

REVISED POSITION / 8 OCTOBER 2026

Free tools. Fund the foundations.

Business upgrades provide optional utility. Institutional support is now a project and operating-cost discussion, not a priced learner-access package.

THREE BUSINESS LEVELS

The decision

Keep the youth core free. Offer Free, Starter R49 and combined Books R89 for business. Seek agreed contributions to the infrastructure, people and controls needed for responsible delivery.

BUILD USEFULNESS FIRST

Product focus

Useful study and career tools, trustworthy opportunity routes, Buddy guidance and independently developed Books. Each free tool has a dedicated page.

A BUDGET IS NOT TRACTION

Funding discipline

Agree costs, milestones and evidence before spending. No sales, funder commitments, grants or donated services are assumed as secured income.

Funding can support

- Continuous development, testing and accessibility.
- Hosting, backups, monitoring and carefully metered AI/messaging.
- Support staff, source verification, safeguarding and privacy.
- Approved onboarding and independent programme evaluation.

01 / THREE PROPOSED LEVELS

Start free. Grow into useful tools.

Monthly prices are in rand and remain planning proposals. Tax treatment, billing, exact scope and service limits must be disclosed before checkout opens.

Free / R0

Income, expenses, cash view; up to 10 invoices and 20 quotes per month. Core youth tools and basic CV PDF remain free.

Starter / R49 month

No monthly invoice or quote quota within published service/fair-use limits. Document sharing by PDF and WhatsApp is planned.

Books / R89 month

Combined Books and advanced offering: ledger, reports and accountant export. Planned team access, bank imports and VAT support carry no separate Pro price.

RELEASE CONTROLS**Price is not proof of availability**

Local native accounting test functions exist. Multi-user cloud controls, bank connections, statutory submissions, billing and entitlement enforcement are not established by a pricing page. Activate and describe each capability only after acceptance.

Do not describe invoice/quote quotas as an unlimited AI entitlement. No guaranteed profit, funding, tax compliance or professional advice is sold with a plan.

02 / RETAINED PLANNING ESTIMATES

R3.89 million for the first programme.

The 4 October cost base is retained as a planning estimate, not a quotation. Reforecast scope and capacity before contracting. No learner-seat revenue is subtracted.

Annual operations

1 April 2027 - 31 March 2028; includes 10% contingency

R3,220,800**Prelaunch readiness**

January-March 2027; includes 10% contingency

R550,000**Optional launch event**

Target Saturday 13 March 2027; venue and time TBC

R120,000**Total first-programme requirement**

Operations + readiness + launch

R3,890,800

People	R2,148,000 per year: engineering, product, testing, support, moderation and school/campus coordination.
Technology	R372,000 per year: hosting, data, monitoring, tools and capped AI/messaging allowances.
Delivery + governance	R408,000 per year: privacy/legal, safeguarding, evaluation, language, content and operating support.
Operating contingency	R292,800, already included in annual operations; do not add a second contingency.

Source: internal Kamva itemised budget, 4 October 2026. No commitments, retail sales or in-kind credits deducted. The entire total remains a planning requirement until funding is confirmed.

03 / RING-FENCED WORK PACKAGES

Choose the work. Agree the evidence.

Partners can fund an eligible part of the delivery plan. Amounts and reporting are agreed against a scope, not an automatic number of users or a guaranteed outcome.

Development + testing

Secure accounts, refined tools, integrations, budget-device testing, accessibility, release and maintenance. Evidence: accepted milestones and review findings.

Hosting + reliability

Hosting, data storage, monitoring and recovery. Evidence: capacity/cost reports, incident handling and a tested restore process.

Youth support + content

Support officers, source reviews, safe onboarding, language and content checks. Evidence: response performance and dated quality records.

Safeguarding + evaluation

Privacy roles, escalation, age-sensitive handling and outcome measurement. Evidence: reviewed procedures and aggregated programme reports.

Launch event / optional

R120,000 cap, separately agreed and restricted to eligible costs. Target 13 March 2027; do not fund an event from a budget that excludes it.

Prevent duplicate allocation. Record cash and in-kind support against an agreed cost line. Ring-fence commercial-only Books development if a grant excludes it. Report underspend, changes and commitments transparently.

04 / AN EVIDENCE LADDER

Count useful actions. Verify real outcomes.

No active-user count, job placement rate or bursary success claim is published without evidence. A completed task is progress, but it is not automatically a life outcome.

Reach	Unique users who choose to participate; state reporting period, exclusions and consent basis. Do not inflate reach with repeat visits.
Useful action	CV drafts reviewed, cash plans completed, official routes opened, application checklists used. Define completion before counting.
Outcome	Confirm awards, enrolment, interviews, employment or business progress through appropriate consented evidence. State unverified self-report separately.
Service quality	Accessibility, support time, data/source freshness, safety incidents, complaints, uptime and delivery cost.
Partner reporting	Aggregated and de-identified reporting by default. No access to private chats, prayer, journals, child profiles or ledgers as a funding benefit.

Launch is a readiness decision. The target remains Saturday 13 March 2027, not a promise to ship unsafe or unfinished services. Legal, safeguarding, security, accounting, support and cost checks come first.

05 / MAKE THE AGREEMENT CREDIBLE

Confirm the applicant. Then approve the scope.

Registration remains TBC. Funding discussions can proceed, but contracts, public claims and paid products must meet their corresponding governance and release requirements.

Before contracting

Confirm the legal entity, company registration, signing authority, banking evidence, governance and grant eligibility.

Before taking payments

Confirm the actual product scope, account controls, tax disclosure, billing, cancellation/refund policy and applicable store rules.

Before personal-data rollout

Complete notices, purpose/retention rules, age/guardian handling, secure access, incident response and tested deletion/recovery.

Before wider release

Review reliability, support capacity, language accuracy, admissions-source freshness, CV facts and accounting/security acceptance.

Recognition is assessed, not promised

Generic B-BBEE mapping: Skills 300, ESD 400, SED 500. Applicable codes, evidence and independent verification determine recognition. Section 18A approval is separate; commercial consideration must not be presented as a deductible donation. [S4-S5]

Use permission-based outreach. A public email address is a research lead, not newsletter consent. Do not load scraped research lists into Brevo. [S6, S13]

SOURCES / CHECKED 8 OCTOBER 2026

[S4] B-BBEE Commission: Codes of Good Practice

[S5] SARS: Application for Section 18A

[S6] Information Regulator: Direct marketing guidance

[S13] Brevo: Legitimate contact databases