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MILLION BENEFITS

Software



eCommerce



SEO

COMPANY PROFILE

The Journey in Software Business



Masamkele Thandolwetu Maqavana,
(Founder & Project Manager)

A name that echoes purpose. A journey that reflects perseverance.

From the digital corridors of UNISA, where I studied Information and Communication Technology, to the rapid pulse of innovation - I didn't just learn, I launched. Armed with an App Development certification and a refined edge through Project Management, I code with clarity and lead with intention.

I have been a four-time finalist, each nod a testament to consistent excellence. But I didn't stop at being noticed - I rose to claim the spotlight as an award winner from SAICA-ED, BRICS Solutions Awards, JASIRI and etc, a symbol of impact and entrepreneurial spirit. I have built a strong-quality team of 10 industry experienced staff members.

Our Company Portfolio begins with a founder's note, a story to share with our customers:

In a world that is often stifled by barriers I always see possibilities; I am a visionary disruptor with a keyboard in one hand and a blueprint for Africa's digital future in the other.

From humble beginnings - my grandfather selling his cow to buy me the first computer - I have turned my personal struggle into a springboard for innovation. I am not just building a tech company - Million Benefits it's a catalyst for a change - I am building platforms that rewrite the rules: from Loba, a CRM that kills the need for websites, to myYel, the AI-powered bridge between entrepreneurs and investors, and uMalusi AI, a governance game-changer in the agricultural sector and bio-technology.

My work isn't driven by ego - it's a mission-first. I stand tall for underserved markets, women inclusion, and next-gen tools for township entrepreneurs. I've got the hustle of a tech founder and the heart of a community leader.

In short?

I am a software-savvy, AI-pioneer, problem-solver with a story worth telling - and I am just getting started.

COMPANY PROFILE – Million Benefits (Pty) Ltd

Overview

Million Benefits Studios is a division of **Million Benefits Pty Ltd**, a South African ICT company delivering **precision-engineered, user-centric applications**. Our specialty is building **secure, scalable SaaS platforms** on a **single code base framework**, enabling clients to save costs, reduce errors, and maintain future-ready applications.

We focus on:

- **SaaS & Membership Platforms** (CRM, dashboards, portals).
- **Custom Web & Mobile Applications** with integrated AI/automation.
- **Enterprise-Grade Solutions** with NGO/Non-profit adaptability.

Notable strengths:

- Over a decade of experience in **software innovation for startups, NGOs, and enterprises**.
- Built in-house platforms such as **myYel (investor-entrepreneur matching)** and **LeadIn CRM (AI-powered marketing CRM)**.
- Expertise in **UI/UX, secure backends, and scalable architecture**.

1. EARTHLINK ENVIRONMENTAL SERVICES & CITY OF TSHWANE: GreenPulse Project

Client: Earthlink Environmental Services

Partner: City of Tshwane Municipality

Project: *Tshwane GreenPulse – Carbon Emissions Management Platform*

Duration: 6 months (Phase 1)

Summary:

Following the MSME Presidential Awards in 2024, we were approached by Earthlink's Managing Director, Kgakile Sharon Mapoulo, to help modernize the City of Tshwane's carbon emissions data collection system. The result was *GreenPulse*, a forward-looking AI-powered platform designed to predict future emissions and maintain COP90 compliance.

Challenges:

- Insufficient legacy data for training the model
- Lack of integration with City departments (Finance, IT)
- Need to interpolate and update historic data for forecasting

Outcome:

The platform successfully delivers predictive insights, enabling project managers to plan budgets and comply with environmental regulations. Stakeholder feedback (C40, Earthlink, and Tshwane Municipality) has been overwhelmingly positive. Phase 2 is scoped and awaiting approval.

2. ACERO SOLUTIONS (Pty) Ltd

Industry: Logistics / Manufacturing

Project: Custom ERP & Mobile Companion App

Duration: 6 months

Summary:

We developed a comprehensive ERP solution for Acero Solutions to streamline inventory, delivery, and workforce management. To address users' low digital literacy, we provided extensive training and developed a mobile APK version alongside the desktop system.

Challenges:

- Limited user tech proficiency
- Resistance to desktop interfaces

Outcome:

By prioritizing mobile accessibility, the system achieved widespread adoption. The project was delivered successfully, with full payment received and a satisfied client.

3. NGUNA PETROLEUM

Industry: Oil & Petroleum

Referral Source: Acero Solutions

Project: ERP + CRM System

Duration: 6 months

Summary:

Similar in scope to the Acero project, we delivered a robust ERP platform with a built-in CRM system for Nguna Petroleum. Mobile-first design was critical due to the team's limited computer proficiency.

