



## The Take It Eezi project, powered by SharedPhone

A common purpose: making  
individuals self-sufficient ...  
all you need is a good position and  
friends to support you



### Case study



### Getting the world to the people

The **Take It Eezi** project was created to provide the man on the street with the tools and wherewithal to develop his own business, which not only provides him with a living, but which also has the potential to expand exponentially over time.

The cornerstone of any community, the corner shop, is starting to close its doors as the big retailers move in on their turf. As their ability to

compete crumbles, livelihoods and new job creation dwindles and margin distribution is compromised. To enable an individual to sell one network's airtime vouchers will not sustain him. But to equip him with the ability to operate a payphone, sell the airtime vouchers of several different networks, sell utility recharge vouchers such as electricity, sell affordable funeral and house cover ... the possibilities start to add up to a meaningful, extendable livelihood with the ultimate opportunity of becoming a bank.

In one year the **Take It Eezi** project has enabled 15 000 jobs in townships and rural areas around South Africa. Similarly the project has managed to provide 750 000 meals to crèches and school-going kids on the Cape Flats last year, all without any government assistance.

### Behind the concept

Extensive travel and in-depth research has guided our thinking and distilled our common purpose: to make individuals self-sufficient.

These companies bear the keys to our common purpose; we have spoken to the people on the ground, we've heard their stories. The yardstick against which business will be measured one day will be its impact on poverty in the countries where we find our customers. The challenge is to operate a model that's purpose is sound business sense for all, in a competitive environment.

It's time for community to start building community, right here, right now!