



Strategy, Operations & Ventures professional services.

Athari Advisory & Ventures

Athari is a South African strategy, operations, and venture professional services company, that partners with organisations that develop, own, operate, or invest in real estate, industrial products, engineering, and mining assets.

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Our company at a glance.



We work where capital, operations, and strategy intersect: turning complexity into investable growth. Athari partners with asset-intensive businesses to drive transformative growth, turn around performance, and co-build scalable ventures by combining strategy, execution, and capital deployment.

10+

Years since our inception in 2014.

9+

Industries we serve.

20+

Businesses supported through consulting services.

R100m+

Capital mobilised to scale industrial, mining, and engineering businesses.

We're unconventional, boasting over a decade of uninterrupted growth as a pioneering South African-founded management consulting and venture services company.

Our mission is to do meaningful and positive work.

While Athari's mission is to do meaningful and positive work, our company values act as our guiding principles in how we must operate to reach that goal.



Integrity: (How we behave)

Doing the right thing matters to us; we seek to consistently adhere to the highest moral and ethical professional standards. We walk away from engagements where value creation is misaligned.



Energy: (How we move)

We embed teams on-site during critical execution phases. We believe in exhibiting a strong will to win and win-win in the marketplace, communities within which we practise and every aspect of our business.



Intelligence: (How we work)

We integrate technical, financial, and operational lenses in every mandate. We also pursue partnerships with the most intelligent partner networks to deliver the best of what the world has to offer on building what is next.

Our leadership team.



Moss brings along an operator's mindset to strategy; focused on execution, not theory.

Moss Mojapelo

Managing Partner

Moss is a Mining and Metals professional experienced in transaction advisory, operational excellence, business turn-arounds, operational risk management, operational readiness, and country mineral strategy.

He has successfully delivered projects across various commodities, including gold, coal, diamonds, platinum, chrome, iron-ore, heavy minerals and copper, in multiple countries, such as South Africa, Madagascar, Botswana, Namibia, Nigeria, and the Democratic Republic of Congo.

Prior to co-founding Athari, Moss first worked at Anglo American as a Mining Engineer responsible for surface and underground workings of a mine, later transitioned into Strategy and Operations management consulting with start-ups, blue chip, JSE listed and multinational companies in energy, resources and industrials at Deloitte.

He was schooled in the business of Engineering and Finance from the University of the Witwatersrand and the Corporate Finance Institute, is a Prince2 Project Management practitioner and also holds the Mine Manager's & Mine Overseer's Government Certificates of Competency from his operational mining industry experience.

He is an avid runner, a passionate reader who loves books and often collects them. At the time this document was developed, he was reading The Dhandho Investor by Mohnish Pabrai and had just discovered the Finding Freedom podcast by Peter Crone.

We are unconventional.

Athari was founded as a specialised **management consulting and venture services** company within a multifaceted investments group. We partner with organisations to identify and capitalise on opportunities for strategic improvement, operational excellence, and innovative disruption.

Our forward-thinking combines strategic consulting with a dynamic approach to operations and investment management. We believe in consulting by actively engaging in the strategic direction of our client companies and advocating for changes that can significantly enhance shareholder value.

Our drive is transformative growth and value creation by leveraging an **activist investor mindset**. Our unique blend of consulting expertise and activist investment tactics allows us to deliver actionable insights and drive meaningful results.



Our business is, to build businesses.



Strategy & Operations:

Growing your business,

A commitment to partner with organisations in solving their toughest and complex problems.

When performance is under pressure

- Business turnarounds
- Cost reduction
- Operational excellence
- Performance management
- Operational risk management
- Contractor management
- Operational readiness

Venture Services:

Understanding your plane field,

Provision of world-class decision-making support, tools and frameworks.

When growth is the priority

- Growth strategies
- Market entry strategies
- Operating model designs
- Business process re-engineering
- Enterprise development
- Organisational and capability development

When risk must be understood and managed

- Operational risk assessments
- Supply-chain and contractor risk assessments
- Supplier capability assessments
- Safety risk diagnostics and implementation support
- Market intelligence and risk scanning

When capital is required

- Feasibility studies
- Business case development
- Financial modelling (costs, cash flow, valuation)
- Capital raise advisory
- Transaction advisory
- Technical and commercial due diligence.

We are obsessed with industrialisation.

Our industry focus is in partnering with organisations that develop, own, operate or invest in real-estate, industrial products, agricultural, engineering and mining assets.

Industries we serve:



Mining & Metals:

Deep operational and transaction experience across commodities.



Industrial products:

Scaling manufacturing and capital-intensive operations.



Engineering:

Technical diligence and execution support.



