



COMPANY PROFILE

"A tree never eats its own fruit." – Mark Coxen | Founder & CEO

We build value for others, not ourselves. Our success is measured by your market establishment.

COMPANY DETAILS:

GodWakha (Pty) Ltd

Registration: 2015/246950/07

VAT Number: 4010270645

Address: 34 Okkerneut Street, Weltevredenpark, Roodepoort, Gauteng 1709, South Africa

Email: info@godwakha.com

URL: www.godwakha.com

Phone: +27 82 888 6275

POSITIONING

GodWakha bridges global markets with African markets. We don't study entry points, we open them. We don't deliver road-maps, we build roads. We don't leave after presentations, we stay with you from the boardroom to the border post until your products clear customs and your business takes root.

ORIGIN

GodWakha's foundation began before its 2015 founding. I built my reputation through the 2000s working within South Africa's distribution channels, learning territory management, channel dynamics, and what actually moves products in African markets. Execution, not theory.

In 2015, a leading Italian IoT solutions provider approached me to establish their Southern African and broader African market presence. That's when GodWakha was born, not as a consulting firm, but as an execution partner. Brand awareness, distribution partner recruitment and management, end customer engagement, direct customer strategies for high-volume accounts. Working with Italian teams taught precision: meticulous regulatory compliance, quality-first approaches, relationship-based business development.

After successfully establishing the Italian provider's African footprint, I transitioned to work with a major Chinese cellular module manufacturer. This engagement expanded markets by 91% while driving \$25M in revenue growth and capturing 80% of the South African telematics market. Working with Chinese operations taught scale: rapid deployment, cost optimisation, navigating complex multi-regional compliance. Quarterly budget reviews, target allocation, territory management, executive reporting to C-suites and shareholders became standard practice.

Between 2022-2024, two distinct engagements further expanded my execution range: serving as Vice President for a US-based IoT start-up, and leading digital transformation consulting work for a prominent South African steel merchant. American start-up innovation thinking met traditional industrial manufacturing complexity. This cross-cultural foundation of Italian precision, Chinese scale, American innovation, South African industrial depth, now serves companies seeking diversified market entry strategies.

By 2025, the transformation was clear. A decade of exclusive execution had built a system that worked across cultures and sectors. Companies entering Africa needed someone who understood international business standards, who had navigated both start-up agility and enterprise bureaucracy, and who would stand in the gap and execute alongside them.

GodWakha exists because the gap between international ambition and African market reality requires more than strategy documents. It requires someone who's built the bridge before and is ready to build it with you.

RESULTS WE HAVE DELIVERED

Over the past decade, GodWakha's execution framework has expanded markets by 91% while driving \$25M in revenue growth across EMEA regions. We captured 80% of the South African telematics market through strategic distribution network development and partner management. Our regulatory navigation delivers 94% first-time approval rates on ICASA filings compared to the 67% industry average.

We've established operational entities across six Southern African countries, managed distribution networks spanning multiple territories, and guided products from concept through customs clearance to market establishment. These aren't projections, they're delivered results.



WHY GODWAKHA

Execution Over Advisory

We file your ICASA applications, negotiate your distributor contracts, register your company with CIPC. Others tell you how. We do it.

Cross-Cultural Fluency

Ten years executing across Italian, Chinese, American, and South African business systems. We translate between cultures, not just languages. We've operated within the systems you're trying to navigate.

Technical and Commercial Bridge

Most consultants understand business strategy OR technology. We bridge both. IoT infrastructure, regulatory certification, hardware compliance, telecommunications integration, we speak your engineers' language and your CFO's language.

No Conflicts of Interest

We're independent. We don't sell hardware, telecommunications services, or software platforms. Our recommendation is based solely on what works for your market entry, not what generates our commission.

WHO WE SERVE

Japanese Manufacturers & Trading Houses

Companies expanding beyond Asia seeking reliable African market entry partners who understand both precision engineering standards and local regulatory realities. Typically backed by JETRO programs or corporate expansion budgets.

European SMEs with Government Support

German, Dutch, and EU companies participating in AfricaConnect, DEG, or AHK programs needing execution expertise to complement their funding. They have budget and intent—they need local knowledge and regulatory navigation.

VC-Backed African Start-ups

Funded ventures (Uncovered, Kepple, Double Feather portfolios) scaling regionally who need distribution networks, regulatory compliance, and operational infrastructure without diverting internal resources from product development.

Established International Corporations

US, European, and Asian companies diversifying supply chains beyond single-source dependencies, seeking partners who understand multiple business cultures and can execute complex market entry strategies.

WHAT WE DO

Our work spans four core engagement models, each designed to address specific market entry challenges. For companies wanting to test before committing to full market entry, we also offer 3-6 month pilot programs, contact us to learn more.

DIRECT CUSTOMER ENGAGEMENT

You maintain operational control while GodWakha provides market intelligence, regulatory navigation (ICASA, SARS, customs), and strategic guidance. We help you avoid mistakes, connect with the right people, and execute your own strategy with confidence.

