Founder Long Bio

Walter Mogane is a Johannesburg-based entrepreneur, digital creator, and founder of HaiBoo — a proudly South African party card game brand inspired by kasi culture, township humour, and social entertainment.

Driven by a passion for creating local products that bring people together offline, Walter developed HaiBoo to deliver fast-paced gameplay, laughter, and proudly African storytelling through interactive card challenges and social experiences.

What started as a single prototype deck has grown into a broader entertainment vision that includes physical card games, digital game experiences, online competitions, social media content, and community-driven events. Walter has independently built the HaiBoo brand using platforms like TikTok, WhatsApp Communities, YouTube Shorts, Amazon, and Takealot, focusing heavily on organic marketing and local audience engagement.

Beyond HaiBoo, Walter is also involved in technology, education, and digital business projects through HME Group, where he develops online platforms, educational systems, and business automation solutions for South African entrepreneurs and organizations.

His mission with HaiBoo is to create a globally recognized African game brand that celebrates local culture, conversation, humour, and connection.