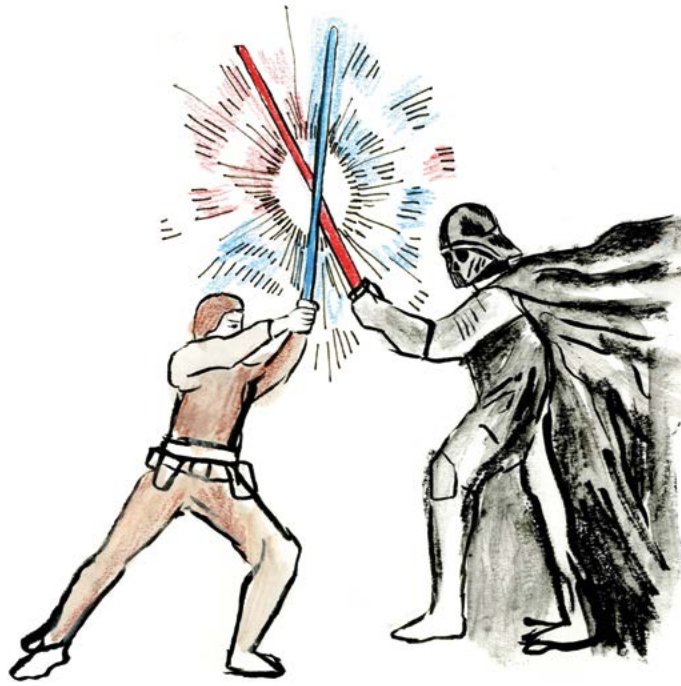




B R A N D G U I D E L I N E S





“You don’t have to get into a giant laser sword fight
and blow up three space ships to be a Hero.

Help someone. Be compassionate.
Treat others with dignity.”

George Lucas

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INTRODUCTION

HeroTel, a portable telephone booth for Clark Kent to transform into Superman, you might say? Not quite, but spot on with the reference to Super Heroes.

We're here for a very specific purpose: to take the headache and hassle out of broadband by offering WISPs low maintenance, fast bandwidth at a lower cost than they can negotiate for themselves, coupled with improved network reliability and increased sales.

We enable WISPs to focus on the one thing that sustains them – their customers.

HeroTel aims to dramatically change the broadband market by providing hassle free, fast, wireless high-speed connections. We envisage a world where your internet service is a seamless part of your lifestyle, instead of a painful part.

We'll spark this change by dealing with people in an open, honest and ethical manner and delivering meaningful returns for our investors. We foster an atmosphere of optimism, teamwork, creativity and technological innovation in all our operations.

HeroTel came into existence after it's founders joined forces in providing cost efficient and reliable internet connectivity for Project Isizwe in low income communities in Africa. By harnessing their collective expertise in the mobile and wireless communication industries, the solution they offered exceeded expectations and revealed many new opportunities, particularly that of consolidating the WISP industry.

By providing reliable, cost efficient services to WISPs – who have a frontier spirit but share common problems, HeroTel can serve as the backbone to enabling WISPs to make more money whilst providing better broadband services to households.

Don't mistake our strong sense of values for a weak desire to make money. We want to make money, and the way we do that is to help WISPs make money.

THE FOUNDATIONS

A house must be built on solid foundations if it is to last.
The same principle applies to man; otherwise he too will
sink back into the soft ground and becomes swallowed up
by the world of illusion.

Sai Baba

Sai Baba

BRAND ARCHITECTURE

The key to our entire brand strategy is our Brand Architecture. It sets the foundation for all the other components of our company by aligning our brand personality traits, our means, our promise and our story.

This manifesto is a guide to understanding the HeroTel brand. It allows you to manage the communication of the brand at each point of contact, ensuring consistency across all platforms and media. It is rooted in the brand essence or “The Spirit of a Super Hero”.

The purpose of our Brand Architecture is to build brand presence and meaning. It directs the creative development and execution of all the elements of the brand’s communication mix; the relative benefits and values you want the brand to stand for in the minds of those that interact with it. It is an internal marketing tool for understanding and creating the Brand Persona.

PUTTING AFRICA ON THE MAP

HeroTel is from Africa, for Africa.

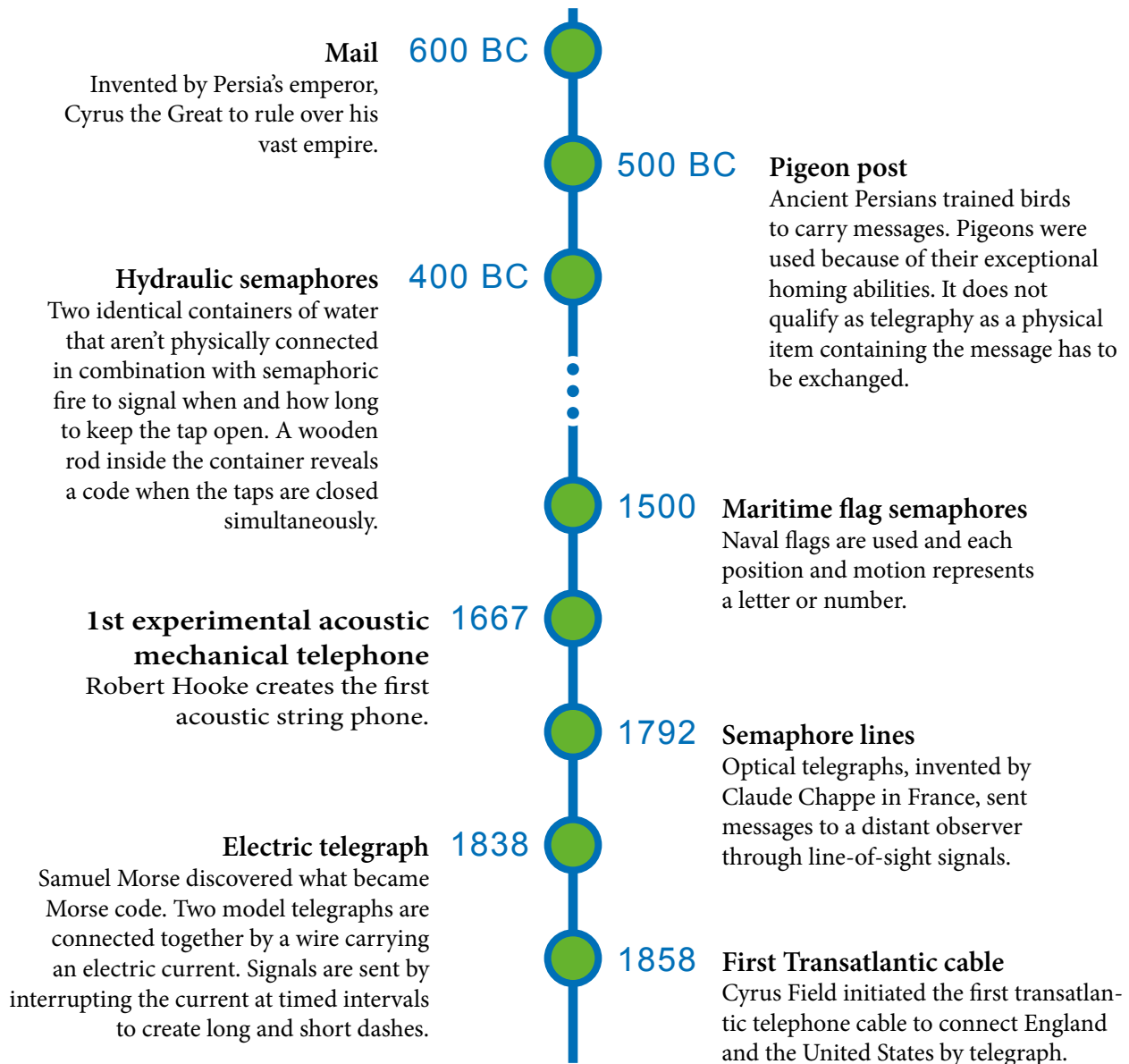
Across Africa, a burgeoning entrepreneurial spirit is taking hold with a thirst for economic independence. Africans are increasingly educated, connected and motivated to drive change. They are tired of being perceived as charity cases, and they are ready to apply their business creativity to global markets. Information technology offers the greatest potential to open these doors to Africa.

By leveraging WiFi and other wireless technologies, we hope to supply Africa with connectivity to the information super highway.

The future of connectivity in Africa is wireless.



A BRIEF HISTORY OF COMMUNICATION



POSITIONING

HeroTel acquires or partners with WISPs nationally in order to control a distribution channel for delivering digital content in South Africa and the rest of the continent.

