

## **DREAM-CATCHER UNIVERSITY OF EVERYWHERE PROJECT:**

### **1. PROBLEM HYPOTHESIS:**

- a. Poverty & Inequality (P&I) is our greatest problem and the only sustainable route out of P&I is a good education and a job.
- b. Our youth are generally poor, poorly educated, unskilled, unemployed, disillusioned, frustrated, desperate, very angry and very violent. P&I amongst the youth and #fmf is a **TICKING TIME-BOMB** that may spark our own **ARAB-SPRING** and destroy our democracy.
- c. The problem is our education system is failing and our economy has stalled – that means poor education, no skills and no new jobs.
- d. Tertiary education in SA is based upon a 500-year old, 1<sup>st</sup> world, rich, developed nation, bums on seats, students pay model. This model is totally inappropriate for a 3<sup>rd</sup> world, poor, developing nation where most students simply **CANNOT PAY!** Our model is thus inappropriate and **FATALLY FLAWED**; the #feesmustfall (#fmf) movement is clear and unequivocal proof of that and **FREE** tertiary education is inevitable.
- e. The National Development Plan 2030 (NDP) was developed to ‘rescue SA off a ‘slippery slope’ however, very few if any of its strategies and recommendations have been implemented. Not implementing the NDP is **COMMITTING ECONOMIC SUICIDE!**
- f. Our economy now does not have the money to implement the NDP targets required to ‘rescue’ our country and taxpayers will not want or be able to make up the shortfall.

### **NDP Quote 2011:**

“The NDP focuses on the ‘critical capabilities’ needed to transform the economy and society. Achieving these capabilities is not automatic, nor will they emerge if the country continues on its present trajectory. Rising levels of frustration and impatience suggests that time is of the essence; failure to act will threaten democratic gains. In particular SA must find ways to urgently reduce the alarming levels of youth unemployment and provide young people with broader opportunities. Progress over the next 2 decades means doing things differently”.

### **2. THE SOLUTION:**

- a. The only feasible and viable solution for the DHET is Internet distance education provided online **FREE** by our universities and colleges and nationally delivered **FREE** to every settlement, village and suburb in SA, in 4 years, by a network of 20,000 ‘franchised’ hybrid DC UoE, Community Learning Centre’s (CLC’s) / print-copy / spaza-shop.
- b. Each CLC provides 44 **FREE** internet workstations, **FREE** connectivity devices and **FREE** accredited courses to university level.
- c. Online internet based education is high-quality, low-cost, consistent, flexible, accessible, self-managed, vocational and applicable and is the education platform of the future in all developing nations.
- d. Dream Catcher Online (Pty) Ltd. t/a Dream-Catcher (DC) proposes the **UNIVERSITY OF EVERYWHERE** (UoE) Project where anyone can learn anything, anywhere, anytime for **FREE**.
- e. DC is a Franchisor/Incubator and the UoE Project is a **COLLABORATION** between the Private Sector (PS) DHET, NGO’s, Universities & Colleges (U&C) to provide 880,000 educational platforms.
- f. DHET funds the project (Franchisees), U&C provide online accredited courses, the PS & NGO’s provide product and services and DC implements and manages the project.

### **3. HOW IS THIS DONE:**

- a. DC advertises for and selects 20,000 unemployed SA youth, preferably with a NSC, 1 from every settlement, village and suburb across SA.
- b. DC and the Franchisee enter into a Franchise Agreement, the DHET and the Franchisee enter into a Grant/Loan Agreement and a Lease Agreement. **NB** DHET funds the Franchisee not DC.
- c. DHET grants/loans the Franchisee the ‘franchise fee’ of R800,000 = R16b (20,000 x R800,000)

- d. As the CLC Franchisee is providing the DHET with the online education platform, the DHET leases the 44 workstations from the CLC Franchisee for R600.00 per workstation per month (20,000 x 44 x R650.00 x 12) = R6.86b/an. This covers each Franchisees total overhead costs (fixed costs) and with DC providing ongoing incubation, mentoring, monitoring, support and supply, thus makes the Franchisor **FAIL-SAFE** (80% of SMME's fail in 3-years!).
- e. DC provides the Franchisee with training, delivers, assembles and commissions a 100% 'turnkey', modular, prefabricated, light steel frame structure that is self-sustainable, fail-safe, fully furnished, fitted and equipped with a rain-harvest system, PV solar system, waterless eco-toilets, workstations, wi-fi, devices, POS, shop appliances, equipment, signage, apparel, operating stock and working capital.
- f. All Franchisee and DC network procurement will be monitored by a DHET appointed independent auditor to provide oversight, to ensure value for money and procurement according to the DC budget.
- g. The R16b goes into a Money Market account managed by the DHET appointed Auditor. The auditor releases funds to DC according to the DHET approved procurement policy (tender or quote, order, delivery, invoice, sign-off) and budget and DC procures the items required.
- h. DC trains and deploys 10 Area Managers (AM), 130 Regional Support Managers (RSM) in regional centres to mentor, monitor, support and supply the Franchisees from a regional FMCG warehouse.
- i. 100% of the franchise fees is used to establish the Franchisees and the DC Franchisee support network of DC managers, AM's, warehouses, delivery vehicles and RSM's.
- j. DC is currently a BBBEE level 4 Exempt Micro Enterprise however, it will grant an AM and RSM Trust with a 20% share in DC and warehouse up to a 49% share for future PDI investment.
- k. If successful DC will list on the JSE and give 'share options' to shareholders, employees, Franchisees and Franchisee employees.
- l. DC will **NOT** charge the Franchisee a 'franchise turnover fee', DC makes its income solely from supplying the Franchisor with FMCG at a mark-up and the sale of advertising space in and on the CLC.
- m. U&C will provide online delivered, evaluated, certified and accredited certificate, diploma and degree courses that lead to a degree.
- n. The different elements of DC's UoE are not unique per se however, the methodology of how they are combined and packaged to deliver cost-effective and efficient service delivery is innovative, unique and DC is the sole provider.

