

PIONEERS

IN THE CAPE TECH INDUSTRY

A CITY ON THE RISE

Cape Town and the
Western Cape leading
the way in tech innovation

+PLUS

ARTICLES ON ARTIFICIAL
INTELLIGENCE, CODING AND
AUGMENTED REALITY

16

INNOVATIVE
TECH COMPANIES
IN SOUTH AFRICA

EDITION 2

CAPE TOWN
AFRICA'S TECH CAPITAL

Preface

In this edition of *Pioneers Magazine*, we celebrate successful tech startups in Cape Town and the Western Cape.

As the future of business is fast aligning to the 4th Industrial Revolution, Cape Town and the Western Cape is gearing towards this. Wesgro, the official tourism, trade and investment promotion agency for Cape Town and the Western Cape, is focused on showcasing our leading tech ecosystem.

The Western Cape, and in particular Cape Town, has been identified in several studies as a leading region on the African continent for the establishment of technology startups and a driver of innovation. Cape Town and the Western Cape is the leading African digital hub and creates a compelling story for investors in the technology space.

The City of Cape Town invested more than R1 billion into the development of telecommunications infrastructure. In 2019, Premier Alan Winde established the economic war room with facilitation support from Wesgro and funding from Harvard University. The economic war room is focused on job creation and investment in a number of sectors including technology. National government has also shown support in prioritising sectors where South Africa has, or can develop, a competitive edge in technology-driven solution.

Given that the tech sector in Cape Town and the Western Cape has shown tremendous growth it now houses 50% of emerging tech companies in South Africa including several leading tech companies such as SweepSouth, Aerobotics, Yoco and Dataprophet. In 2019, Naspers – headquartered in Cape Town – was named one of the top 10 technology investors in the world alongside companies such as Google, Facebook and Amazon.

Cape Town has also been ranked as the most entrepreneurial city in South Africa and hosted tech week in November where digital transformation was promoted with a strong focus on collaboration between stakeholders in the tech ecosystem including representatives from businesses, entrepreneurs and the government. Events included: AfricArena, AfricaCom and AEIS (Africa early stage investor summit).

Cape Town is Africa’s leading digital city and a front runner when it comes to tech innovation and infrastructure. It is also home to several international businesses that are seen to be contributing in the vicinity of R5 billion foreign direct investment. In addition, Cape Town has the largest share of the headquarters of the majority of new startups in the e-commerce ecosystem in SA. There are more than 25 co-working spaces and the majority of the population is under 35 years (63%).

When it comes to talent, Cape Town and the Western Cape is attractive to many students (both local and international) and continues to attract talent, skills and stakeholders globally. Cape Town is ranked the 6th most affordable global tech city out of 30. Cape Town and the Western Cape have a number of coding schools, and our province’s ecosystem also has two globally ranked universities, and these are two of the top three universities in South Africa. The Cape Innovation and Technology Initiative (CiTi) is one of the oldest tech incubators on the continent.

These are just some of the reasons why Cape Town and the Western Cape is the leading digital hub in Africa. This edition of *Pioneers* brings our successes to light by showcasing the talent that drives this dynamic sector.

Want to be featured in *Pioneers Magazine*? Mail Wesgro’s Head of Marketing: Jean@wesgro.co.za

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Aerobotics



“Aerobotics is a precision agritechnology startup, which helps growers protect tree crops from pests and diseases through satellite imagery and artificial intelligence.”

About

Aerobotics is a precision agritechnology startup helping tree crop growers to optimise their yield performance. Using aerial imagery and artificial intelligence, Aerobotics provides critical data on the health of every tree in the orchard. With regular drone flights capturing high resolution images, the software zooms in on the health, size and GPS location of each tree, providing yield information. In this way, Aerobotics offers growers around the world a product which helps them to minimise costs, target problem areas, take action against pests and diseases and optimise their yields.

Positively contributing to the digital ecosystem

With Cape Town being Africa's tech capital, Aerobotics' inception as a Cape Town based agritech startup, and its success that has followed, is a significant counterpart in this positioning. We have various clients in the Western Cape, particularly grape and citrus farmers, enabling them to make informed decisions about their crop health and better manage their production levels.

In turn, farmers become more profitable and are able to create more jobs. At the same time, new and existing fieldworkers are exposed to advancing technologies. Aerobotics' software, Aeroview, has been created for anyone to use. Its user-friendly interface enables even non- tech-savvy people to learn how the software interprets the aerial data that has been captured and fed into the system. This enables farm owners and workers to contribute to improved farm management.

