

From: **siyabonga mapoko** P DSRNR# JP DLOFRP !  
Date: 23 November 2006 15:38  
Subject: A book that could promote AltX!!  
To: xxxx@jse.co.za

Dear Mr Greenhill,

Imagine a book titled: **Conversations with AltX Entrepreneurs (or CEOs or even Millionaires)**

A book like this would feature detailed interviews with CEOs of AltX listed companies. This book would be a people-centered approach to introduce successful AltX companies to the public, through the decision makers that got the companies to where they are today. I was a trader at Investec Asset Management for 2 years (I just started my own company, recently) and I know that almost all the analysts focus on companies listed on the main bourse (JSE) and there is not much exposure for AltX. I pitched the idea of this book to Greg Pxxxx (sales trader at Nedsec) and he strongly encouraged me to contact you.

The idea of this book is a result of two factors: (1) Personal experience of being inspired by other entrepreneurs through (auto)biographies, interviews, newspaper articles, etc. (2) All the stories (and your interviews) that I read through media, like Financial Mail, Moneyweb, Finweek, etc about AltX and how you would like to encourage more companies to come on board. This book would be a perfect vehicle for that.

#### **Some of the benefits....**

The book can be sent to companies that could be qualifying to list - it could encourage them

It will be distributed to financial institutions that could facilitate such listings - they could advise and encourage their clients (companies)

It will be made available to all institutions that deal with and assist SMMEs - it would encourage entrepreneurs to aspire for a listing

A chapter by yourself, or anyone you choose, to demystify listing, AltX, JSE, etc and to highlight the benefits

This project would be no risk and no cost to the JSE

The book will be sold in retail and book stores - more awareness to the general public.

I know that the JSE has its own publications like the Profile JSE Handbook (you are probably working on one for AltX!), but this book is going to be nothing like that. This is going to be an independent business book, and there would be no

obligation or liability to the JSE whatsoever. I only need your endorsement because of the direct spin-offs that would be of great benefit to you. I want to do this project because this concept can work, it could have a tremendous effect and the timing is perfect. I want to take this approach (compiling interviews) because I know entrepreneurs can relate to experiences that other entrepreneurs had. For an example, everyone has the fear of the unknown, but the winners are those that overcome that fear and take calculated risks. Emerging business leaders need to hear these kinds of words from their South African peers who built their companies under similar conditions. They most certainly can relate to that and would be motivated. This would be good PR for AltX.

Please apply your mind on this idea and I would really appreciate a feedback from you, and hopefully we can discuss this further.

Kind regards,  
Siya

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