

COMPANY PROFILE AND BUSINESS PORTFOLIO

# GoTo Communications

(Pty) Ltd

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## Communicate Better. Grow Smarter.

Strategic Communications · Marketing · Brand · Digital Transformation · Artificial Intelligence

Most organisations do not have a marketing problem. They have a leadership, strategy, process, communication or capability problem. Marketing exposes whatever already exists. We strengthen the organisation before we amplify it.

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## HOW TO READ THIS DOCUMENT

Sections 06 and 07 present the firm's work as two client-facing practice areas. Internally the same work is organised into six delivery practices: Strategy and Advisory, Brand and Creative, Digital Solutions, AI and Intelligent Automation, Learning and Advisory, and Managed Services. Section 10 maps the two views against each other so that any service named here can be traced to a documented delivery procedure.

## 01

## Executive Summary

GoTo Communications is a South African strategic communications, marketing and AI consultancy. It helps organisations strengthen their brand, improve operational efficiency and accelerate growth through intelligent communication, digital transformation and practical AI solutions.

GoTo is not another marketing agency. It is a consultation-led firm that thinks, designs, then executes. Websites, campaigns and creative outputs are the products of a well-defined business, not the business itself. Every engagement begins with structured discovery and closes only when the client can sustain the improvement without us.

### What the firm solves

Every service in the catalogue exists to answer one of five organisational problems. The problem, not the service, is the starting point of every proposal, and it becomes the anchor for the success measures the client agrees to be judged on.

| Problem stated by the client                | What GoTo brings                                                                                                                           |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>"Nobody knows who we are"</b>            | Brand and visibility: brand strategy, identity, public relations, website, photography, video, social media, advertising                   |
| <b>"We cannot attract enough customers"</b> | Growth marketing: marketing strategy, digital marketing, search optimisation, Google Business Profile, landing pages, lead generation, CRM |
| <b>"Our organisation is inefficient"</b>    | Digital transformation: process mapping, workflow design, automation, AI assistants, knowledge base, dashboards                            |
| <b>"Our people are not aligned"</b>         | Organisational communication: internal and executive communication, change management, leadership workshops, culture programmes            |
| <b>"We do not know what to do next"</b>     | Advisory: strategic planning, executive advisory, and AI, communications, marketing and digital strategy                                   |

### How the firm is built

| Element                      | Position                                                                                                                         |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Category</b>              | Business growth, communications and AI consultancy                                                                               |
| <b>Practice areas</b>        | Marketing and Communications; Digital Transformation, delivered through six internal practices                                   |
| <b>Method</b>                | The GoTo Business Operating System: Discover, Define, Design, Deliver, Develop, with a formal gate at the end of each stage      |
| <b>Intellectual property</b> | Ten proprietary consulting frameworks, led by GoTo360™ and GoTo IMPACT™                                                          |
| <b>Operating discipline</b>  | Seventeen operating documents and an eighteen-procedure SOP library covering delivery, commercial, administration and governance |

| Element                     | Position                                                                                                                    |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>Commercial model</b>     | Fixed price by default, retainers for managed services, day rates for advisory. Price is built on value and risk, not hours |
| <b>Priority markets</b>     | Universities, government departments, municipalities, NGOs, professional firms and SMEs                                     |
| <b>Ownership and status</b> | 100 percent black-owned. Registered in South Africa, operating from Bloemfontein in the Free State                          |

## What distinguishes the firm

Six differentiators are documented and, more importantly, are enforced by procedure rather than asserted in marketing.

- Strategy before execution. No implementation begins before discovery is complete and success measures are agreed.
- Communications integrated with AI. AI is embedded into marketing, operations and organisational communication, not sold as a bolt-on.
- Outcome-driven consulting. Success is measured by business impact, not by deliverables alone.
- Methodology-led delivery. Every engagement follows the same five-stage operating system regardless of size or sector.
- Knowledge transfer. Clients receive documentation, training and governance so improvements are sustained independently.
- Long-term partnership. The preferred commercial model is ongoing advisory rather than isolated projects.

### THE COMMITMENT BEHIND THE POSITIONING

A project is complete only when deliverables are accepted, users are trained, documentation is handed over, performance measures are in place, ownership has transferred to the client, and lessons learned are documented. Firms that create dependency get renewed until the client resents them. Firms that create capability get recommended.

02

# About GoTo Communications

A consultancy that diagnoses before it designs, built in South Africa for South African institutions and businesses.

GoTo Communications (Pty) Ltd is a strategic communications, marketing and AI consultancy. The firm advises organisations on how they are understood, how they attract and retain the people they need, how efficiently they operate, and how prepared they are for a digital and AI-enabled operating environment.

The firm was designed from the outset as an operating system rather than a service list. Governance, delivery procedure, quality control, pricing discipline and data protection were documented before the first client engagement, because institutional buyers increasingly score suppliers on documented quality management, data protection and delivery methodology. That documentation converts directly into functionality points on a tender, which is a return most consultancies never claim.

## Corporate identity

| Element                          | Detail                                                           |
|----------------------------------|------------------------------------------------------------------|
| Registered name                  | GoTo Communications (Pty) Ltd                                    |
| Tagline                          | Communicate Better. Grow Smarter.                                |
| Category                         | Business growth, communications and AI consultancy               |
| Base of operations               | Bloemfontein, Free State, South Africa                           |
| Reach                            | National, with the Mangaung metropolitan area as the home market |
| Ownership                        | 100 percent black-owned                                          |
| Company registration number      | [to be inserted from the CIPC registration certificate]          |
| VAT number                       | [to be inserted where registered]                                |
| Central Supplier Database number | [to be inserted]                                                 |

## Positioning

GoTo Communications is a strategic communications, marketing and AI consultancy that helps organisations strengthen their brand, improve operational efficiency and accelerate growth through intelligent communication, digital transformation and practical AI solutions.

The distinction the firm draws is deliberate and commercially significant.

| GoTo is                                     | GoTo is not                          |
|---------------------------------------------|--------------------------------------|
| A consultancy that solves business problems | An agency that produces deliverables |
| Evidence-led and specific                   | Enthusiastic and general             |

| GoTo is                                                | GoTo is not                                |
|--------------------------------------------------------|--------------------------------------------|
| <b>Willing to tell a client their premise is wrong</b> | Agreeable in order to be liked             |
| <b>Built here, for here</b>                            | A local imitation of an international firm |
| <b>Capability building</b>                             | Dependency creating                        |

## How the firm is organised

Work is organised into functional divisions and internal departments so that the business scales without redesign. On smaller engagements one person may hold several roles; the accountabilities remain separate.

| Division                     | Scope                                                                                                                                                            |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strategy and Advisory</b> | Communications strategy, marketing strategy, business consulting, brand consulting, digital transformation, executive advisory                                   |
| <b>Creative Studio</b>       | Branding, graphic design, photography, videography, copywriting, content creation                                                                                |
| <b>Digital Solutions</b>     | Websites, search optimisation, hosting, maintenance, Google Business Profile, analytics, landing pages                                                           |
| <b>AI and Automation</b>     | AI readiness assessments, AI strategy and implementation, prompt engineering, chatbots, knowledge assistants, workflow automation, AI governance, staff training |
| <b>Learning and Advisory</b> | Executive workshops, AI training, marketing masterclasses, the Communications Academy                                                                            |
| <b>Managed Services</b>      | Outsourced marketing and communications capacity, fractional CMO, CCO and AI adviser, website and search management, content and media relations                 |

Internal departments carry the operating load: the Office of the Managing Director, the Strategy Division, Client Success, Marketing, Creative and Digital, the AI Lab, and Operations. Delivery capacity is extended through a vetted pool of associates and specialist subcontractors managed under a documented supplier standard.