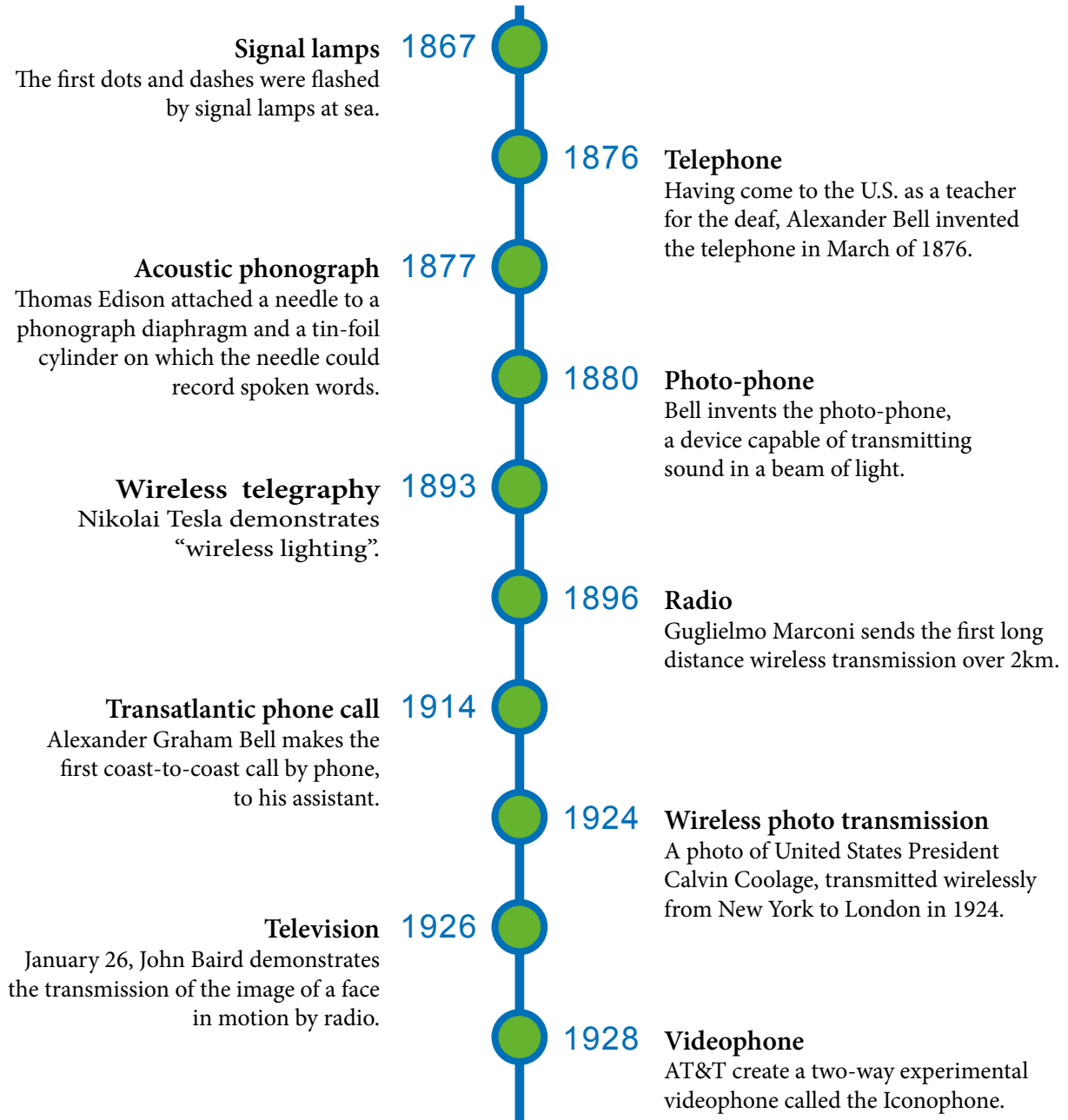
BRAND ESSENCE

The Hero Spirit – Fast. Courageous. Reliable. Loyal.

CORPORATE FANTASY

Telecommunications can be a dull field. It's serious. It's all about the money. And ROIs, KPIs and EPSs.

HeroTel is the antithesis of dull. It is a vibrant, vivid world of exploration and adventure. An enchanted space where we stand up to the bad guys, where we've got each other's backs and where we risk it all, together. It's a place of humour, hard work and passion. An ethos reflected by our approach to people - we uncover hidden jewels and we help them sparkle and shine.



RATIONAL BENEFIT

HeroTel is a trusted company.

We build networks that work.

We tell the truth.

We experiment.

We move fast.

EMOTIONAL BENEFIT

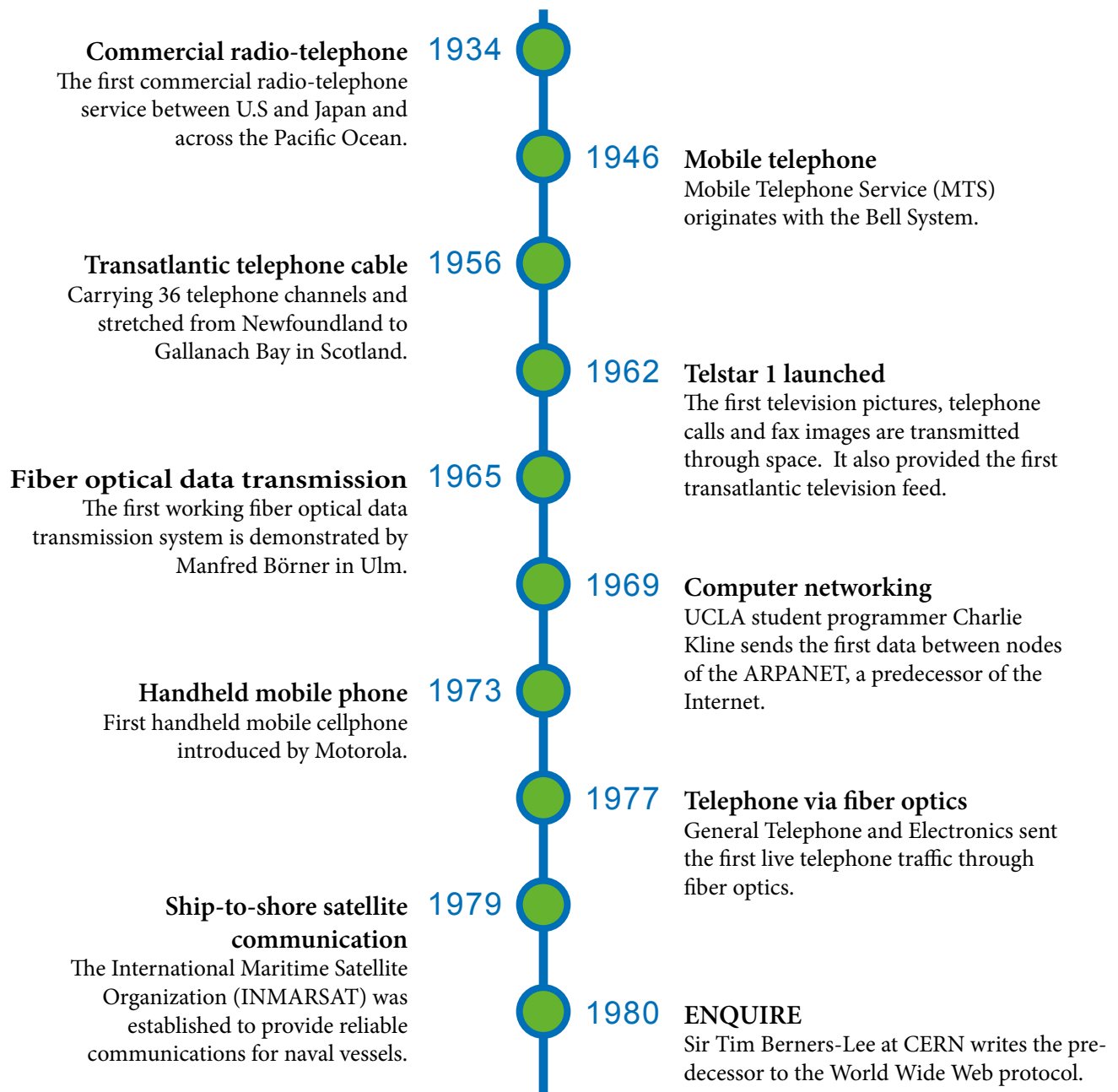
The search for deeper meaning in the workplace has seen a stirring in the corporate temple. There is something more profound about the way we are beginning to conceive of and relate to work and the age-old need to find purpose in what we're doing.

