

COMPANY

PROFILE

ALKEBULANDC (PTY) LTD - REG: 2021/99065/07



ADDRESS:

19 Collins Street, Brixton
2092

PHONE:

P: +27 62 279 0506
E: ntsikelelo@alkebulandance.co.za

ONLINE:

W: www.alkebulandance.co.za
S: [@alkebulandance](https://www.instagram.com/alkebulandance)



Contents.

03	About Alkebulan
04	What we stand for
08	The business of Dance
09	Dance Workshop
10	Team Building
11	Afro-fusion Street Dance
14	Partner Dance
15	Tomorrow people Project



Alkebulan Dance Movement Profile 2022



About.

Alkebulan was founded in 2021, by Thabo Naha and Elijah Mbekisa. These creators view dance as a first of art, they believe that dance is foundationally human. Originally founded on a part-time basis, they gave birth to the idea of a dance movement that would encapsulate all ages, genders, backgrounds, personalities, the list is endless. The movement was built to break all barriers in society, especially associated with the sport of dance.

The team followed their passion and formed a private company that would offer different permutations of modern dance styles, such as Contemporary Dance, Hip-Hop, Kofifi/Kwela, Gumboots, Pantsula, Bujwa and Ama-Piano dance, all which can be infused with Afro-fusion dance style. In addition to the above genres, the club also offers Salsa, Argentinean Tango and Bacha dance styles.

What we stand for.



THE ALKEBULAN DANCE MOVEMENT VISION

A leading performance art platform and safe space for expression and healing.

Our vision is clear and attainable. As a dance studio with a broad vision to becoming a movement in Africa and abroad, we aim to create a safe space for expression. With our journey of becoming a leading performance art platform we pursue internal healing through dance as the core of our movement.



OUR MISSION

- To provide an affordable access to dance facilities.
- To strive to make dance fun, while strengthening physical muscles.
- Using dance to educate the public on social issues.
- Elevate the dance sport.

We believe in the phrase: "Your vision, make it your mission". The Alkebulan Dance Movement business is centered around implementing ideas that make an impact to the community. We are clear about our mission and believe that we will be on our way to achieving our bigger vision.



"A person
without
self-expression is
a person without
personal
freedom."

Robin S. Sharma



Learning, thought,
creativity, and
intelligence don't
just come from
the brain alone,
but from the
entire body.

Dance is an essential
component of
education





MORE ABOUT US



"Men has always danced" is Alkebulan's battle cry. The company views dance not just as a pan cultural phenomenon, but one that is foundationally human. We believe that everyone can dance including the physically challenged. "Tomorrow People" is a physically integrated dance movement programme which recognizes and celebrates the first-person

experience of disability, not as a medical model construct but as a social phenomenon, through artistic and creative means. Tomorrow People will serve children of all abilities, including dancers who are Deaf and hard-of-hearing; dancers who are blind or have low vision; and dancers with a range of intellectual, emotional, and physical disabilities.



Dance, our Business



Conventional gym, training methods, and sports have proved to be challenging in the 'new normal'.

Alkebulan services individuals needing a safe platform to express themselves whilst putting in motion a disciplined wellness activity that is not strenuous but fun.

We offer:

Dance workshops

Team Building

Afro-fusion Dance

Street Dance

Partner Dance





Dance to the beat of your Dreams

GOALS & RISKS

Transparency is at the core of our business and that is why we share our goals and risks with all our clients and investors.

Short-Term Goals:

- Approach gyms to offer their facilities for dance practices.
- The aim is to assist in attracting a different market to the gyms
- To offer Teambuilding activities
- Run Dance workshops

Short-Term Goals:

- Own an independent dance movement facility
- Assist upcoming dancers to start their own movements, offering funding for their start ups
- Offer alternative space for creatives.

Risks:

- Donations being insufficient to raise the capital required to operate the business
- Lack of buy-in from customers due to e.g. Covid cases rising, client affordability for gym subscriptions, etc.

Dance Workshops



We develop unique dance programmes on social challenges such as Global Warming, HIV/AIDS, COVID amongst others. We run dance workshops for special events including youth development programmes. We offer career expo's in performance art, to guide those who would like to explore dance as a career.



We offer Team Building dance programs to promote high performing teams. We have team building dance moves specifically designed for virtual teams, hybrid teams and activities that take place in the same space, but observe physical distancing.

"If everyone is moving forward together, then success takes care of itself"
- Henry Ford



Team Building



Signature Dance style Afro Fusion Dance

An Alkebulan signature dance style. We run bootcamps for fitness and endurance. Our dance programmes coach trainees about the human body and the correct way of muscle grounding.