## Specialist studio

Academix Studio, a GoTo Communications studio, is a specialist unit producing professional websites for individual academics, researchers and knowledge professionals. It applies the same design system, quality standards and ownership principles as the parent firm at individual scale, and serves as an entry point into the higher education market.

## 03

## Vision, Mission and Core Values

### Vision

To become Africa's leading communications and AI consultancy for organisations seeking sustainable growth and digital transformation.

### Mission

To empower organisations through strategic communication, innovative marketing, AI implementation and digital solutions that create measurable business impact.

### Core values

Seven values, each stated as an operating behaviour rather than an aspiration, so that adherence can be observed.

| Value                      | In practice                                                  |
|----------------------------|--------------------------------------------------------------|
| <b>Integrity</b>           | Honest advice, transparent pricing, evidence over opinion    |
| <b>Innovation</b>          | Practical adoption of AI and new methods, tested before sold |
| <b>Simplicity</b>          | Plain language, simple systems, no unnecessary complexity    |
| <b>Excellence</b>          | Every deliverable meets a documented quality standard        |
| <b>Collaboration</b>       | Clients are partners; knowledge is transferred, not hoarded  |
| <b>Continuous learning</b> | Every project produces documented lessons                    |
| <b>Accountability</b>      | Named owners, deadlines and measurable outcomes              |

### The Client Charter

Clients can expect GoTo to listen before proposing, explain recommendations clearly, base advice on evidence, be transparent about costs and risks, deliver what is agreed, transfer knowledge, respect confidentiality and review outcomes honestly.

### Claims discipline

The firm sells judgement. A single overstated claim, once caught, costs more credibility than a dozen accurate ones build. Results and figures must be traceable to a measured source with the period stated. Concept demonstration and pilot work is labelled as such, in the same visual weight as the claim. Client names appear only with written permission on file. Research is published with its method and sample, because research without a stated method is opinion with charts.

## 04

## Our Philosophy

Think before you build.

Most organisations do not have a marketing problem. They have a leadership, strategy, process, communication or capability problem. Marketing simply exposes whatever already exists. If the organisation is strong, marketing accelerates growth. If it is weak, marketing accelerates disappointment. GoTo therefore strengthens the organisation before amplifying it.

### The diagnostic hierarchy

Every consultant diagnoses in the same order. Problems at the top cause symptoms at the bottom, and fixing the bottom while the top is broken is how organisations waste budgets.

| # | Level                             | The question it answers                                                     |
|---|-----------------------------------|-----------------------------------------------------------------------------|
| 1 | Leadership and decision making    | Who decides, how quickly, and on what basis                                 |
| 2 | Strategy and clarity of direction | Does a stated strategy exist, and can three people describe it the same way |
| 3 | Governance and process            | Are decisions, approvals and standards documented or improvised             |
| 4 | Culture and internal alignment    | Do the people asked to deliver the work believe in it                       |
| 5 | Capability and capacity           | Do they have the skills and the hours                                       |
| 6 | Systems and data                  | What exists, what is trusted, what is still manual                          |
| 7 | Positioning and message           | Is the offer clear and differentiated                                       |
| 8 | Channels and presence             | Website, media, owned platforms, search visibility                          |
| 9 | Measurement                       | What is counted, by whom, and does anyone act on it                         |

#### THE DISCIPLINE

When a client asks for a website, we work down this list before quoting. The number of times the real problem sits at level two or three rather than level eight is the reason this firm exists.

### The five levels of consulting

Value increases as work moves up the levels. Level five is the goal of every engagement.

| Level     | What it means               | Example                                                |
|-----------|-----------------------------|--------------------------------------------------------|
| 1 Deliver | Perform the requested task  | Build a website, design a logo                         |
| 2 Advise  | Recommend better approaches | Recommend a stakeholder campaign instead of a brochure |

| Level                     | What it means                             | Example                                                                    |
|---------------------------|-------------------------------------------|----------------------------------------------------------------------------|
| <b>3 Improve</b>          | Redesign systems                          | Redesign the customer journey, not only the website                        |
| <b>4 Transform</b>        | Change organisational capability          | Implement governance, communication systems, AI and performance management |
| <b>5 Institutionalise</b> | Ensure improvements continue without GoTo | Procedures, training, governance, dashboards, knowledge transfer           |

## The decision framework

Every recommendation is tested against six questions before it is put to a client. If several answers are no, the solution is redesigned rather than defended.

- Strategic value: does this contribute to long-term objectives?
- Client value: does this solve an important problem?
- Financial value: will this produce measurable value?
- Operational value: will it simplify operations?
- Human value: will people actually use it?
- Sustainability: can the organisation maintain it independently?

## Consulting principles

|   | Principle                          |    | Principle                                       |
|---|------------------------------------|----|-------------------------------------------------|
| 1 | Understand before advising         | 6  | Use AI to augment people, not replace judgement |
| 2 | Diagnose before designing          | 7  | Document every decision                         |
| 3 | Measure before changing            | 8  | Leave every client stronger than you found them |
| 4 | Simplify before adding technology  | 9  | Protect confidentiality and act ethically       |
| 5 | Build capability before dependency | 10 | Continue learning and improving                 |

## The seven questions

Asked at the start of every engagement, and answered in writing before a solution is proposed: what problem are we solving; why does it exist; what evidence supports our diagnosis; what options exist; which option delivers the greatest long-term value; how will success be measured; and how will the client sustain the improvement?

## 05

## Why Organisations Choose GoTo

Six differentiators, each enforced by a documented procedure rather than asserted in marketing.

### 1. Strategy before execution

Every engagement begins with structured discovery and planning. No implementation begins before discovery is complete and success measures are agreed. Where a client insists on starting at delivery, that is a recorded commercial decision with the risk stated to the client in writing. The effect is that clients stop paying for solutions to the wrong problem.

### 2. Communications integrated with AI

AI is embedded into marketing, operations and organisational communication rather than sold as a separate product. The firm advises on AI adoption and governance and applies the same governance to its own work, on the principle that a firm which cannot demonstrate its own data governance cannot credibly sell it.

### 3. Outcome-driven consulting

Success is measured by business impact, not by deliverables alone. Success measures must be specific, sourced and dated. "Improve reputation" is not a measure. "Increase qualified enquiries from the faculty site from a baseline of 40 per month to 65 per month by 31 March, measured in Google Analytics 4" is a measure.

### 4. Methodology-led delivery

Every engagement follows the GoTo Business Operating System, and every recurring activity is governed by a standard operating procedure. Output is consistent regardless of who performs the work, which is what allows a small firm to extend capacity through associates without quality loss.

