

The NextGen Academy of Technology

Business Identity & Core Definition

1. Legal & Trading Identity

Legal / Trading Name: The NextGen Academy of Technology

Short Name / Public Reference: TheNAT

Founder: Takalani Ramukosi

Country of Operation: South Africa

Primary Focus: Coding, Robotics, and Computational Thinking Education (CAPS-aligned)

2. Vision Statement (Where the business is going)

Vision:

To become a trusted, curriculum-aligned technology education institution that equips South African learners with foundational computational thinking, coding, and robotics skills from early childhood through senior schooling.

In simple terms:

We want to build a serious education institution—not a short-term coding club—that prepares learners for a technology-driven future while remaining aligned with South Africa’s schooling system.

3. Mission Statement (What the business does every day)

Mission:

To design and deliver structured, age-appropriate, CAPS-aligned Coding and Robotics education through high-quality learning materials, practical activities, and guided instruction that supports learners, schools, and families.

In simple terms:

We create proper learning materials and programmes that help children understand technology step by step, in a way that fits the school curriculum and how children actually learn.

4. Core Problem We Solve

South African learners are increasingly expected to understand technology, coding, and robotics, yet: - Many schools lack structured, CAPS-aligned resources - Many programmes are informal, inconsistent, or hobby-based - Parents struggle to identify credible, educationally sound offerings

The problem:

There is a gap between policy expectations (CAPS Coding & Robotics) and practical, high-quality implementation in classrooms and learning programmes.

5. Our Core Solution

The NextGen Academy of Technology addresses this gap by providing: - CAPS-aligned curriculum frameworks - Professionally developed textbooks and workbooks - Practical, hands-on robotics and coding activities - Clear progression from Grade R to Grade 9 - Structured learning that supports both schools and families

Key principle:

Education first. Technology is a tool—not a gimmick.

6. Target Audience (Who we serve)

Primary Audiences

- **Learners:** Grade R to Grade 9
- **Parents:** Seeking credible, structured technology education
- **Schools:** Public and private schools implementing CAPS Coding & Robotics

Secondary Audiences

- Educators and teachers needing structured support
 - Education partners and community organisations
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7. What We Offer (High-Level)

At a high level, the business offers: - CAPS-aligned Coding & Robotics textbooks and learning materials - Structured classes and learning programmes - Practical robotics and computational thinking activities - Supporting digital content and systems (where appropriate)

Note: Specific products, pricing, and delivery models are defined in separate documents.

8. What We Are NOT

Clarity is important. The NextGen Academy of Technology is **not**: - A toy seller - A casual coding club - A once-off workshop provider - A marketing-driven education brand - A platform chasing trends without curriculum grounding

We are an **education institution**, not an entertainment product.

9. Core Values (How we make decisions)

1. **Educational Integrity** – Learning outcomes matter more than hype
 2. **Curriculum Alignment** – CAPS is respected and integrated
 3. **Progression** – Skills develop from simple to complex
 4. **Accessibility** – Concepts are explained clearly and age-appropriately
 5. **Consistency** – Materials, language, and standards remain stable over time
 6. **Long-Term Thinking** – We build for years, not quick wins
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10. Differentiation (Why we are different)

What sets The Nat apart: - Full alignment with CAPS Coding & Robotics - Structured progression across multiple grades - Strong technical foundation from a software engineering background - Focus on educational systems, not isolated activities - Locally relevant, South African context

11. Founder's Role & Responsibility

The founder is responsible for: - Curriculum direction and quality - Technical system design and development - Educational philosophy and standards - Long-term vision and institutional integrity

This ensures continuity, accountability, and depth.

12. Summary Statement (One-paragraph explanation)

The NextGen Academy of Technology is a South African education institution focused on delivering structured, CAPS-aligned Coding and Robotics education from Grade R to Grade 9. Built on strong educational principles and technical expertise, the organisation develops high-quality learning materials, programmes, and systems that support learners, parents, and schools. The Nat prioritises curriculum integrity, clear progression, and long-term impact over trends or short-term visibility.

This document serves as the foundation for all future strategy, curriculum, operations, and growth decisions.