Agriculture:

Integrated farming and agro-processing ventures.



Real-estate:

Asset-backed investment and development strategies.



Scale of businesses we work with.



We have extensive experience in advisory, developing and implementing high-impact business turnaround strategy and operations projects for blue chip, JSE listed, government and multinational companies globally.



We work with a number of SMMEs and start-up ventures to provide them with entrepreneurial support, expert advice and market intelligence, as well as access to talent, markets and capital with the intent to accelerate them into sustainable businesses.

You will be with good company.



We have partnered and delivered projects with a number of emerging and blue-chip companies in designing and executing high-quality impact strategy engagements to meet their industry challenges, bold agendas, and organisational objectives.



Our Consulting building blocks.

We have a nine (9) step implementation guide for our consulting and advisory engagements. The model is designed to move from insight to execution rapidly, without losing rigour or accountability.

1. Executive Mandate	2. Assessment toolkit development (where applicable)	3. Rapid Assessment
4. Options identification	5. Business case development	6. Implementation planning
7. Execution	8. Monitoring & evaluation	9. Close-out

Our skin is, in the game.

Our Venture pursuits **focuses on becoming a Co-founder**, assuming risk, world-class decision-making support, tools and frameworks with a keen interest in developing, owning, operating or investing in real-estate, industrial products, engineering and mining assets.

Since our inception, we have been focused on partnering in investing and developing projects with solid intellectual property or underlying assets ownership. Our success depends on the success of our venture projects.



Fratelli provides machine learning powered data analytics solutions tailored for heavy-duty industry environments.

www.fratelli.co.za



Tshiamo Resources is a commodity trading, consulting and mining services company with a focus in manganese, iron ore and coal assets.

www.tshiamo.com



Kimane is a privately-held diversified investments company with interests in real estate, retail, blockchain, engineering, and mining assets.

www.kimane.co.za



Engineered Gears provides design and manufacturing solutions for industrial gearboxes and mechanical power transmission products.

www.engineeredgears.co.za

Our venturing approach.

We are committed and hold ourselves accountable to partner and deliver on projects and four (4) success principles underpin our commitment to partner and how we aim to deliver value.

Long-term value creation	Demand and supply	Scalability	Structure
Strong value propositions that have long-term returns versus financial leverage or extractive positions.	Projects with clear value drivers, supply and demand market fundamentals, and a solid path-to-value.	Replicable or Scalable value propositions with the incremental costs of investing in demand coming down over time.	Statistically driven and evidence-based value propositions providing clear and easy-to-understand structures.

Our leadership team.



Harold designs structured, execution-ready programmes that turn strategic objectives into scalable, measurable impact.

Harold Molepo
Lead Consultant

Harold Molepo is a socio-economic development professional with extensive experience in consulting, project management, strategic execution, and operations. He has successfully delivered projects across critical development sectors, including enterprise and supplier development (ESD), youth development, skills training, and community upliftment, for clients in mining, energy, financial services, and the public sector.

Prior to his current role as a Lead Consultant at Athari, Harold honed his expertise at prominent development organisations. He served at Driven Development, where he focused on designing and implementing sustainable community and SMME development programs, strengthening his grounding in local economic development.

His tenure at Gold-Youth was instrumental in deepening his understanding of systemic, peer-led youth development models, where he contributed to programme management and the scaling of impactful interventions aimed at youth employability and resilience.

Furthermore, Harold has actively contributed to Athari's growth through business development initiatives, leveraging his network and strategic insight to forge partnerships and expand the organisation's portfolio. At the time this document was developed, he was re-reading *The Lean Startup* by Eric Ries for its insights on agile implementation and was exploring the Harvard Business Review podcast series on strategic leadership.

Our promise To you.

We are uniquely positioned to partner with public and private mining companies to deliver on a number of high-impact strategy and operations engagements.

Multiple industries

We have presence in a number of primary industries.

Trusted partner

We have delivered and solved our client's most pressing issues.

Research

In-depth and sound industry focused research.

We have partnered for growth

Consulting and advisory services to accelerate our client's growth.

Full suite of services

Coordination through strategy, operations and venture services.

Experienced team

Team of experts with requisite industry experience.



Company Fact Sheet.



Contact person:

Designation:

Office number:

Mobile number:

Email address:

LinkedIn:

Moss Mojapelo

Managing Partner

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<https://www.linkedin.com/company/athariventures>

Registered name:

Trading as:

Registration no:

Income tax no:

VAT No:

CSD supplier no:

DUNS no:

BBBEE status:

Entity type:

Athari Consulting & Advisory (Pty) Ltd

Athari Advisory & Ventures

2014/101070/07

9658443164

4570311987

MAAA0556510

597278150

Level 1

Exempted Micro Enterprise (EME)

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Headquarters:

Registered address:

Other address:

www.athariventures.org

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Sunninghill Ext 153, 2194

8 Cor De Kreek, 147 Kerk Street (Church Street),
Modimolle, Limpopo, 0510

Directors:

Moss Mojapelo

How to find us.

