

REconnecteD Ventures

Rooted In Africa, Blooming For The World

Founder and Director:

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About ReconnecteD Ventures



REconnecteD Ventures (Pty) Ltd is a diversified holding company driving the growth of purpose-led businesses and initiatives that unlock Africa's rural and peri-rural potential. Built on a foundation of strategy, innovation, and cultural intelligence. REconnecteD Ventures oversees three core entities:

REconnecteD Group — a strategy and intelligence based business advisory group focused providing affordable actionable business consulting services

REconnecteD Retail — a product division developing consumer brands inspired by African identity and sourced through diversified supply chains.

The Bokone Foundation — a non-profit arm dedicated to social impact, education, and youth enterprise in the North West region of South Africa.

Together, these entities operate under one vision: to transform Africa's overlooked regions into engines of sustainable growth and global participation. Through venture building, strategic partnerships, and blended investment models, REconnecteD Ventures leverages the rise of a multipolar global economy by connecting Africa's local industries to international markets, value chains, and capital networks.

By aligning rural innovation with global opportunity, we are building the next frontier of inclusive, decentralized development across the continent.

Our Team...



Tshegofatso Mosiane COO & FOUNDER

An award-nominated strategist, filmmaker, and creative entrepreneur with deep roots in African storytelling, economic strategy, and brand development. Her leadership bridges traditional values and modern global business thinking. Tshegofatso is the visionary architect behind the REconnecteD Group's operational and brand strategy.



Sylvester Carter IV ADVISORY BOARD CHAIR

An America-based senior executive focused on financial and development strategy within the global entertainment industry. He provides critical insight into cross- border feasibility, regulatory frameworks, and investment strategy. With experience operating across Africa, Western Europe, and Asia, Sylvester plays a key role in helping REconnecteD structure its international ventures for long-term financial sustainability and growth.



Anthony Otigbu (PhD)

MERGER & ACQUISITION SPECIALIST

An experienced Clinical Project Manager and Consultant based in Johannesburg. With a strong background in clinical research, quality assurance, and M&A advisory in the health sector, he brings rigorous operational discipline and strategic insight to company growth. Anthony's expertise strengthens REconnecteD Group's investment- readiness, ensuring robust project governance, compliance frameworks, and financial optimisation.

...just to name a few!

Market Coportunity

Africa's rural and peri-rural regions offer a vast, under-served opportunity with high potential for innovation, investment, and inclusive growth.

Topic	Finding
Rural Population Share (Sub-Saharan Africa)	About 53.9% of the population in Sub-Saharan Africa live in rural areas. (TheGlobalEconomy.com)
Specific High Rural Population Countries	Countries like Burundi (~85%), Niger (~83%), Rwanda (~82%), Malawi (~82%) have very high rural shares. Even Kenya, Uganda are ~70-75%. (Pulse Nigeria)
South Africa's Rural Share	In South Africa, rural population is now ~30-32% of total with more rural migration expected due to economic pressure in big cities. (<u>Trading Economics</u>)
Consumer Spending / Private Capital Trends	• Africa's consumer spending is projected at ~\$2.1 trillion by 2025. (McKinsey & Company) • Private capital fundraising in Africa hit US\$4.0 billion in 2024, more than double prior years. Infrastructure and private equity led, with DFIs contributing a large share. (insightafricareports)
Local / Domestic Investor Participation Growing	Domestic institutional investors (pension funds, insurers, corporates) committed three-to-four times more in 2024 than in 2022. (insightafricareports)