The new business is not about treading in the footsteps of others, it's about uncharted territory; and in uncharted territory our only guide is intuition, the only right thing to do is to follow our passion.

We're moving beyond the sole preoccupation with the physical and financial to a concern for the purely human: imagination, inspiration, ingenuity and initiative. We remember that creativity is the sword that grows sharper in the hands of the astute business practitioner and we know that creative people run best on the high-octane fuels of play and freedom.

It's a kind of magic - we create the illusion. Our Super Heroes manifest in the real world. And we can change anything we want, starting by exceeding all expectations of our customers.

'Here's to the crazy ones. The misfits. The rebels. The troublemakers. The round pegs in the square holes. The ones who see things differently. They're not fond of rules. And they have no respect for the status quo. You can quote them, disagree with them, glorify or vilify them. About the only thing you can't do is ignore them. Because they change things. They push the human race forward. And while some may see them as the crazy ones, we see genius. Because the people who are crazy enough to think they can change the world, are the ones who do.' – Apple couldn't have said it better.



HEROTEL CHARACTER

Confidentiality

We're all for transparency. But with openness comes trust. So, what happens in HeroTel stays in HeroTel. That means keeping things confidential. Not even waterboarding should be able to extract the office WiFi password.

In the immortal words of Robert De Niro, "You're either part of the Circle of Trust, or you're not."

Honesty

No lying. No stealing. No second chances. This includes using the office phone for personal calls.

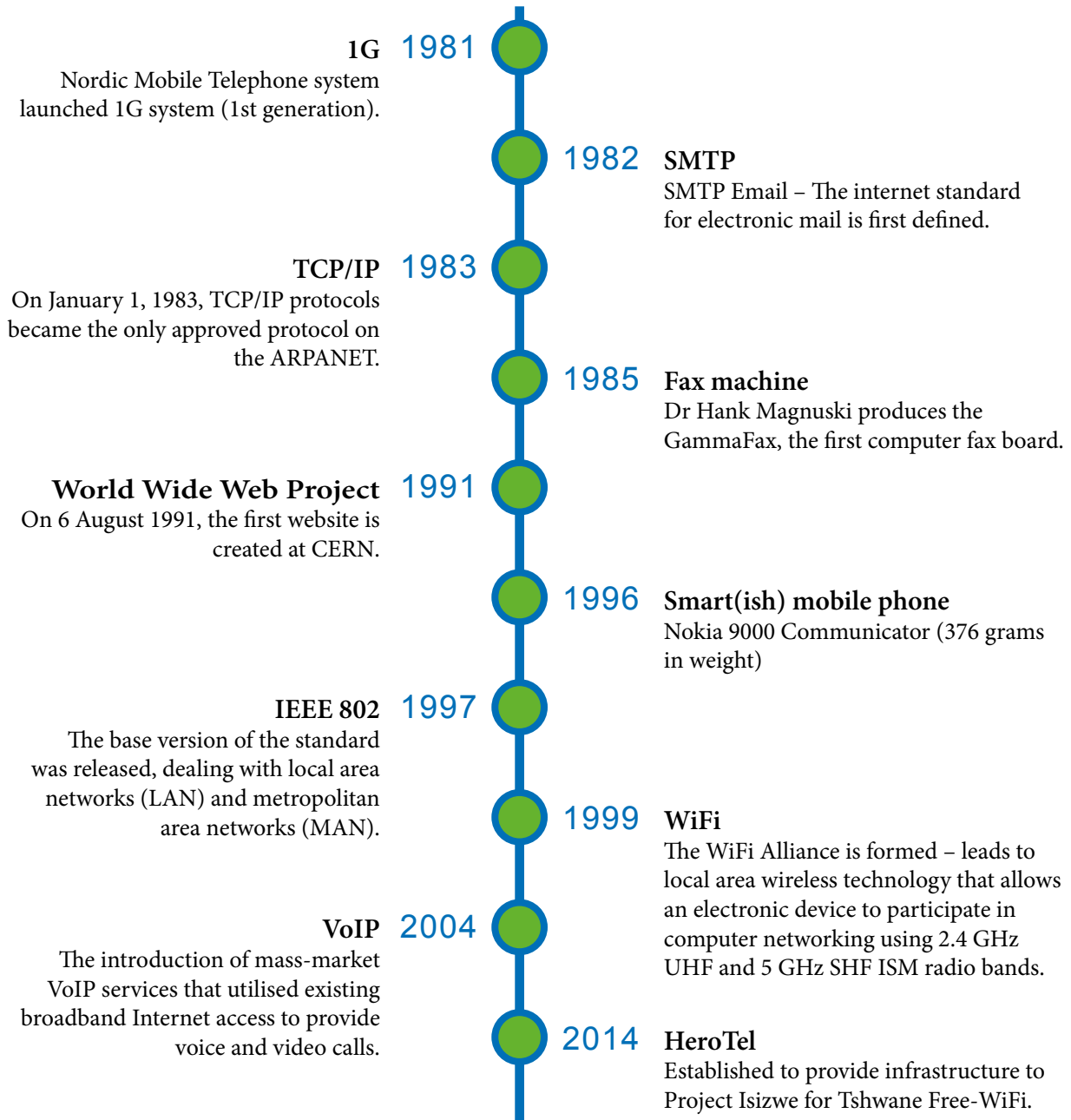
Honesty also encompasses internal communication, so voice problems or concerns. Let's maintain open dialogue and focused minds.

Professionalism

Be punctual. Smile. Be polite. Dress appropriately (for clients). Return calls. Return emails. Use spell-check. Keep promises. And deliver, everyday. If you feel you can't, take a day off, call in sick and set up your out-of-office.

Social Impact

We started HeroTel with the intention of making our world a better place. Somewhat idealistic, but that's how it is. The profit motive provides sustainability to this objective so chase the deals, but remember that our goal is to make a positive impact on the people and the world around us. The means is the end.



VISION & LONG TERM OBJECTIVES

To control broadband distribution to households throughout Africa.

THE THREE PILLARS OF HEROTEL

Reliable, Fast & Affordable Broadband.

PUBLIC RELATIONS

If anyone from the press calls, don't answer questions. Ask them to send you an email and forward it to the CEO. If the query is related to one of our partners, connect them with the relevant CEO.

Any press release that refers to HeroTel must be approved by the CEO.

HeroTel's policy is to avoid publicity.



Isn't life great?

We are reaping the benefits of 2500+ years worth of invention, all of which lead to the point where we are connected to the internet wirelessly, from virtually anywhere.

Wireless is an inevitable progression of wired. It's much more sustainable and liberates a world of possibilities with the infrastructure it generates for users.

Considering the exponential evolution of communication, there's one fact that becomes evident: The future of communication is wireless. It supports the growth potential of communities, the self-sufficiency of individuals and provides mobile access to global communication networks, everywhere it's signals reach.

MARKETING STRATEGY

Old school word-of-mouth is best.

Business to business, targeted specifically to existing WISPs.

Guerrilla marketing (mobile vehicle-based free WiFi provisioning).

Short term marketing collateral is below-the-line (clothing, brochures, conferences etc).

Through the “Powered by HeroTel” seal included on all below-the line marketing generated by WISPs.

HeroTel will ultimately also use above-the-line media to create awareness and credibility amongst consumers.

HeroTel’s social media presence: Facebook, Twitter and YouTube accounts.

PAY-OFF LINE



HEROTEL
W E D O I N T E R N E T

“If you don’t like something, change it.
If you can’t change it, change your attitude.”

Maya Angelou



MANIFESTING IN THE REAL WORLD

HeroTel embodies the Super Hero archetype.

This theme is evident in everything from the logo and the Castle. It is carried through in all our communication to act as a constant reminder of the values represented by the Hero.

Our Heroes appear in communities to negotiate with local government and WISP owners, then reappear to install the infrastructure, do maintenance or upgrade services that enrich the community.

HeroTel's head office is in Dorp Street, Stellenbosch. HeroTel's National Operating Centre (NOC) is situated in Faerie Glen, Pretoria.