Feel free to reach out with our
leads to find out how we can
partner with you.

Moss Mojapelo, Managing Partner

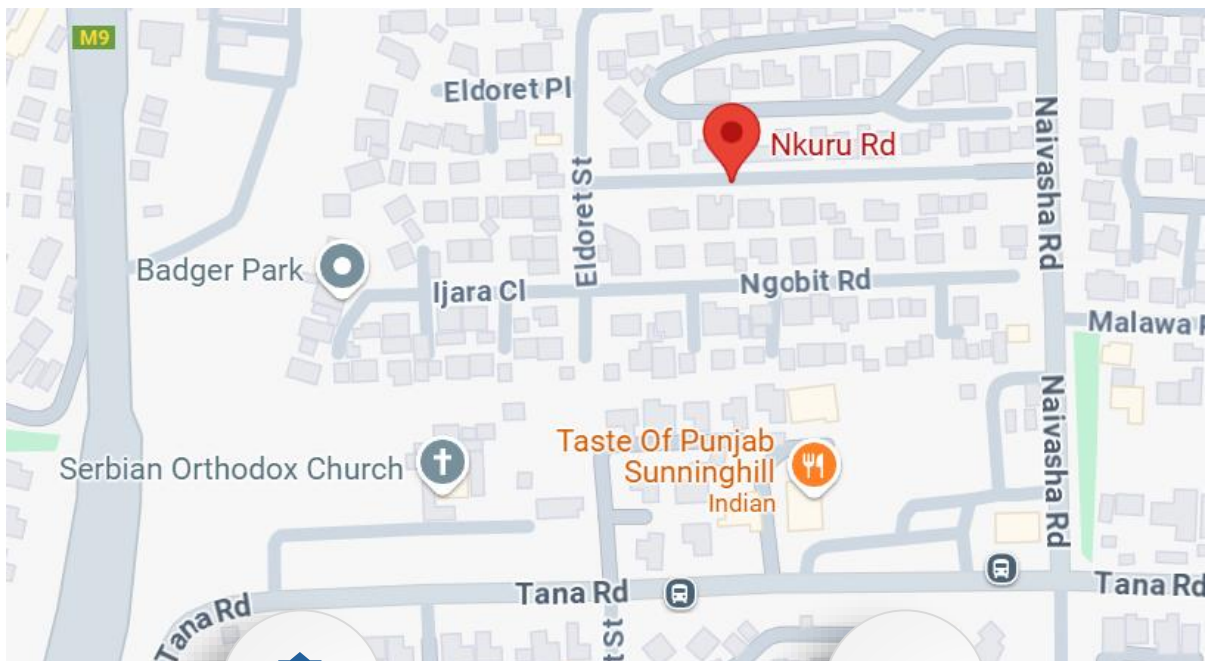
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Tel: +27(0)82 221 8634

Harold Molepo, Lead Consultant

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workwithus@athariventures.org



+27(0)11 845 7390

Capital raise advisory for a scaling industrial manufacturing company.

Raised capital to drive an industrial (heavy-duty) gearbox manufacturer's hyper-growth ambitions.

Get in touch:

Request more information to find out more about how we have assisted our client:

 +27(0) 10 591 9069
 moss.mojapelo@athariventures.org
 www.athariventures.org

Contractor transition and operational readiness support for a large opencast mine.

Execution support for a 6.6Mtpa run-of-mine open-cast coal mine undergoing multiple core-contractor transitions.

Get in touch:

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 moss.mojapelo@athariventures.org
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Transaction advisory for a management buy-out.

NBIO submission and technical due diligence assessment to identify risks (opportunities) for a multi-million-rand valuation model for an operating mine.

 **Get in touch:**

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 moss.mojapelo@athariventures.org
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Business case development.

Feasibility study for a ~R200m NPV (300 tph feed) dense medium separation discard coal washing plant for an emerging contract mining company.

Get in touch:

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Safety risk management for supplier contractors.

Developed and implemented a Safety Accelerators process to rapidly identify high impact actions that will generate immediate benefits in contractor safety for a global mining company.

Get in touch:

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Capital raise advisory for a start-up mining and engineering company.

Raised capital to fuel a high growth multi-disciplinary mining and engineering services start-up company.



Get in touch:

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Financial literacy programme design and development.

