

Interview logistics
Mentorship
Support
Technology
Work integrated learning
Online Talent pool
Public-private collaboration
Inclusive youth employment
Online database
Control nepotism
Increased retention
Reduced on-boarding costs
Apprenticeships
Learnerships
Internships
Talent management
Accredited training
Work integrated learning
Short-listing
Reduced on-boarding costs
Skills development
Customised solutions
Interview logistics
Support
Access public funds
Centralised recruitment
Learnerships
Inclusive youth employment
Internships





THE LULAWAY **ADVANTAGE**



Lulaway is a unique player in the entry-level recruitment and training landscape, offering employers a blended, customised approach that meets both social and financial imperatives.

ABOUT LULAWAY

Founded in 2011, Lulaway operates through a national distributed network of Job centres / digital Job kiosks, where potential candidates are registered, screened and then stored on Lulaway's online database. These candidates are then available online directly to employers or are short-listed by Lulaway's experienced recruitment team and placed in workplaces on an experiential work programme or in permanent employment.

Lulaway has developed a bespoke model where candidates are sourced, screened, trained, placed and mentored to ensure that new employees

transition successfully into employment. The benefits of this model include increased performance, higher retention rates, reduced HR spend and lower on-boarding costs.

Lulaway's unique approach to linking employers to public sector employment and skills development initiatives has enabled our many corporate and SMME clients to substantially increase their workforce at a low cost, whilst contributing to the sustainable future of the unemployed youths in South Africa.

To date, Lulaway has matched over 20 000 talented young applicants to relevant positions within the Retail, Warehousing, Manufacturing, Logistics, FMCG, Fast food, Hospitality, IT, Financial services, Call centre, Security and other Service industries.

SOME FACTS



160+

partner job centres in 9 provinces



240 000+

job seekers registered



3000+

interns funded



20 000+

job seekers placed

OUR EXECUTIVE TEAM

Lulaway is managed by four directors who are passionately committed to the company's primary ethos to transform South Africa through initiating large scale employment solutions that incorporate public and private sector collaboration.



Jake Willis
(CEO)

Jake is the Chief Executive Officer and co-founder of Lulaway. Jake was born in the USA and relocated to South Africa in 2002. Jake spent two years as a stock broker on Wall Street and worked at Nando's in management. As an entrepreneur and visionary, Jake identified a gap in the market and in 2011, he teamed up with Errol Freeman to found Lulaway. Jake holds a bachelor's degree in advertising and communication from Bond University, Australia.



Andile Mkhosana (Executive Director and Chairman of the board)

Andile is responsible for the overall strategy and direction of Lulaway. Andile brings with him unparalleled business acumen and strategic leadership ability. He has a business degree from the University of the Witwatersrand. His experience includes working as an investment banker for ABSA capital where he was responsible for origination, structuring and financing of complex BEE transactions. He subsequently founded Vuna Afrika Corporate Finance, an advisory firm focused IPOs on the JSE.



Errol Freeman
(Marketing & PR Director)

Errol brings with him extensive experience in the advertising industry having run his own successful advertising agency as well as serving as a director for a national advertising agency for twenty years. In 2011, Errol teamed up with Jake to found Lulaway, thus combining his strong social consciousness with his diverse business and leadership experience, offering transformative solutions to the job creation environment within South Africa. Errol is a graduate of the AAA School of advertising.



Michael Freeman
(CFO)

Michael is the Chief Financial Officer and is responsible for the day-to-day planning, implementing, managing and controlling all financial-related activities of the company. Michael is a chartered accountant and completed his articles at KPMG. He left KPMG at a supervisor level and went on to work for several corporate finance institutions (several listed on the JSE) where he achieved striking success in listings, capital raising and valuations. He also served as a consultant to companies within the motor industry. Michael is a graduate of the University of Johannesburg.

OUR VISION AND VALUES

Lulaway's ultimate vision is to increase the youth's long-term integration into the job market through linking the private sector with public funds, higher calibre employees, efficient recruitment processes and targeted skills development programmes. The successful implementation of large-scale youth employment programs benefits all stakeholders whilst contributing to a more employable workforce and a brighter future for all.

This vision is grounded in the following core values:

- COLLABORATE - initiate public & private collaboration
- EMPOWER - through training, skills development, jobs and mentorship
- INNOVATE - through accessible digital platforms for all
- INCLUDE - all work-seekers irrespective of their background
- CONTRIBUTE - to the sustainable future of South Africa





“I believe that Lulaway’s competitive advantage in this sector is its entrepreneurial ethos which enables Lulaway to work with both government and the private sector.”

