

## Letter of Recommendation March 2014

To whom it may concern

I engaged the services of Caban Group during March 2013. At that point, my company had just started and required a range of services to increase the profile of the company to attract capital and sales. Lifestraw Southern Africa was admitted into the Caban entrepreneurship programme and provided the company with the following services:

### Financial Services

- Purchase of shelf companies for both LifeStraw and LifeStraw CSI and did all the required statutory records and changes such as name changes, appointment of Directors, address changes;
- Monthly management accounts;
- Opened bank account for Lifestraw and correspondence with the bank;
- Made application for VAT;
- Although Caban does not provide cash, they provided material support;
- Registered my family trust;
- Successful negotiation of BBEE partner, Investure.

### Creative services

- The group managed the social media. Face Book followers went from 175 to 1300. Sales were generated as a result of Face Book;
- Research and Image collation for Face Book Page;
- Design of Face Book profile;
- Concept and 2<sup>nd</sup> design of Face Book final header graphic;
- Gmail account creation and notifications;
- Twitter design and build;
- Twitter search and build followers;
- Video encoding from You Tube for Face Book page;
- Design visuals for Face Book page;
- Professional design presentation for corporate use;
- Mock up graphics and illustration of cars with LifeStraw decals;
- LifeStraw Raffle Project, design, web liaison, flyer, image deep etching ;
- Website updates;
- Designing new Corporate Identity for Aqua4life.

### Selling Services

- Sent 150 emails to CSI departments that resulted in meetings with Sanlam and Sasol that have both indicated that they would purchase;
- Created a data base of over 300 CSI departments;
- Through Investure, arranged a meeting with the CEO of Firstrand.
- Made contact with Kenny Inkster, regional manager of Expro - he will participate in a CSI project.



### Other Services


- Much reduced fee on the Entrepreneur Expo, Caban Company.

Having Caban group as a partner lifted the profile of LifeStraw in that it no longer was a one man show but it has a bigger infrastructure. That assisted with Sanlam. When Ben from Vestegaard came over to inspect LifeStraw, it was important to demonstrate that there was a team of professionals assisting with the company. The Caban team met with Ben on a few occasions and stated that he was happy that LifeStraw was backed by Caban.

All the above services were done on credit and did not involve any cash outlay by Lifestraw. We relinquished 15 percent equity for the risk of providing the above services on credit.

In March 2014, they exited the company to allow an investor to invest a substantial amount of capital. They are still involved through the BBBEE partner which they are part of.

My experience with the Caban Group has been one that has helped me get the business operational from a concept to a fully operational company.

  
Nico Germishuizen  
Managing Director

**LifeStraw®** 

by VESTERGAARD



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