



OUR CREED

Our business is built upon a creed - a belief - that everyone has something unique to offer! There is one thing (or several things) that you were born to accomplish that no-one else can do in exactly the way that you do it!

There are many people who also share these hopes and aspirations. We want to provide a platform where you can share your thoughts and get support from like-minded people across the African continent and across the world.

You've already overcome more obstacles than most. You know what 'desperation' and 'survival' really means. You know how to hustle! You are ready for more!

You've got the resilience, courage and skills to move your life forward and make the most of every opportunity! You can become a person of influence within your circle. You're already qualified for whatever life throws at you!

You are ready to show the world a vibrant and positive image of an African continent that's moving forward, an Africa that's progressive and innovative. You have a positive amazing story about what it means to be African!

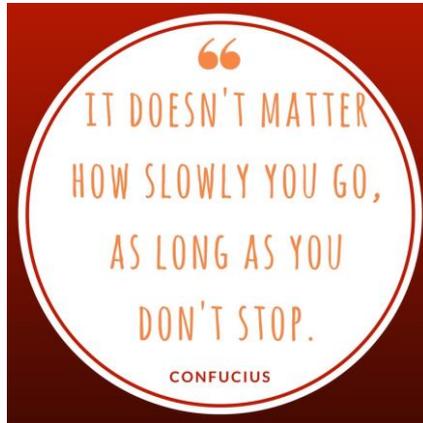
We believe the same things and we've spelled it out in our creed.

Make our creed, your creed!

OUR CREED

1. **We all bleed red blood.** Whether you're male, female, young, old, black, white, coloured, mixed, tribal, local or foreigner - when you're cut, you bleed red blood! You're part of humanity and you're connected to the global sisterhood. Skin colour, gender, religious, political or cultural beliefs don't separate you. Everyone can be an impact hero and stand against inequality, racism and discrimination! Your community includes, accepts and supports everyone who bleeds red blood!
2. **We care where you're going, not where you came from!** You all have different starting points in life's journey. What is important is that you determine your future and you start your journey to go somewhere and to become someone. You aren't an accident and you have something to offer no matter how broken you feel, how little

you have, or how busy you are. Whatever set of cards life has dealt you, you have the power to choose how you want your life to be. Your journey is uniquely yours. Every day you get to choose what you make of your life. Every day you can choose to smile or frown. It's your choice. We recommend that you choose optimism!



3. **Help yourself first and then help others.** You have to put the oxygen mask on yourself first before you care for others. Which means you have to spend the time to know yourself, know what you're good at and what you still need to learn. Know who you are, what you're here for and what you stand for! You have to spend time getting yourself in shape before you can help others.
4. **You gotta own it!** For too long there's been an expectation that as an African you deserve handouts and you can't make it on your own. That's not true! You are the director of your own movie, the maker of your own journey, the captain of your own ship. No-one's going to give you what you want - you have to make it happen. If you think something's not fair but you don't speak up, your silence is endorsement of the inequality. That means you've got to take ownership of your situation and not expect handouts, instead use what's in your hand to help others with their journey. Own it, friends!
5. **There's enough for you and you are enough for your calling!** You are qualified for your life! You are sufficient. You have all you need for your journey and what you lack you can find in your own way. Lack of resources is not an excuse for your lack of action! You can do this and our cheer-squad will help you make it to your destination! You know Africa's wealth is available for you to tap into. You believe in abundance because you know scarcity and selfishness won't cut it any longer.
6. **Don't go it alone.** Community and sisterhood matter! You know this is hard work and you can't do it all alone. Your people may not 'get you', but our community does. Our community holds you accountable and your cheer-squad helps you to keep moving

forward on your journey. You help others all the time. You repay everything with generosity. You are not walking your path alone, and you shouldn't try!

7. **Never stop learning and growing!** You never really ever 'make it' because there's always somewhere else to go, there's always something new to learn! And because you never stop learning, you never stop growing and changing! You're not who you were 5 years ago and you'll be an even better version of yourself 5 years from now! Nothing is fixed or set in stone! You can learn anything you choose to learn! You have to ask questions. You take risks. You're curious! You don't believe the fake news! You know that an error only becomes a mistake when you don't learn from it.



8. **Values matter when they cost you something.** You know in many parts of Africa if you 'pay a little more on the side' you can get stuff done, but you also know that cutting corners will eventually cut you out of the game. Integrity matters! So does democracy and freedom. There's always a second chance - for you and for everyone! And maybe there's something more important in life than money. Think about what you value and what you believe in. When you know yourself you'll know what you stand for, and then you won't compromise or accept anything less.
9. **Reputation and Legacy are gold!** You can't fake your reputation, you make your reputation with every word, smile and action. And you can't fake a legacy, you can only make it and leave it!. Legacy isn't having a shopping mall named after you, legacy is the lives you touch throughout your journey.

You are a person with an entrepreneurial mindset and a heart for Africa!

You have been blessed in so many ways, and you use your resources to influence and impact your world,

whether that's your neighbour, community or nation.

You are an Impact Hero!

Make our creed, your creed!