Successfully designed and executed an integrated multi-year and multi-million-rand national financial literacy and micro-enterprise development programme.

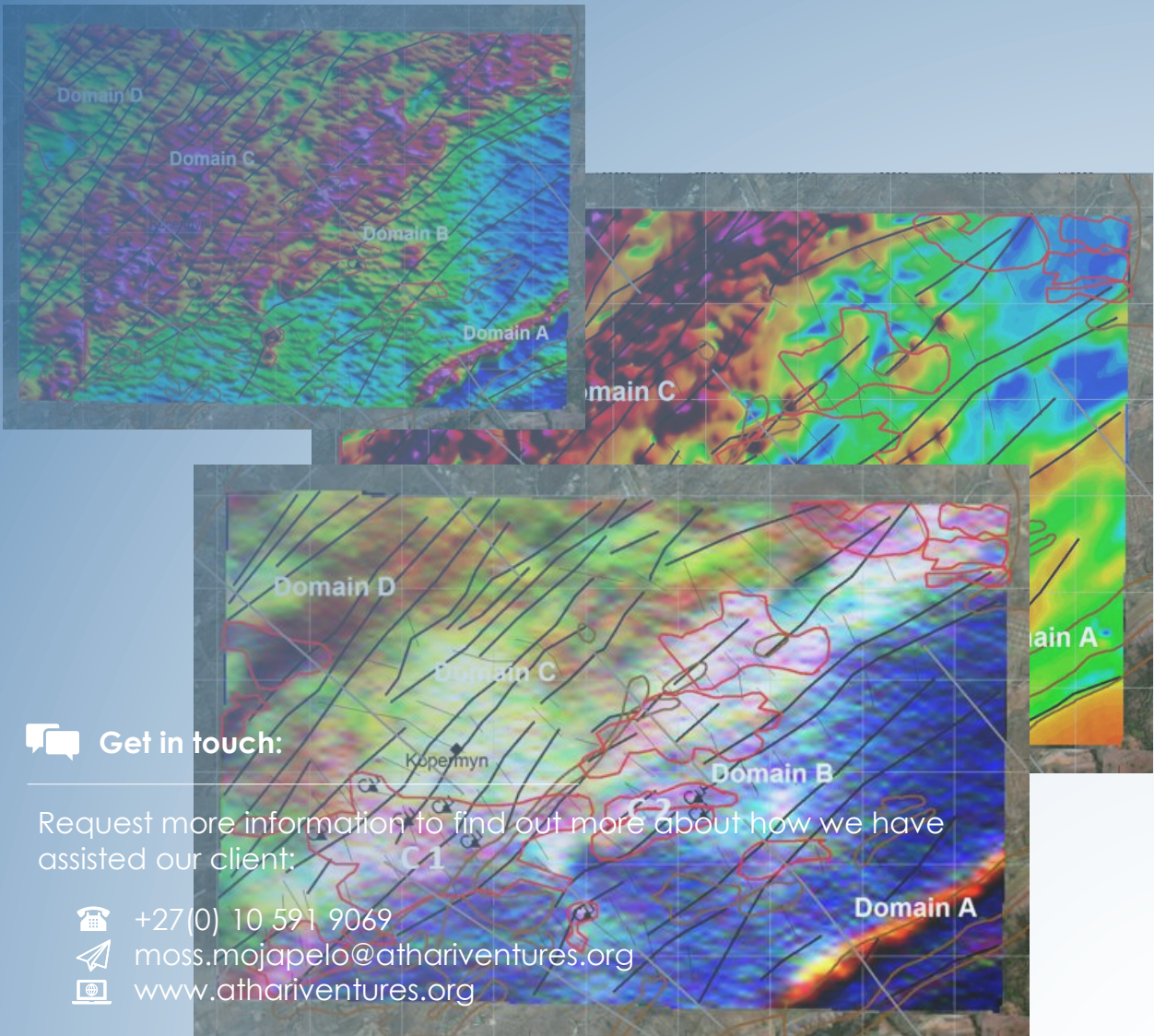
Get in touch:

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Technical mineral development advisory.

AI and machine learning model development for mineral exploration with the aim of generating deposit leads and identifying target areas.



Get in touch:

Request more information to find out more about how we have assisted our client:



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moss.mojapelo@athariventures.org



www.athariventures.org

Supplier contractor development.

Conducted Supplier contractor capability and supply-chain risk assessments for a large coal producer.

Get in touch:

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 moss.mojapelo@athariventures.org
 www.athariventures.org

Enterprise development in eco-inclusive economies.

Facilitation of 5 eco-inclusive businesses from start-up to scale up by refining business models to optimise impact and investment readiness.

Get in touch:

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