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## Client Snapshot: White Wall Web



**W**hite Wall Web is a startup IT Consulting and Custom Web Development company that started in 2003. Located in Cape Town, they have roughly 9 employees. While a majority of their revenue has come from project- or support-based services, the company has started developing several products that are now sold on a subscription basis. The directors of White Wall Web also are directors of the company's strategic partner, RSA Web, which is an Internet Service Provider, also located in Cape Town. Despite maintaining good profitability, the organization has continued to operate in 'Survival Mode,' unwilling to invest capital to ensure growth. I worked with the company to discover and examine obstacles that prevented White Wall Web from getting to the 'next level.' Their fiscal goal by February 2005 is to have all operating expenses covered by revenue from support-based services and product subscriptions. Project-based revenue would then become profit. Another goal was to learn to trust God more, and to trust His provision, by stepping out in faith to invest capital in growth initiatives, including hiring someone full-time to handle sales and marketing. Reinstigate optional company-wide prayer meetings at work to help with ensuring that

*By Mike Ho*  
the company's vision and purpose is line with God's will. The hope is that White Wall Web becomes the example within the IT and web community in Cape Town of an openly Christian-based IT and Web Consulting company that can maintain biblical principles while experiencing fiscal success. The company has the margin to not only provide employment to a region in desperate need of stable employers, but also to provide the resources to incorporate Black Economic Empowerment. The directors of the company continue to tithe the profits of the company, itself, to non-profits and Christian-based ministries. ☰

### equip Clients: September 2004

MID-MARKET CLIENTS	TYPE OF BUSINESS
CWEB	Christian Portal
Grace Fellowship Africa	Computer Training
Key Recruitment	Human Resources
Laughton & Co (Pty) Ltd	Packaging
Mardell Agencies	Fruit Exporting
Nature Design Studio	Graphics
New Way Software	Software
Polynates (Pty) Ltd	Chemicals
S & C Agency	Wholesaler
Tracking Station / Lightway Music	Recording & Distribution Studio
Visuals International & ISA	Property Development
White Wall Web	Software
Zest Solutions	Training

## A Family Experience

*By the Campbells*



**S**outh Africa was a wonderful experience for us as a family. The intersecting spheres of working with different cultures, enjoying the country, difference in the fabric of society was God's calling upon us as a family. Our They were loved and listened to by more enlarged as they interacted with the different cultures in South Africa and took part in some hands on "good work" with the people in the townships. In all, there were many seeds planted in our children's heart that are being reaped now and will continue to be reaped in the future. Here are some sound bites:

"The world is a lot bigger than America." (David 10) "I want to stay in the shanties for two days or something. That way we can know how they live their days. I think God wants us to be more daring and do things that other people don't want to do." (Lauren 11) "I don't want to just give them stuff and leave but tell them about Jesus." (Rachael 8) "It was super, super, super fun! I liked when we gave away the toys. I think it's better to give than to receive." (Nathan 6) I think that we should go there (to South Africa) again and be even more extreme. More working and not as much vacation stuff. I want to go to more untouched areas." (David) "It was fun feeding the kids in George and seeing the different cultures." (Lauren) "I learned that a lot of people need things and we don't need a lot of stuff." (Rachael) "Next time we go there I'm going to bring seeds to make gardens." (David) ☰

Prior to equip I would definitely have stated that our business was in decline, due largely to the position of its leader, me. However, by the grace of God, who through equip revealed Himself to me in a special way and brought me into a new light. This re-positioning has given me a new sense of Purpose and I can't wait to see what God is going to do with this (His) business. I pray that He will continue to equip me for the important role of serving Him in and through the business.

*Allan Pike – Key Recruiting*



Equipping Believers to Transform Societies

## UPCOMING EVENTS

Please see the equip website:  
[www.repurposing.biz](http://www.repurposing.biz)

people and business, interacting with the and doing a work that sought to make a very powerful to experience: It reinforced kids loved their interaction with the team. than 20 other adults! Their hearts were