Leadership in the digital ecosystem

Aerobotics is leading the world in precision agriculture and early pest and disease detection. No other company in the world has the database of trees that Aerobotics has to identify pests and diseases on tree farms. Since its inception in 2014, Aerobotics has processed more than 40 million trees, saved farmers money and continues to help increase their yields by identifying problem trees, diseases and pests before they spread. Aerobotics is currently processing over one million trees every 10 days and is on track to processing one million trees every day.

Showcasing success stories

1. **Google Developers Launchpad Accelerator:** In February 2017, Google brought its Launchpad Accelerator to Africa to assist startups in leveraging Google's latest technologies to scale their businesses through mentoring. Aerobotics was selected to participate in the programme and joined 23 other startups from around the world for the start of the fifth cohort of Google's Launchpad Accelerator at the Google Developers Launchpad Space in San Francisco.

2. **Fast Company Top 10 Listing for Most Innovative Companies in Africa:** The Fast Company announcement marks a milestone and achievement for Aerobotics, which has seen rapid growth, success and recognition over the last few years. In November 2018, Aerobotics announced that it had processed more than 10 million trees for farmers with its artificial intelligence and software, making its technology and solutions stronger and more accurate.
3. **Trust and investment from an international company:** Aerobotics recently expanded its series funding round from \$2 million to \$4.6 million enabling us to expand beyond South Africa to the USA and the rest of the world.
4. **Africa Tech Week - Best Technology Company in Africa:** The first annual Africa Tech Week featured technology thought leaders and innovators from around the African continent. The award recognises technological achievements with a sound strategy in place to ensure successful delivery of its commercial advantages and build shareholder value. Criteria for the award included demonstrating an outstanding and innovative product or service and relevant achievements in the tech industry.

The future of your business

We are upscaling our footprint in the US, recently completing our first US Trees and Tech Roadshow where we travelled to seven towns in four states over 14 days.

We are continuing to advance our product offering, and moving into specific diagnoses that entail more predictive insights that will lead to further opportunities in business growth. Apart from our direct target market (growers), there are opportunities to expand our offering in more industries (e.g. insurance and financial services) which we have already started targeting.

Overcoming challenges

In order to overcome challenges, we need to continue refining our technology according to our clients' needs (and products)

and keep abreast of developments in agriculture and tech. While we are excited at the prospects of our US expansion, we remain mindful of the challenges that accompany rapid growth, particularly when it comes to increasing our team's staff numbers effectively (in SA and around the world) and maintaining a strong company culture, sustained effectiveness and productivity.

Why Cape Town and the Western Cape is perfect for your business

We believe the Western Cape is the perfect environment to build our business. We have access to some of the best tech talent globally as well as some of the most innovative, tech-savvy farmers in the world. Over and above this, the ability to build and cost in SA (in ZAR) and sell all over the world (in \$) enables us to take advantage of the economic climate.