CORPORATE SOCIAL RESPONSIBILITY

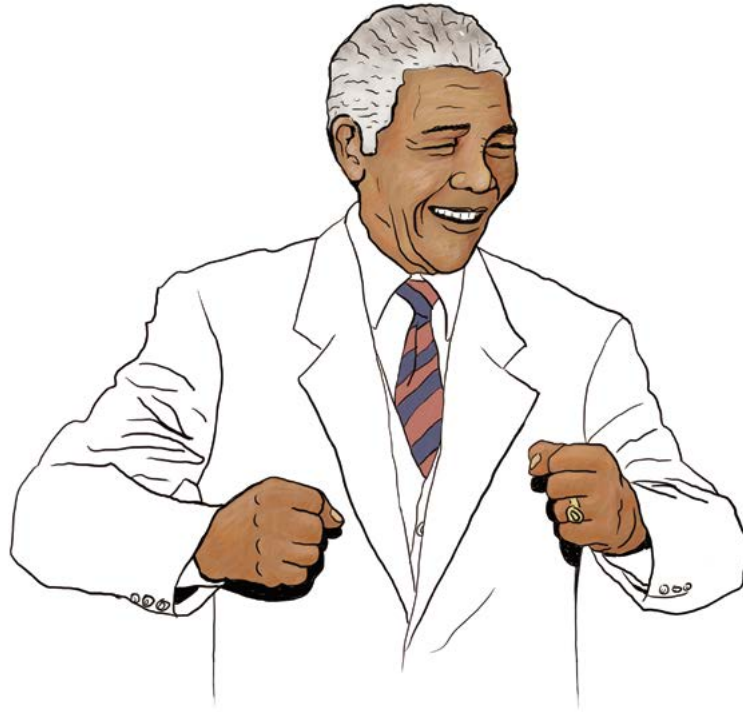
Project Isizwe

HeroTel provides infrastructure to Project Isizwe, a non-profit company supplying Free WiFi in low income communities on behalf of the government. HeroTel operates on a cost-recovery basis only, ensuring no shareholder/executive profits from contracts held by Project Isizwe.



**PROJECT
ISIZWE**

Free WiFi for
South Africa



BRAND PERSONIFICATION

Super Heroes challenge people to be heroic. They are courageous and honourable. A little rebellious, youthful and free-spirited. They have a definite purpose in the world and actively search for fulfilment on their great quests.

They are eager to learn and meet many collaborators along their journey. They are not afraid to trust and accept help.

They have an enchanting aura and a timeless charisma.

They are selfless and courageous.

THE HEROES

We are a collective of like-minded, hard-working, ambitious individuals with a shared vision and the courage to stand up when the chips are down.

Our role is to bring harmony to the daily workings of the HeroTel infrastructure and community. We do this by maintaining open channels to the WISPs we partner with, offering strategic assistance, statistics, predictions and good karma.

We believe we have a responsibility to serve and enhance the communities in which we are operational in and serve the society on which we are dependent upon. We put community first and foremost; it all flows out from there.



GO INTO THE
LION'S DEN
JONATHAN PROCTOR

WRITING FOR HEROTEL

Be informative. Be clear. Be concise. Don't say what doesn't need to be said.

Honesty is our best policy

Tell it as it is. If something is promised then it must be delivered. Likewise, if facts are stated, they must be accurate.

An open book

HeroTel is 100% transparent. All relevant information is available on demand. Except for secrets.

Be real

HeroTel is not arrogant, pompous, pretentious or snobbish. We are a trusted friend. A confidant. A mentor. A Superhero.

Superhero (Wikipedia definition)

A Superhero is a type of heroic character possessing extraordinary talents, supernatural phenomena, or super human powers and dedicated to protecting the public.

Talk, don't preach

Keep your style informal but not too chatty. Imagine a one-on-one conversation. The HeroTel tone is also professional but not stiff. HeroTel, while being fun to interact with, offers a highly professional service.

No prejudice

HeroTel does not promote any racist, sexual, political or religious rants. Not even if it is said in humour or jest. It's just not funny.

No hate speech

This pretty much goes without saying. HeroTel does not use, nor do we tolerate, any forms of hate speech.

Keep it clean

In the HeroTel Realm it is never considered cool to be crude or vulgar.

Who are we talking to?

Always remember whom you are talking to when writing. Picture them in your mind's eye. These are not nameless, faceless people, but real people with real friends, favourite colours, pets and interests.

Heads up: When we write about “us”, “our” or “we,” we’re not referring to HeroTel as a company, but the people behind the brand. We are real people who speak like real people.

Lead by example

Many people interact with our brand on a daily basis. Which is why every time we write or publish content as HeroTel, we must choose our words very carefully.

Keep it short

- Brevity is the soul of wit.
- Keep sentences short and punchy. Use full stops.
- Don't let sentences run on for 2 – 3 lines.
- Use simple sentence structure and word order.
- Be clear. Stick to one message per sentence.
- Avoid sentence fillers e.g. ‘actually’, ‘particularly’ and ‘very’.
- Make every word count, stick to the point and get to the point. Fast.
- Use short words instead of long words e.g. ‘buy’ instead of ‘purchase’.
- Use plain language. Avoid complicated, old-fashioned and unconventional words.
- Don't use metaphors, figures of speech, technical jargon or other flourishes unless they help to make a (short and powerful) point.

Be interesting

- Encourage readers to explore, find new content and be inspired:
- Use colourful words (but keep it short, simple and clear).
- Be descriptive.
- Create imagery around the messages.
- Tell a story.
- Stimulate the senses (taste, smell, touch, sight, sound).



To effectively communicate, we must realize that
we are all different in the way we perceive the world
and use this understanding as a guide
to our communication with others.

Tony Robbins

Make sure that every piece of written communication:

- Contains no spelling mistakes.
- Uses correct punctuation.
- Has links that work and link to the destinations they say they link to.
- Contains facts that are 100% accurate.

Avoid slang

While a relaxed informal tone is fine, slang is not: e.g., ‘rad’, ‘super cool’, ‘hip’, ‘maddest’ and ‘awesome’.

Avoid using local terminology

While most South Africans know what ‘lekker’ or ‘kiff’ means, our friends in other countries won’t. Keep it simple. Keep it clear.

Banker speak

Oblique monetary communication is often dry and requires translation for mere mortals to understand. Let’s rather leave Bulls and Bears where they belong and try keep it real and transparent.

Geek speak

To you a widget may be a familiar term, but to your second cousin once removed, perhaps not. Avoid technical words (but don’t dumb down to the point of being condescending). While the market is becoming increasingly familiar with some terminology and language, web 2.0 jargon is best left for use in the office.

Active voice

Use ‘doing’ words. Don’t use passive sentence structures. Keep an active voice.

Dot the ‘I’ and cross the ‘T’

Hero Telecoms: The company

HeroTel: Short form

Sidekick: A HeroTel partner

WISP: Wireless Internet Service Provider

HQ: HeroTel’s Head Office is at 154 Dorp Street, Stellenbosch.

The Castle: HeroTel’s National Operating Centre (NOC), situated in Faerie Glen, Pretoria

Spelling: The Queen's English please

Use UK English spelling only.

For example:

- programme
- customise
- organisation
- capitalise

Be brief, but don't abbreviate

Resist the urge to abbreviate. Write the word out in its entirety or find a shorter alternative.

Writing web links

Avoid using 'click here' as a link. It offers no incentive as to why a user should click here, nor does it engage or excite them. A link should give a user a general idea of what they're going to get when they click on a link.

Italics & capital letters

Use italics and upper-case letters in body copy sparingly.

Punctuation

Don't use exclamation marks. Ever!!! There is no need to shout. Rather use engaging words to be convincing.

Avoid using ellipsis...

DESIGN LANGUAGE

Logo

Primary logo for print



Alternative logo for digital use only



Black & white printing and fax logo



Vertical use logo (secondary)



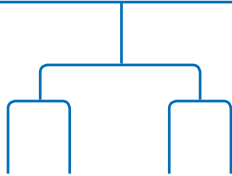
HEROTEL

The shield is always used on a white background. The written part can be reversed out on a solid HeroTel blue e.g. the Powered by HeroTel logo.

The vertical use logo is only to be used when width or height restrictions of the design makes the logo become insignificant in relation to other elements.

Reconstructing the Logo

The distance between the right edge of the shield and the “H” of HeroTel is equal to the open space between the uprights of the “H” on the shield.



The height of the shield is 1.9 x the height of the “H”; or the height of the “H” is 52.4% the height of the shield.



