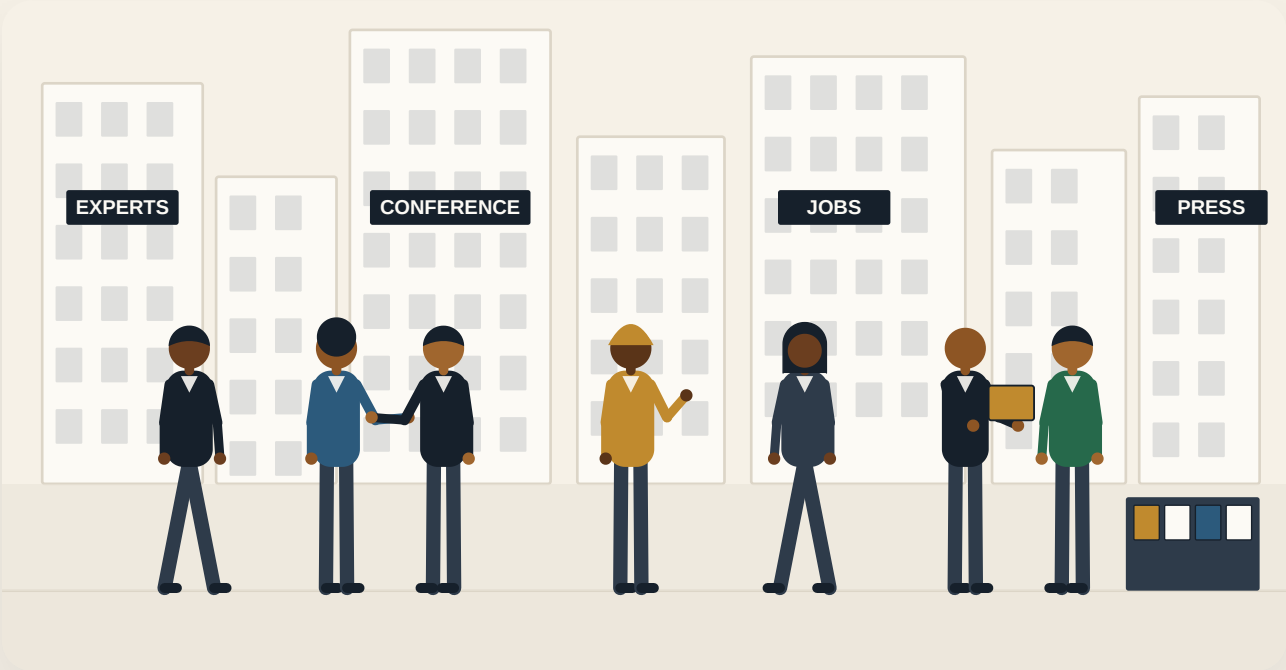
setsebi

COMPANY PROFILE

Africa's Expert Network

Setsebi Africa is the professional network where African professionals meet the verified experts who train them, the organisers who gather them and the employers who hire them.



WHO WE ARE

The One Who Knows

Setsebi is Sesotho, the language of Lesotho, for the one who knows, because they have done it. The name describes the people at the centre of the platform: practitioners who have held the job, and who now pass on what they know to the professionals who need it.



Setsebi Africa is a private professional network built for the way business works in Africa. It brings four groups onto one login. Professionals come to grow, follow the people they respect and find work. Verified experts come to be found, booked and paid. Employers come to train their people and hire new ones. Event organisers come to fill their conferences, summits and awards with the right delegates and speakers.