### 5. Knowledge transfer

Clients receive documentation, training and governance so improvements can be sustained independently. A handover pack is issued on or before the day of launch, containing final assets, a register of every account created and in whose name, operating documentation, a governance map, the training record and the technical annexure.

### 6. Long-term partnership

The preferred commercial model is ongoing advisory rather than isolated projects. Every client has a logical route from free resources, to diagnostic assessment, to strategy, to implementation, to managed services, to executive advisory.

## The evidence a buyer can inspect

| Claim                               | What can be produced on request                                                                                            |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------|
| <b>We diagnose before designing</b> | The Discovery and Diagnostic Protocol: interview structure, six audit types, and the nine-dimension GoTo360™ scoring guide |

| Claim                                    | What can be produced on request                                                                                         |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <b>We control quality</b>                | A four-level review standard. Nothing leaves the firm on the strength of the person who made it                         |
| <b>We control scope and cost</b>         | A gated engagement procedure with a one-page change order signed before any additional work is performed                |
| <b>We transfer knowledge</b>             | A handover and knowledge transfer standard specifying eight sections of content                                         |
| <b>We protect information</b>            | A POPIA and data protection policy covering both responsible party and operator roles, with a named Information Officer |
| <b>We can transact with institutions</b> | A public sector compliance pack maintained continuously rather than assembled when a bid appears                        |

#### ON EVIDENCE AND CASE STUDIES

Client case studies, references and letters of good standing are supplied as a separate annexure and are updated quarterly. Where an example is a concept or pilot engagement rather than a paid client outcome, it is labelled as such in the same visual weight as the claim. This is the firm's own standing rule, and it is applied without exception.

## 06

## Practice Area One: Marketing and Communications

Helping organisations be understood, be found, and be trusted by the people whose decisions matter to them.

This practice answers three of the five business problems: nobody knows who we are, we cannot attract enough customers, and our people are not aligned. It is delivered by the Strategy and Advisory, Creative Studio, Digital Solutions and Managed Services divisions, supported by the Learning and Advisory division where capability building is part of the brief.

### Strategy

| Service                                  | Scope and deliverables                                                                                                                                                                                                                                                                                                  |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strategic Communications Plan</b>     | Situation analysis, stakeholder mapping, objectives, key messages, channel plan, crisis framework, implementation plan and measurement framework                                                                                                                                                                        |
| <b>Marketing Strategy</b>                | Market research, personas, competitor analysis, positioning, campaign strategy, digital roadmap, budget recommendations and key performance indicators                                                                                                                                                                  |
| <b>Brand Strategy</b>                    | Positioning, brand architecture, personality, messaging framework, value proposition, employer branding and customer experience strategy                                                                                                                                                                                |
| <b>Business Discovery and Diagnostic</b> | Executive interviews, stakeholder analysis, business model review, marketing, communications and digital assessments, AI readiness, competitor benchmarking and SWOT. Delivers a Discovery Report, executive summary, risk assessment, opportunity register, recommendations and a 90-day action plan. One to two weeks |
| <b>Stakeholder engagement</b>            | Stakeholder mapping and prioritisation, engagement planning and message development, delivered within the communications plan or as an executive advisory engagement                                                                                                                                                    |
| <b>Campaign strategy</b>                 | Campaign objectives, audience definition, message architecture, channel selection, content plan, budget and measurement, delivered under the marketing strategy or as a standalone campaign plan                                                                                                                        |

### Brand and creative

| Service                                | Scope and deliverables                                                                                                      |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>Brand Identity</b>                  | Logo suite, colour palette, typography, iconography, brand guidelines, stationery, email signatures and social media assets |
| <b>Corporate Identity Package</b>      | Business cards, letterhead, company profile, presentation template, email signature, invoice and quotation templates        |
| <b>Graphic Design and Publications</b> | Brochures, flyers, annual reports, posters, banners, exhibition stands and social media graphics                            |
| <b>Presentation Design</b>             | Executive and board presentation templates and set-piece decks built on the brand system                                    |

| Service                 | Scope and deliverables                                                                                   |
|-------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Photography</b>      | Corporate portraits, events, product, campus and industrial photography                                  |
| <b>Video Production</b> | Promotional videos, recruitment campaigns, documentaries, testimonials, social reels and training videos |

## Digital presence

| Service                                  | Scope and deliverables                                                                                                                                                       |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Starter Website</b>                   | Up to five pages, mobile responsive, contact forms, search setup, maps and WhatsApp integration, analytics                                                                   |
| <b>Corporate Website</b>                 | Unlimited pages, content management system, blog, search optimisation, analytics, lead generation, integrations and staff training                                           |
| <b>Enterprise Website</b>                | Advanced information architecture, user accounts, portals, integrations, application programming interfaces, security, accessibility compliance and performance optimisation |
| <b>User Experience and Accessibility</b> | Information architecture, journey mapping, interface design and accessibility to WCAG 2.1 AA as a minimum standard on every site rather than an upgrade option               |
| <b>Search Engine Optimisation</b>        | Technical search optimisation, keyword research, on-page optimisation, local search, Google Business Profile and performance reporting                                       |
| <b>Website Care Plan</b>                 | Monthly updates, backups, security monitoring, search and analytics reporting and performance improvements                                                                   |

## Communications

| Service                                     | Scope and deliverables                                                                                                           |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Public and media relations</b>           | Media engagement, reactive comment, spokesperson support and message discipline across channels                                  |
| <b>Social media management</b>              | Channel strategy, content production, publishing and community management under a documented procedure                           |
| <b>Copywriting and content</b>              | Editorial content, campaign copy, executive writing and publication copy in the client's approved voice                          |
| <b>Internal and executive communication</b> | Leadership messaging, change communication, culture programmes and internal channel design                                       |
| <b>Crisis communications</b>                | Crisis framework within the communications plan, plus standby advisory support under retainer                                    |
| <b>Outsourced communications office</b>     | A retained communications function: fractional Chief Marketing or Communications Officer, content, media relations and reporting |

## Performance and measurement

Measurement is designed into the engagement at the Define stage, not retrofitted at the end.

Reporting is delivered on a fixed rhythm: a monthly performance note, a quarterly review against the roadmap, and an annual re-diagnostic where a GoTo360™ baseline exists.

| Service                                | Scope and deliverables                                                                                                                                                         |
|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Communications and brand audits</b> | Identity consistency, positioning clarity and message discipline across channels, delivered as a message audit grid and inconsistency log                                      |
| <b>Digital presence audit</b>          | Website structure, content quality, mobile performance, load speed, accessibility and search visibility, delivered as scored findings with screenshots and measured load times |
| <b>Marketing and website analytics</b> | Measurement inventory, tool configuration, baseline table and reporting cadence, with the decisions each measure is meant to inform                                            |
| <b>Dashboards and reporting</b>        | GoTo Insight™ dashboard reporting across strategic progress, brand health, marketing performance, communications effectiveness, digital performance and AI adoption            |
| <b>Monthly client reporting</b>        | Work completed, key performance indicators, analytics, risks, recommendations and next month's priorities                                                                      |

## 07

## Practice Area Two: Digital Transformation

Helping organisations modernise how they operate, so that service delivery improves and staff time is returned to work that matters.