How the Western Cape government has facilitated the success of your business

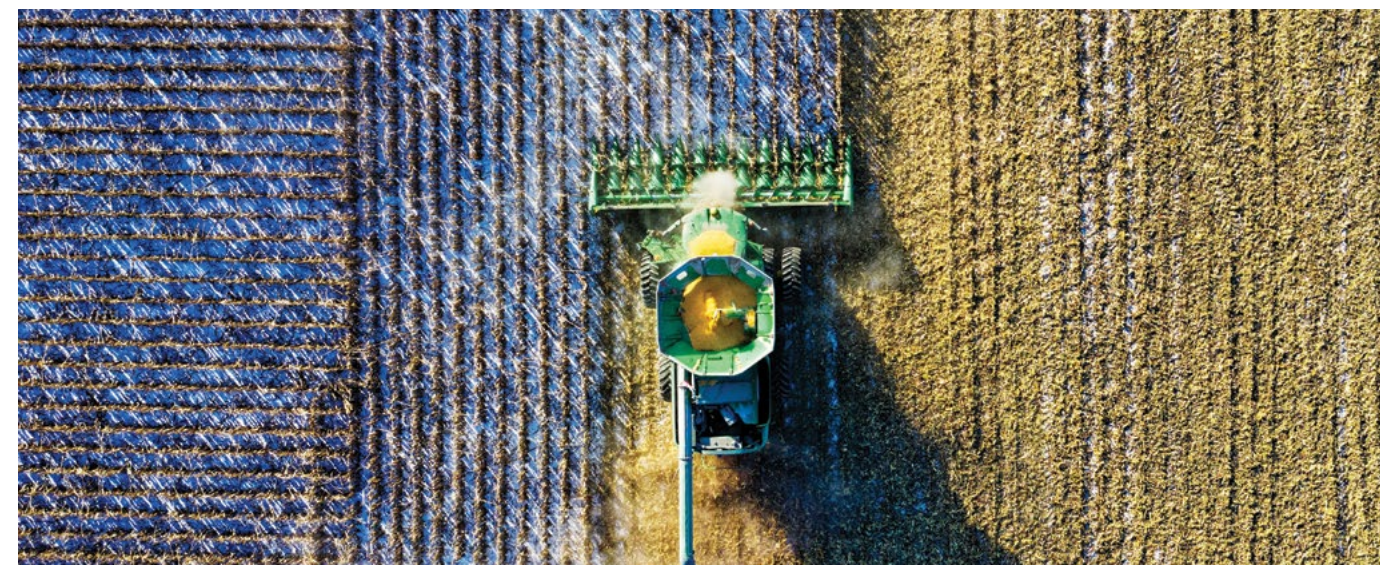
The Western Province's grower's seasons hold many prospects for our market expansion. The Cape holds many opportunities for growth in both the agricultural market and technology (we are consistently looking to expand our drone network and licenced pilots), where the province has proven to be of great support here.

