



Capability Statement

Digital Transformation and Operational Systems Solutions

www.project2pixel.co.za

info@project2pixel.co.za

South Africa

Company Overview

Project2Pixel is a South African digital solutions provider focused on improving operational efficiency, digital infrastructure and workflow systems for small businesses, NGOs and development initiatives.

We specialise in practical, accessible digital transformation - bridging the gap between traditional operations and modern systems through structured workflows, automation and scalable digital tools.

Core Capabilities

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| Operational Efficiency & Workflow Systems <ul style="list-style-type: none">• Workflow design and process mapping• Task and communication systems• Admin structure and optimisation• Basic reporting frameworks | Digital Infrastructure Development <ul style="list-style-type: none">• Website design and deployment• Contact and booking systems• SEO-ready digital structure• Platform and tool setup |
| AI & Automation Solutions <ul style="list-style-type: none">• AI tool implementation• Workflow automation systems• Productivity and operational tools• Team onboarding and training | Communication & Content Systems <ul style="list-style-type: none">• Content strategy and planning• Brand messaging alignment• Social media structure• Communication workflows |

Solution Packages

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| Starter Setup Once-Off <ul style="list-style-type: none">• Website or landing page• Workflow structure• Contact system setup• Operational recommendations | Growth Support Monthly Support <ul style="list-style-type: none">• Website maintenance• Workflow support• Content updates• Monthly performance check-ins | Scale Systems Custom Projects <ul style="list-style-type: none">• Automation systems• AI integration• Team training• Reporting and optimisation |
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Delivery Approach

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| 1. Assessment Understanding current systems, needs and operational challenges. | 2. Design Developing tailored solutions aligned to organisational goals. | 3. Implementation Building and deploying systems, tools and digital infrastructure. | 4. Training & Support Ensuring teams understand and can use the systems effectively. |
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Target Sectors

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| Small and Medium Enterprises (SMEs) | Non-Profit Organisations (NGOs/NPOs) | Government and municipal initiatives | Community development programmes |
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Impact & Outcomes

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| Reduced administrative workload | Improved workflow efficiency | Increased digital accessibility | Stronger organisational structure | Scalable systems for long-term growth |
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Differentiator

Project2Pixel combines administrative expertise, technical development and AI/automation support. This hybrid approach allows organisations to implement systems that are not only built, but actually used effectively.

Founder Profile

Project2Pixel is founded by Natasha Fredericks, who brings over 10 years of experience in executive administration, project coordination and operational support across corporate and production environments. Her transition into digital systems and web development enables Project2Pixel to offer solutions that are both technically sound and operationally practical.

Partnership Approach

Project2Pixel is open to government partnerships, NGO collaborations, pilot programmes and digital enablement initiatives focused on digital inclusion, operational efficiency and community impact.

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Company & Compliance Information

Project2Pixel operates through Project2Pixel (PTY) Ltd.

- Registration Number: 2025/625844/07
- Enterprise Type: Private Company
- Enterprise Status: In Business
- B-BBEE Status: Level 1 Contributor
- Procurement Recognition: 135%
- Ownership: 100% black female-owned

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