Competitive Landscape

Differentiator	Typical Competitor / Example	How REconnecteD Ventures Stands Out	0
Deep Local Intelligence - Operate from within emerging/rural/peri-rural Africa with cultural & community insight	Partech Africa — strong in urban & tech hubs like Nairobi, Lagos, Abidjan. (techestate.io) Verod-Kepple Africa Ventures — more pan-African, but primarily focused on Series A/B in fintech, logistics, etc. Urban-oriented. (techestate.io)	REconnecteD Ventures embeds in rural / peri-rural realities; understands informal economies, local cultural flows, infrastructure challenges & opportunities often missed by city-only players.	
Cross-Sector Expertise - Portfolio spans media, retail, agriculture, social enterprise — building ecosystems not just one vertical	AgriFoodTech investors like those tracked in the 2022 AgFunder report — mostly focused on agriculture/agritech, downstream vs upstream. (Haseloff Lab:) Renew Capital — cares about agriculture, clean tech, but much more narrowly around tech & sustainability. (8thseason.com)	REconnecteD's footprint across media, consumer retail, non-profit / social impact & brand building gives a more holistic ecosystem. You're not just funding but building supply chains, storytelling, identity, markets.	
Multipolar Strategy - Leveraging shifting global trade/investment systems to connect rural African ventures to international markets & capital	Janngo Capital does pan-African investing in multiple sectors; works with DFIs and international investors. (Wikipedia) Partech, TLcom Capital also connect local startups to global networks. (techestate.io)	REconnecteD Ventures specifically builds bridges from rural/peri-rural into global value chains via cultural export, retail, media – not just via tech scaleups. Also uses non-traditional nodes of trade, local production, design, identity.	
Human-Centered Growth - Beyond profit: building brands/businesses that shape identity, pride, inclusion; long-term stability	Many VC and PE firms are mostly financially driven, focused on ROI and scale (e.g. Verod-Kepple, Partech) with less emphasis on cultural identity or impact beyond metrics. Some impact-funds (e.g. Acumen's Agri fund) focus on smallholder impact or climate resilience.	REconnecteD places identity, inclusion, narrative, design, and social purpose at the core. You see growth not only in financial returns but in community resilience, cultural value, voice. This can build loyalty, local legitimacy, sustainability.	

Our Objectives

1. Build Scalable Rural Enterprises

Establish and grow profitable ventures in agriculture, retail, media, and manufacturing that unlock the economic potential of rural and peri-rural communities.

2. Develop Integrated Ecosystems

Create interconnected business models by linking production, branding, distribution, and storytelling to ensure value remains within local economies.

3. Mobilize Strategic Capital

Attract blended financing from public, private, and international partners to fund inclusive infrastructure, digital connectivity, and innovation in rural markets.

4. Leverage the Multipolar Economy

Position African rural industries within new global trade and investment networks thus connecting them to markets in Asia, the Middle East, and the Global South.

5. Drive Cultural and Social Impact

Promote enterprises that strengthen local identity, creativity, and youth participation, ensuring growth that is both economically viable and socially regenerative.

6. Establish Africa's New Development Model

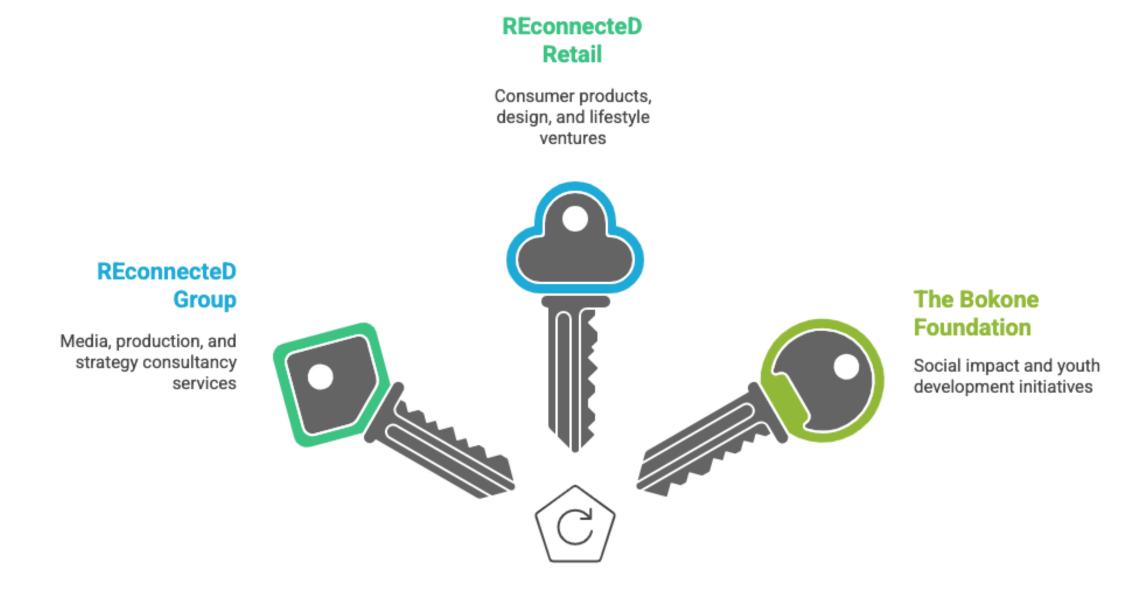
Demonstrate that community-based, strategy-led venture building can redefine sustainable growth — setting a new standard for investment in emerging regions.



