

Shane Immelman

Kommunity Group (formerly LapDesk)



“ I saw an opportunity to provide children in Africa with much-needed desks. ”

COUNTRY	South Africa
INDUSTRY	Prof. Services
EMPLOYEES	26
YEAR SELECTED	2006
WEBSITE	www.Kommunitygroup.com

COMPANY SNAPSHOT

In an age where many schools boast SMART boards and fancy computer labs, over 480 million students worldwide still lack desks. In South Africa, Shane is helping overcome this barrier with the ergonomic and portable LapDesk. To date, the company has distributed over 1,000,000 LapDesks in 16 countries.

The story of LapDesk has spread rapidly: Shane is revered as a role model and businessman, endorsed by Archbishop Emeritus Desmond Tutu and chosen by Harvard Business School for two case studies in its curriculum.

In 2010, FIFA appointed LapDesk as a fund partner, sponsoring 5,000 LapDesks and taking 7,000 LapDesk recipients to the World Cup games.

Continually focused on R&D, Lapdesk has registered four patents and will release four new products in 2011.

ENDEAVOR AND KOMMUNITY GROUP (FORMERLY LAPDESK)

Since 2006, Endeavor has worked closely with Shane on his expansion plans and LapDesk's revenues have increased exponentially—as well as Shane's role model effect.

Specific services range from local Town Hall meetings to eMBA and G-Lab programs, Immersion Tours, Entrepreneur Summit, and setting up market-scoping trips.

A celebrated entrepreneur, Shane has been a strong ambassador and pioneer for Endeavor South Africa's 2% equity give-back program, helps select candidates, and regularly hosts Endeavor events.