Challenges & Outcome:

The challenges mirrored those at Acero — low digital literacy and desktop aversion. Mobile versions bridged the gap, resulting in successful deployment and a satisfied client.

4. AsilimNATURE (Prototype Project)

Industry: Skincare / Retail Compliance

Engagement Point: Business Partners Awards (March 2025)

Project: Compliance App Prototype for Somalian Market

Summary:

We scoped and quoted a prototype for AsilimNature to improve compliance in Somali-run retail stores. However, limited data and market research delayed further development.

Outcome:

Project currently on hold pending founder feedback. Client remains satisfied with the initial consultation and prototype cost.

5. NYAWO ZENDALO AIR

Industry: Agri-Tech / Drones

Engagement Point: Business Partners Awards

Project: Platform Integration with Agricultural Drone Systems

Status: Scoped, not initiated due to budget constraints

Summary:

We scoped a platform to support drone-enabled agricultural monitoring. Although the client is not yet financially ready, the relationship remains positive, and the concept is ready to be activated.

6. WEBSITE, e-COMMERCE and SEO SERVICES (Multiple Clients)

Service Range: R2,500 – R21,000

Summary:

We have built several websites and provided SEO services for a variety of SMEs. A recurring challenge has been client misconceptions — expecting immediate lead generation post-website launch.

Challenge & Plan:

There's a strong need to educate customers about the different types of SEO (technical, content, local, etc.) and their revenue impact. We are transitioning to bundled offerings (web + targeted SEO type) to better align customer expectations with lead generation outcomes.

7. Afri-TRACKS.COM / JOSH FLOOD (Pty) Ltd

Industry: MusicTech / Compliance & Distribution

Project: Music Compliance and Listing Platform

Status: Scoped; Pending Funding

Summary:

We collaborated with Josh Flood (Pty) Ltd to scope and plan *Afri-Tracks.com*, a platform designed to simplify music compliance, licensing, and digital distribution. The client, a seasoned professional in the music industry, required a solution that would also offer monetization features and continuous artist support.

Challenges:

- Loss of an investor before development commenced
- Delays in raising necessary development capital

Outcome & Next Steps:

Despite the funding setback, Josh Flood remains committed to the project and open to partnership models that support monetization and long-term platform evolution. We are fully prepared to develop the platform upon funding confirmation and continue offering strategic and technical support.

8. IN-HOUSE DEVELOPED PLATFORMS

8.1. myYel (Entrepreneur-Investor Matching Platform)

An AI-powered tool built in-house to connect verified entrepreneurs with VCs and angel investors. While adoption by entrepreneurs is high, investor onboarding has lagged-working on it.

Key Insight:

Investor data is harder to obtain, causing a scale imbalance. A structured engagement strategy is in progress, including partnerships with Business Partners SA.

8.2. uMalusi AI (AgriTech – Livestock Management & Safety)

An AI platform aimed at improving livestock production and safety through data-driven insights. Research phase completed; investment now required to launch development.

Client Response:

Early feedback has been extremely positive, with several farmers expressing anticipation for the tool's release.

8.3. LeadIn CRM (In Planning)

A no-website-needed CRM and marketing automation platform for entrepreneurs, integrating AI, social media, Canva, and invoicing tools. This platform is NLP supportive.

Status:

Still in the research phase. The aim is to eliminate the need for a commercial website by automating lead generation and engagement.

9. HESAP – WASTE MANAGEMENT SOLUTIONS

Industry: Environmental Services / Waste Management

Referral Source: Growth Firm

Project: Stakeholder & Customer Engagement Platform (Proposed)

Status: Proposal Declined

Summary:

Referred by Growth Firm, HESAP approached us to explore digital solutions for improving stakeholder and customer engagement in their waste collection operations. We presented a tailored platform designed to streamline service coordination, feedback loops, and data collection.

Challenges:

- Misalignment in communication during the proposal stage
- Technical jargon used in our pitch created confusion and led to disengagement

Lesson Learned:

This engagement highlighted the importance of clear, jargon-free communication, especially when working with clients outside the tech domain. We've since adapted our approach — simplifying our language,

focusing on tangible outcomes, and tailoring our messaging to suit client understanding. This experience has sharpened our ability to connect meaningfully with diverse audiences.

Outcome:

Though the project did not proceed, it became a turning point in how we present our solutions — with clarity, empathy, and relevance at the core.