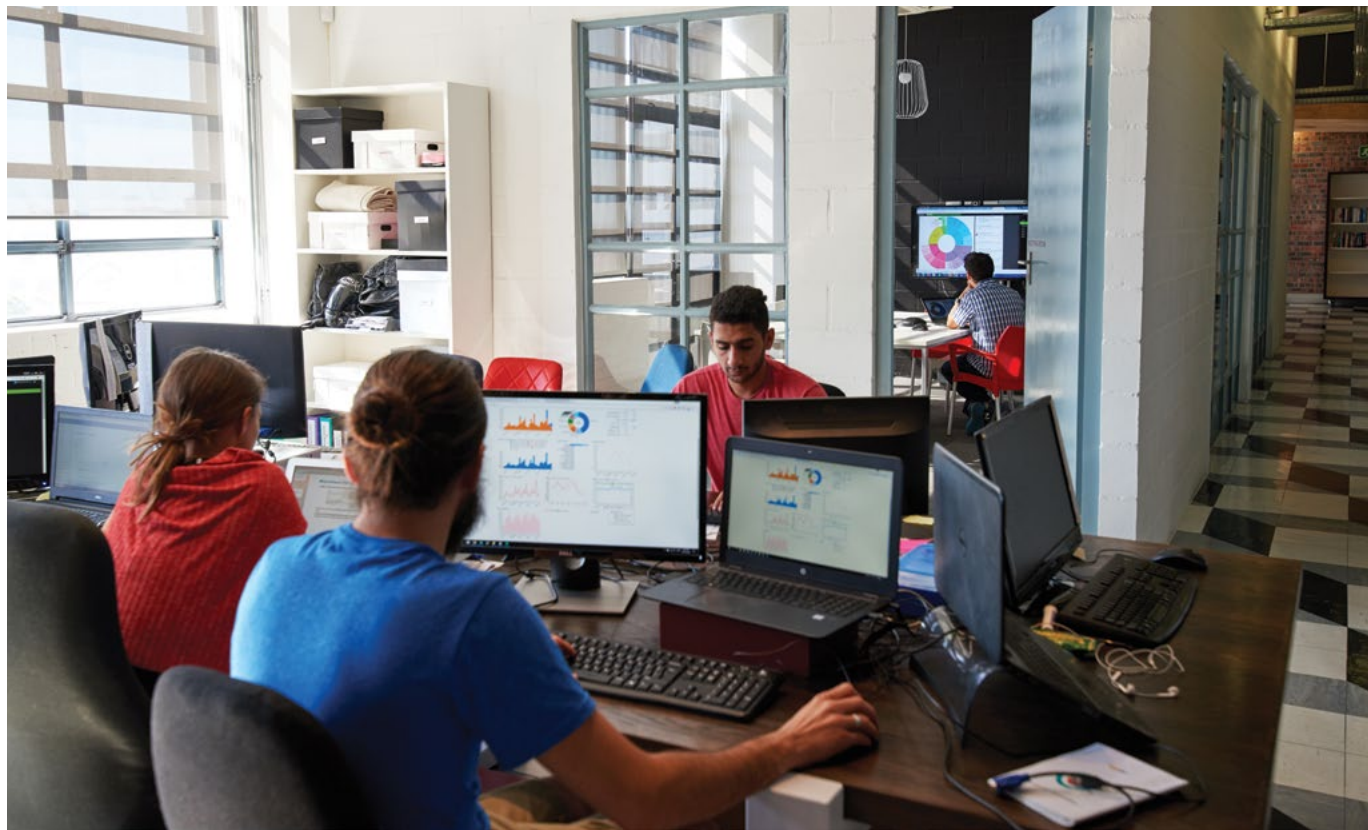
The investment journey

Since starting, we have raised \$4.6 million (R65 million+) of which we have invested 50% in the Western Cape.

Staff content and plans for expansion over the next 5 years

80-90 globally. Yes, we are looking to expand our local and international footprint which will naturally result in expanding the team in various departments.





“BrandsEye helps organisations find and prioritise the most valuable customer interactions.”

About

BrandsEye helps organisations find and prioritise the most valuable customer interactions. Using a unique blend of AI and human intelligence, we filter the noise of unstructured feedback for the conversation that's high risk, high value or urgent. Our proprietary prioritisation method enables real-time mitigation of risk, improved retention and acquisition rates, and superior customer experience.

Positively contributing to the digital ecosystem

We are looking to revolutionise the way social data is used within organisations, bringing the voice of the public to the fore. This has only been possible due to the work of our Crowd, who work alongside AI and machine learning to help us accurately structure data at scale. Generally, when one talks about AI, job losses are front of mind. We have seen a clear gap in the data process, though, where humans provide a critical role. Our technology is not taking jobs away but rather creating thousands of new work opportunities particularly for underemployed South Africans, from students to pensioners.

Leadership in the digital ecosystem

Social customer data has traditionally been plagued by its inaccuracies, proving extremely difficult to accurately structure at scale. These limitations have meant that despite the huge potential value that lies in analysing millions of unsolicited public conversations, it has generally gone unused.

Algorithms alone, without human assistance, struggle to accurately evaluate the nuances of textual human conversation with its tonal subtleties, sarcasm, slang, emoticons and mixed sentiment. To overcome these inaccuracies, we only use algorithms for certain pre-processing tasks. The evaluation of sentiment is conducted by our Crowd contributors. The Crowd review and verify the sentiment contained in individual social media posts online, in a gamified environment.

Showcasing success stories

1. The value of accurately structuring social sentiment data at scale was brought to the fore in 2016 when BrandsEye accurately predicted both Brexit and Trump. These two global events, which many traditional polls did not predict, illustrated the value of analysing what people were saying online.
2. During the drought, when the City of Cape Town was faced with the real possibility of Day Zero, a new and well-coordinated strategy was required to save the city from potential disaster. BrandsEye provided key real-time data

that was used to identify problem areas, inform and educate the public and most importantly to change consumption behaviour. The Day Zero campaign showed the real value of social media in helping mobilise the public at scale and effecting change.

3. Through our human integrated approach to sentiment and data structuring analysis, we have also been able to set a new global standard for sentiment accuracy, reaching a figure of 95%, well ahead of competing offerings in the market. This new level of accuracy has moved our data from the marketing department to the c-suite, with our data now seen as a valuable source of strategic insight for some of the world's leading organisations.

The future of your business

We are continuing our global expansion, moving BrandsEye from a South African tech success story to a global leader, connecting the voice of the public and consumers to decision-makers to ensure customer-centric interactions.

Overcoming challenges

The biggest challenge has been changing perceptions of social media as a low value and marketing data source. We've overcome this challenge by proving that with near real-time data, organisations can make critical customer-centric interventions, drive revenue, reduce churn, and improve customer service.

Why Cape Town and the Western Cape is perfect for your business

BrandsEye naturally developed out of the tech ecosystem in Cape Town. Founder, Craig Raw, an engineer with a passion

for creating new and unique products, sought to combine the respective strengths of humans and machines. Craig was CTO of the digital agency Quirk from inception to its sale to WPP in 2014. At Quirk he created BrandsEye to solve a growing need to understand online conversations deeply and accurately, in 2010 the company split from Quirk.

