



CRYPTONAIR'S CLUB ACADEMY

# BUILDING FINANCIAL LITERACY THROUGH CRYPTO EDUCATION

A South African crypto education academy empowering the next generation of digital investors — from beginners to confident market participants.



**Mthobisi Maphumulo**

*Founder & Crypto Educator*



LEARN



INVEST



SECURE



GROW



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ABOUT THE ACADEMY

# WHO IS CRYPTONAIR'S CLUB?

A South African crypto education academy dedicated to empowering beginners and intermediate learners with the knowledge, tools, and confidence to navigate the digital financial world.



**Mthobisi Maphumulo** • *Crypto Educator & Digital Entrepreneur*

Zoom-hosted live classes • South African youth empowerment • Community-driven learning



## LEARN

Bitcoin, wallets, DeFi & blockchain fundamentals



## INVEST

Navigate crypto markets with skill and strategy



## SECURE

Protect your assets and digital wallet identity



## GROW

Build long-term digital wealth and financial freedom



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# THE RISE OF DIGITAL FINANCIAL EDUCATION

*Africa is the world's fastest-growing crypto market — and education is the critical missing layer.*

**7.1M**



**Crypto Users in South Africa**

Growing 35% year-over-year

**TOP 20**



**Global Crypto Adoption Rank**

Nigeria, South Africa & Kenya —  
Chainalysis Index

**\$4.5B**



**African Online Education  
Market by 2027**

Projected market value — accelerating fast

## MOBILE-FIRST LEARNING

**60%**

of all African crypto activity happens on mobile devices — WhatsApp and Zoom are the classrooms of this generation

Mobile



Desktop

## THE YOUTH OPPORTUNITY

**65%**

of new crypto learners in Sub-Saharan Africa are aged 18-35 — the most digitally native, financially motivated generation in history

**65%**  
Youth 18-35



**35%**  
Other



# Choose Your Learning Path

Two structured packages designed for every stage of your crypto journey.



## BASIC PACKAGE

# R250

- ◆ CoinMarketCap overview and navigation
- ◆ How to buy and sell cryptocurrency
- ◆ Wallet setup and security
- ◆ Bitcoin masterclass lecture
- ◆ Beginner-friendly entry point

*Perfect for first-time crypto learners*

**GET STARTED**



## ADVANCED PACKAGE

# R500

- ◆ DeFi — Decentralized Finance concepts and platforms
- ◆ AI Finance tools for crypto investors
- ◆ Blockchain technology deep-dive
- ◆ Project back-office training
- ◆ MLM product overview and income walkthrough
- ◆ Suitable for prior crypto exposure

*For learners ready to go deeper*

**ENROLL NOW**

**MOST POPULAR**

# GROWTH CHALLENGES FACED BY INDEPENDENT EDUCATORS

*Manual processes, fragmented tools, and zero automation are holding back Africa's most passionate educators.*



## Manual Registrations

Every student enrolled through WhatsApp chat — no automation, prone to error.



## Bank Transfer Payments

EFT payments require manual confirmation — slow, unreliable, and unscalable.



## No Central Platform

Student data scattered across WhatsApp, email, and spreadsheets with no unified home.



## Zero Onboarding Automation

Every new student requires personal attention — impossible to scale.



## Hard to Scale Communities

WhatsApp groups hit capacity limits and become unmanageable beyond 100 members.



## No Online Presence

No booking system, no digital storefront — business lives on informal channels only.



## No Member Tracking

Attendance, payments, and learning progress cannot be tracked or managed.