Jarred Myers, Programme officer
South Africa, Michael and Susan Dell Foundation

OUR STRATEGY



Lulaway focuses on an inclusive youth employment strategy that is unique in its approach to successful collaboration between the public and private sector. Efficient recruitment, reduced salary costs and increased staff retention ensure the employer is satisfied, whilst the

successful integration of employees into long-term employment assures government that the funds provided have achieved the desired impact.

Our strategy is comprised of the following components:

Effectiveness

At the heart of the Lulaway system is the live online portal and extensive job centre/kiosk network. Applicant data is updated daily as job seekers register at job centres and kiosks throughout the country. The applicants' profiles are verified by QA personnel and then made available to employers via the Lulaway online recruitment portal or specialised recruitment team.

Collaboration

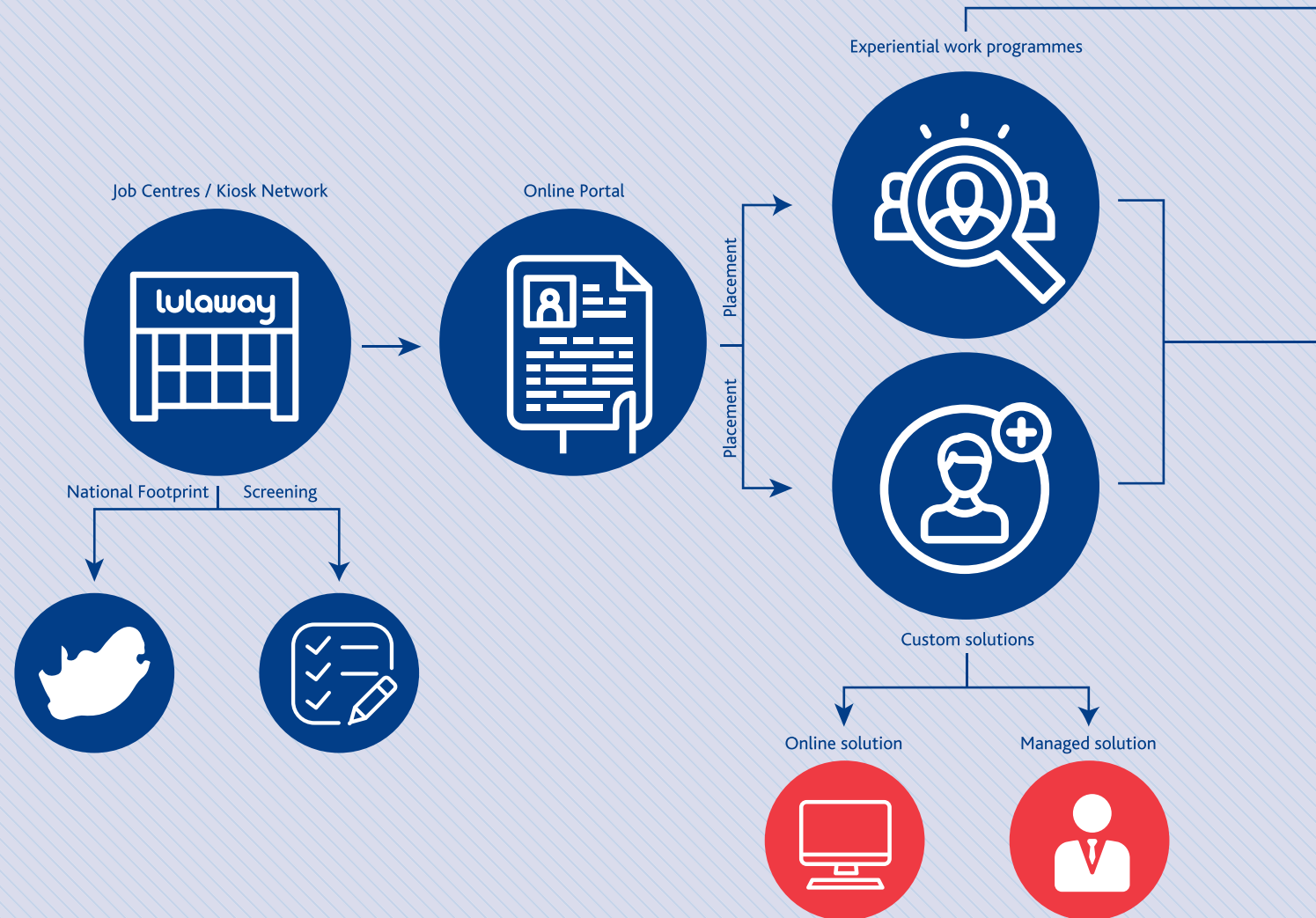
Lulaway acts as a facilitator for both employers and government agencies in the creation of tailor-made, cost effective youth employment solutions. Lulaway manages various public sector funds and matches them to the relevant employers looking to utilise wage subsidies to increase their staff complement.