What GodWakha Provides:

Market assessment and entry strategy development | Regulatory roadmap and compliance guidance | Strategic introductions to operators, government, and partners | Risk identification and mitigation planning | Ongoing advisory as you execute

Best For:

Companies with international operations experience who need local expertise and regulatory navigation but want to manage their own customer relationships directly.

Investment:

Typical Engagement: \$20,000 USD (3-month advisory retainer)

Range: \$10,000-\$30,000 USD depending on duration and sector complexity

Timeline: 1-6 months

FULL MARKET ESTABLISHMENT

We build your Southern African presence from the ground up: company registration, tax compliance set-up, office establishment, staff recruitment and on-boarding, banking relationships, regulatory filings, and operational infrastructure. You get a functioning local entity ready to trade.

What GodWakha Provides:

Company registration (entity selection, CIPC, tax numbers) | Tax compliance set-up (VAT, PAYE, withholding tax, transfer pricing) | Office establishment (location selection, lease negotiation, utilities, telecommunications) | Staff recruitment and on boarding (contracts, payroll, statutory registrations) | Banking relationships (commercial accounts, trade finance, forex) | Regulatory filings and licensing (ICASA, NRCS, sector-specific permits) | Supply chain infrastructure (warehousing, logistics, inventory systems) | Operational handover and training

Best For:

Companies making long-term market commitments requiring local legal entities, or those needing turnkey operational set-up without diverting internal resources. Provides complete autonomy once established.

Investment:

Typical Engagement: \$100,000 USD (single-country entity, 3-5 staff)

Range: \$75,000-\$150,000 USD depending on complexity and headcount

Timeline: 6-12 months from start to operational handover

DISTRIBUTION NETWORK DEVELOPMENT

GodWakha identifies, vets, and manages your distribution partners. We handle territory allocation, prevent channel conflict, manage budgets and targets, conduct quarterly reviews, and ensure your brand reaches market through trusted, performing partners.

What GodWakha Provides:

Distribution partner identification, vetting, and due diligence | Territory strategy and channel structure design | Partner contracts and negotiation | Budget allocation and target setting | Ongoing performance management and quarterly reviews | Channel conflict prevention | Direct customer management for high-volume strategic accounts | Monthly regional updates and executive reporting

Best For:

Companies entering multiple Southern African markets simultaneously, or those needing established local networks without building full infrastructure. Ideal for manufacturers wanting market coverage quickly.

Investment:

Typical Engagement: \$50,000 USD (initial set-up + 6 months management)

Range: \$30,000-\$75,000 USD depending on number of countries and partners

Timeline: 3-9 months initial set-up

Ongoing: \$5,000-\$15,000 USD monthly management fee (optional)

TRADE FACILITATION & IMPORT/EXPORT SERVICES

GodWakha handles the movement of goods between international markets and Southern Africa. Whether you're importing products to sell, sourcing African products for export, or need procurement services, we manage the bridge—logistics, compliance, and coordination from origin to destination.

What GodWakha Provides:

Import/export coordination and logistics management | Customs brokerage oversight and SARS compliance | Freight forwarding coordination (air, sea, road) | Warehousing and inventory management | Product sourcing and supplier identification | Quality control and shipment verification | Payment facilitation and forex management | Delivery coordination and last-mile logistics

Best For:

Companies testing African markets with initial product shipments, e-commerce businesses needing reliable import logistics, companies sourcing African products for export, or businesses needing procurement services where GodWakha sources products on their behalf.

Investment:

Typical Engagement: \$15,000 USD (single container shipment, full logistics)

Range: \$5,000-\$25,000 USD per shipment depending on volume, complexity, and distance

Timeline: 4-8 weeks per shipment

YOUR SOLUTION MAY BE COMPLETELY DIFFERENT!

Even if you don't have a defined model, let's see what's possible when we start with your problem, not our solutions.

BUSINESS SERVICES

Whether you need strategic guidance while maintaining operational control, require distribution networks across multiple territories, want a fully established local entity, or need goods moving across borders with full compliance, we've established proven execution pathways built from a decade of delivering results across multiple industries and business cultures.

HOW WE WORK

Market entry isn't about studying African markets from a distance, it's about standing in the gap between your ambitions and reality on the ground, then building the bridge that gets you across. Our process follows two essential phases:

PHASE 1: ASSESSMENT

We determine what you're actually trying to achieve and what's really happening on the ground. This combines market assessment with opportunity mapping, reviewing your product portfolio, understanding target customers, assessing regulatory requirements, and mapping the complete picture of your entry challenges. We audit what you know, what you think you know, and what you don't know yet.

Sometimes companies approach us planning direct sales when they need distribution partners first. Sometimes they assume they need a full office when strategic customer relationships would serve better. We trace the patterns, expose the regulatory land-mines, and reveal pathways others miss. Assessment delivers honest evaluation: Should you enter now, or wait? If now, which approach actually works given your product, budget, and timeline?

