

STRATEGIC PARTNERSHIP PROPOSAL

DIGITAL INFRASTRUCTURE FOR CONSTRUCTION

Building Your *Digital Foundation*

A performance-based partnership to deliver professional digital infrastructure — with lead generation targeting private sector clients across the Northern Cape.

PREPARED FOR

Isgcawu Somnotho Holdings

LOCATION

Kuruman, Northern Cape

REFERENCE

ACH/ISH/2026-PTR

THE JOURNEY

01

Discovery

Brand & requirements



02

Build

Website • Email • CRM



03

Launch

Go live & index



04

Generate

Lead acquisition



05

Convert

You win clients

WE UNDERSTAND YOUR BUSINESS

The Challenges *Construction Companies* Face

Private clients — whether mining corporates, property developers, or individuals — expect professional presentation before they'll trust you with their project. Digital presence is no longer optional.



Professional Communication

Mining procurement managers and property developers expect @yourcompany.co.za emails, not Gmail. Large file handling for BOQs, drawings, and specs is essential.



Being Found Online

When someone searches "construction company Kuruman" or "building contractor Northern Cape" — will they find ISH? Without a website, you're invisible to clients actively looking.



Lead & Client Management

Tracking enquiries, following up on quotes, and managing client relationships requires systems — not spreadsheets and memory. Opportunities slip through the cracks.



Getting on Vendor Lists

Mining companies like Anglo and Kumba have supplier databases. Getting registered opens doors to direct appointments — but they expect digital credibility first.

YOUR COMPETITIVE ADVANTAGES (WE SEE THESE)

Level 1

B-BBEE Status
(Maximum Points)

R245M

Project Experience
(Transnet Heavy Haul)

76%

Youth Ownership
(NYDA/IDC Eligible)

51%

Women Ownership
(Additional Points)

THE PRIVATE SECTOR OPPORTUNITY

Where *Real Clients* Are Looking

The Northern Cape private sector is booming — mining, solar, agriculture, property development. These clients make faster decisions than government and pay better. But they need to find you first.

OPPORTUNITY 01

Mining Corporate Suppliers

Anglo American, Kumba, Assmang, and South32 are private companies with supplier development programmes. Once registered on their vendor databases, you get direct appointments — no tender process, faster decisions.

OPPORTUNITY 02

EPC Subcontracting

Murray & Roberts, WBHO, and Aveng need local subcontractors. These relationships are built on credibility and capability — a professional portfolio opens the door to ongoing work.

OPPORTUNITY 03

Solar & Renewable Energy

Northern Cape is South Africa's solar heartland. Solar farm developers need civil works, fencing, access roads, and structures. This sector is growing fast and pays well.

OPPORTUNITY 04

Private Clients & Developers

Property developers, farmers needing infrastructure, businesses expanding, individuals building homes — all searching Google for local contractors. Being found = being hired.

NORTHERN CAPE PRIVATE SECTOR TARGETS



Mining Corporates
Vendor Programmes



Solar Developers
Civil & Structural



Agricultural
Farm Infrastructure



Private Clients
Homes & Commercial

OUR SOLUTION

Three Integrated Systems + *Lead Generation*

We build the digital infrastructure that positions ISH as a credible, professional contractor. Then we drive private clients to your door through search visibility and targeted outreach.



Email System

Enterprise-grade email with your domain, built for construction communication.

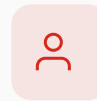
- ✓ @isgcawusomnotho.co.za addresses
- ✓ 150MB attachments (BOQs, drawings)
- ✓ SPF/DKIM security (no spam folder)
- ✓ Mobile sync across all devices
- ✓ Professional email signatures



Portfolio Website + SEO

Professional showcase optimised to rank when private clients search for contractors.

- ✓ Project portfolio galleries
- ✓ B-BBEE & compliance showcase
- ✓ Mobile responsive design
- ✓ Google Business profile setup
- ✓ SEO: "construction Kuruman" etc.



CRM System

Track every lead, quote, and client relationship in one mobile-friendly system.

- ✓ Lead & enquiry tracking
- ✓ Quote follow-up reminders
- ✓ Client communication history
- ✓ Mobile site photo uploads
- ✓ Pipeline reporting



Private Sector Lead Generation

SEO to capture people actively searching for construction services. Mining vendor database registration. Direct outreach to EPC procurement managers. Introductions to property developers and solar contractors. We bring clients to you.

MEASURABLE OUTCOMES

KPIs & *Realistic Timeline*

We believe in transparency. Here's exactly what we'll deliver, when you'll see it, and how we'll measure success together.

• PHASED KEY PERFORMANCE INDICATORS

MONTH 1-2 | DELIVERY

Systems Live

- Email system operational
- Website launched & indexed
- CRM configured & trained
- Google Business verified
- Mining vendor apps submitted

MONTH 3-6 | TRACTION

Building Momentum

- Website traffic growing
- Google search rankings rising
- Lead pipeline populating
- EPC introductions made
- Enquiries coming through

FIRST CONVERSION | COMMISSION

Revenue Sharing Begins

- Qualified leads converted
- First client signs contract
- Commission payable immediately
- Monthly reporting active
- 24-month period starts

PARTNERSHIP TIMELINE OVERVIEW

BUILD
Month 1-2

INDEX
Month 3-4

TRACTION
Month 5-6

COMMISSION: 24 MONTHS FROM FIRST CONVERSION
Starts when you win your first ALEPH-generated client

Important: Commission kicks in immediately when ISH signs their first client from a lead we generate — no waiting period. The 24-month commission period starts from that first conversion. Net Profit is calculated after deducting ALL your costs (materials, labour, subs, equipment, overhead). We only earn when you earn — and you keep 90%.

PARTNERSHIP INVESTMENT

Transparent Terms, *Aligned Incentives*

We're investing in this partnership alongside you. The numbers reflect a genuine commitment to your success, not just a transaction.

MARKET VALUE (ALL THREE SYSTEMS)

~~R 117,000 individual pricing~~

R 93,600

What this infrastructure typically costs with our standard 20% package discount.

PARTNERSHIP FOUNDATION INVESTMENT

R 40,000

Your investment. We absorb R53,600 in development costs to establish this partnership.

COMMISSION ON ALEPH-GENERATED LEADS

10% of Net Profit

Only on leads we bring you. Net Profit = after ALL your costs (materials, labour, subcontractors, overhead). You keep 90% of every profit rand.

COMMISSION PERIOD

24 Months

Starts immediately from your first conversion. No waiting period — when you win, we earn.

• WHY THIS WORKS FOR BOTH PARTIES

BENEFITS TO ISH

- ✓ R93,600 worth of systems for R40,000 (57% discount)
- ✓ Low-risk entry — performance-based model
- ✓ **You OWN what we build** — website, domain, email system, CRM config, designs (GitHub repo for transfer)
- ✓ **You get ACCESS to operations** — hosting, maintenance, lead gen, support (in exchange for commission)
- ✓ Commission only on leads WE generate — calculated after ALL your costs including overhead
- ✓ **First year hosting included** — no additional costs for 12 months
- ✓ One converted project covers the entire investment — and you keep 90%

BENEFITS TO ALEPH

- ✓ Long-term partnership over one-time sale
- ✓ Commission revenue aligns our interests
- ✓ Portfolio piece in construction sector
- ✓ Reference for mining/private sector work
- ✓ Proves our lead generation capabilities
- ✓ Foundation for ongoing relationship

Ready to Build Your Digital Foundation?

Let's discuss the details. Quotation and Service Level Agreement attached.

[LET'S TALK](#)