Support

Once employed, Lulaway continues to support the new employee to ensure the candidate successfully integrates into their new environment. Experienced mentors provide various forms of support required to assist new hires in overcoming initial hurdles and remaining in their position for the long term.

OUR OPERATING MODEL

Lulaway provides a complete holistic solution – get higher caliber staff through our portal and/or recruitment services, save money by utilizing government stipends, and increase retention (which will reduce the costs of recruitment and training) through work-readiness training and early employment support – end to end solution where both employers and candidates are happy



- Affordable, immediate access, screened candidates
- End to end recruitment services, centralised, control nepotism, increase calibre



Earn BB-BEE points for every intern

Save on employees salary costs

Internships

Learnerships

Work Integrated Learning

Apprenticeships

Lulaway Programme Management
Contracting, payroll, time sheets, admin

Happy employer



Productive work environment



Happy employee



Results



Accredited work-readiness training



Early employment support retention programme



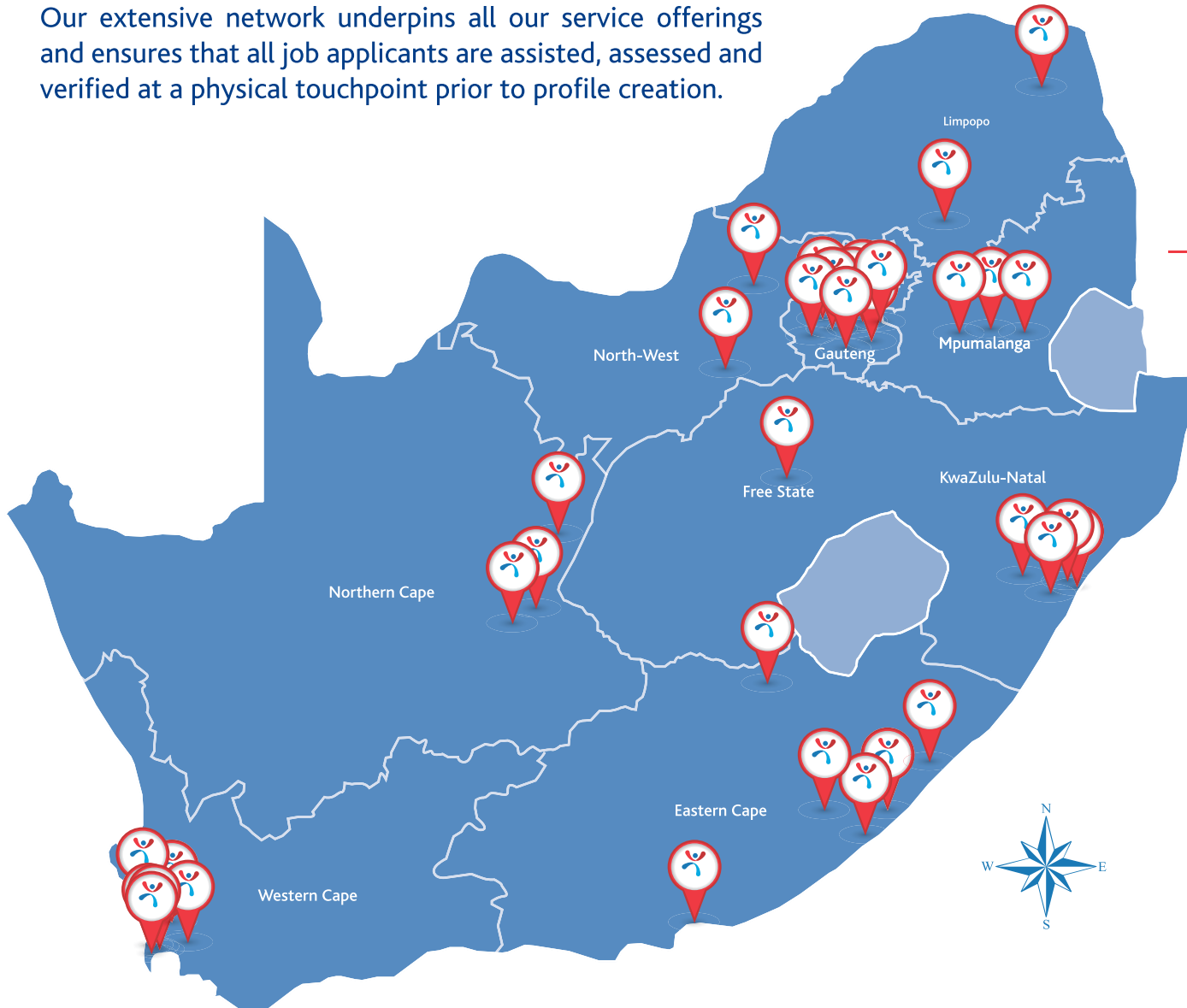
Earn BB-BEE points
Claim as SD spend



Increase retention of new entry-level staff
Decrease in reputational and bottom-line costs associated with high attrition