This practice answers the third business problem, our organisation is inefficient, and supports the fifth, we do not know what to do next. It is delivered by the AI and Intelligent Automation and Digital Solutions divisions with advisory from the Strategy Division, and it is where the firm's AI positioning is proved rather than claimed.

### THE RULE THAT GOVERNS THIS PRACTICE

Simplify before adding technology, and use AI to augment people rather than replace judgement. Automating a process that should be removed is an expensive way to preserve a bad decision, so process work always precedes tooling.

### Digital and transformation advisory

| Service                                | Scope and deliverables                                                                                                                                               |
|----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Digital Transformation Strategy</b> | Digital maturity assessment, process mapping, technology recommendations, automation opportunities, AI integration roadmap and digital governance                    |
| <b>Digital maturity assessment</b>     | Scored assessment of systems and data, capability, governance and measurement, using the GoTo360™ scoring guide so results are comparable over time                  |
| <b>Process improvement</b>             | Process and systems audit examining manual steps, duplicate capture, approval delays and reporting effort, delivered as a process map with time and volume estimates |
| <b>Change management</b>               | Adoption planning, leadership alignment, internal communication and training, structured on the GoTo Change Catalyst™ framework                                      |
| <b>Digital governance</b>              | Standards, ownership, review cadence and escalation for digital channels and systems after handover                                                                  |

### Business process digitisation and digital solutions

| Service                                     | Scope and deliverables                                                                                                                    |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Process mapping and workflow design</b>  | Current state mapping, bottleneck identification, redesigned workflow and the measurement that shows whether the redesign worked          |
| <b>Workflow automation</b>                  | Document and proposal generation, CRM automation, email workflows, social publishing and reporting dashboards                             |
| <b>Digital platforms and client portals</b> | Portal and user account development within the enterprise website tier: secure areas, integrations and application programming interfaces |

| Service                     | Scope and deliverables                                                                                                                                                                 |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Knowledge management</b> | Structured knowledge bases with full-text search, cross-referencing and a documented content model, deployable as a static, self-contained system where infrastructure must be minimal |
| <b>Dashboards</b>           | Executive and operational dashboards presenting the measures that drive decisions, configured against agreed baselines                                                                 |

## Artificial intelligence

| Service                         | Scope and deliverables                                                                                                                                                     |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>AI Readiness Assessment</b>  | AI maturity score, opportunity and risk assessment, governance recommendations and an implementation roadmap                                                               |
| <b>AI Strategy</b>              | AI vision, priority use cases, governance framework, skills assessment, technology recommendations and investment roadmap                                                  |
| <b>AI Assistant Development</b> | Customer support, human resources, knowledge, marketing, executive and student support assistants, built on retrieval over approved content with citations on every answer |
| <b>Workflow automation</b>      | Automation of repetitive administrative and reporting work, scoped from a process map rather than from a tool                                                              |
| <b>AI Governance</b>            | AI policy, risk management, data governance, ethical AI guidelines, staff awareness and a compliance framework                                                             |
| <b>AI Training</b>              | AI fundamentals, prompt engineering, AI for marketing, human resources and communications, and responsible AI practice                                                     |

### HOW GOTO BUILDS AI RESPONSIBLY

Index only content the organisation owns, and never index client confidential material into a system with wider access than the engagement.

Use retrieval over approved sources rather than fine-tuning, so every answer can show its sources. An assistant that cannot show where an answer came from is a liability in an organisation that must justify decisions.

Configure the assistant to refuse rather than guess when retrieval returns nothing relevant, and test that it does.

Log every query, because queries reveal what people cannot find and become the cheapest content roadmap available.

Record the tool, the provider, the data location and the no-training commitment on the supplier register.

Name a human owner for the assistant's output. The tool is never the accountable party.

## Learning and capability building

| Programme                     | Topics                                                                                                       |
|-------------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>Executive Workshops</b>    | Strategic communication, AI for leaders, brand leadership, digital transformation and stakeholder engagement |
| <b>AI Training</b>            | AI fundamentals, prompt engineering, AI for marketing, human resources and communications, responsible AI    |
| <b>Marketing Masterclass</b>  | Strategy, campaign planning, content marketing, analytics and brand management                               |
| <b>Communications Academy</b> | Public relations, crisis communication, internal and executive communication, media engagement               |

Training is priced by programme and includes materials, a facilitator guide, a workbook, a certificate and a post-training evaluation.

## 08

## Industries We Serve

Six markets, prioritised in this order: universities, government departments, municipalities, NGOs, professional firms and small and medium enterprises.

The firm competes on judgement rather than scale, which means it works where the problems are structural and the buyer values diagnosis. Sector selection is deliberate: each of these markets has a communication problem that is genuinely a governance, process or capability problem underneath.

### Higher education

|                          |                                                                                                                                                                                                                                                                                          |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Common challenges</b> | Student recruitment competition, fragmented faculty and departmental communication, institutional web estates that cannot be maintained centrally, academic profiles that under-represent the research record, and pressure to demonstrate reputation and impact.                        |
| <b>Our approach</b>      | Diagnose the recruitment and reputation problem before rebuilding channels. Establish who the message must reach, what they need to see, and what is measurable. Where the estate is large, standardise a pattern rather than building bespoke pages that decay.                         |
| <b>Relevant services</b> | Communications and marketing strategy, faculty and departmental websites, academic and researcher profile sites through Academix Studio, stakeholder engagement, executive and internal communication, AI readiness and staff AI training, search optimisation, analytics and reporting. |
| <b>Expected outcomes</b> | Clearer positioning against comparable institutions, measurable enquiry and application performance from digital channels, a maintainable web estate, and staff able to sustain the work after handover.                                                                                 |

### Government departments and public entities

|                          |                                                                                                                                                                                                                                                                            |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Common challenges</b> | Citizen trust, communication that reports activity rather than outcomes, slow approval chains, limited internal capacity, and procurement processes that reward compliance discipline as much as capability.                                                               |
| <b>Our approach</b>      | Establish the diagnostic baseline first, then design a communication system that can operate inside existing approval and governance constraints. Build internal capability deliberately, because a solution that depends on the supplier will not survive a budget cycle. |
| <b>Relevant services</b> | Strategic communications planning, stakeholder engagement, brand and identity work, website development to accessibility standards, internal and executive communication, digital transformation strategy, AI governance, and executive workshops.                         |
| <b>Expected outcomes</b> | A defensible communications strategy with named measures, digital channels that meet accessibility and security standards, and an internal team trained and equipped to run them.                                                                                          |

## Municipalities

|                          |                                                                                                                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Common challenges</b> | Service delivery communication, low citizen confidence, manual reporting and approval processes, ward-level information that does not reach residents, and communication units carrying more work than capacity.                  |
| <b>Our approach</b>      | Work down the diagnostic hierarchy before proposing channels. Municipal communication problems are frequently process problems: the information exists but cannot move. Fix the flow, then the channel.                           |
| <b>Relevant services</b> | Communications strategy and crisis framework, process mapping and workflow design, website and portal development, internal communication, workflow automation, dashboards and reporting, and communications capability training. |
| <b>Expected outcomes</b> | Faster, more consistent public information, reduced manual reporting effort, measurable channel performance, and a documented communication process that survives staff turnover.                                                 |