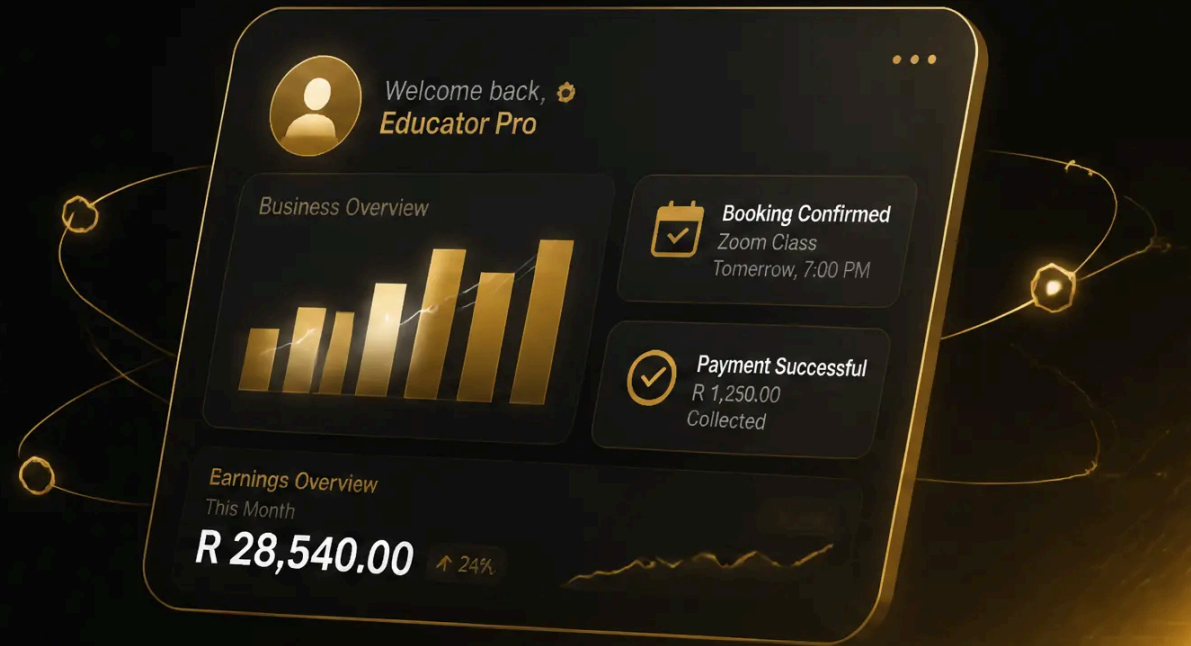
## No Growth Data

Without analytics, data-driven decisions are impossible — growth is guesswork.

## THE SOLUTION

# HOW mymenu.network CHANGES EVERYTHING

An AI-powered digital business operating system — built for creators, educators, and entrepreneurs ready to scale.



### AI Business Profile

Smart digital storefront, built automatically



### Online Bookings

Zoom class scheduling, fully automated



### Member Management

Structured student community dashboard



### Course & Product Sales

Sell digital products and packages online



### Automated Payments

No more EFT — instant online collection



### WhatsApp Integration

Communicate with students seamlessly



### Growth Analytics

Real-time data on your business performance



### Marketing & Referrals

Built-in tools to grow your audience

**mymenu.network** — Your entire business, in one platform

# BUSINESS TRANSFORMATION

BEFORE vs AFTER mymenu.network

Cryptonair's Club Academy

## BEFORE

*Manual. Fragmented. Hard to scale.*



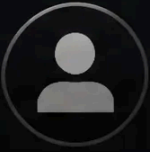
### REGISTRATION

Manual WhatsApp messages – prone to errors, no automation



### PAYMENTS

Manual EFT transfers – screenshot proof, slow confirmation



### CLASS BOOKING

Personal confirmation required for every student



### ANALYTICS & GROWTH

None – no data, no insights, no visibility



## AFTER

*Automated. Professional. Built to scale.*



### REGISTRATION

Automated online form + smart student onboarding flow



### PAYMENTS

Online payment gateway – instant, secure, no manual steps



### CLASS BOOKING

Automated Zoom booking system – self-serve, 24/7



### ANALYTICS & GROWTH

Real-time dashboard – track students, revenue, and engagement

From informal hustle to **professional digital empire** with mymenu.network.

## FUTURE VISION

# SCALING INTO A GLOBAL DIGITAL ACADEMY

*The infrastructure is in place. The vision is global.*



### MOBILE APP

Learn anywhere, anytime — on the go



### SUBSCRIPTION TIERS

Monthly and annual recurring membership revenue



### CRYPTO MENTORSHIP

Certified 1-on-1 mentorship with digital credentials



### ONLINE CERTIFICATION

Verifiable digital certificates for course completions



### DIGITAL MARKETPLACE

eBooks, trading guides, toolkits — passive income streams



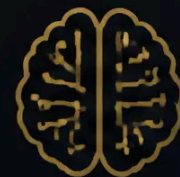
### INTERNATIONAL ONBOARDING

Pan-African and diaspora student enrollment



### LIVE EVENTS

Webinars, crypto summits, and in-person experiences



### AI LEARNING PATHS

Personalized AI-driven education journeys per student

LONDON

TORONTO

DUBAI

LAGOS

NAIROBI

JOHANNESBURG

**FROM ONE CLASSROOM TO THE CONTINENT — powered by mymenu.network**

WHY THIS MATTERS

# EMPOWERING AFRICAN DIGITAL ENTREPRENEURS

*Technology creates opportunity. The right platform turns passion into a global business.*

**600M+**

Africans under age 25 –  
the world's largest  
youth population

**35% YoY**

Growth in South African  
crypto adoption

**\$4.5B**

African online education  
market projected by 2027

**7.1M**

Crypto users in South Africa  
and growing



## Education Is the Gateway

*Financial literacy transforms communities  
and unlocks economic mobility for  
the next generation.*



## Local to Global

*With the right digital infrastructure,  
a Zoom class in Johannesburg can  
reach students across the world.*



## Infrastructure Enables Scale

*mymenu.network gives independent  
educators the same tools as enterprise  
platforms – at accessible scale.*

**Africa's digital future is being built right now.**

*Cryptonair's Club Academy is proof – and mymenu.network is the engine.*

# FROM LOCAL TRAINER TO DIGITAL EMPIRE

The journey from passion to platform starts with one decision.

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**CRYPTONAIR'S CLUB ACADEMY**

*Crypto Education for the Next Generation*

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**Mthobisi Maphumulo**

Founder, Cryptonair's Club Academy

*Building Africa's Digital Future — One Learner at a Time*