

**NEWS RELEASE**

## **RAINMAKER ANNOUNCES SUPPORT FOR YOUNG RIDERS AND FUTURE ENTREPRENEURS IN SOUTH AFRICA**

CAPE TOWN, December 7, 2017 - Rainmaker Solutions, the digital business transformation specialist, is delighted to announce its support for the Team Bäckstedt HotChillee Development Rider Programme in South Africa.

Team Bäckstedt HotChillee aims to foster young cycling talent in South Africa and Europe, and create a pathway into the pro peloton through a combination of coaching, mentoring, performance testing and racing, with the support of Velokhaya Cycling Academy, Cape Town Giants and others.

As well as providing funding through its charitable Buffalo Foundation, Rainmaker will support Team Bäckstedt HotChillee through the Rainmaker Academy, providing IT support and skills training to equip riders for the future workplace by teaching them to code and developing programming skills.

Buffalo Foundation also supports the KWANO Cycling Academy, which uses cycling as a catalyst to uplift and transform the lives of disadvantaged children and communities in Plettenberg Bay, South Africa, with equipment and funding to pay for after-school teachers.

To mark the occasion, young riders from KWANO were invited to attend the Team Bäckstedt HotChillee Young Rider Summit in Cape Town, to share experiences and hear motivational stories from pro riders, including Team Dimension Data's Nic Dlamini, and of course Magnus Bäckstedt himself. And there was no better way to accomplish this than on bikes up Chapman's Peak.

During the summit, Wattbike donated two of its Wattbike Pro bikes, currently used by the UCI World Cycling Centre in Aigle, Switzerland, and a number of leading sports teams around the world, to the KWANO Academy to help the young riders with their training. It is hoped that many of the KWANO riders will progress to join Team Bäckstedt HotChillee in the future.

Jan Joubert, CEO of Rainmaker Solutions, said: "Cycling provides an opportunity to make a positive difference to the children's lives. The attributes they learn from sport - the importance of hard work, being part of a team, integrity, discipline and accountability - are the same attributes that we look for in business. By giving them additional job skills that will be so important in the future, whether they become pro cyclists or future entrepreneurs, everyone wins."

Richard Baker, Managing Director at Wattbike, added: “Having the opportunity to support the children at KWANO, alongside our existing support for Team Bäckstedt HotChillee, and to be part of the journey of these young men and women is something we are very proud to be involved with.”

To watch a video of Rainmaker’s work in South Africa, visit <https://youtu.be/v0JJKKGpfxA>.

To date, Rainmaker’s Buffalo Foundation has raised over £100,000 for projects that support underprivileged children around the world.

For more information about the Buffalo Foundation, or to make an online donation, visit <https://buffalo.foundation>.

**All enquiries, please contact:**

Ian Middleton

T: +44-7885-508-527

E: [ian@themiddletonpartnership.com](mailto:ian@themiddletonpartnership.com)

**About Rainmaker Solutions**

Rainmaker is a global digital business transformation company, headquartered in London. Working collaboratively, at the heart of the most challenging projects, Rainmaker helps organisations transform for the digital age by using its world-leading methodology to plan, implement, and embed lasting change.

The Buffalo Foundation is a discreet and exclusive club of business people, established by Rainmaker Solutions, to support underprivileged children around the world. Rainmaker funds all of the Buffalo Foundation’s operations. That means every single penny donated goes to good causes.

For further information, visit: <http://rainmaker.solutions> or <https://buffalo.foundation>

**About**

**Wattbike**

Wattbike was founded in 2000 and launched its pioneering indoor power trainer in 2008. It is now an industry-leading manufacturer of indoor cycle trainers, with a proven heritage in performance cycling. Wattbike trainers generate the world’s most accurate power, technique and performance data, captured through cutting-edge analysis and with unrivalled accuracy. With a desire to create the ultimate indoor cycling experience and a reputation for true innovation, Wattbike trainers perfectly replicate the sensation of riding on the road for professionals and beginners alike.

Wattbike works with professional athletes, sports federations and national cycling teams to deliver precise, targeted, effective cycle training programs and world class data analysis. Wattbike is chosen as the global talent ID and training tool of the UCI World Cycling Centre and Wattbike's sport science team were instrumental in creating the UCI’s standardised testing protocol - the Power Profile Test -

used to assess and compare data from cyclists around the world and identify exceptional talent.

Wattbike continues to expand outside the UK and Wattbike products are exclusively available to buy at [www.wattbike.com](http://www.wattbike.com).

### **About Team Bäckstedt HotChillee**

Team Bäckstedt HotChillee was launched in 2017 as a merger of the HotChillee Development Rider Programme in South Africa and the Bäckstedt Cycling Academy in the UK. The aim is to foster young cycling talent in Europe and South Africa and creating a pathway into the pro peloton.

The HotChillee Development Rider Programme started in 2011 and focused on providing a platform and ecosystem for young talented riders in the Western Cape to make the difficult transition to the pro peloton in Europe. Working in partnership with Wattbike, ORYX Stainless, The Western Cape Government and cycling organisations including Cycling South Africa, the Pedal Power Association, Velokhaya and the Cape Town Giants we enjoyed enormous success with two riders progressing to the Team Dimension Data Continental Team based out of Lucca in Italy.

Many other young riders have also been exposed to what it takes to make the transition with support from of Ben Swift, UAE Abu Dhabi (formerly Team Sky) and guidance from Team Dimension Data riders, Tour de France legend Stephen Roche and Cervelo Bigla rider Ashleigh Moolman.

The Bäckstedt Cycling Academy was set up by Paris-Roubaix winner Magnus Bäckstedt in 2015 to provide an avenue for young cyclists in Europe to reach their full potential on the track and road. The programme has already seen impressive results with a number of British national titles, medals on the track and races being won on the road in Belgium and Sweden.