



*Obakeng*  
**OK**

OBAKENG KUNUPI

# PERSONAL BRAND PROFILE


JANUARY 2023

[www.obakengkunupi.co.za](http://www.obakengkunupi.co.za)



# Table of Contents

Welcome Message	01
About Obakeng Kunupi	02
My Experience	03
Personal Profile	04
Interests & Goals	05
Portfolio	06
Get in Touch	07





## Welcome **Message**

*"By continuously learning new skills and acquiring new knowledge and experiences, I aim to achieve my personal development goals and prepare myself for the challenges of building a successful business."*

**- Obakeng Kunupi -**

*Entrepreneur, Web & Brand 3 Enthusiast*

Hello, I am Obakeng Kunupi currently based in Johannesburg. I am digital start-up entrepreneur and founder of Thought Digital Group, a holding company with a select few blockchain enabled start-up subsidiaries. With over 10 years of experience in the start-up ecosystem and business executive management, I bring a wealth of knowledge and expertise to the table. As a web 3.0 enthusiast, I stay at the forefront of the latest technology trends and always exploring new ways to innovate and disrupt traditional business models.

Welcome and I hope you enjoy connecting with me over my personal profile, a document to highlight my experiences as an entrepreneur and web 3.0 enthusiast. Here, you'll find insights on myself, businesses, as well as updates on my current projects and ventures.



OBAKENG KUNUPI

## About **Obakeng**

A little more about myself & journey

My background is in marketing and is combined with a passion for technology, which has driven my success in the start-up world. I have been fortunate enough to enjoy travels to Africa and other parts of the world, these trips have given me a unique perspective on business, which I apply to my work every day. Join me on this exciting journey as I continues to push the boundaries of what's possible and shape the future of the digital landscape.

Key Skills:

- Adaptability
- Creativity
- Collaboration
- Self-motivation
- Problem-solving
- Communication
- Time management
- Digital literacy

I am on a mission to share knowledge, experiences, and insights with a wider audience and inspire and empower others to pursue their passions and reach their full potential. I am focused on personal development and self-improvement by taking short courses from reputable institutions in various disciplines such as strategy, business, blockchain governance, marketing, finance, sustainable development goals, real estate, and tokenisation of real estate.



*My mission is to share my knowledge, experiences, and insights with a wider audience, and to inspire and empower others to pursue their passions and reach their full potential.*



## Personal Experience

*Previous & current companies co-founded or self started*

### **That Flava 2010 Jan – 2013 Dec**

Lifestyle clothing brand, digital magazine and online TV show. Played roles in executive management with a focus on strategy and going to market, production, content creation and production, and social media management.

### **Beyond The Thought 2014 Jan – Current**

Digital marketing & creative agency. Setting strategy and direction. Creating, living and breathing the startup's culture, values, and behaviour. Hiring and leading the company's executive team. Implementing short and long term plans.

### **Thought Digital Group 2018 Sep – Current**

Holding company with blockchain-enabled start-up subsidiaries. Oversee day-to-day operations and business strategy, lead the development of innovative solutions and new business models, collaborate with team members and external partners to drive growth and success, stay at the forefront of emerging technologies and trends.

### **Manilla Finance 2022 Sep – Current**

Co-founder, Chief Marketing & Customer Experiences. Providing guardianship of the customer by critically analysing their needs to accurately inform company strategies. Building strong internal relationships with key stakeholders and communicating a compelling vision of the future of customer experience and service.



# Why A Profile

To connect, share knowledge, experiences, and insights with a wider audience and inspire and empower others to pursue their passions and reach their full potential.

*So that you can learn more about me away from the office.*

This profile serves as a hub for my professional network, personal brand, speaking opportunities, and published works. My mission is to share my knowledge, experiences, and insights with a wider audience, and to inspire and empower others to pursue their passions and reach their full potential.

A way to open up and expand my network and keep those within it up-to-date with my latest projects, events, and achievements by sharing content through my newsletter. I am looking to connect with like minded individuals and collaborate on meaningful projects. To grow together and make a positive impact in the world.

To those who share these interests and believe in the power of collaboration to bring about positive change, I invite you to join me in this journey. Together, we can work towards creating a brighter future for Africa and its people. Whether you are an entrepreneur, a small business owner, an impact investor, or simply someone who cares about the future of Africa, I believe that your skills, knowledge, and experience can make a difference.



## Interests & Goals

As an individual I am focused on personal development and self-improvement by completing paid and free short courses in various disciplines such as strategy, business, blockchain governance, marketing, finance, sustainable development goals, real estate, and tokenisation of real estate. I am taking these courses from reputable institutions such as Harvard Business School Online, Institute for the Future at the University of Nicosia, The Corporate Governance Institute, and UN Habitat Learn. Taking recognition of the importance of gaining a solid foundation in key disciplines to build Thought Digital Group and subsidiaries.