## NGOs and the development sector

|                          |                                                                                                                                                                                                                                                                         |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Common challenges</b> | Donor confidence, impact evidence trapped inside reports, no dedicated communications capacity, constrained budgets, and a need to demonstrate governance to funders.                                                                                                   |
| <b>Our approach</b>      | Make the impact evidence usable first, then build the channels that carry it. Development sector and community pricing is a deliberate part of the firm's positioning, approved as a decision and recorded as an investment rather than disguised as a commercial rate. |
| <b>Relevant services</b> | Communications and fundraising communication strategy, brand identity, website development, impact and annual reporting design, content and social media, knowledge management, and capability training for small teams.                                                |
| <b>Expected outcomes</b> | Stronger donor and partner confidence, impact evidence presented credibly, and a small team able to sustain a professional communications rhythm.                                                                                                                       |

## Corporate and professional services organisations

|                          |                                                                                                                                                                                                                                                    |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Common challenges</b> | Undifferentiated positioning, marketing disconnected from business objectives, a website that does not convert, and executive teams unsure how to adopt AI without creating risk.                                                                  |
| <b>Our approach</b>      | Begin with the business problem and the decision framework, not the campaign. Where AI is on the agenda, assess readiness and governance before implementation, and prove value on a narrow use case first.                                        |
| <b>Relevant services</b> | Business diagnostic and GoTo360™, brand and marketing strategy, corporate identity, corporate and enterprise websites, search optimisation, AI readiness and implementation, workflow automation, executive advisory and fractional CMO retainers. |
| <b>Expected outcomes</b> | Positioning that a sales team can repeat, marketing measured against business outcomes, and AI adopted with governance in place rather than as an experiment.                                                                                      |

## Small and medium enterprises

|                          |                                                                                                                                                                                                |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Common challenges</b> | Limited visibility in local search, presentation that does not match capability, no marketing capacity, and uncertainty about what a website or campaign should cost.                          |
| <b>Our approach</b>      | Fix the foundations in a fixed-price package, transfer the skills, and only then consider ongoing support. Small businesses are poorly served by open-ended retainers they cannot evaluate.    |
| <b>Relevant services</b> | Starter and corporate websites, brand identity, Google Business Profile and local search, landing pages and lead generation, basic AI assistants, essential care plans and marketing training. |
| <b>Expected outcomes</b> | A credible presence, measurable local search visibility, working enquiry capture, and an owner who understands what is being measured and why.                                                 |

## 09

## Our Process

The GoTo Business Operating System. Every engagement, regardless of size or sector, moves through the same five stages.

The stages are sequential. Work may be compressed but it may not be skipped, and no stage may begin until the gate at the end of the previous stage has been passed and recorded. This is what makes a fixed-price promise sustainable for both parties.

| Stage           | What happens                                                                                                                                        | Required output                                                                    | Gate to pass                                                            |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------|
| <b>Discover</b> | Executive and stakeholder interviews, brand, marketing, communications and website audits, AI readiness, competitor analysis, GoTo360™ where scoped | Discovery Report and Current State Assessment                                      | Client confirms the problem statement in writing                        |
| <b>Define</b>   | Strategy workshop, positioning, audience and journey mapping, roadmap and success measures                                                          | Strategic Roadmap with named success measures at 90 days, one year and three years | Client signs off the roadmap and the measures                           |
| <b>Design</b>   | Identity, site architecture, user experience, content strategy, campaign design, solution specification                                             | Approved Solution Design with a version number and a named approver                | Client approves the design and any change to cost or timeline is agreed |
| <b>Deliver</b>  | Build, roll out, integrate, test, train and launch                                                                                                  | Implemented solution plus training and documentation                               | Acceptance testing passed and handover pack issued                      |
| <b>Develop</b>  | Monthly reviews, reporting, optimisation, quarterly planning, ongoing advisory                                                                      | Performance reports and improvement actions                                        | Formal closure or renewal decision taken                                |

### THE RULE THAT PROTECTS THE MODEL

No implementation begins before discovery is complete and success measures are agreed. If a client requires work to start at delivery, that is a commercial decision taken by the Managing Director, recorded on the project file, with the risk stated in writing to the client.

### Indicative durations

| Phase            | Duration     | Main output       |
|------------------|--------------|-------------------|
| <b>Discovery</b> | 1 to 2 weeks | Assessment Report |
| <b>Strategy</b>  | 1 to 2 weeks | Strategic Roadmap |
| <b>Design</b>    | 2 to 4 weeks | Approved Solution |

| Phase               | Duration          | Main output              |
|---------------------|-------------------|--------------------------|
| <b>Delivery</b>     | Project dependent | Implemented solution     |
| <b>Optimisation</b> | Ongoing           | Performance improvements |

A full GoTo360™ diagnostic across nine dimensions takes two to four weeks and produces scored indices and three-horizon roadmaps. A single-deliverable project uses a two to three day structured brief and one audit.

## Roles on every engagement

| Role                   | Accountable for                                                                                           | Cannot be delegated                                                       |
|------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
| <b>Engagement Lead</b> | The client relationship, the problem statement, commercial terms, and the final quality of what is issued | Scope changes and sign-off on client-facing deliverables                  |
| <b>Delivery Lead</b>   | The plan, the schedule, the team and day-to-day production                                                | Reporting a slipping deadline within 24 hours of knowing                  |
| <b>Specialist</b>      | Their component of the work to the agreed standard                                                        | Raising a technical risk they can see and the client cannot               |
| <b>Client Sponsor</b>  | Decisions, access to people and data, and sign-off at each gate                                           | Approval at gates. If the sponsor will not sign, the stage does not close |

## Change control

A change is anything that alters agreed scope, cost, timeline or acceptance criteria. Changes are recorded on a one-page change order and signed before the work is done. The requester states the change and the reason; the Delivery Lead estimates effort, cost and schedule impact within two working days; the Engagement Lead issues the change order; work begins only once it is signed; and the change order is filed with the contract rather than buried in an email thread.

## Quality assurance

Nothing leaves the firm on the strength of the person who made it. Every client-facing output is reviewed by someone who did not produce it, at one of four levels.

| Level                 | Applies to                                                                                             | Reviewer                                   | Turnaround        |
|-----------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------|-------------------|
| <b>L1 Self check</b>  | Everything, without exception                                                                          | The author, against the standard checklist | Before submission |
| <b>L2 Peer review</b> | Routine client outputs: status notes, social content, minor updates                                    | Any colleague not involved in production   | 1 working day     |
| <b>L3 Lead review</b> | Reports, strategies, designs, websites, training material, anything a client pays for as a deliverable | Engagement Lead                            | 2 working days    |

| Level                     | Applies to                                                                                                                        | Reviewer          | Turnaround          |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------|---------------------|
| <b>L4 Director review</b> | Proposals, tender submissions, pricing, contracts, research publications, crisis communication, anything naming a client publicly | Managing Director | 2 to 3 working days |

## Escalation

| Trigger                                                          | Escalated to                              | Within              |
|------------------------------------------------------------------|-------------------------------------------|---------------------|
| <b>Deadline at risk by more than three working days</b>          | Engagement Lead                           | 24 hours of knowing |
| <b>Client dissatisfaction expressed, however mildly</b>          | Engagement Lead                           | Same day            |
| <b>Scope dispute or unsigned change being worked</b>             | Managing Director                         | 24 hours            |
| <b>Payment overdue beyond terms plus 15 days</b>                 | Managing Director                         | Immediately         |
| <b>Data breach, loss of client information or POPIA incident</b> | Managing Director and Information Officer | Immediately         |

## Closure

An engagement is finished when it is closed, not when the work is delivered. Closure produces a report stating what was asked, what was done, what the measures show and what is recommended next; confirmation that all invoices are raised and the final margin recorded against the quoted price; lessons captured within five working days; a testimonial and case study request while goodwill is highest; follow-up contact diarised at 30 and 90 days; and the project file archived with personal data removed where it is no longer required.