HEROTEL] x 1.9

Trajan Pro Bold

Manual small caps

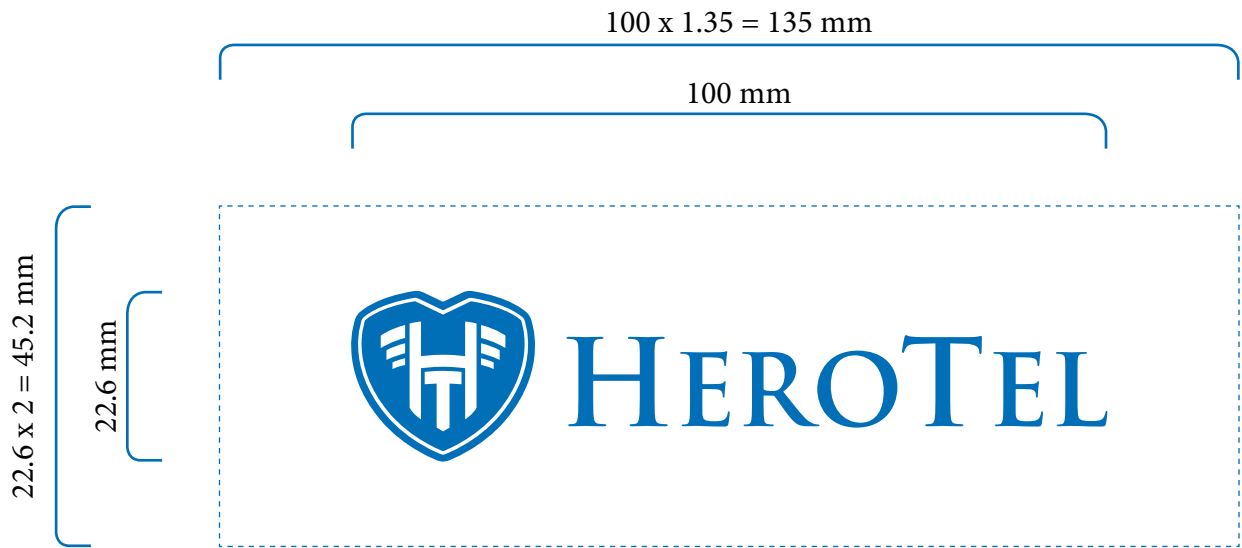
H = 35 pt | ERO = 29 pt | T = 35 pt | EL = 29 pt

Manual tracking between letters

HE = 0% | R = 25% | O = -25% | T = 25% | EL = 0%

Correct ways to use the logo

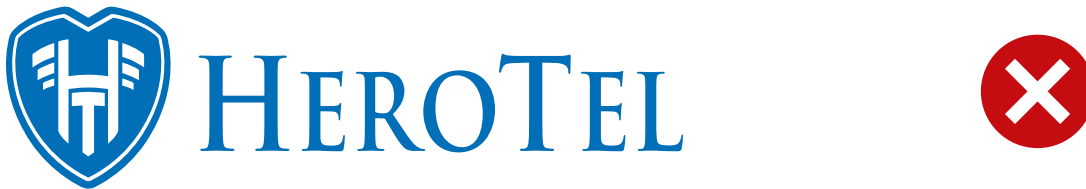
Give the logo room to breath and always use it on a white background. Leave white space proportionately to the height of the “H” (which is double the width between the “H” and the shield). This works out to an area equal to 200% of the height of the logo and 135% of the width of the logo.



Incorrect ways to use the logo

The logo is always used straight and level.

NEVER ROTATE, SQUASH, STRETCH, SKEW OR DISTORT THE LOGO IN ANY WAY.



Powered by HeroTel logo



This is a vertical advertisement for Snowball. At the top, the text 'get connected' is in a large, bold, sans-serif font, with 'Fibre | Wireless | ADSL' in a smaller font below it. The background of the top half is a dark blue image of fiber optic cables with glowing blue light points. Below this, the text 'call 021 880 2228' and 'go snowball.co.za' is displayed. The Snowball logo, which includes a blue and white sphere and the word 'snowball' in a bold, sans-serif font, is followed by the tagline 'CONNECTING EVERYTHING'. At the bottom, the text 'Snowball is everywhere! Time to get connected.' is on the left, and the HeroTel logo with the text 'POWERED BY HEROTEL' is on the right.

This is possibly the only use of the corporate logo that the general public will ever be exposed to. It is used on all printed and digital marketing material created by WISPs that are “Powered by HeroTel”.

It is not used intrusively but must be legible. It is a symbol of quality showing it in the simplicity of its application.

It has a white outline for use on dark backgrounds.

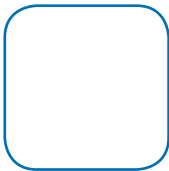
This is a horizontal advertisement for Snowball. At the top, a blue banner contains the text 'Join Snowball's high speed network today and gain access to the Internet, your data and the world!'. Below this is a dark image of server racks with a blue flame-like graphic on the left. The text 'Wi-Fi hotspot service available' is overlaid on the server image. In the top right corner of the server image area is the HeroTel logo with the text 'POWERED BY HEROTEL'. Below the server image, the text 'We offer ADSL, Wireless Internet, VoIP, Virtual Server Hosting, Co-location and much much more. Snowball has a data centre in Technopark, Stellenbosch. For the best solution, contact us now!' is displayed. At the bottom, the text 'go snowball.co.za' and 'call 021 880 2228' is on the left, and the Snowball logo with the tagline 'CONNECTING EVERYTHING' is on the right.

Colour Palette

Primary colours

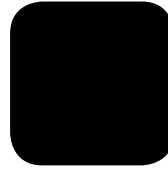


Pantone 660 C
88 Cyan + 50 Magenta



White

Secondary colour



Black and 99% shades of grey



Pantone 368 C
65 Cyan + 100 Yellow

Gradients and drop shadows



Don't use gradients!



Except when creating depth as part of the design.



Be bold, use solid colours...



but don't go overboard.

A drop shadow is a gradient.

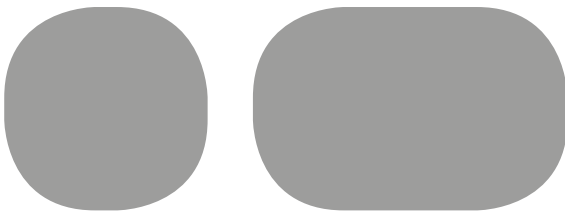
If you use drop shadows it should be subtle and only when you absolutely can't find a creative solution around it. As an example, look at the way the drop shadow is used to show a white page lying on a white page than using a slight drop shadow (see previous page). Another example is the Keynote template. Here it is used to create a line for the title area and another to create a cut out effect for the logo at the bottom (see p. 59).

Forms and Shapes

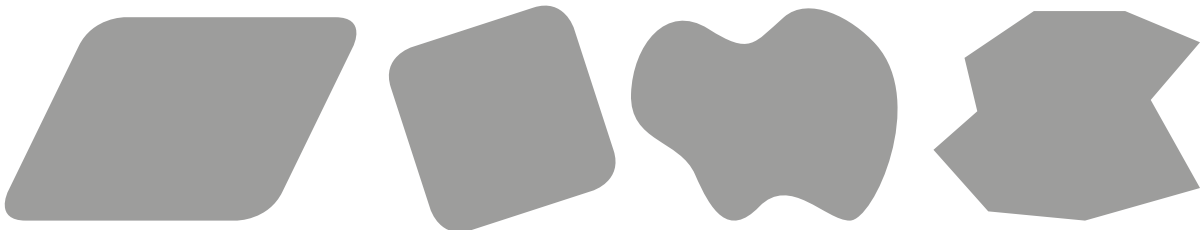
Simple Forms and Shapes

Stick to simple geometric shapes that aren't distorted or rotated to right angles (90°).

Also use rounded corners on squares, rectangles, triangles and polygons



Don't over do it on the rounded corners.



Typography

Corporate fonts

Arial is used because of its elegance, simplicity and legibility. It is available on most Mac and Windows computers which makes it ideal for documents that need to be edited across platforms. Arial is also used for titles and sub titles in manuals in conjunction with Minion Pro. Books like “So, you want to be a Hero” only uses Minion Pro.

