



# MiFootprint (Pty) Ltd

Corporate Profile

## Contact Information

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## 1. Introduction

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### 1.1. Vision

MiFootprint strives to be a Youth Events Partner that brings about a positive mind shift regarding existing perceptions of South Africa amongst the youth.

### Mission

Through meaningful, fun filled experiences MiFootprint enables, inspires and educates the youth to discover and explore South Africa's vast potential, cultural vibrancy and endless possibilities. MiFootprint aims to create great stories, life experiences and a sense of ownership and pride.

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## 2. Our Team

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**2.1. Chris Porter** is a young entrepreneur who gained valuable experience through his B.com Business Management studies at The University of Pretoria and his involvement with various successful ventures across different industries. He acts as Managing director of MiFootprint (Pty) Ltd.

**2.2. Desiré Joubert** obtained a B.com Communication Management degree at The University of Pretoria. Her passion for the youth and hunger for success act as powerful drivers to realize the vision and goals of MiFootprint (Pty) Ltd. She acts as Chief Executive Officer.

**2.3. Petro Coetzee** obtained an Honours degree in B.com Marketing Management at the University of Pretoria and continues her studies for a Masters degree in the same discipline. She acts as the Sales and Marketing Director of MiFootprint (Pty) Ltd.



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## 3. Product and Service Description

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MiFootprint serves as a Youth Event Partner by linking Youthlings\* to the vast number of exciting destinations South Africa has to offer.

### **Our events include:**

#### **3.1. CAMPING EXCURSIONS**


Either linking Youthlings with great destinations for conventional *veld school*, sport or leadership camps; or

collaborating with our various destinations in planning customized camps which aims to complement schools' theoretical syllabi by providing learners with opportunities to develop the practical dimension of the relevant theory through fun and exciting activities.

Examples include Eco Friendly Camps where students learn about their environmental footprint, Economic Camps which involves students playing The Money Game and gaining a better understanding of concepts such as supply and demand.

#### **3.2. UNIVERSITY EVENTS**

These events include residence socials, formal and informal dinners, day house events, year end functions and any other group events that university students requires assistance with.



\*Youthling is the collective term MiFootprint uses to refer to both high school learners and university students



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## 4. Market Profile

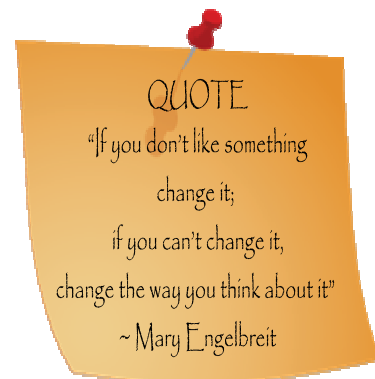
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The gap MiFootprint identified in the youth events market is the lack of negotiation and customization power schools, universities and other youth group leaders face since they have not created and maintained strong relationships with various event destinations.

MiFootprint aims to address this problem by utilizing our relationships with various destinations in providing Youthlings with customized events.

### 4.1. HIGH SCHOOL LEARNERS

MiFootprint believes that in order to bring about a significant mind shift amongst the youth, it should start in the schools.



### 4.2. UNIVERSITY STUDENTS

Since MiFootprint is familiar with student dynamics at The University of Pretoria as a result of being students there themselves, it was found to be a logical starting point for tactical probing.

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## 5. Why People use our Service

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We bridge the gap between Youthlings and our various destination partners by utilizing our relationships to provide customized events.

Furthermore we add meaningful value by enabling Youthlings to cast their footprint in concrete at every camping destination, leaving their own unique footprint around SA both physically and metaphorically, hence our name... MiFootprint.



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## 6. Strategic Partners

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## 7. Contact Information

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### MiFootprint (Pty) LTD

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## 8. Social Responsibility

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In the history of South Africa, the youth has proven to be a powerful vehicle to bring about significant change and transformation in this country. MiFootprint is convinced that by investing in the youth and providing them with opportunities to grow and develop in significant and meaningful ways will bring about revolutionary mental changes in terms of national pride and ownership not only among themselves, but also among their parents. By investing in today's youth, MiFootprint is investing in South Africa's future.



MiFootprint sponsored an action netball team for a charity event which raised funds for *Children's House of Hope* on 18 April 2009.