How the Western Cape government has facilitated the success of your business

The Western Cape Government is committed to promoting the digital landscape in the Western Cape with a solid pipeline of talent coming out of our universities every year. Having this level of talent at our disposal makes the Western Cape, and Cape Town in particular, a very attractive base for a tech company like ours.

The investment journey

We have received a series of investments from local investors but are unable to disclose the amount. We continue to seek additional investment to support our footprint in the Western Cape and global expansion.

Staff content and plans for expansion over the next 5 years

We have steadily grown year on year and currently employ over 50 staff members. Based on our current growth strategy we expect this number to increase significantly over the next five years. BrandsEye is also an important source of income to many of our Crowd members, with the largest component of pay-outs going to unemployed or under-employed contributors around the country.



Code4Kids



"Code4Kids is our president's answer to the national call to teach coding, robotics and IT in the school classroom for learners age 8-15."

About

Code4Kids works with schools around the country. The programme is centred around the training, support and continuous development of teachers, and keeping the curriculum relevant, transferable and engaging.

Positively contributing to the digital ecosystem

To date, Code4Kids has worked with more than 10,000 students to give them a taste of how to use computers and digital technology to transform their way of thinking. With all our schools, as well as organisations such as the After Schools Game Changers, we work closely with the teachers to train them in the best practices to teach coding, robotics and IT as well as keep them updated with what is happening in the field.

Leadership in the digital ecosystem

To date, we are the only complete solution in South Africa, being almost a year ahead of the government's call. We differentiate ourselves in two main ways:

1. We are the most teacher-centric solution. Instead of "dropping and leaving" our software, we focus on continuous training, support and professional development for teachers throughout the year.
2. We are the most relevant solution. Instead of students putting their earphones on and playing games, we teach them using real-life tools, creating real-life solutions with content relevant to South African youth.

Showcasing success stories

We have been able to give more than 500 lessons to the After Schools Game Changer Project, a project that is working with non-qualified teachers as well as under-resourced schools.

We've trained more than 100 teachers around the Cape to teach coding in the classroom, as well as learn it themselves. We've even had schools around the world sign up and use our proudly Cape Town product.

The future of your business

Our goal is to teach one million students in the next two years, across Africa.

Overcoming challenges

The biggest challenge is not having a voice at the table with provincial or national education departments. We could make a difference, but are faced with a lack of strategy, planning and short-term thinking from the government. Amplifying this frustration is often not being afforded a chance to show that we are the best solution, adding the most value.

Why Cape Town and the Western Cape is perfect for your business

We have a passion for education and improving education to make it relevant for the future. The Western Cape is mostly on board with our purpose.

How the Western Cape government has facilitated the success of your business

The Western Cape Government afforded us the opportunity to work with the After Schools Game Changers.

The investment journey

We have raised a small amount for a minority stake from knifecap.com.

Staff content and plans for expansion over the next 5 years

We have six people employed.

CompareGuru



"Our goal is to assist in digitising both product and processes aiding in decreasing the cost of insurance/financial products in South Africa."

About

CompareGuru is a digital market place for South African insurance and financial products. It's supported by our licensed call centre "Guru's" which assists clients and prospective clients. Our goal is to assist in digitising both product and processes that help decrease the cost of insurance/financial products in South Africa.

Positively contributing to the digital ecosystem

We've produced market leading technology which is aimed at simplifying financial services for consumers and increasing digital exposure for the Western Cape.

Leadership in the digital ecosystem

We're paving the way in simplifying the consumer's journey in navigating the numerous financial services products available out there.

Showcasing success stories

Due to Non-disclosure agreements, we are unable to divulge any names:

1. Clients are able to compare several insurance quotes within 90 seconds and get advice on which product suits their personal needs best.

2. Client Y compared quotes on our site and through the guidance of our Guru's saved R300pm.
3. Our innovation in the market and its proven track record means we get approached by providers wanting to be included on our platform.

The future of your business

Enhanced offerings, including Travel, Health, Lending, and Rewards. In addition, developing tech advancements further breaking down barriers between institutions and consumers.

Overcoming challenges

We're constantly overcoming the resistance by providers on insurance aggregators, as well as resistance to digitising processes. A year ago, we had nowhere near the amount of providers wanting to partner with us.

Why Cape Town and the Western Cape is perfect for your business

The province enables and supports job creation and innovation.

