

STRATEGIST IN PROFESSIONAL EDUCATION SERVICES

Management, Leadership & Governance
Assessment & Moderation
Monitoring & Evaluation
School-based Research
Coaching & Mentoring
School Improvement

“Empowerment, Innovation and Excellence!”

ASHRAF WENTZEL

Business Manager

EOH Mthombo (PTY)Ltd

Dear Ashraf

EXPLORATION MEETING DATED 12 AUGUST 2016

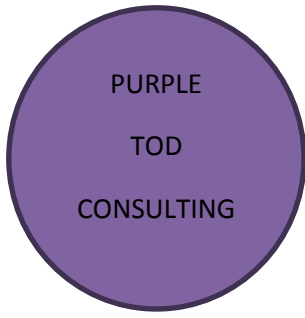
I want to thank you most sincerely for the discussion we had this morning. Sitting down with a company of your stature and talking in such a positive and uplifting manner is highly appreciated and valued. Please convey this sentiment to your colleague. Your advice is well received and well taken. I am encouraged by the fact that prospects for collaboration to mutual benefit is good.

Purple Tod Consulting (PTC) is a new startup company and a new entry to the market space. As Director I have formulated a number of niche products and services in the Education Sector. Some in partnership with another entity but mostly as Purpletod – most of it we discussed this morning.

I have been teaching for 16 years and spent another 16 years as Circuit and Team Manager with WCED. I also worked with DBE – more specific NEEDU (National Education Evaluation and Development Unit), UMALUSI, PEARSON and SACE (South African Council for Educators). My qualifications includes a PTD111 Teacher Diploma (Biology and Geography), BA degree in History and Psychology, a BED Degree (Curriculum, Comparative Education and Philosophy) and a Postgraduate Diploma in Governance.

Let me summarize these niche initiatives;

1. DBE – **Monitoring & Evaluation of Curriculum Coverage -INNOVATION** – PTC initiative
2. DHET – **WiFi & Internet to TVET Colleges** – Partnership
3. **Practical Coaching of School Management Teams (SMT)** “ SMT as Collective Instructional Leadership” – T&D – PTC initiative
4. Establishment of **Science Clubs** in poorer school – Coding, Robotics & Rocketry – PTC initiative
5. **“Public Dialogues”** on Critical Educational Topics – Partnership
6. Development and maintenance of the Purpletod Website www.purpletod.co.za – PTC initiative
7. **Independent Schools** in Western Cape (I submitted a proposal to SACE)
8. A new venture you might be interested in – The School Space between ADVTECH-Curro-Public School System – the space between Curro and Public schools is up for grabs for a good brand to enter the market of **Affordable Quality Independent Schools**
9. We (PTC & EOH) should consider the establishment of a **Learning Academy** for teacher Professional Development (PD)



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Please consider these niche projects and your level of participation – they will add great value to EOH. Attached is a copy of the invitation to the first "Public Dialogue" as promised. Hope to see you there – don't forget to RSVP (seats are limited).

I will be in Pretoria but will return by Monday. Attached is a copy of the proposal for your attention. I suggest that we meet soonest to follow-up on the presentation and demonstration of the test platform. I will then be able to address all questions and answers to this innovation. The CNDCA can be signed by both parties at this time.

Yours sincerely

A handwritten signature in black ink, appearing to read "Selvin Daniels". The signature is stylized and somewhat cursive.

Selvin Daniels

DIRECTOR – Purple Tod Consulting

DATED: 12 AUGUST 2016