## 10

## Key Capabilities

Two client-facing practice areas, six internal delivery practices, and a documented procedure behind each recurring activity.

### How the two views map

| Internal practice                    | Marketing and Communications                                                                    | Digital Transformation                                                                    |
|--------------------------------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <b>Strategy and Advisory</b>         | Communications, marketing and brand strategy; stakeholder engagement; executive advisory        | Digital transformation strategy; digital maturity; process improvement; change management |
| <b>Brand and Creative</b>            | Identity, publications, annual reports, presentation design, photography, video                 | Interface and content design supporting digital systems                                   |
| <b>Digital Solutions</b>             | Websites, user experience, accessibility, search optimisation, analytics, care plans            | Portals, user accounts, integrations, dashboards, knowledge platforms                     |
| <b>AI and Intelligent Automation</b> | AI applied to content, campaign and reporting workflows                                         | AI readiness, strategy, assistants, workflow automation, AI governance                    |
| <b>Learning and Advisory</b>         | Marketing masterclass, Communications Academy, executive workshops                              | AI training, digital capability building, change adoption                                 |
| <b>Managed Services</b>              | Outsourced marketing and communications office, fractional CMO or CCO, media relations, content | Website and search management, AI optimisation, ongoing digital advisory                  |

### Engagement models

| Model                      | Used for                                                                                                          | Notes                                                                                                         |
|----------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Fixed price project</b> | Websites, brand identity, strategies, AI readiness assessments. The default for most work                         | Predictable pricing, easier budgeting, clear expectations. Requires disciplined change control                |
| <b>Phased fixed price</b>  | Large or uncertain engagements. Discovery is priced separately and later stages quoted once discovery is complete | The client may stop after discovery. That is acceptable, and often the honest outcome                         |
| <b>Monthly retainer</b>    | Managed services, fractional CMO, care plans, ongoing advisory                                                    | Included scope and hours are defined explicitly, with service levels, response times and a reporting schedule |
| <b>Day rate</b>            | Executive advisory, workshops, facilitation, expert input on a client programme                                   | Hourly, half-day, full-day or multi-day workshop rates                                                        |
| <b>Outcome linked</b>      | Rare. Only where the measure is unambiguous and within our control                                                | Requires Managing Director approval and a floor fee                                                           |

## Commercial terms

- Projects: 50 percent deposit before work begins, 30 percent on agreed milestones, 20 percent before final delivery or launch.
- Retainers: monthly payment in advance, with annual escalation stated in the agreement at signature rather than negotiated later.
- Two rounds of revision are included per deliverable, and this is stated in every quote.
- Third-party costs are recovered at cost plus a stated handling percentage and are never absorbed silently.
- Travel beyond the Mangaung metropolitan area is charged at an agreed rate per kilometre plus time.
- Rush work requested inside normal lead time carries a surcharge, typically 25 to 50 percent.
- Late payment attracts interest per legislation and contract terms, and work may be suspended until overdue amounts are settled.

## Client service standards

| Area                    | Commitment                                                                                                                            |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>Communication</b>    | Enquiries acknowledged within one business day; routine emails answered within one business day; urgent matters escalated immediately |
| <b>Meetings</b>         | Agenda circulated in advance; minutes shared within two business days; actions assigned to named owners                               |
| <b>Reporting</b>        | Monthly reports covering work completed, key performance indicators, analytics, risks, recommendations and next month's priorities    |
| <b>Live engagements</b> | A weekly written note per active engagement, to the client and on file, including weeks where there is nothing to report              |

## Quality standards by deliverable

| Deliverable         | Minimum standard                                                                                                                                |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Documents</b>    | Clear structure, consistent formatting, plain language, UK English, no spelling or grammatical errors, referenced where appropriate             |
| <b>Websites</b>     | Mobile responsive, accessibility conscious to WCAG 2.1 AA, HTTPS, fast loading, search optimised, analytics configured, privacy notice included |
| <b>Branding</b>     | Logo suite, colour system, typography, brand applications, digital assets and usage guidelines                                                  |
| <b>AI solutions</b> | Stated business objective, governance assessment, prompt documentation, user guide, training session and performance review                     |

## 11

## Proprietary Frameworks

Ten frameworks that make the method transferable. They are applied consistently across engagements so that results are comparable between clients and over time.

| Framework                      | Category                | Purpose                                                                                                                                                                                                                                                                       |
|--------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>GoTo360™</b>                | Organisation            | Whole-organisation diagnostic across nine dimensions: leadership, brand, communications, marketing, customer experience, digital, AI, operations and performance. Produces scored indices, SWOT, risk and opportunity registers, and 90-day, one-year and three-year roadmaps |
| <b>GoTo IMPACT™</b>            | Consulting              | The end-to-end delivery methodology: Investigate, Map, Plan, Activate, Continuously improve, Transform                                                                                                                                                                        |
| <b>GoTo AI Navigator™</b>      | Artificial intelligence | Seven stages of AI adoption: Discover, Evaluate, Prioritise, Design, Implement, Govern, Optimise                                                                                                                                                                              |
| <b>GoTo Brand Compass™</b>     | Branding                | North: purpose, mission, vision. East: customers, markets, positioning. South: identity, messaging, visual system. West: experience, culture, reputation                                                                                                                      |
| <b>GoTo Digital Blueprint™</b> | Digital                 | Foundation, Architecture, Design, Build, Launch, Optimise. Sets the standards for websites, user experience, search, accessibility, performance and security                                                                                                                  |
| <b>GoTo Growth Engine™</b>     | Growth                  | Attract, Engage, Convert, Retain, Expand                                                                                                                                                                                                                                      |
| <b>GoTo Insight™</b>           | Measurement             | Standard dashboard reporting across six categories: strategic progress, brand health, marketing performance, communications effectiveness, digital performance and AI adoption                                                                                                |
| <b>GoTo Change Catalyst™</b>   | Change                  | Change management and organisational adoption                                                                                                                                                                                                                                 |
| <b>GoTo Trust Framework™</b>   | Governance              | Compliance, risk, ethics and governance                                                                                                                                                                                                                                       |
| <b>GoTo Academy™</b>           | Learning                | Training, certification and capability building                                                                                                                                                                                                                               |