How the Western Cape government has facilitated the success of your business

I've found that the Western Cape allows for a healthy lifestyle which in turn increases productivity within the company. This also creates greater networks to leverage off of.

Staff content and plans for expansion over the next 5 years

We absolutely plan to expand. In this industry, tech can do almost anything. But it cannot replace the humans that are the heart and soul of the business.



“We offer a short-cut that enables people to get short-term insurance with advice, without filling out paperwork or speaking to someone on the phone.”

About

We're South Africa's first independent car and household insurance advice app. We offer a short-cut that enables people to get short-term insurance advice online. We created an independent digital advisor on your smartphone that enables you to request quotes from six leading insurers, in minutes. You can compare quotes and our actuarial algorithm recommends the best cover for your specific needs. You can claim or get roadside and home assistance with the push of a button. It also empowers people with disabilities like hearing loss, as well as those living in remote areas, where they might not have access to financial advisors or decent insurance.

Positively contributing to the digital ecosystem

Since we decided to establish our business in Paarl, in 2017 we have seen the ecosystem grow with more shared workspace and regular tech meet-ups. Good infrastructure to reach Paarl from surrounding areas, such as the Northern suburbs and Stellenbosch helps to attract developers.

Leadership in the digital ecosystem

We are the first digital short-term insurance broker (advisor) in South Africa.

Showcasing success stories

In 2018, we won the MTN Business App of the Year Award for the best Financial Solution. We were also chosen as one of the 12 startups in KNF Capital's Grindstone Accelerator #4 programme out of more than 250 entries. The investment by Santam, SA's largest insurer, in our business is a huge validation, especially given the startup phase that we are in.

The future of your business

We can make a difference in the South African short-term insurance market. We plan on extending our current business to consumer (B2C) offering to business to business (B2B) partners. These B2B partners (clients) will be other financial advisors that also sell short-term insurance to their clients. Clients' short-term insurance needs are forever changing. Only by embracing and applying technology will financial advisors remain relevant. Instead of avoiding a personal lines market, that clearly prefers new (easy to use) service platforms; financial advisors will be enabled to service their clients effectively through our unique Ctrl technology.

Overcoming challenges

Our biggest challenge is launching a tech/digital solution in a very traditional financial services industry. Thus, the adoption rate could be slower than anticipated. It takes people a little longer to get used to a new way of doing things. However, many of our clients can attest to the fact that it is very possible. It's further supported by the referrals received by them.

Why Cape Town and the Western Cape is perfect for your business

Easy access to world-class developers.

How has the Western Cape government facilitated the success of your business

The province provides good and stable infrastructure facilitating long-term investment decisions.

The investment journey

We were self-funded for the first year and later backed by two 'angel investors' that assisted with seed capital. At the end of 2018 we received a minority stake investment from Santam in Ctrl Investment Holdings.

Staff content and plans for expansion over the next 5 years

We currently have 15 people and will probably double over the next five years.



“DataProphet is a global leader in Artificial Intelligence (AI) developed specifically for manufacturing.”

About

DataProphet is a global leader in Artificial Intelligence (AI) for manufacturing. Our award winning technology embeds unique adaptations and advancements of deep learning, enabling AI to have a significant and practical impact on the factory floor. We understand manufacturing and real impact is achieved with pre-emptive actions, because real-time is often too late.

Positively contributing to the digital ecosystem

DataProphet is an innovative technology provider and employer in the Western Cape. We work with universities across the province to share best practice case studies and run seminars for students on AI. In addition, DataProphet has launched a regular event in Cape Town, AI Nights, to share AI advancements with the local community. Finally, DataProphet's technology is proven to typically reduce waste by 50% making a positive impact on the local environment.

Leadership in the digital ecosystem

Our flagship AI solution, DataProphet PRESCRIBE, is one of the first applications of unsupervised deep learning that optimises the control parameters in both continuous, as well as discrete manufacturing plants to demonstrate the reduction of defects, typically by 50%.

Showcasing success stories

- DataProphet is recognised by the World Economic Forum as a 2019 Technology Pioneer.

- DataProphet was selected among hundreds of candidates as the Alconics' 2019 winner for "Best Innovation in Deep Learning" at Kensington Palace in London.

The future of your business

Further developments in advanced manufacturing are aimed at revolutionising and digitising plants to become smart factories. Our focus is to make a significant and practical impact across our customers' production lines.

