MEDIA KIT · OCTOBER 2026

THE GOAT NOTES.

We only win when you do.

Interactive CAPS study guides for Grades 10 to 12, in Afrikaans and English.

WHO WE ARE

The GOAT Notes is a registered South African business, trading as Ashin Afrika, that builds interactive CAPS study guides for Grades 10 to 12 in Afrikaans and English. We reach the person who decides on exam preparation in a South African home: the parent of a Grade 10 to 12 learner, and the learner on the phone next to them. Every guide tests the learner until the work sticks, with a built-in AI tutor, so our audience is families who act on their children's marks, not just scroll past.

RESULTS FIRST.

25%
average rise in the first 15 learners' marks when their latest results came back
owner-reported, Oct 2026; not a promise

28
families and tutors on a live delivery link today
each link is one household or tutor

428
complete study guides in the library
Year Summaries, Exam Revisions and Mock Exams

21
CAPS subjects, three grades, two languages
the full Grade 10 to 12 curriculum

WHO WE REACH.

THE AUDIENCE

Parents, 35 to 55 deciding on exam preparation for a Grade 10 to 12 learner, mostly in October to November and before the June exams.

Learners, 15 to 18 on TikTok and Instagram Reels, Afrikaans and English, public, private, home-school and SACAI.

Afrikaans and English homes every guide, post and message exists in both languages, never mixed.

South Africa, Pretoria base sold online nationwide; delivered as a private link that works on any phone, even offline.

WHERE THEY ARE

Facebook 202 followers · 25.5K views in 28 days
parents and matrics; Afrikaans and English, no slang

TikTok 167 followers · 7 191 likes
3.7K views in the last 7 days; one founder video passed 11K

Instagram 52 followers · 24 posts
reels, carousels and stories

WhatsApp the primary channel
every enquiry answered within the hour, 08:00 to 21:00; broadcast twice a week

goatnotes.co.za shop, free Topic 1 demo, FAQ
Afrikaans and English

counts as at 16 Oct 2026

IN THEIR WORDS.

real WhatsApp messages, quoted exactly

> Just want to say a huge thank you for the superb summary notes, they are clear, well organised and a great resource for our learners, its much easier for learners to understand and revise the key concepts, your effort and dedication is truly appreciated
>
> Debbie, teacher

> Alles gaan perfek, ek voel baie meer gerus nadat ek begin leer het van jou notas af en dit simplify dinge net soveel meer, ek is baie happy met dit, dankie baie! ❤️
>
> Christelle, learner

> Your notes are a revolutionary purchase.
>
> Liam, learner

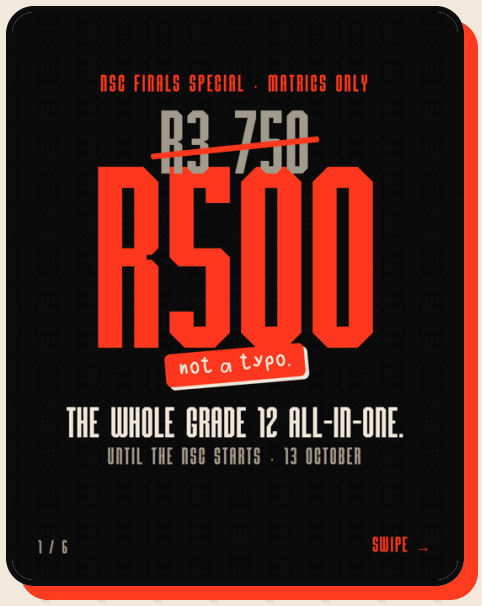
WHAT WE POST.

examples from the last 30 days



REEL. TIKTOK AND INSTAGRAM

the R500 NSC Finals Special, Afrikaans and English cuts



CAROUSEL. INSTAGRAM

six cards: what is inside a guide



FACEBOOK POST

50 free All-in-one bundles, 12 Oct 2026



STORY. INSTAGRAM

countdown to the NSC with a WhatsApp link

WORKED WITH.

DUNAMIS AKADEMIE

bespoke revision packs built for its learners, including the Grade 12 set works

A SCHOOL TEACHER'S RESOURCE LINK

every library guide, grade by subject, for classroom use

FAMILIES AND TUTORS

28 live delivery links, each with Coach GOAT and WhatsApp support

PARTNER WITH US.

rates are scoped per campaign, not a fixed card

SCHOOLS AND TUTORING CENTRES

Class licences, a teacher resource link and Coach GOAT for every learner. A CAPS-aligned resource to recommend to parents, at no cost to the school.

BRANDS REACHING SA PARENTS

Sponsored giveaways, co-branded posts in Afrikaans and English, and a feature in the WhatsApp broadcast. Parent register only.

MEDIA AND EXPERT COMMENT

Study skills, the NSC calendar, Afrikaans and English exam preparation. Quotes, interviews and guest pieces.

BESPOKE PACKS

Revision packs, mock exams and set-work guides built for a school, a tutor or a programme, in its own branding if needed.

Retail: from R450 for one subject to R3 750 for the Grade 12 All-in-one, one price for the whole year.

TALK TO US.

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Scan for the Facebook page