

WEALTH ON WHEELS 2023/24



**Eastern Cape
Transport
Tertiary
Co-operative
Limited**

7th Floor
Eagle House
58 Terminus Street
East London
5200

*Your Co-Op, Your
Rules*

WOW

Siyabangena

WELCOME SIYABANGENA



Mr Zola Yolelo - National Chairperson of SANTACO and ECTTC and Mr Mtutuzeli Madwara - SANTACO Provincial Secretary, showing off a demo unit of the new cashless system.



Transforming the minibus taxi industry, one digital innovation at a time.

Welcome to the future of South Africa's minibus taxi industry, where convenience, safety, and innovation converge to revolutionize the way we travel. Introducing the WOW initiative, a groundbreaking transformation that brings digital solutions to the heart of our transportation system. With WOW, we're not just modernizing - we're redefining how taxis operate. Imagine a world where cash transactions are a thing of the past, students enjoy safer commutes, and new revenue streams empower taxi owners and create jobs.

WEALTH ON WHEELS

Dr Nokuthula Ndibongo Mbebe
CEO - ECTTC

It's more than a change; it's a movement towards a brighter, digitally-driven future. Join us on this extraordinary journey as we unveil the WOW initiative, setting the stage for an industry that's safer, smarter, and more prosperous for all.

In the heart of this paradigm shift, we invite you to embark on a journey that transcends mere transportation. WOW isn't just about upgrading; it's about uplifting. Picture a South Africa where taxis not only offer a convenient commute but also act as powerful engines of economic empowerment. We're talking about an industry that not only serves but thrives, a digital evolution that transcends boundaries, making travel easier, safer, and more rewarding. The WOW initiative is more than a leap forward; it's a leap toward inclusive prosperity. With WOW, we're rewriting the rules of the road, ushering in a future where mobility is accessible, secure, and profoundly transformative. Come be part of this trailblazing movement as we unveil the WOW initiative, a roadmap to an industry that doesn't just move people but uplifts communities and propels us into a brighter, more connected era.



“WOW is more than cashless;
it's a catalyst for new
digital opportunities.”

WHAT IS WOW?



WOW is a revolutionary initiative aimed at transforming the minibus taxi industry in South Africa. It consists of two main components: WOW Scholar and WOW Cashless.

WOW Scholar:

This digital solution modernizes the current manual scholar transport process, ensuring safer and more efficient student commutes. It streamlines scheduling, tracking, and payment processes, offering peace of mind to parents and guardians.

WOW Cashless:

This ambitious project aims to replace cash transactions within the industry with seamless digital payments. Commuters will use cards and mobile apps for fare payments, eliminating the need for cash transactions and providing unparalleled convenience.

WHY WOW?

Welcome to the future of South Africa's minibus taxi industry – safer, smarter, and more prosperous. The WOW initiative is a transformation that brings digital solutions to the heart of transportation. Experience cashless convenience, enhanced safety, new income streams, and job creation. Join us on this journey to a brighter, digitally-driven future.

The implementation of WOW brings a multitude of benefits, addressing several critical aspects:

Convenience:

WOW offers commuters a safer, more convenient way to travel. No more worries about carrying cash, making transactions effortless and secure.

Safety:

By reducing cash transactions, WOW contributes to a safer traveling environment for both passengers and drivers, minimizing the risk of crime.

New Revenue Streams:

Taxi owners can diversify their income streams through digital payments and other WOW services, such as insurance projects, ensuring financial stability.

Job Creation:

As WOW expands, it will create numerous employment opportunities in the digital sector, fostering economic growth.