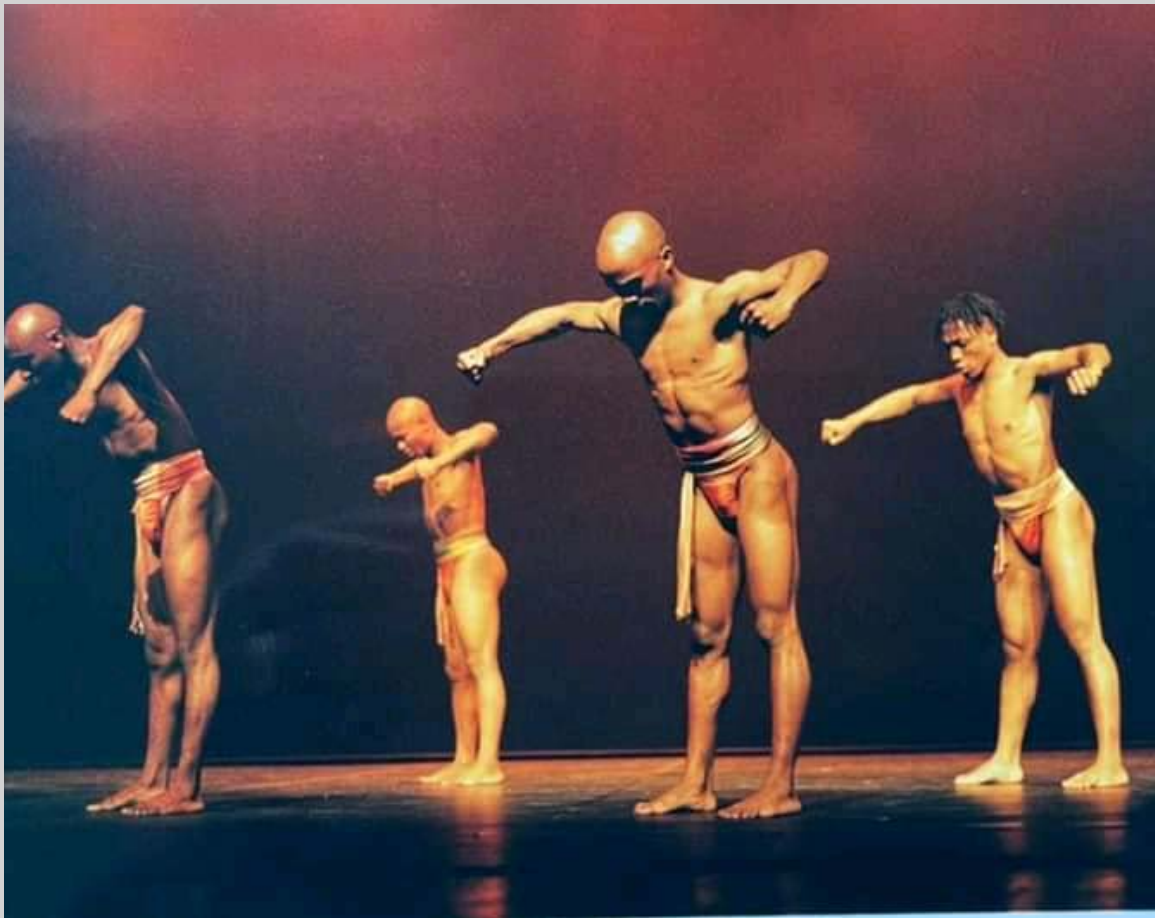
"If everyone is
moving forward
together, then
success takes
care of itself"
- Henry Ford

Afro-fusion is a mix of African dances. This dance combines influences from Caribbean, African America, and African cultures. Afro-fusion has amazing benefits that reduce stress, all the while creating a great workout. This type of contemporary social improvised dance that combines different dance styles with African dance moves to create a new aesthetic.

"Alkebulan is moving towards an African majority which is diverse both in its cultural habits and in its relationship to colonial and postcolonial governance, so the shift away from Caribbean dominance needs to be placed in that setting".

Afro-fusion Dance





Afro Fusion combines various dance styles of Sub-Saharan Africa



Street Dance



Alkebulan offers Hip-Hop, Pantsula, Bujwa and Ama-Piano dance classes.



