



LATEST SIGHTINGS

LATESTSIGHTINGS.COM

NADAV OSSENDRYVER (NADAV.OSSENDRYVER@GMAIL.COM, 079-664 6029)

- Founder and developer of **LatestSightings.com**, a website that reports live sightings from Kruger, and which has created a community of over **180,000 members and growing**.
- Completed matric in 2014 at King David High School Linksfield, Johannesburg.
- Founded LatestSightings in November 2011 at age 15.
- Has Kruger followers on Facebook (71K likes), WhatsApp, Twitter (14.2K followers), Instagram and YouTube (118K subscribers).
- Nadav has also created a mobile App that has had over **50,000 downloads** and counting.
- Nadav is a **YouTube** partner. **His YouTube is the number 1 most watched South African channel. - 137,000,000 views and over 118K subscribers**
- He has changed the focus to **www.latestsightings.com** so that he can include all national parks and reserves in South Africa, and eventually Africa and worldwide.

RECOGNITION

- **Received the Social Media Star of 2014 award from Arthur Goldstuck, World Wide Worx for having the most successful South African YouTube channel.**
- Received the **Nelson Mandela Youth Leadership Award 2014** from East Wave Radio.
- Keynote speaker at the launch of **Facebook** South Africa, June 2014.
https://www.youtube.com/watch?v=cqz8dce_dho
- Chosen as the first **Lead SA Youth Hero** by Lead SA
<http://www.youtube.com/watch?v=UV8dnRI47GI>
- Was invited to attend the **Young African Youth Meeting** with **US President Obama in Soweto** during the President's visit to South Africa in 2013.
- He has been was the past **Eco Ambassador** for the **EWT** (Endangered Wildlife Trust).
- He has also been made the **youngest virtual honorary ranger by SANParks**.
- He was chosen amongst "**21 Super Kids that Will Save the World from Adults**" by Treehugger.com, from kids around the world.
<http://www.mnn.com/green-tech/research-innovations/stories/19-super-kids-who-will-save-the-world-from-adults>

- Invited to work video cameras with **WildEarth.TV and National Geographic** when they hosted live game drives via satellite during **Nat Geo Wild's "Big Cat Week"**.
- At a conference, **Internet Matters** with **Google, Arthur Goldstuck** of World Wide Worx, pointed out Nadav as an example of an entrepreneur.
http://www.internetmatters.co.za/report/ZA_Internet_Matters.pdf
- He was awarded a trophy by Yeshiva College, Johannesburg, for his passion for the environment in Grade 4 and appeared in the June 2007 **National Geographic Kids**.
- He made the front page of **CNN**
<http://edition.cnn.com/2012/12/31/tech/web/kruger-latest-sightings-nadav-ossendryver/index.html>
- Was filmed for **National Geographic Channel**, for the program "Caught in The Act" for his film, "Baby Squirrel Saved From Death in Kruger"
<http://www.youtube.com/watch?v=HU46uYbCuy4&list=TLIAwqGBE6TAj3vV9H0epkS3QcVjtIjh4>

CONSERVATION

- Latest Sightings community helps with the monitoring of wildlife such as Wild Dogs, Ground Hornbills and many others for the **EWT projects (Endangered Wildlife Trust)**.
- Provides information for the **Leopard Identification Project** run by Guy Ellis.
- Also helps with bat and road kill projects
- Documentary was made about how Latest Sightings helped save a wild dog's life:
<https://www.youtube.com/watch?v=w5LssR7kBt8>

HUMANITARIAN OUTREACH

- He organized a **relief effort** for staff of Kruger who lost their homes and possessions in the January 2013 devastating floods. He called on 7 schools, thousands of Latest Sighting followers and Land Rover South Africa to help with the relief effort. **1000kg of donations and R100,000 were raised**.
- He has saved Rhino, Lion, Wild Dog, Hyena and many other species from poachers.
- He has accompanied one of his true "African Heroes" **Kingsley Holgate** on his expedition to the Kruger National Park to help make the surrounding villagers and youth aware of the poaching of our rhinos.
- He **sells ribbons and magnets** for raising funds for the Endangered Wildlife Trust and for showing others that that person who has the ribbon/magnet is part of the Latest Sightings community.

MEETINGS

- Invited to meet **President Obama** during his trip to South Africa.
- Met with the past **Minister of Tourism** of South Africa, Mr Marthinus van Schalkwyk in his offices in Pretoria.

MENTORING AND RECOGNITION

- **Facebook** presented Latest Sighting as a case study and example of excellent use of Facebook.
- Mentored by **Microsoft** in programming and development
- Invited by **Google South Africa** for a mentoring meeting with them.
- **Nokia with Microsoft** developed for the Windows 8 platforms.
- Spent time with **Outlook Safaris** in Kruger National Park, learning about the client hospitality, and about Kruger Park.