OUR NETWORK

Our extensive network underpins all our service offerings and ensures that all job applicants are assisted, assessed and verified at a physical touchpoint prior to profile creation.



Our network consists of job centres and job kiosks

Job Centres

Lulaway's job centres operate on a partnership model whereby SMME's or NGO's in the communities can incorporate a Job centre into their existing operations and gain additional revenue streams and increased foot traffic. This enables the growth of the SMME's whilst providing a much needed service to the unemployed in the locale.

The Job centres also serve as a central hub where various interventions, including work-readiness and other training initiatives, can be rolled out quickly and efficiently nationwide.

Job Kiosks

The Lulaway job kiosks provide an additional avenue where job seekers can register via state of the art, easy to use digital kiosks hosting the Lulaway job registration app. The kiosks are independent structures placed in central locations and sponsored by either corporates, government departments or foundations in order to enable job seekers to access job and training opportunities.

Summary of the services provided by the job centres and kiosks



- Job seekers are directed to nearest Job centre / kiosk via USSD



- Job seekers view available jobs and apply to jobs of their choice



- A full online profile is created for each applicant including scanned documentation



- Applicants complete competency assessments
- Assessment results displayed on profile

This vetting process promotes equitable hiring as well as the assurance of higher calibre candidates and is thus a preferred placement method for many employers.

A close-up photograph of a person's hands in a dark suit jacket writing on a document with a fountain pen. The pen is silver and gold. The document is white and has some faint lines. The background is blurred, showing vertical lines, possibly from a window or a wall. The overall tone is professional and focused.

TESTIMONIALS



"Lulaway have provided Cashbuild with a full recruitment service for our entry-level staff nationwide. They have continuously provided a satisfactory service and customised their services to suit our needs. We would recommend them to any corporate looking for a customised recruitment solution."

Peter Champion, HR Executive, Cashbuild SA



NATIONAL YOUTH DEVELOPMENT AGENCY

"We would like to confirm that the services provided by Lulaway were to our satisfaction. They have assisted us to digitise our JOBS database and facilitate placements for youths throughout the country. We appreciated their willingness to go the extra mile, their eye for detail and their friendliness and professionalism in dealing with their clients."

Birgit Vijverberg, Manager: Skills and Education, NYDA



"Dis-chem has been utilising Lulaway's services for the past 5 years as the primary central recruitment channel for all of our cashiers. We have found this to have had a tremendous strategic and operational value and ensures we have consistent access to high calibre candidates."

Saul Lever, Group HR Manager, Dis-chem pharmacies



The GCRA has collaborated with Lulaway in a variety of experiential work programmes and have found Lulaway to provide excellent services in the sourcing of candidates, host employers and subsequent management of the contracting, administration and tracking of interns / learners.

Nonkululeku Mdlela, Director: Talent Management and Innovation, GCRA



"In August 2015 the Michael & Susan Dell Foundation (MSDF) in collaboration with Lulaway launched the "Lulaway Job Retention Pilot Project. A key factor in selecting Lulaway as our lead organization on this project was their track record demonstrating their ability to navigate operational complexity and successfully execute in a tough operating environment. I believe that Lulaway's competitive advantage in this sector is its entrepreneurial ethos which enables Lulaway to work with both Government and the private sector."

Jarred Myers, Programme Officer, South Africa – MSDF



Fair Price is delighted to partner with Lulaway in addressing our entry-level staffing needs. They have a real focus on creating solutions that improve candidate quality and responsive to our changing business needs.

Amanda Venketsamy, Group HR Manager, Fair Price furniture



"The department of Sustainable Livelihoods within the GPG Dept of Social Development has been a long-time partner of Lulaway and has worked together with Lulaway to establish 40 Job seeker centres in Gauteng. This collaboration has resulted in the placement of thousands of Gauteng youth within relevant jobs and training opportunities, a key objective for the department. The department would therefore like to recommend Lulaway as a reliable and effective partner to any department looking for collaboration in its skills development and job creation initiatives.

July Maphosa, Director: Director of Sustainable Livelihoods, Gauteng Department of Social Development

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