#### 4. **BENEFITS:**

- a. Quality Education Provision and Service Delivery:
  - i. DC UoE will be a **FREE** platform for university and college supplied, top-quality, accredited courses for anyone to learn anything, anywhere, anytime.
  - ii. The quality of courses can be 'world class' and not limited to SA universities and colleges. DC will approach the best universities in the world to provide **FREE** courses to lead to a degree. Our students are not part of their 'target market' and thus they are not threatened by them reducing their 'bums on seats'.
  - iii. We do not have to build any new very expensive (R400b) brick & mortar universities.
  - iv. Universities and colleges will remain 'pay' institutions and will also provide online courses with 'mother tongue' support to students. Student pressure will be off the universities and colleges and they will be able to increase their R&D and become **CENTRES OF EXCELLENCE** and focus on degrees that require face-to-face tuition, masters and doctorate degrees. Some may become mass internet learning hubs, exam centres or be converted into hospitals.
  - v. The internet is the **LIBRARY OF EVERYTHING**. Literally anything can be learnt on the internet however, DC UoE will implement 'safe search' to restrict certain undesirable sites.
  - vi. DC UoE will be a **WORLD FIRST**. SA will be a leader in internet university education that is scalable and can be replicated in all third-world countries.
  - vii. Rolling out the internet and providing everyone with access to internet based education will **BRIDGE THE DIGITAL DIVIDE** and truly empower the uneducated and poor.

- viii. The DC CLC can, with a small extra room, double as a community mini-clinic and ER for dispensing medicines (TB, HIV) and emergency 'golden hour' first aid. The DC CLC can be used for pension pay points, voting stations, post office and courier depot etc.
- b. Cost Saving:
- i. Our current universities are already over-subscribed and the NDP requires there to be 1.62m registered university students by 2030. We only have circa 1m now so we need to accommodate 620,000 more in 13 years. That is 47,692 per annum or a new TUKS every year for 13-years! That will cost circa R400b or R31b/an. Plus extra fees of R1.43b/annum. Establishing 20,000 DC CLC's, providing 880,000 educational opportunities, will only cost R16b once-off, only 4% of R400b saving us R384b by 2030 or R29.53b/annum!
  - ii. #fmf will cost us R27b/an in student fees plus R21b in NSFAS write-off, a total of R48b in year-1! Year-2 R28.43b (R27b + R1.43b) and year-3 R29.86 and so no (excl. inflation), an average of R56.86b/an. DC UoE will cost only R6.86b/an, only 11% of R56.86b/an, a saving of circa R50b/an or R650b in fees by 2030.
  - iii. In total #fmf + NDP targets will cost SA R81.86b/an (R31b/an+R50,86b/an) or R1,064b by 2030. DC UoE will cost R16b to establish and R6.86b/an to operate a saving of circa R1,042b by 2030.
  - iv. DC will also roll-out the internet nationally saving the Govt circa R1b.
  - v. Once approved, DC will use the G support and tax savings to leverage Aid Agencies and Big Business, both locally and overseas (USAID, DfID, UNESCO, Google, Facebook, Microsoft, GE etc) to assist and support the UoE project by providing **FREE** products and services as part of their CSR programmes.
- c. Stimulate the economy:
- i. It is common knowledge that SMME's are the future driver of our economy however, 80% fail in 3-years! . DC UoE will establish **20,000 NEW YOUTH OWNED** SMME's and as Govt. will pay the overheads (fixed costs), they will make a profit from selling print/copy services and FMCG and DC will provide on-going mentoring, monitoring, support and product supply, they will be **FAIL-SAFE!**
  - ii. The 20,000 CLC's will each hire 4 employees and will create **100,000** new youth jobs that will assist the NDP target of **10m** SMME created jobs by 2030 and benefit circa 800,000 dependents.
- d. Current Status:
- i. DC has submitted an Unsolicited Proposal, in terms of the PFMA and Treasury Practice Note 11 2008/09, to the DHET for the DC UoE project and awaits their response.

## 5. Summary:

- a. The DC UoE is a **MANY BIRDS WITH 1 STONE** and a **STITCH IN TIME SAVES NINE** rescue plan and solution for DHET to save our youth and give them another chance. DC UoE will resolve #fmf and maybe save our young democracy.
- b. #fmf is a **WHEN** and not an **IF** problem. It is inevitable and may happen at any time, sparking our own **ARAB SPRING!**
- c. The decision DHET has to make is a **NO-BRAINER**, Govt. and Taxpayers simply do not have the money for current student fees, 13 new TUKS universities or 620,000 new registered students by 2030 nor can it ignore #fmf as that will lead to anarchy and threaten our democracy.
- d. Internet education is the only sustainable, feasible and viable solution for DHET to resolve #fmf, fix education, meet NDP 2030 education and job creation targets, bridge the digital divide and provide the poor and uneducated with a route out of P&I.
- e. DC UoE project will stimulate the economy with 20,000 new youth owned **FAIL-SAFE** ME's and create 100,000 new youth jobs benefiting circa 800,000 dependents.
- f. DC UoE project is the only solution that **SAVES** the Govt. and Taxpayer money instead of increasing the tax burden on them.
- g. DC UoE project is the lowest cost, fastest and most efficient solution to provide a national internet education platform that will provide **FREE** tertiary education for all.