PRESENTED AT THE FOLLOWING:

- Keynote speaker at the opening of **Facebook in Africa**.
https://www.youtube.com/watch?v=cqz8dce_dho
- Keynote speaker at **VAS Africa**.
- Presented at School of Economics and Business Science, **University of the Witwatersrand** with Grad students.
- Spoke at the **One Young World** conference on conservation issues.
- Presenter at the **Photo and Film Expo**
- Guest speaker at the Alpine Restaurant in Randburg, where **27,000 rand** was raised for SanWild an animal rehabilitation center.
- Recently presented at the **Tech4Africa** conference, one of the biggest conferences in Africa, on mobile applications and the internet.
- Nadav was one of the guest speakers at the regular **EWT** dinners.
- Nadav has been a guest speaker at **Outdoor Eco Adventure Travel Experience**.
- He has also appeared at the 2012/13 **Getaway Show**, one of Africa's biggest travel and outdoor expo.
- Presented at the **Wild Card** Evening with Cape Union Mart
- He was a presenter at **Limmud 2013**
- He has appeared at **The Beeld Show**.
- Has spoken at schools such as Dainfern College and Torah Academy, where students have given him a **standing ovation**.
- He was a **guest of Land Rover South Africa** and the recent Land Rover Festival.

MEDIA RECOGNITION

- Appeared on the show "**I am South African**"
- Has appeared on **National Geographic** show – "Caught in the Act"
- Appeared on **CNN**
- Has appeared on **50/50**
- SABC on the program "**Fokus**" made a documentary about his relief effort.

- He has been interviewed **on radio and appeared in newspapers** such as the The Guardian, Beeld, Rapport, the Citize, The Sunday Times, The Kruger Park National Herald and many others.
- He has appeared on the news on CNBC Africa, E-News and ITN.
- He was a guest on the SABC show for youth "**Blue Couch**"
- Has been interviewed by BBC radio, The Money Show on 702 with **Bruce Whitfield** as well as on the **Jenny Crwys-Williams** show, SAFM, ChaiFM Radio 2000, Radio Today, Cliff Central.
- Has appeared in **Forbes Africa**.
- **Go Magazine** has included him in a special edition on the Kruger National Park -Go Kruger.
- Has appeared the SAA Flight Magazine, Sawubona.
- Has appeared in Africa Geographic Magazine.
- Has appeared Land Rover Magazine.
- Has appeared in the Entrepreneur Magazine.
- Has appeared in You Magazine.
- Has appeared in IT Brainstorm Magazine.
- Has appeared on various blogs such as Wild Card, Drive Out.
- He has been spoken about on websites around the world.

MENTOR

- Nadav has become an inspiration for **young adults** to achieve their goals.
- Nadav has been pointed out to show what a young person can do as an entrepreneur fulfilling his ideas and **dreams**.
- He has influenced many children to fulfill their dreams and ambitions.

SPONSORSHIPS

- Vanguard - Binoculars
- Nokia - phones to use in the game reserves
- Sandy's Ribbons and Bows -the community ribbon
- Pinnacle Banners

PASSIONS

- Nadav is a keen wildlife videographer.
- Apart from his overriding **passion for wildlife**, Nadav is a keen drummer and tennis player.
- He enjoys the outdoors and is passionate about wildlife and his "second home", **Kruger National Park**.

OUTREACH

- Taught underprivileged children in Alexandra Township how to play drums through the Union of Jewish Women.
- Volunteered at the Fountain of Love orphanage in Katlehong (Germiston) by giving a magic show to the children.

FUTURE

- Nadav hopes to bring Latest Sightings to Nature Reserves, Wildlife Parks etc around the world.
- He plans to attend a university in the future.



ABOUT LATESTSIGHTINGS.COM

- Millions of visitors in game parks annually.
- Visitors often do not see all they can, either because they are not good spotters or because they turned one way instead of another.
- Latest Sightings enables people in the Kruger to share their sightings real-time so that others in the vicinity can see these sightings too.
- **Latest Sightings does not display any rhino sightings and is taken a stance against poaching.**
- Latest Sightings leverages the power of social media to enhance people's experience and enjoyment of the Kruger Park both in person and from home.



Facebook

<https://www.facebook.com/latestsightingkruger>



Twitter

@latestkruger



WhatsApp

- 30 groups, 100 members in a group
- Each sighting is posted to each group
- **Advantage:**
You get notifications in Kruger, without Internet connectivity



YouTube



iPhone/iPadApp (LatestSightings)

LATESTSIGHTINGS.COM

- Established 1 November 2011
- Already been referenced by John Robbie (702), The Money Show with Bruce Whitfield, News24, BBC Radio, Die Beeld, Jeremy Mansfield, Prime Circle and other major newspapers around the world

STATISTICS



IN A NUTSHELL

- Latest Sightings is leveraging the power of social media to enhance people’s experience and enjoyment of the game parks.
- It’s a powerful channel for reaching people in a defined market with shared passions and values.
- Causes visitors to transform into citizen scientists