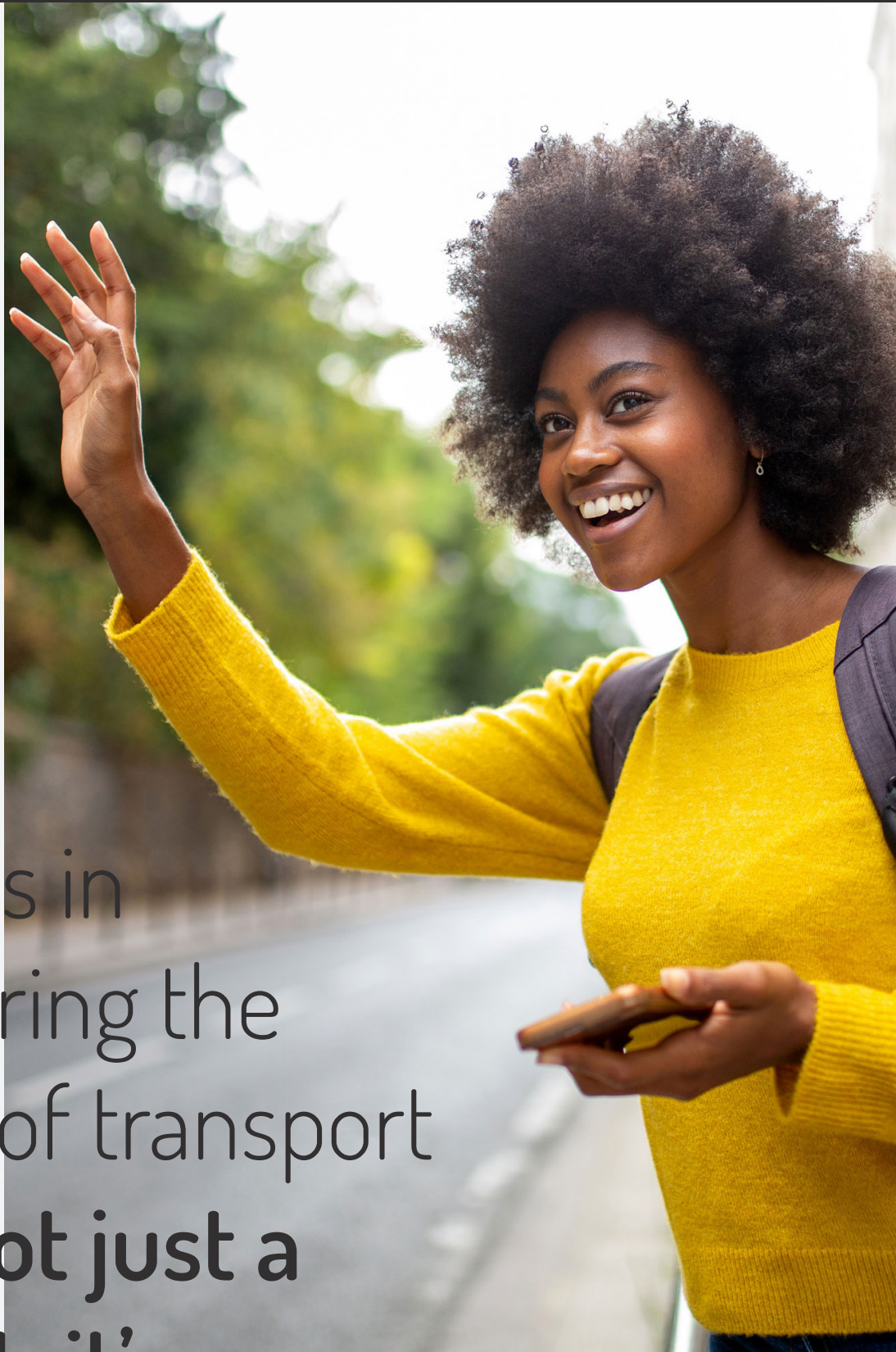
Financial Independence:

The taxi industry can have its bank, financing its vehicles and projects, reducing dependence on traditional financial institutions.

Your Co-Op, Your Rules

“

“Join us in
pioneering the
future of transport
– it’s not just a
project; it’s a
movement.”



ROLLOUT AND SERVICES

Step by Step: The implementation will follow a phased approach, allowing for thorough testing and adjustment at each stage.

Phase 1 - Scholar Transport: The initial phase focuses on modernizing scholar transport, providing a safer and more efficient service for students and their families. This will be implemented early 2024.

Phase 2 - Cashless Payments: Building on the success of the first phase, Phase 2 will usher in cashless payments for all taxi services, eliminating the need for cash transactions.



WEB/APP/RETAIL

WOW offers commuters a hassle-free card top-up experience through a variety of accessible options, including online, in-store, kiosks, and agents.

MULTI-MODAL TICKETS

WOW powers the storing of commuter's ticket balances in multiple NFC formats - Ticket, Wristbands, Keyfobs and Smartphones

TAP PAYMENTS

The WOW platform enables commuters to travel using a simple frictionless payment method, for transit as well as many other services.

VALUE ADDED SERVICES

Your go-to platform for online, app-based, and in-store Value Added Services (VAS), including customized local loyalty programs and essential insurance products.

EMPOWER OPERATORS

WOW reduces cash handling risk and costs whilst delivering significant operational benefits and efficiencies to Transit Operators.

INTEROPERABILITY

The WOW payment network seamlessly extends beyond taxis, offering effortless shopping experiences. Both online and in-store



Future Vision:

Beyond these phases, WOW envisions a future where minibus taxis offer last-mile delivery services, co-operative rideshare alternatives, and community ownership, ensuring the industry serves as a catalyst for real transformation.

THE TIME IS NOW.

We invite taxi owners, communities, and passengers to join us in this transformational journey:

Taxi Owners:

Embrace WOW to diversify your income streams, ensuring the prosperity of your business in the digital age.

Communities:

Co-own the future of transportation, contributing to community empowerment and economic development.

Passengers:

Enjoy unmatched convenience and safety by becoming a part of the WOW initiative. Travel with peace of mind and embrace the future of taxi services.

WOW *Significance* **Manifesto**

We, the signatories of this manifesto, pledge to work together in the transport sector, driving digital solutions that optimize processes and uplift communities. From scholar transport to the "Wealth On Wheels" initiative, we envision a cashless process that fosters prosperity, jobs, and co-ownership. Our integrated public transport system aims to redefine convenience while empowering communities and fostering environmental sustainability. Together, we are building a future where ownership, innovation and empowerment are at the heart of the journey.

Mthatha, 30 August 2023

[Signatures]
The Signatories

ECTTC
UNLOCKING TRANSPORT

SANTACO
THE ENGINE BEHIND THE NATION

ecentric
SYSTEMS

FORUS
DIGITAL GROUP

BATSAMAYI

TRUE VALUE
SYSTEMS



IN ASSOCIATION
WITH



Say goodbye to cash and
hello to the future of
transportation.

WOW



CONTACT US

**Eastern Cape
Transport
Tertiary
Co-operative
Limited**

7th Floor
Eagle House
58 Terminus Street
East London

PHONE

Phone +27 43 722 3140

WEB & EMAIL

Email info@ecttcwow.co.za
Web www.ecttcwow.co.za