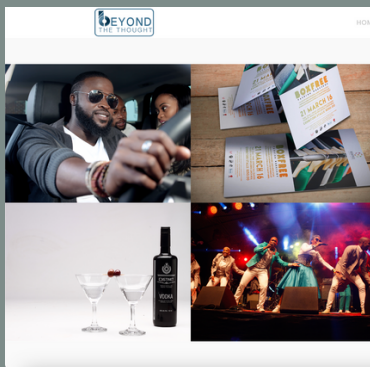
I am an individual with a diverse range of interests, including artificial intelligence, UI/UX design, blockchain business architecture, Africa as a continent, travel, and the African Continental Free Trade Area, as well as small business development and impact investing. I am passionate about education through social means, and I am always seeking new opportunities to expand my knowledge and understanding in these areas. I am driven by a desire to stay at the forefront of emerging technologies and trends, particularly in the fields of artificial intelligence and blockchain.

I have a keen interest in designing user-friendly and intuitive interfaces, and I am always looking for ways to improve the user experience. Additionally, I have a deep appreciation for Africa as a continent and I am passionate about exploring its diverse cultures and landscapes. I am also committed to promoting economic growth and development in Africa, through initiatives such as the African Continental Free Trade Area and small business development.

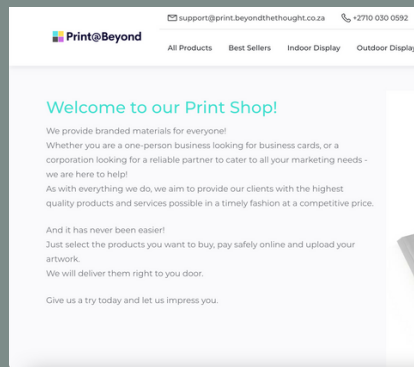
Also passionate about impact investing and using education as a tool for social change. I believe that by learning and growing in these areas, I can make a positive impact in the world. Whether I am exploring new destinations, learning about innovative technologies, or working to make a difference in my community, I am always striving to come alive and make the most of every opportunity that comes my way.

# My Portfolio

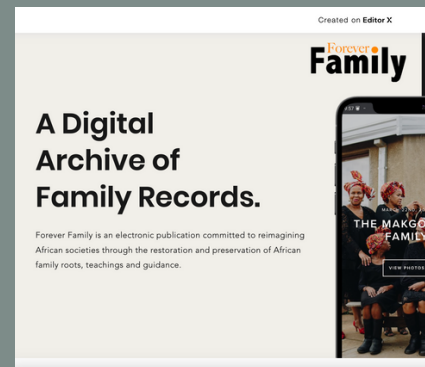
I have a background in various industries, with a focus on executive management and strategy. Having founded and being featured in various other organisations, I am usually responsible for focusing on setting the company's strategy and direction, creating its culture and values, leading the executive team, and implementing short and long-term plans.



BEYOND THE THOUGHT



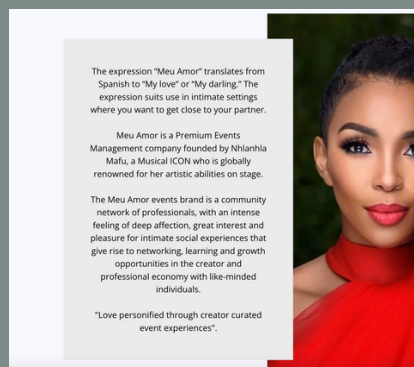
PRINT@BEYOND



FOREVER FAMILY



MANILLA FINANCE



MEU AMOR EVENTS



NFT BRAND PROPOSAL

Currently I oversee Thought Digitals Group's day-to-day operations, lead the development of innovative solutions and new business models, collaborate with team members and external partners to drive growth and success, and stay at the forefront of emerging technologies and trends.

Most recently, in 2022, I co-founded Manilla Finance and serve as its Chief Marketing and Customer Experience Officer. In this role, I am responsible for providing guardianship of the customer by critically analysing their needs to inform company strategies, building strong internal relationships with key stakeholders, and communicating a compelling vision for the future of customer experience and service.



## Get in **Touch**

*PHONE*      **+2782 510 9336**

*MAIL*        **obbutton@obakengkunupi.co.za**

*SITE*         **www.obakengkunupi.co.za**

*ADDRESS*   **16 Baker St., Rosebank, Johannesburg, 2169**