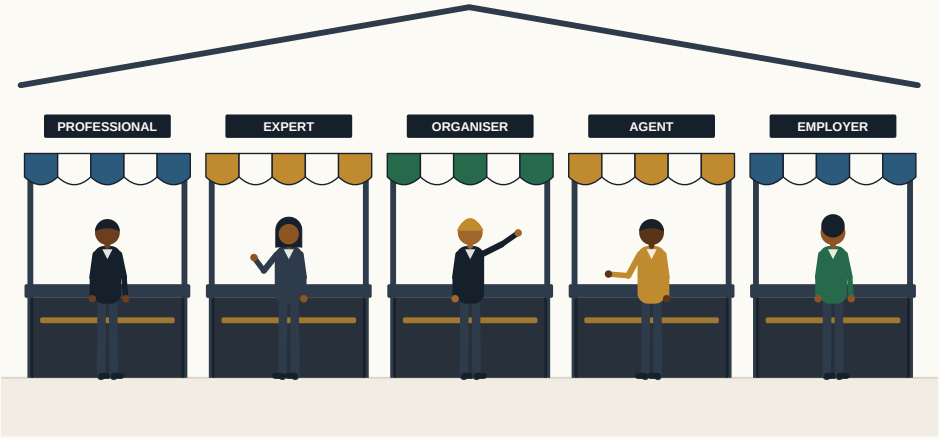
The platform is not a school and it does not sell generic recorded modules. It is a network of people. A member can follow an expert, read what they post in the Business Networks, message them, book a one-to-one session or a seat on a group training, and leave a review once the work is done. An employer can buy that same training for a whole team from one company wallet, with one tax invoice and an attendance report at the end.

> **Every expert on Setsebi Africa has been checked by people, not by an algorithm, before the verified badge goes on.**

Setsebi Africa is owned by Cabanga Africa Group, publishers of the regional business magazines in Africa. Its twelve Business Networks mirror the twelve magazine editions, so the readers who already turn to those titles for business news find their peers, their experts and their next opportunity in the same place.

WHAT WE DO

One Login, Six Doors



Professionals. Everyone joins as a Professional, free and with no approval needed. They build a profile with their current post, work history, education and certifications, follow experts and companies, post in the Business Networks, book sessions, buy tickets, apply for jobs and internships, and switch on Open to Work so that verified employers can find them.

Experts. Practitioners apply for an expert listing, complete a practitioner test and are verified by the back office. They run paid one-to-one sessions, group sessions and trainings, sell courses, answer paid chats and are booked by organisers as speakers, trainers and MCs. Every payment is held in escrow and released to them after the work is delivered.

Employers. A verified employer receives a Company Page, adds its staff, funds a company wallet and buys sessions, trainings, tickets and course places for its people. It posts jobs and internships, searches for talent and receives a tax invoice for every purchase.

Event Organisers. Verified organisers list conferences, expos, summits, forums, trade missions and awards. They sell ticket types with early-bird prices and discount codes, email QR tickets, scan them at the door and book verified experts to speak.

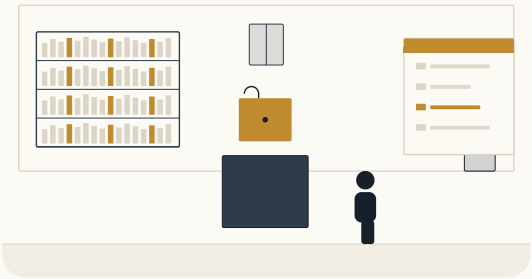
Universities and Colleges. Institutions run an Institution Page with their alumni, faculty, programmes and events. Students who name the institution are linked to it automatically, the institution places its students with experts for mentoring and tracks their progress, and verified employers take interns from its internship pool.

Sales Agents. Commissioned agents bring professionals, experts, organisers and employers onto the platform and sell its featured listings, advertising and employer seat packs, earning from Setsebi's own revenue.

HOW TRUST IS BUILT

Built So Nobody Is Cheated

A professional network only works if people can trust who they are dealing with and know that money is safe. Setsebi Africa is built around both.



Real people, real names. Members join with their first name and surname as they appear on their documents. Titles, professions and qualifications sit in their own fields, so a name is only ever a name.

Verified roles. Every expert, employer, event organiser, institution and sales agent is approved by the back office before their tools open. Experts complete a practitioner test and give references who are contacted but never published. Employers must complete their Company Page, including their registration number, before they can hire or buy training.