Emails, letters, proposals, contracts, presentations and internal communications

Arial Regular | *Arial Italic*

Arial Bold | ***Arial Bold Italic***

Additions to logo, business cards and letterheads

Gill Sans Regular

Manuals and guidelines

Arial Regular | *Arial Italic*

Arial Bold | ***Arial Bold Italic***

Minion Pro Regular | *Minion Pro Italic*

Minion Pro Semibold | *Minion Pro Semibold Italic*

Minion Pro Bold | ***Minion Pro Bold Italic***

Books

Minion Pro Regular | *Minion Pro Italic*

Minion Pro Semibold | *Minion Pro Semibold Italic*

Minion Pro Bold | *Minion Pro Bold Italic*

Arial Regular | *Arial Italic*

Arial Bold | *Arial Bold Italic*

In-house signage

Trade Gothic Medium

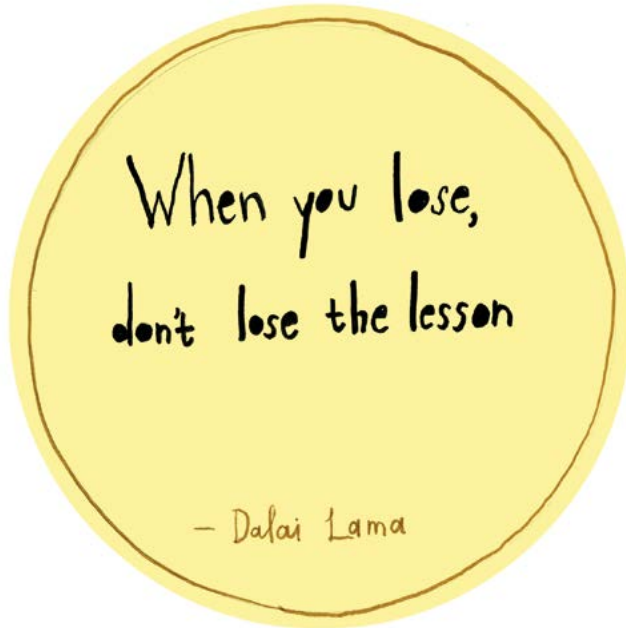
Trade Gothic Bold

Trade Gothic Bold No. 2

Trade Gothic Bold Condensed No. 20

Handwriting for special applications

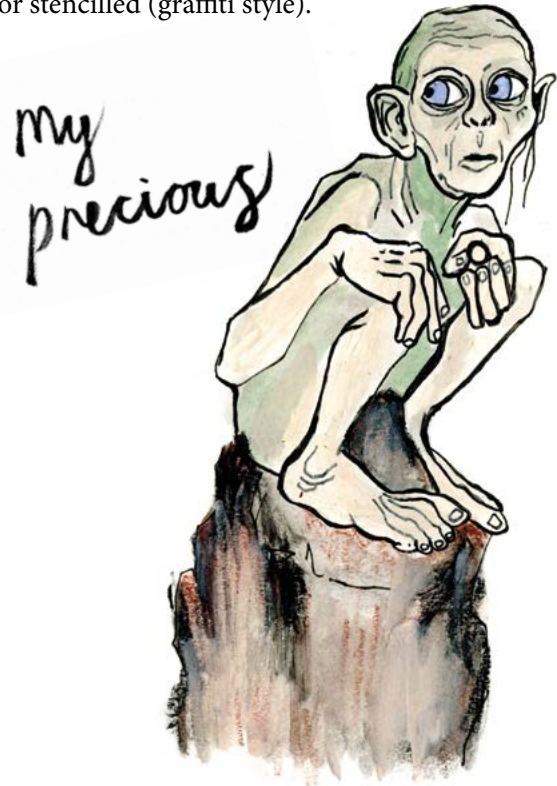
Use customised hand writing or fonts that look hand crafted or stencilled (graffiti style).



**NEVER SAY,
"THEY ARE ALL..."**



JOHN VOLMINK



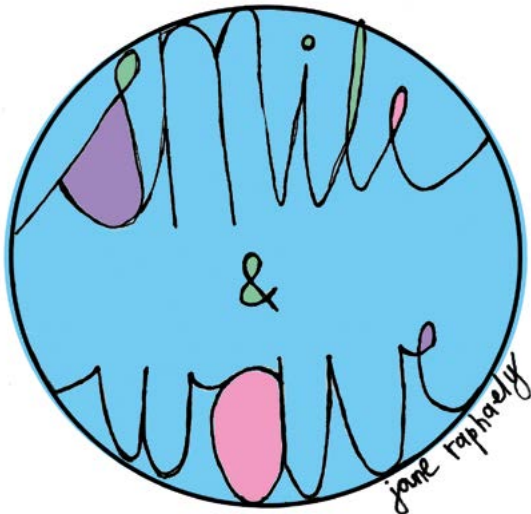
we love you Madiba !

**WORK WITH
HAPPY PEOPLE**
ANET PIENAAR

Don't spend what you
haven't earned.
Don't owe anybody
ANYTHING.

PETER VUNDLA

THE POWER OF
FAILING



SUCCESS

is the
consequence
of H·U·N·D·R·E·D·S of
mistakes

Gianni Ravazzotti

WHEN TIMES ARE GOOD,
RELAX.
WHEN TOUGH,
WORK.

KEITH WILLIAMS

Iconography



HeroTel Shield icon

The icon outline was derived from a Medieval heraldry shield. The shield symbolises strength, protection, security and readiness.

The “H” and “T” are interlocked so that the “T” fits into the “H”, making it look like a piston that is about to fire. The repeated serifs on the “H” give depth to the design, an adaptation of the WiFi symbol to resemble the Viking god Thor’s winged helmet and hammer. It can also resemble a corner section of the top of a castle wall.

The icon symbolises strength and resilience, arming us with the super human courage needed for our quest as Heroes – to change the world for the benefit of all mankind.

Iconographic adaptation

When transmogrifying the icon, always maintain the fundamental design elements.

- The shield outline
- The Winged “H”
- Simplicity is key to all adaptations
- It’s okay to have some fun with the logo



Graphic treatment

The Corporate Treatment is stylish simplicity. Less is more. It creates a classic, timeless look that evokes a sense of trust.

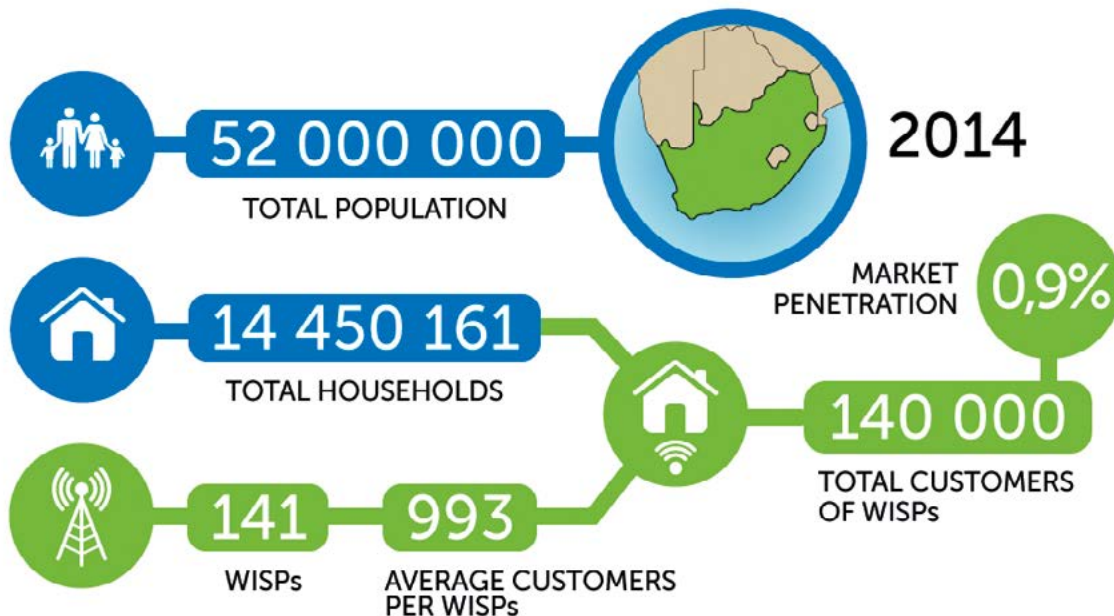
Use illustrations to add some colour to the corporate fantasy. Balance the structured corporate elements and styling with the more organic shapes.

Always be aware of the context and the audience.

The quality is more important than the quantity.

Diagrams

Tables, flowcharts and organograms are made using precise geometry. Use only squares/rectangles (with or without rounded corners) and circles. Use thick outlines in solid colours. Avoid using textures here.