### The GoTo360™ scoring guide

Each of the nine dimensions is scored on a five-point scale, and every score is justified in one sentence citing evidence. A score without evidence is an opinion, and the client will treat the whole report that way.

| Score           | Meaning                                  | Implication                                         |
|-----------------|------------------------------------------|-----------------------------------------------------|
| <b>1 Absent</b> | No capability, no ownership, no evidence | Build from zero. Sequence first if it blocks others |

| Score             | Meaning                                           | Implication                   |
|-------------------|---------------------------------------------------|-------------------------------|
| <b>2 Emerging</b> | Some activity, no standard, individual dependent  | Document and assign ownership |
| <b>3 Defined</b>  | Documented and understood, applied inconsistently | Enforce and measure           |
| <b>4 Managed</b>  | Applied consistently and measured                 | Optimise                      |
| <b>5 Leading</b>  | Measured, improving, a source of advantage        | Protect and leverage          |

## The GoTo flywheel

Research feeds thought leadership, which builds brand visibility, which generates leads, which become discovery engagements, which become consulting and implementation work, which produces results, which produce case studies and referrals, which fund the next research. Each successful engagement generates evidence, content, referrals and new opportunities.

## 12

## Technology and Digital Expertise

Tools are selected against four criteria in priority order: the client can maintain it, the cost scales with revenue, it performs locally, and no vendor can hold a client's work hostage.

| Layer                            | Primary tools                                                                                                                                                                                                              |
|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Websites and platforms</b>    | WordPress with lightweight block themes and Elementor; Framer and static frameworks such as Astro or Next.js for premium and performance-critical builds; version control for content and code                             |
| <b>Hosting and performance</b>   | South African hosting for locally focused sites, content delivery network, image compression, lazy loading and caching to meet Core Web Vitals                                                                             |
| <b>Design</b>                    | Figma, Adobe Creative Cloud, Canva Pro                                                                                                                                                                                     |
| <b>Artificial intelligence</b>   | Hosted commercial models accessed by application programming interface under a recorded no-training commitment; retrieval-based assistants over approved content; embeddings and vector search sized to the content volume |
| <b>Analytics and search</b>      | Google Analytics 4 and Google Search Console; privacy-friendly, cookieless analytics where POPIA alignment requires it; structured data and schema markup                                                                  |
| <b>Marketing</b>                 | Meta Business Suite, LinkedIn Campaign Manager, email marketing platforms with documented automation                                                                                                                       |
| <b>Productivity and delivery</b> | Google Workspace or Microsoft 365 where the client requires it, Notion for project and knowledge management, ClickUp when scaling                                                                                          |
| <b>Finance and legal</b>         | Xero or Sage Accounting, DocuSign                                                                                                                                                                                          |
| <b>Security</b>                  | Password manager, multi-factor authentication on every account, documented backup arrangements and an incident response procedure                                                                                          |

### Digital standards applied to every build

- Mobile-first responsive design, tested across current browsers and down to a 320 pixel viewport without horizontal scroll.
- Accessibility to WCAG 2.1 AA as a minimum: semantic structure with one first-level heading per page, skip-to-content, visible focus states, keyboard operability, descriptive alternative text, and contrast that passes at AA.
- Performance: preloaded hero media, lazy loading with intrinsic aspect ratios so there is no layout shift, subsetting fonts, and deferred scripts.
- Search readiness: unique titles and meta descriptions, canonical URLs, Open Graph tags, structured data, sitemap and robots file.
- Security and privacy: HTTPS, no secrets in client code, external links protected, configured backups, and a privacy notice aligned to POPIA.
- Motion and reduced motion: entrance animation is disabled where the visitor has requested reduced motion, and no animation blocks reading.

- Ownership: domains, hosting and accounts are registered in the client's name with the client as account holder, and every account created is listed in the handover register.

#### THE FIRM APPLIES ITS OWN MEDICINE

GoTo tells clients that execution without diagnosis is the most expensive mistake in communications. The same rule governs the firm's own technology decisions. Every component removed from a proposed architecture is a component that cannot break, cannot be breached and does not need maintaining. Where a smaller solution solves the problem, it is recommended even where a larger one would be more profitable.

## Client Benefits

What an organisation actually receives, beyond the deliverable it commissioned.

### A diagnosis, not an assumption

A useful discovery produces at least one finding the client did not already know, and states the evidence for it. Findings are organised by the diagnostic hierarchy, root causes are separated from symptoms, the risks of doing nothing are stated in the client's own operational and financial terms, and the recommendation is a decision rather than a menu.

### Budget certainty

Fixed price is the default. Every proposal states deliverables, assumptions, exclusions, the payment schedule and a validity period. Scope changes are priced and signed before work proceeds, so the invoice at closure matches the number the client approved at the start.

### Measures the organisation agreed to

Success measures are specific, sourced and dated, agreed at the Define stage and reported against on a fixed rhythm. The client is never asked at the end to accept a new definition of success.

### Ownership and independence

The handover pack is issued on or before the day of launch and contains eight sections.

| Section                       | Contents                                                                                                                             |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Summary</b>                | What was asked, what was delivered, what the measures show, what we recommend next                                                   |
| <b>Assets</b>                 | Final files in editable and export formats, brand assets, image licences, fonts and licence terms                                    |
| <b>Access and credentials</b> | A register of every account created, in whose name, and the transfer method used. Credentials are never sent in the body of an email |
| <b>Documentation</b>          | How the solution works, how to update it, what to avoid, and known limitations                                                       |
| <b>Governance</b>             | Who owns what after handover, the review cadence and escalation contacts                                                             |
| <b>Training record</b>        | Who was trained, on what, when, and the material used                                                                                |
| <b>Technical annexure</b>     | Hosting, domain, DNS, platform versions, integrations, backup arrangement and renewal dates                                          |
| <b>Measurement</b>            | Baselines, current figures and dashboard access                                                                                      |

### Institutional confidence

For public and institutional buyers the firm can produce evidence of documented quality management, a data protection policy covering both responsible party and operator roles, a records and document control standard, a compliance register with an annual calendar, and a continuously

maintained supplier compliance pack. These are the criteria on which suppliers are increasingly scored, and they are maintained as standing obligations rather than assembled when a bid appears.

### **A route to greater value**

Clients enter at the level of readiness they are at and move upward: free resources, then diagnostic assessments, then strategy, then implementation, then managed services, then executive advisory. Every client has a logical path to a higher-value engagement, and no client is asked to buy the top of the ladder before the diagnosis justifies it.

## Future Vision

A five-year path from credibility, through productisation, to intellectual property and regional presence.