Overcoming challenges

The key challenge we are focusing on is international expansion and servicing the rest of the world from Cape Town.

Why Cape Town and the Western Cape is perfect for your business

We have a fantastic pool of talent in the province.

How the Western Cape government has facilitated the success of your business

Organisations such as AfricArena are helping to showcase the work startup technology providers are doing in the region. From panel discussions to world tours to meet investors, the team has been very supportive in helping us to raise awareness locally and internationally.

The investment journey

We have received a series of investments from local investors and continue to seek additional investment to support our footprint in the Western Cape as well as our global expansion.

We currently have 40 employees - this includes data scientists and computer engineers. We are looking to substantially grow our local and international team in the future.



“We offer a future-proof, robust security platform up front, that has already been approved by the security department, and that enables our clients to build new, innovative digital experiences.”

About

Entersekt is an innovator of fintech solutions. We provide financial service providers and other enterprises with new digital experiences for their customers built on our compliant, state-of-the-art security platform. Our clients rely on Entersekt's patented mobile identity system to provide both security and the best in convenient new digital experiences to their customers, irrespective of the service channel.

Positively contributing to the digital ecosystem

As a company, we like to give back to our community. We're involved in a number of initiatives – Endeavor, The LaunchLab, The Emerging Payments Association, to name a few. We also partnered with South African bank Capitec, Stellenbosch University, and others, to sponsor a yearly student hackathon, which is a skills-building and networking event where participants are mentored through a process of designing fintech and data science solutions for the financial services industry.

Leadership in the digital ecosystem

Many digital service providers develop innovative new products and only try to secure them afterwards. This often leads to conflict with their security and risk departments, who remove functionalities, or bolt on security as an afterthought.

This usually changes the user experience and flow dramatically, leading to reduced capability in their new products. Entersekt's approach is the other way around. We offer a future-proof, robust security platform upfront, that has already been approved by the security department, and that enables our clients to build new, innovative digital experiences.

Showcasing success stories

We have helped many of our customers achieve success with our innovative technology. Nedbank, one of the largest banks in South Africa, with a steadily growing presence in the rest of Africa, wanted to expand its digital banking offering while reducing risks posed by phishing and other digital fraud. Nedbank's implementation of Entersekt's mobile-based interactive transaction authentication was a world first. Today, our technology also forms the security platform for the award-winning Nedbank App Suite, a base from which Entersekt and Nedbank can continue to innovate to offer customers the latest in security and functionality.

Capitec Bank has experienced extraordinary growth since it was founded in 2001. Competing with established heavyweights, it has always focused on digital efficiency to keep fees low and services convenient. With mobile at the centre of its strategy, Capitec prioritised app security and a simple, intuitive mobile experience. Entersekt's journey with Capitec began in early 2012, when we helped them implement a security platform on which they could extend innovative new mobile offerings with confidence and ensure a consistent, user-friendly experience on all digital channels.

Investec is a specialist bank and asset manager, catering to a niche client base in the United Kingdom and Europe, southern Africa, and Asia-Pacific. Its discerning clients are actively engaged and highly mobile, and expect a streamlined, uniform digital experience wherever they happen to be. In early 2014, Entersekt helped Investec meet these needs.

FirstBank of Colorado, the third largest privately held bank in the USA, wanted to secure its mobile banking app in the most user-friendly way possible. In 2016, it upgraded its app to support fingerprint biometrics as a second factor of authentication, with Entersekt's technology doing the hard work behind the scenes.

The future of your business

Entersekt is on an expansive growth path with offices in Stellenbosch, London, Atlanta, Utrecht, Munich, Toronto, Johannesburg, Mauritius, and Century City in Cape Town. We currently have clients in about 50 countries and protect more than 145 million transactions each month. In the short term, we are focusing on strategic partnerships in specific regions, as well as expanding our reach into markets like the Nordics. Going forward, we aim to focus on payments enablement and unlocking the digital channel's potential through security.

Overcoming challenges

We face the common industry challenge of accessing enough resources to be able to scale, and development capacity forms a large part of that. At present, we have more positions open than we can find skilled people for.

Funding can also be a challenge. In other regions, there is a mature venture capital culture where investors are willing to take significant risks and accept a low probability of success. In our market, funders tend to want a mature company with paying customers and a solid business plan – basically a high guarantee of success. Many large companies today grew by creating markets and offerings, and taking risks, before they were profitable. This hampers speed and limits the chances of a break-out success. International VCs can be unwilling to invest in Africa without first seeing success in their local market.

