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South African Entrepreneur Launches HaiBoo — A Proudly Kasi-Inspired Party Card Game

HaiBoo is a proudly South African party card game created to bring people together through laughter, fast-paced gameplay, and kasi-inspired entertainment.

Created by Johannesburg entrepreneur Walter Mogane, HaiBoo combines township culture, social interaction, and modern party gameplay into a uniquely African experience designed for friends, families, game nights, events, and social gatherings.

The flagship product, HaiBoo: Kasi Edition, features colorful South African-inspired artwork, quick challenge cards, and energetic gameplay designed for players aged 13 and above.

Walter began developing HaiBoo independently using organic social media marketing through TikTok, YouTube Shorts, WhatsApp Communities, and online marketplaces including Amazon and Takealot.

The long-term vision for HaiBoo extends beyond physical card games into digital experiences, online competitions, creator communities, and local entertainment events aimed at celebrating African culture and social connection.

“South Africa has incredible stories, humour, and culture. HaiBoo was built to celebrate that energy in a fun and modern way,” says founder Walter Mogane.

HaiBoo is currently in its launch and media awareness phase, with production and distribution expanding through local printing and online sales channels.

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