The intent is that by year five, consulting accounts for less than half of total revenue, with the remainder coming from subscriptions, digital products, software, training, licensing and partnerships. That shift converts a firm that must be sold to again every month into an asset that compounds.

| Year          | Primary focus               | Target outcome                                       |
|---------------|-----------------------------|------------------------------------------------------|
| <b>Year 1</b> | Build credibility           | Portfolio, first clients, repeatable processes       |
| <b>Year 2</b> | Productise services         | Standard packages, workshops, recurring retainers    |
| <b>Year 3</b> | Launch digital products     | Client portal, assessment platform, the Academy      |
| <b>Year 4</b> | Scale intellectual property | Certification, licensing, research publications      |
| <b>Year 5</b> | Regional expansion          | Presence across Southern Africa, diversified revenue |

## The eight business units

| Unit                                       | Role                                                                                                                                                                                                               |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Consulting</b>                          | The entry point for most clients: fixed projects, retainers and executive advisory                                                                                                                                 |
| <b>Digital Studio</b>                      | Websites, branding, user experience, search, campaigns, video and photography, with care plans and retainers                                                                                                       |
| <b>AI Lab</b>                              | AI readiness, assistants, prompt engineering, automation and governance, developing into chatbot templates, prompt libraries, workflow packs and industry AI toolkits                                              |
| <b>GoTo Academy</b>                        | Courses, workshops, corporate training, masterclasses, certifications and memberships                                                                                                                              |
| <b>GoTo Platforms</b>                      | A client portal, then an audit platform generating structured self-assessment reports, then an integrated executive dashboard                                                                                      |
| <b>Managed Services</b>                    | Outsourced marketing and communications capacity, fractional CMO, CCO and AI adviser, website and search management, content and media relations                                                                   |
| <b>Research and Innovation</b>             | Annual publications including South African marketing trends, AI adoption, NGO communications, university marketing benchmarking, a municipal communications index, brand trust and a digital transformation index |
| <b>Licensing and Intellectual Property</b> | Licensing GoTo360™, IMPACT™, AI Navigator™ and other frameworks to organisations and consultants                                                                                                                   |

## Research programme

Three flagship reports anchor the firm's authority in its priority markets: a South African AI Readiness Report, a Communications Trends Report and a Website Performance Benchmark. Original research

with a stated method and sample establishes authority, generates media engagement and fuels the flywheel. Research without a stated method is not published.

### **Long-term group structure**

As the business grows, the intended architecture is a holding structure that retains the equity in the GoTo name while expanding into adjacent markets: GoTo Communications for marketing, communications, branding and public relations; GoTo Advisory for strategy, governance and management consulting; GoTo Digital for websites, platforms and customer experience; GoTo Intelligence for AI, automation, analytics and knowledge management; GoTo Academy for executive education; GoTo Research Institute for research, benchmarking and publications; and GoTo Development for social impact, donor-funded programmes, monitoring and evaluation and community development.

### **Innovation discipline**

New services and products follow a stage-gate: identify a recurring client problem, validate demand through client interviews, prototype, pilot with selected clients, standardise, launch, measure adoption and profitability, then improve or retire on evidence. Nothing is added to the catalogue because it is interesting.

## Governance, Compliance and Supplier Credentials

For procurement officers, supply chain management units and institutional finance offices.

### Ownership and preferential procurement

GoTo Communications is 100 percent black-owned. Under the generic Codes of Good Practice, an entity with annual total revenue at or below the exempted micro enterprise threshold qualifies as an EME and may confirm its status by sworn affidavit, and a 100 percent black-owned EME qualifies for the highest recognition level. Marketing, advertising and communication work may instead fall under the Marketing, Advertising and Communication Sector Code, which sets its own thresholds. The applicable code affects both the affidavit used and the preference points claimed, and it is confirmed against the requirements of each individual bid rather than assumed.

### Standing compliance documents

These are maintained continuously rather than assembled when a bid appears, because a technically superior bid with an unsigned declaration or an expired tax compliance status is disqualified before anyone reads it.

| Document                                                   | Source                                 | Validity                                                  |
|------------------------------------------------------------|----------------------------------------|-----------------------------------------------------------|
| CIPC company registration documents                        | CIPC                                   | Permanent, updated on any change                          |
| CIPC annual return confirmation                            | CIPC                                   | Annual, due in the month of the incorporation anniversary |
| Central Supplier Database registration and supplier number | National Treasury CSD                  | Continuous                                                |
| Tax compliance status PIN                                  | SARS eFiling                           | Verified before each submission                           |
| B-BBEE affidavit or certificate                            | Sworn affidavit or verification agency | Twelve months                                             |
| VAT registration certificate, where registered             | SARS                                   | Permanent                                                 |
| Bank confirmation letter                                   | Bank                                   | Typically three months                                    |
| Company profile and capability statement                   | Internal                               | Refreshed quarterly                                       |
| CVs of key personnel                                       | Internal                               | Refreshed quarterly                                       |
| Letters of good standing and referee letters               | Clients                                | Refreshed annually                                        |
| Professional indemnity and public liability cover          | Insurer                                | Annual                                                    |

## Data protection

The firm establishes and records at the start of every engagement whether it acts as a responsible party or as an operator under the Protection of Personal Information Act, and reflects that in the contract, because the obligations differ materially. A named Information Officer is responsible for compliance. Where GoTo processes information on a client's instruction, it processes only on documented instruction, keeps the information secure, and notifies the client of any compromise. Universities, government departments and municipalities increasingly ask suppliers for evidence of POPIA compliance, and the request is not ceremonial.

## Operating documentation

Seventeen operating documents govern the firm across four clusters: client delivery, commercial and bid, administration and finance, and governance. They are supported by an eighteen-procedure standard operating procedure library covering sales, proposals, onboarding, discovery, website development, branding, campaigns, social media, photography, video, AI implementation, training delivery, reporting, quality assurance, invoicing, procurement, offboarding and crisis communications. Documents are versioned, reviewed annually in October and reissued in November, and reviewed immediately after any failure the documentation should have prevented.

### WORTH KNOWING FOR EVALUATORS

Institutional buyers, particularly universities and public entities, increasingly score suppliers on documented quality management, data protection and delivery methodology. GoTo maintains that documentation as a standing operating requirement, and it is available for inspection as part of any bid or due diligence process.

## Contact Information

Enquiries are acknowledged within one business day, always.

The most useful first step is a discovery conversation: a structured session that produces a written problem statement, whether or not it leads to an engagement.

|                     |                                                                         |
|---------------------|-------------------------------------------------------------------------|
| Registered name     | GoTo Communications (Pty) Ltd                                           |
| Registration number | [insert CIPC registration number]                                       |
| VAT number          | [insert where registered]                                               |
| CSD supplier number | [insert]                                                                |
| Physical address    | [insert street address, Bloemfontein, Free State]                       |
| Postal address      | [insert]                                                                |
| Telephone           | [insert]                                                                |
| Email               | [insert]                                                                |
| Website             | [insert]                                                                |
| Managing Director   | [insert name and direct contact]                                        |
| Information Officer | [insert name and contact, as registered with the Information Regulator] |

Communicate Better. Grow Smarter.

GoTo Communications (Pty) Ltd · Bloemfontein, Free State, South Africa

## Document control

| Field        | Detail                                                                                                                                                |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Document     | Company Profile and Business Portfolio                                                                                                                |
| Version      | 1.0                                                                                                                                                   |
| Owner        | Managing Director                                                                                                                                     |
| Source       | Consolidated Business Manual v1.0, operating documents D00 to D17, and the Website Strategy and Implementation Pack v1.0                              |
| Review cycle | Quarterly refresh of the capability statement, or on material change to the business                                                                  |
| Note         | Square-bracketed fields require insertion before external issue. Case studies, references and CVs of key personnel are supplied as separate annexures |