Illustration

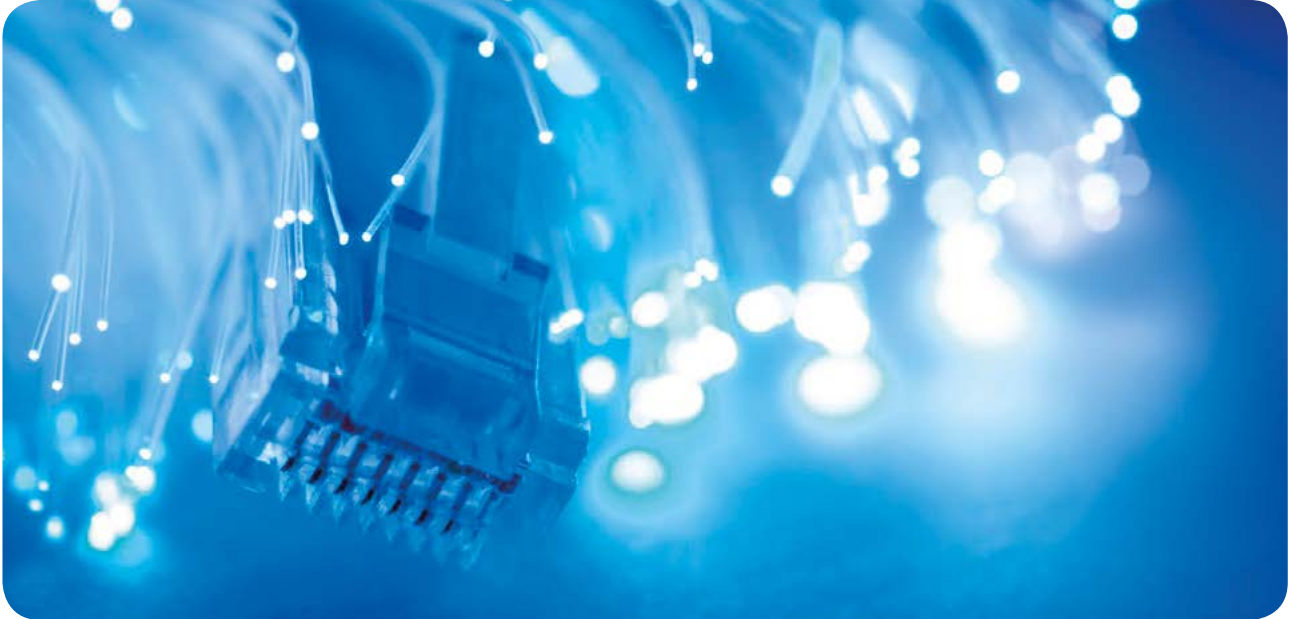
Hand drawn and coloured illustrations are used with inspirational quotations. In certain cases the quote can also be handwritten. When using digital techniques it must be done in such a way that it keeps the hand made look.



'NO EASY DAY'
DEREK PROUT-JONES

Photography

Photographic images may be used in full colour, grayscale or duo-tones – depending on the context and aesthetics. Deep-etched images are also allowed.



Print processes

Litho Printing

Litho is more costly on smaller quantities yet delivers a higher resolution print. Another advantage of Litho is that a Pantone Spot Colour can be used to ensure that corporate colours are accurately reproduced.

Digital Printing

Digital is more effective for low print run projects. Digital printing is always in CMYK, limited to A3 and the weight / thickness of the paper.

Silkscreen Printing

Digital is more effective for low print run projects. Digital printing is always in CMYK, limited to A3 and the weight / thickness of the paper.

Foiling

The process for applying metallic foil to paper or leather. It requires a Foiling Block to be made.

The process involves heating the block and applying pressure to bind the foil to the substrate, leaving it slightly de-bossed where the foil has been applied.

HeroTel does not use foiling on any of the corporate stationery. Only for special projects like the deluxe version of “So, you want to be a Hero”.

Embossing / De-bossing

A technique creating a three-dimensional image on leather or paper by applying pressure to the substrate with male and female dies.

HeroTel does not use embossing or de-bossing on any of the corporate stationery. Only for special projects.

Vinyl Cutting

Vector graphics are used to cut vinyl. It's used specifically for signage and can be a positive or negative cut, depending on whether the background, lettering or other elements are stripped away.

Materials and finishes

- Metal
 - HeroTel mounted logos. Blue anodised brushed aluminium on brushed stainless steel
 - HeroTel logo silkscreened directly onto metal in one colour
- Stone
 - Background to HeroTel mounted signage
- Wood
 - laser cut quotes
- Vinyl
 - Glass doors with logo in Pantone 660 cut vinyl
 - Frosted cut vinyl – glass doors and windows covered with vinyl with the logo reversed out
- Leather
 - Book covers (tan) with gold foiling
- Paper
 - Business cards
 - Folder
 - Letterheads
 - “So, you want to be a Hero” with Soft Touch lamination on cover

BRAND PRESENCE

Business cards

Use European card size (85 x 55 mm).

No physical or web address is printed on the card.



Corné de Villiers Chief Executive Officer
mobile: +27 74 602 4700 corne@herotel.com



Francois Wessels (CA) SA Chief Financial Officer
mobile: +27 83 400 0120 francois@herotel.com

Letterhead



Signage

Laser cut aluminium. The shield is aluminium with the blue silkscreen printed onto the metal. The letters can be blue or brushed aluminium, depending on the material and colour of the background.



The logo can also be silkscreen printed onto brushed stainless steel or aluminium. The logo can also be applied as cut vinyl onto the metal.





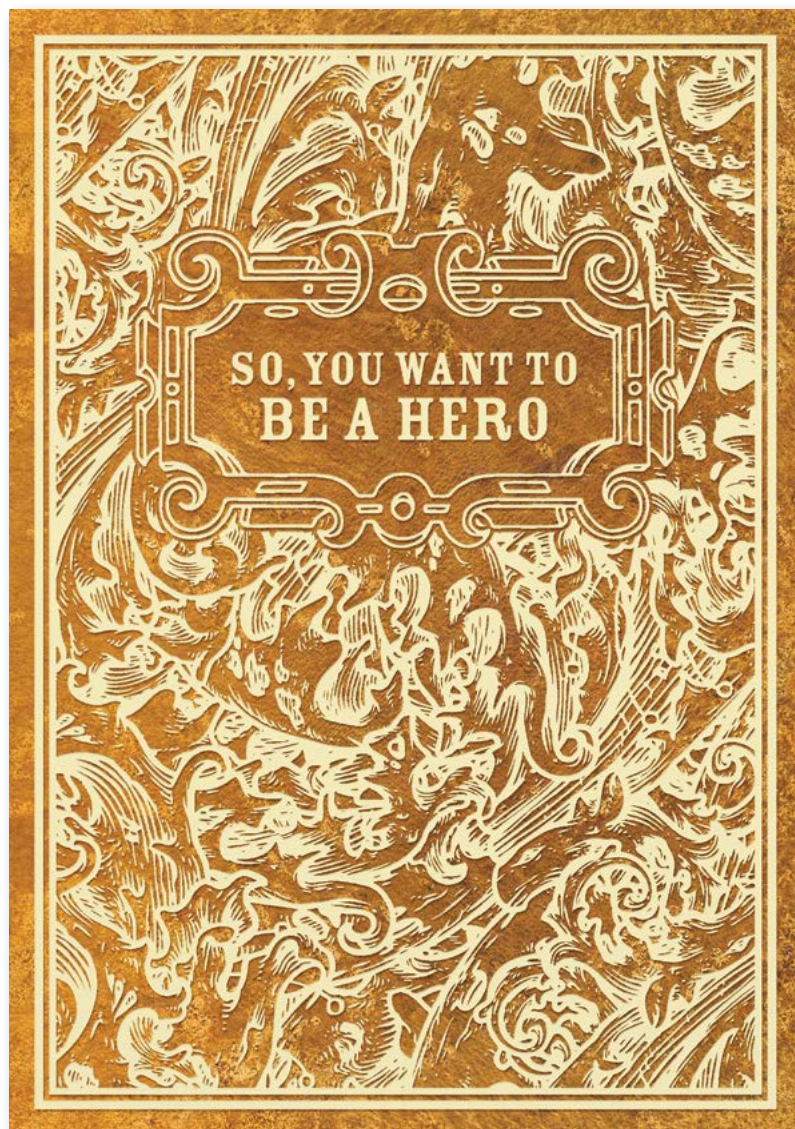
**Are you
committed?**

In-house signage only uses the HeroTel Shield inside a white rectangle. The words are reversed out of the blue. Don't use a blue frame.