***NEW CUSTOMERS**

1. D&G HEALTH & SAFETY – PROPOSED 2 APP PROJECTS

Industry: Construction & Transport

Managing Director: Gavin

Project: Construction compliance & e-Hailing Service (Proposed)

Status: Progressing positively

Summary:

Engaged with the customer, signed their Non-Disclosure Agreement and awaiting code of the existing that needs to be updated. Again, to receive the scope for the e-Hailing project after the first update.

2. SOBAESTRO CAFE – E-COMMERCE SMART FARMING PROJECT

Industry: Agriculture & Hospitality

Managing Director: Thabang Mosobe

Project: Smart farming & e-Commerce Store

Status: Progressing positively

Summary:

Technical scope, invoice and customer portfolio sent to the customer, awaiting payment to resume the app.

Summary of Key Lessons & Strategic Responses

Challenge	Strategic Response
Low digital literacy	Mobile-first design + tailored training
Data scarcity	Data interpolation + analysis of historical records for model building
SEO misconceptions	Client education on SEO types + bundled offerings aligned with lead generation
Imbalance in app adoption (myYel)	Targeted investor onboarding campaigns + strategic partnerships
Research-intensive projects (uMalusi, AsilimNature)	Pre-investment research + prototype funding + clear scope that aligns with the budget.
Technical jargon misalignment (HESAP)	Simplified, jargon-free communication + outcome-driven presentations

9. REFERENCES

References can be available upon request, whether from customers proposing a project, or an investor willing to invest in our technology software company.

Link to myYEL Platform (built in-house): [myYel - Apps on Google Play](#)

Link to our Website (built in-house): www.millionbenefits.com

10. OUR TEAM

Executive Management Team

Masamkele Thandolwetu Maqavana – Chief Executive Officer/ (Project Manager-Permanent).

Background: IT qualifications and extensive experience in project management and entrepreneurship.

Responsibilities: Overseeing overall business strategy, operations, and growth initiatives ICT & SaaS.

Maboyana Thandolwenkosi – Chief Operations Officer/ (Business Analyst-Permanent).

Background: Qualified and experienced in management, Expert in business compliance, analysis and reporting. She has worked with IBASA, and Business Takers to develop businesses and ensure compliance.

Responsibilities: Managing operations, ensuring efficient workflow, while implementing business strategies. More importantly she overlooks at the compliance side of business.

Bandile Bethuel Tuswa – Chief Technology Officer/Head of IT (Software QA – Permanent)

Background: Qualified software quality assurer with vast experience in software engineering.

Responsibilities: Leading the IT and development teams, overseeing technical projects, and ensuring technology integration.

Lungani Dlali – Chief Information Officer/ Architecture Developer.

Background: Post Grad in Information Systems with vast experience in (SAP) 2nd App Support Engineer.

Responsibilities: IT critical systems monitoring, reporting, data analysis and business intelligence recon. He focuses on app layer security, cyber-attacks and other related phishing attacks.

Kevin Ndou – Senior/Backup Developer (Actively Assisting, not permanent)

Background: National Diploma in Software Development with hands-on experience in applications devOps, API integrations, and back & front-end troubleshooting. Recently completed AWS EEIP program focusing on JavaScript, PHP, and MySQL-based platforms.

Responsibilities: Assisting in application development and bug fixes, providing backup support during system updates or outages, performing basic testing and debugging, and contributing to front-end enhancements. Also supports the senior development team in routine maintenance and documentation.

Ms. Khiwokazi Mbaliso – Chief Marketing Officer/ Public Relations Manager

Background: Qualified with B-Tech in PRM and with great experience in marketing.

Responsibilities: Managing public, strategic planning, content creation, media relations and events.

Luthando Hope Mali – Chief Digital Officer/Creative Director

Background: Qualified from AFDA in Motion Pictures and Film Production with vast experience.

Responsibilities: Leading department, Collaboration with Web and App developers, User Research and Analysis, Design & Prototyping, UX/UI Specifics and assists in media equipment setup.

Ntsika Mtebele – Business Developer/Accounts Manager

Background: Well experienced business developer with more than 10+ years in the industry.

Responsibilities: Articulated value propositions to secure B2B sales, and managed accounts.

Keanan Davids – Sales Development Representative/SRD

Background: Technology enthusiast pursued sales career, now with great experience and top achiever. Currently on FNB App Academy; learning basic/front-end coding.

Responsibilities: Generating leads, negotiating contracts with prospective customers, handling objections effectively and ensuring targets are met.

Ntsikana Handsome Ndlebe – Sales Development Representative/SRD

Background: Well-experienced managing sales team, with vast experience in sales.

Responsibilities: Leading the sales team, manage accounts, after sales care, sales strategy development.