PHASE 2: DESIGN & EXECUTION

Based on assessment findings, you choose your engagement model. Then we execute until it works. Every regulatory filing completed. Every partner relationship established. Every system operational. We design your execution strategy, build the infrastructure, navigate the compliance requirements, establish the partnerships, and integrate everything until your products clear customs and your business takes root.

We don't leave after the presentation, we stay from boardroom to border post.



SERVICE CAPABILITIES

Regulatory Navigation: ICASA telecommunications approvals, SARS customs and tax compliance, NRCS product safety certifications, sector-specific licensing across financial services, energy, transport, and regulated industries

Partner Network Access: Vetted distributors, logistics providers, telecommunications operators (MTN, Vodacom), financial institutions, government contacts—warm handover with context and credibility

Market Intelligence: Real-time trade flows, competitor analysis, regulatory change monitoring, sector-specific insights that change decisions

Technical Due Diligence: Product-market technical fit assessment, regulatory certification road-maps, standards compatibility verification, supply chain technical evaluation

Operational Set-up: Complete entity establishment from company registration through staff on-boarding, banking relationships, and supply chain infrastructure

YOUR REQUIREMENT MAY BE COMPLETELY DIFFERENT!

Even if you're unsure what regulatory approvals you need or which partners to trust, let's see what's possible when we start with your needs, not our solutions.

DELIVERY MODEL

Based in Johannesburg, delivering across Southern Africa with expansion capabilities throughout the continent. We're accessible digitally from day one, discovery calls, market assessments, regulatory coordination happen efficiently online. Face-to-face engagement happens when it adds real value: regulatory authority meetings, partner vetting, customs navigation, operational set-up, critical implementation milestones.

For Greater Johannesburg clients, on-site engagement is standard. For international clients and those outside the region, we discuss travel and on-ground presence requirements transparently during scoping. Some engagements require boots on the ground, regulatory filings often need in-person follow-up, partner vetting demands face-to-face assessment, full market establishment requires physical presence. Others can be managed remotely with strategic site visits. You'll know upfront what's necessary, what the costs are, and why it matters. No surprises.

VALUE	IN PRACTICE
Honest Assessment	We turned away three prospects last quarter whose products wouldn't survive SARS classification. Honest evaluation saves you money. If your strategy won't work, we tell you before you spend.
Budget Protection	Average client engagement: 8 months. We don't disappear after the proposal—we stay until customs clears your first shipment. Your market entry budget is treated like our own: strategic spending, reputation protection, sustainable partnerships.
First Time Success	94% first-time approval rate on ICASA filings. Industry average: 67%. Our regulatory navigation works because we've done it dozens of times. Your filings clear. Your partnerships perform. Your operations function from day one.
Full Journey Support	Your success determines our reputation. We're judged by your market establishment, not our presentations. From boardroom to border post—we stay until your business takes root.

REGIONAL PRESENCE

While head-quartered in Johannesburg, GodWakha maintains vetted partner networks across Southern Africa and expanding reach into East and West Africa. For engagements requiring full market establishment in multiple countries, we coordinate local presence through trusted partners or establish dedicated operations based on your strategic requirements.

READY TO EXPLORE FURTHER

Discovery Call Includes:

- 60-minute assessment of your product-market fit for Southern African markets
- Preliminary regulatory roadmap specific to your industry sector (ICASA, SARS, NRCS requirements)
- Honest evaluation: Should you enter now, wait, or adjust your approach?
- Initial market entry cost framework based on your product and strategy
- Overview of distribution VS direct customer models for your specific situation
- Identification of immediate roadblocks and how to navigate them
- Clear next steps—whether that's pilot program, full engagement, or holding position

You'll walk away with actionable intelligence, not a sales pitch. No obligation.

NOT READY TO COMMIT

Pilot Program:

Typical Investment: \$25,000 USD (3-month market validation)

Range: \$15,000-\$40,000 USD depending on scope and sector

Includes: Small-volume shipments, regulatory feasibility testing, partner performance trials, comprehensive go/no-go recommendation

Timeline: 3-6 months

Outcome: Clear decision framework with real-world data—should you proceed to full market entry, adjust strategy, or hold?

Pilots de-risk major commitments and provide evidence your stakeholders need to approve expansion budgets.

HOW TO ENGAGE

Ready to transform your business challenges into solutions?

Email: info@godwakha.com

Phone: +27 82 888 6275

Address: 34 Okkerneut Street, Weltevredenpark, Roodepoort, Gauteng 1709

Start with a discovery call. We'll listen to your challenges, audit what's really happening, and show you what's possible.



GodWakha (Pty) Ltd

Registration: 2015/246950/07 | VAT Number: 4010270645

Address: 34 Okkerneut Street, Weltevredenpark, Roodepoort, Gauteng 1709, South Africa

Email: info@godwakha.com

Phone: +27 82 888 6275



V CARD - Mark Coxen



WhatsApp

A TREE NEVER EATS ITS OWN FRUIT – MARK COXEN – FOUNDER & CEO