Street dance is an umbrella term for a large number of social dance styles such as: breakdancing, popping, locking. At Alkebulan we view it as social dance. These styles of dance have many accompanying steps and foundations, created organically from a culture, a moment in time, a way of life, influenced by natural social interaction.



We offer Salsa, Argentinean Tango and Bacha dance styles. We also offer group dance training for weddings and other special events.

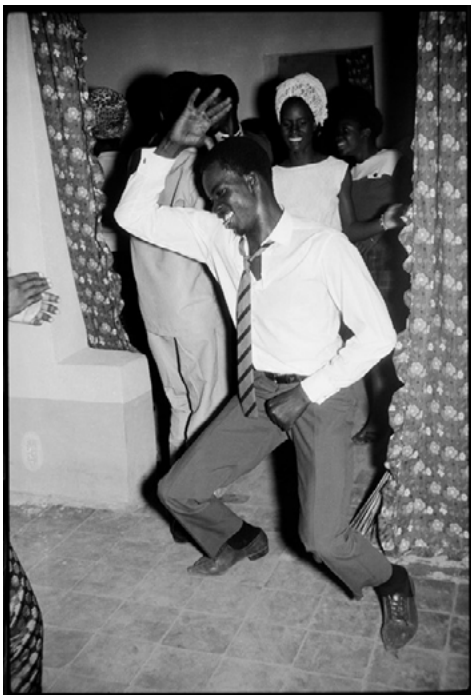
A good dance leader brings the partners dance levels to a superior level



Partner Dance

TOMORROW PEOPLE PROGRAM

The programme seeks to develop unemployed dancers in the field of training the physically challenged. We have identified a huge number of professional dancers who are sitting at home, lack motivation because of unavailable employment opportunities in the sector.



Alkebulan decided to embark on a campaign to upskill these individuals to solve first order socio-economic challenges. In line with the NAC's vision to promote, through the arts, the free expression of South Africa's cultures, Alkebulan will assist unemployed dancers skills to teach people who move differently the techniques of classical dance. The aim is to instil knowledge of traditional dance methods in people whose bodies don't operate the way an average dancer's does. In turn, SA will experience a different cultural expression of the marginalised disabled individuals who always wanted to perform. The trained professional dancers will have more opportunities of employment in future as this sector grows.



Planned Timeline



Date	Event	Activities	Venue	Time	Day
Jan 2023	Phase 1: Train the Trainer Workshop	Orientation Dance conversations Ensuring a Safe Movement Space Dance elements and manners. Warm-up. Cool-down. Choreography and music. Activity. Facilitator verbal assessment Teaching workshop. Intro to different types of physical challenges. Choreographing for the disabled. Dance elements continued, Energy, Relationship. Formative Assessments. Scout for talent in two different schools for the disabled around Soweto	TBC	08:00 – 16:00	7 Days
Feb 2023	Phase 2: Practical Training	Assign trained dancers to the schools for practical training. Auditioning the disabled candidates. Orientation and introduction to dance principles. Warm-up. Cool-down. Choreography and music. Activity. Dance conversation, elements, and manners. Activity. Body Part Isolation. Weight Transfer. Jumps, Turns and Spotting Facilitator Verbal Assessment Dance training and coaching. Observational assessment of the trainers.	TBC	14:00 – 16:00	Mondays, Wednesday
March 2023	Phase 3: Performance	Warm-up. Cool-down. Non-locomotor movements. Activity. Trainers create choreography with the trainees. Conceptualization the title, routines, and music for the performance. Creative extensions. Polishing your dance piece. Run rehearsals. Design, measure, and create costume Running rehearsal with costumes. Finalizing the venue. Move to the venue Final run in the venue Final Show Awards	Soweto Theatre	14:00 – 16:00	Monday, Wednesday, and Fridays

Afro-Fusion Intergregation



All of the above activities are integrated with an Afro-Fusion Dance style, which holds a few benefits: All of the above activities are integrated with an Afro-Fusion Dance style, which holds a few benefits:

- o Breathing technique
- o Develop strong back muscle
- o Physical Fitness
- o Psychological Wellness
- o Core Muscle Training

The dance movement also aims to empower the youth by offering a hobby that is enjoyable through music.



PHONE:

P: +27 62 279 0506

ONLINE:

E: elijah@alkebulandance.co.za
thabo@alkebulandance.co.za

Alternative Email:
mbekisa@gmail.com

W: www.alkebulandance.co.za

S: [@alkebulandance](https://www.instagram.com/alkebulandance)

ADDRESS:

19 Collins Street
Brixton
2092

Men have always danced

Get in
Touch