**Are you
committed?**

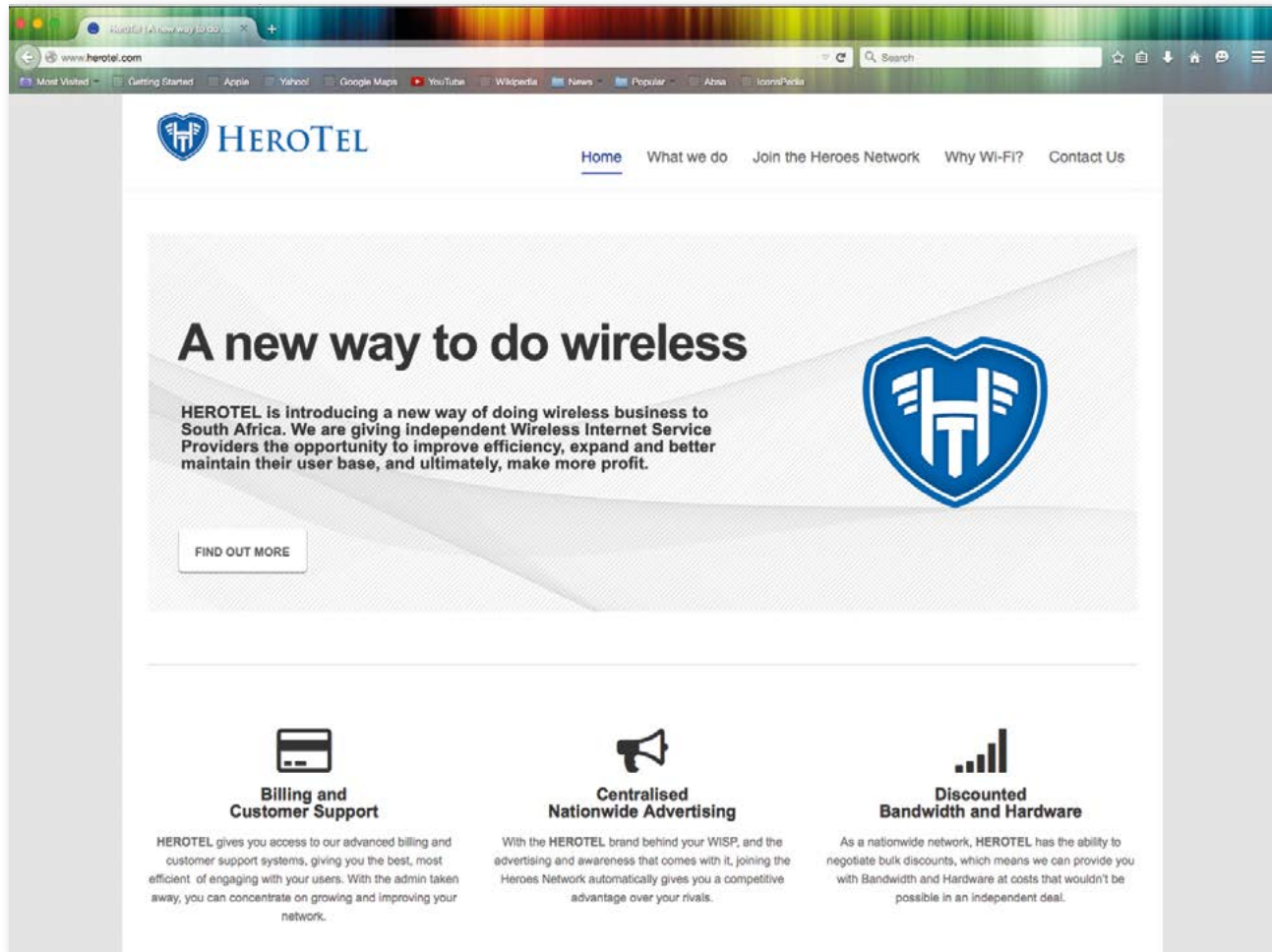
Books



Website

The website should always be a work in progress. It shows ideas that we are currently creating and it is a reflection of our company culture. It is the first point of contact that most people have with our brand.

Pay attention to detail and be proud of what we have created.



Keynote presentations

Focus on the slide content, the backgrounds are only decoration.

Avoid using gimmicky or numerous transitions between slides or animations on text, logos or other graphics. Keep it simple. Don't put too much info on a slide, rather split it across several slides.



SUMMARY

- A unique opportunity to consolidate wireless Internet service providers (WISPs) in South Africa, using a franchised owner/partner model.
- HeroTel provides branding, billing, network planning, content, spectrum, procurement and training for owner-operated WISPs, focusing on small towns and rural areas.
- HeroTel allows for existing WISP's or new entrants to purchase a franchise, thereby capturing market share in a short period of time, with minimal capital outlay.



THE GOAL

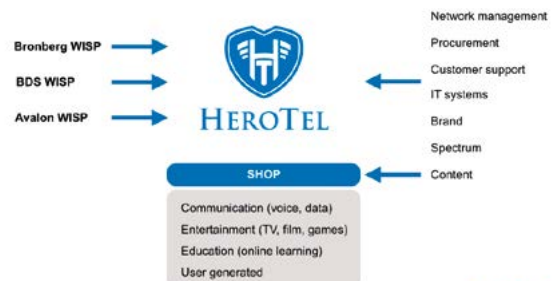


KEY COMPONENTS:

- Control the delivery network & billing relationship
- Low overhead, low capital expenditure
- Annuity revenue based
- Scalable



FRANCHISE MODEL



FINANCIAL FORECAST (MIDDLE ROAD SCENARIO)

Total fund raise = R4.5million of ordinary share capital made up as follows:

Alan Knott-Craig	R 500 000
Pieter Venter	R 250 000
Cobus Venter	R 250 000
Mareis Steyn & Jean Nel	R 367 000
Michael Jordaan	R 133 000
Derek Proub-Jones & Michael Pfaff	R3 000 000

Funds to be used as follows:

- Working capital
- Fully funded for 18 months

Valuation:
R30million
71% discount to DCF
R4.5million for 15% equity

Working capital:
Assumes no revenues for initial 12 months
Set-up costs
Operational expenses (salaries, rent)
Create WISP-in-a-box



NETWORK



FRANCHISE



WISP-in-a-box comprises:

- ☒ Network support
- ☒ Marketing collateral
- ☒ Systems (Billing, CRM, ERP, RSS)
- ☒ Procurement (Bandwidth, equipment)
- ☒ Content (Entertainment, education)
- ☒ Spectrum (3.5 GHz)
- ☒ Training

Cost of franchise = R500 000
80% funding available via FNB



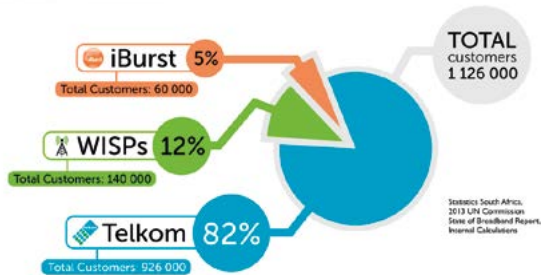
CONTENT



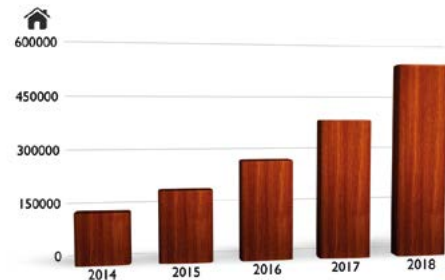
Follow the typography guidelines and keep the colour palette in mind.
Use light backgrounds as the presentation may get printed on an office printer.

Keep it interesting by using graphs, pie charts or flow diagrams. Use 3D graphs with textures or colour gradients but take care to align it on the axis' in such a way that the data doesn't get distorted.

FIXED BROADBAND MARKET SHARE



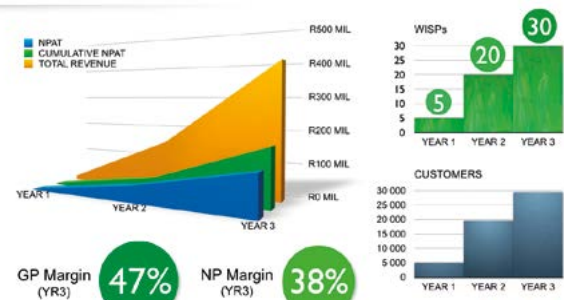
FORECASTED GROWTH FOR WISPs



PROJECT ISIZWE



FINANCIAL FORECAST (MIDDLE ROAD SCENARIO)



Clothing / uniforms

Jackets and polo shirts are embroidered in 2 colours. The pay-off line can be included with the logo.

The logo should never be printed onto textured material.



T-shirts are silkscreen printed in 1 colour only –white on blue shirts and Pantone 660 on white shirts.
The logo can also be printed in white and Pantone 660 on dark shirts,



NB. There is a difference between the normal and reversed out logo for printing onto dark t-shirts – the same artwork can't be used.



The logo is embroidered in two colours on navy/dark blue coloured caps. On black or dark grey caps the logo can be done in one colour where the white elements of the logo are embroidered to be raised above the blue shield.

Vehicle signage