Portfolio Architecture

REconnecteD Ventures operates through a connected ecosystem of businesses and initiatives that merge culture, commerce, and community.

Each venture is strategically positioned to strengthen Africa's rural and peri-rural development value chain — from creative industries and retail to social impact and education. Together, they form a self-reinforcing network that channels talent, capital, and opportunity across sectors — driving inclusive growth from the ground up.





Strategic storytelling meets market intelligence.

At Reconnected Group, we specialise in providing customised solutions to help businesses optimise their operations, streamline their processes, and achieve their objectives. Through divisions like REconnecteD Productions, and REconnecteD Strategy Consultancy, the Group helps brands, businesses, and institutions define their voice, shape their narrative, and scale their impact.

From corporate strategy to high-end content production, the Group drives visibility, credibility, and growth by positioning African ventures and leaders within the global economy. It serves as the ecosystem's strategic engine, ensuring every project under REconnecteD Ventures is built with purpose, precision, and storytelling power.



Reconnected Retail

Transforming African design and identity into global consumer value.

REconnecteD Retail develops lifestyle and product brands that reflect Africa's craftsmanship, creativity, and cultural depth. By bridging rural producers, artisans, and emerging entrepreneurs with refined brand systems and retail infrastructure, the division turns local resources into world-class goods.

Its portfolio spans health products, food concepts, homeware, and leisure products — each built around authenticity, sustainability, and aesthetic excellence.

Beyond commerce, REconnecteD Retail redefines African luxury for a global audience, ensuring that value and profit flow back to the communities that create them.



Bokone Foundation [NPC]

Building the social and economic foundations of the new rural economy.

The Bokone Foundation is the social innovation and impact branch of REconnecteD Ventures, dedicated to regenerating rural and peri-rural economies through education, entrepreneurship, and community enterprise.

It incubates initiatives that empower youth, equip small producers, and enhance access to digital and creative skills. Operating primarily in the North West region of South Africa, the Foundation acts as both a talent pipeline and an innovation lab — translating philanthropy into measurable economic development.

By aligning its programs with the private-sector ventures under the REconnecteD umbrella, the Foundation ensures every social investment contributes directly to long-term, scalable growth.

Active Cornerstone Projects

We have already laid foundation on the following cornerstone projects:



Flexitainors and Pro-bono Retainers

To establish trust and fine tune our services, we have began offering flexible retainers to small businesses anf foreign entrepreneurs interested in Southern Africa

Reconnected Library

We offer informative original content on our website, then share it on LinkedIn and Instagram. We share informative opinion pieces, free industry reports and interesting insights.



Reconnected Retail

Investment Ready Ventures

We are currently working with 2x local rural entrepreneurs and projects that are primed for investment:

- Grabba Juice A locally developed and produced fruit juice and spring water company owned by a self-funded entrepreneur
- Phillipos Horse Farm A project outline we developed that would build a horse farm in the North West to for breeding and tourism activities
- The Bokone Kingdom We have developed a certification mark and co-operative based supply chain in the North West and Free State for hospitality products



Bokone Foundation [NPC]

The Axis: Rural Entrepreneur Empowerment Program

The Axis is a programme developed entirely through our ecosystem.