Escrow on every payment. When a professional books a session, buys a ticket or enrols on a paid course, the money is held in escrow, not paid out. It is released to the expert or organiser once the session has happened or the refund window has closed, less the Setsebi fee. If something goes wrong, the back office settles the dispute and refunds from escrow.

Reviews that are earned. Only people who booked and paid for a session can review it, so every rating on a profile comes from a real client.

Private rooms. Every booked session and every online event has its own private video room on the platform's own server. Only the expert and the people who paid are let in, and only around the time of the session.

Certificates anyone can check. Completed courses and attended trainings issue certificates with a code that anyone can verify on the platform without signing in.

WHERE WE WORK

Twelve Business Networks

Setsebi Africa is organised into twelve Business Networks, one for each regional business magazine edition. Members join the networks for the markets they work in and post into the same nine sections the magazines use: Economics, Money, Consumers, Intellectual, Property, Farming, Profiles, Lifestyle and Bookshelf.

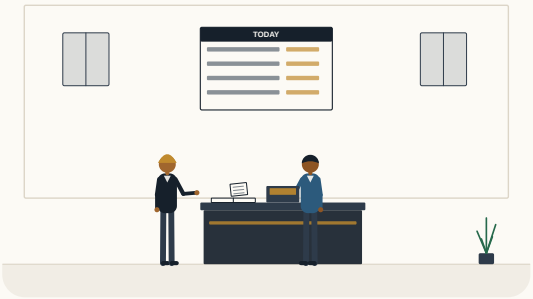
Business Network	Markets	The name means
Cabanga Business Network	South Africa and Eswatini	*to think, in Nguni*
Kufunga Business Network	Zimbabwe	*to plan deliberately, in Shona*
Moakanyi Business Network	Botswana and Lesotho	*the thinker, in Setswana*
Dhiladhila Business Network	Namibia	*to think, in Oshiwambo*
Fikiria Business Network	Kenya, Tanzania, Uganda and Rwanda	*to think, in Swahili*
Ganizo Business Network	Zambia and Malawi	*thought, in Chichewa*
Hleketa Business Network	Mozambique	*to reflect, in Xitsonga*
Ironu Business Network	Nigeria and West Africa	*to think deeply, in Yoruba*
Kanisa Business Network	Democratic Republic of Congo	*to think, in Lingala*
Mufakir Business Network	Egypt and North Africa	*the thinker, in Arabic*
Okusima Business Network	Angola	*to imagine, in Umbundu*
Yaada Business Network	Ethiopia, Chad, Eritrea and Somalia	*considered thinking, in Oromo*

Each network carries its own feed, members, experts and events, and can be sponsored by a single company for a season. Because each network is tied to a magazine edition, the platform's reach follows the readership those titles have built across the continent.

THE BUSINESS

How Setsebi Africa Earns

Joining, posting, following and messaging are free. Setsebi Africa earns when value changes hands, and when companies choose to be seen.



Transaction fees. A fee is kept on every session, training, course place and event ticket when the money is released from escrow.

Featured listings. Experts pay a monthly fee to be featured at the top of the expert directory or across every Business Network, and organisers pay to feature their events.

Placements and sponsorship. Companies sponsor a Business Network, The Brief newsletter or a mentorship programme, and pay for featured jobs, internships, events, courses and books.

Advertising. Every page carries advertising space in the standard 300 by 250 format, placed by relevance to what the member is reading.

Employer accounts. Employers receive their first staff seats free and buy further seats in packs as their teams grow.

Ownership and Technology

Setsebi Africa is owned by Cabanga Africa Group, publishers of the regional business magazines in Africa, and is built and run by the group's own platform team. The platform installs on a phone or desktop like an app, works in the member's own currency through wallets topped up by card, bank transfer or mobile money, runs its own video servers for private session rooms, and supports sign-in with Google. It is built to start lean on standard web hosting and to move to dedicated servers as membership grows.



setsebi

African professionals meet experts.

setsebi.africa

info@setsebi.africa

Setsebi Africa is owned by Cabanga Africa Group.