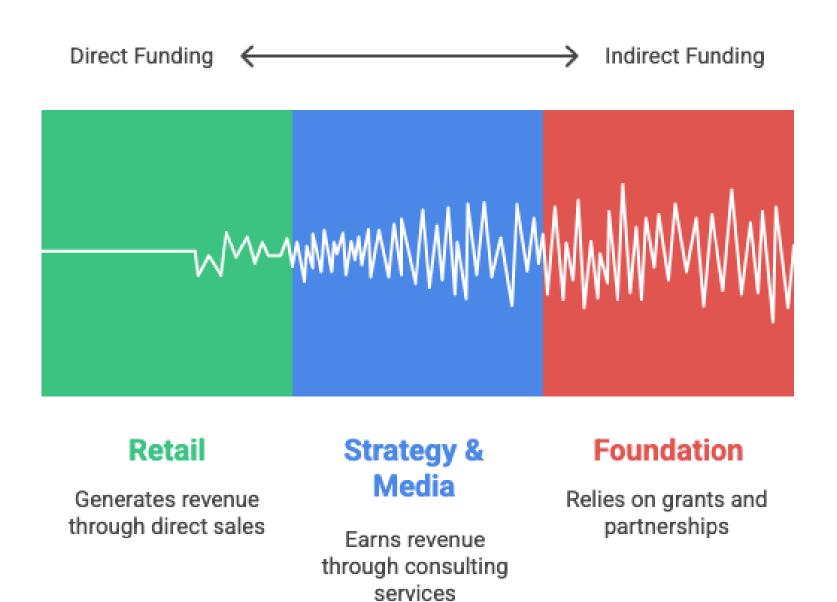
The programme aims to empower rural entrepreneurs in the North West with the stoft skills and network they need to break past corruption and develop their projects further.

We have already signed an MOU with the International University of Monaco in Monaco [France] as the co-developer and host the final certification ceremonies.

We are currently in the early implementation stage and seeking sponsors for the 1st cohort in 2026.

Revenue Model

REconnecteD Ventures operates through a diversified, multi-division model that blends strategic consulting, media production, retail, and social innovation — ensuring both profitability and sustainable impact.



Division	Revenue Streams	Growth Logic / Investor Appeal
REconnecteD Strategy & Media	- Strategic consulting retainers- Brand development & production contracts- Corporate partnerships & communications campaigns	High-margin service division generating recurring income and building client networks for future venture launches.
REconnecteD Retail	- Product sales (apparel, home, lifestyle)- Licensing & collaborations- Pop-ups and community markets	Consumer-facing arm capturing Africa's growing creative retail economy, building brand equity across multiple cities.
REconnecteD Productions	- Film & documentary commissions- Co-productions & streaming rights- Event & content sponsorships	Builds cultural credibility, media IP, and brand storytelling assets that amplify group visibility and value.
Bokone Foundation (nonprofit arm)	- CSR partnerships- Grants & development funds- Impact-linked collaborations with public/private sectors	Attracts impact capital and strengthens community goodwill — enabling blended financing and social license for other ventures.

Solution Core Philosophy

Each division feeds into the other — media drives visibility, retail builds market reach, strategy fuels business innovation, and the foundation sustains social legitimacy.

Together, they create a self-reinforcing ecosystem where culture and commerce meet long-term growth.

Investment Ask

By funding REconnecteD Ventures, investors gain exposure to diversified revenue streams, cross-sector African innovation, and a high-impact ecosystem that combines commercial growth with sustainable social development.



Establish fully operational offices in Southern Africa to expand strategic, media, and consultancy services globally.

Funds cover office setup, staffing, technology infrastructure, and initial operational expenses.



Raise Target: ZAR 7,000,000 - 15,000,000



Reconnected Retail

Launch the first consumer product line including manufacturing, distribution, marketing, and go-to-market operations.

This ensures rapid brand visibility, product availability, and revenue generation.



Raise Target: ZAR 5,000,000 - 7,000,000



Bokone Foundation [NPC]

Implement the first entrepreneurial empowerment program in rural and perirural communities, providing skills development, mentorship, and seed funding for youth-led ventures.



Raise Target: ZAR 4,000,000

Investor Roll & Long-Term Value

REconnecteD Ventures offers investors an exclusive opportunity to participate in a high-growth, multi-sector African ecosystem — combining commercial returns, social impact, and brand equity.

Equity & Ownership

- Up to 40% equity available across investors, advisors, and strategic partners.
- Equity applies to all current ventures and future subsidiaries launched under REconnecteD Ventures.

Revenue & Growth Potential

Division	Projected Returns (3-5 yrs)	Investor Highlights
REconnecteD Group	12–15% IRR annually from consulting, media production, and strategic contracts	High-margin, recurring service revenue; gateway to future cross-border ventures.
REconnectel) Retail		Consumer brand growth across Africa and international markets; scalable IP and brand value.
Bokone Foundation	Social ROI + leveraged capital	Access to blended finance, CSR partnerships, and public- private opportunities; enhances ecosystem legitimacy and long-term asset stability.