Why Cape Town and the Western Cape is perfect for your business

Cape Town, known as the technology capital of Africa, has become a hub for global tech companies, startups and powerhouse initiatives like Naspers, Clickatell, OfferZen, Silicon Cape, and Hubble Studios.

Entersekt's location within this hub has had an immensely positive impact on the company. The proximity to local talent pools, trusted advisors, like-minded companies, as well as clients, has enabled us to thrive.

Staff content and plans for expansion over the next five years

We currently have about 150 permanent employees, and with our rapid growth, we're always on the lookout for more engineering talent and ways to provide job creation.



Fuzzy Logic



“Fuzzy Logic believes augmented reality is going to be the transformative technology of our lifetimes.”

About

Fuzzy Logic is an innovation company that creates augmented reality solutions to improve business efficiencies and increase profits for our clients across the world. We believe augmented reality is going to be the transformative technology of our lifetimes, and our mission is to help our clients understand and implement AR innovations that improve their businesses.

Positively contributing to the digital ecosystem

Over the past eight years, we have developed more than 70 augmented reality solutions, with over 3 million downloads across the world. In 2019 we were nominated for three prestigious awards in the US-based AWE Awards, specifically for “Best Enterprise Solutions”, “Best Campaign” and “Best Toy or Game”. In 2013, we were named “Best AR Developer” in the European AR awards, the first African company to even be nominated. In addition, we have worked with many of the top listed companies, both in South Africa and worldwide, helping them to create innovative solutions that solve business challenges.

Leadership in the digital ecosystem

Fuzzy Logic is internationally recognised in the field of augmented reality, and innovation having won awards and worked with large corporates such as Microsoft, Hewlett Packard, Hasbro, Dr Pepper, Hyundai, Renault and many more. Our goal is to become a leading international business, solving significant problems with innovative AR solutions.

Showcasing success stories

“Tanuki Pops” created for Hewlett Packard

HP Indigo enlisted our help to provide a solution that would not only highlight their new printing capabilities but also generally drive engagement with their products and brand. The solution was to be used at expos and as a general marketing tool.

Anglo American Platinum Limited

Anglo American Platinum Limited is the world’s largest primary producer of platinum. They contracted Fuzzy Logic to conceptualise and develop a solution that would improve internal company communications, training, awareness and engagement around compliance. They wanted a more engaging and fun way of delivering core messages, and training around what can be a very dry area of communication, while tracking performance in the background.

“Transnet AR Training” for Microsoft

Microsoft engaged us to produce an augmented reality training solution for Transnet Ports as a proof of concept for the usage of AR in industry. We were asked to provide a solution that would formalise Transnet ports’ maintenance training for a specific part of a machine, allowing them to train on that part without the physical part being present.

“Weylandts Home” for Weylandts

Weylandts worked with us to transform how their sales staff interact with clients in the sales process. Using AR, their sales team can display their products and allow customers to view how these products look with various features including how a couch would look in different colours or with leather. Customers can then view this in their own home, and even purchase through the app. This resulted in the following benefits:

- Decreased costs
- Improved efficiency
- Enhanced experience
- Increased sales
- Advanced analytics

The future of your business

Our primary focus for the next six months is for international expansion into the UK, Canada, US and Australia, with South Africa serving as the centre of excellence for all innovation. Our goal is to use our experience, quality of innovation and lower costs, to position Fuzzy Logic as the premier augmented reality innovation business in the world. At the same time, our South African clients are always expanding, and we’re working on some inspiring solutions which will fundamentally transform our clients’ processes and businesses. We’re excited to showcase these soon.

Overcoming challenges

We traditionally developed games, apps, virtual reality and augmented reality products, however this resulted in a split

focus and difficulty in communicating our USP. In addition, VR and AR were early-stage technologies and at the time businesses were not familiar with the benefits these products would bring to their organisations. At the beginning of 2019, we decided to transform our business into an innovation company that works with businesses to solve problems through augmented reality.

Our process involves spending time with clients to understand their challenges, running an innovation workshop before quickly prototyping new design ideas. Once we fully understand the opportunity for us to innovate, we then develop a solution and help our clients implement and roll out successfully.

Why Cape Town and the Western Cape is perfect for your business

We chose the Western Cape for the quality of life factor and access to talent.

How the Western Cape government has facilitated the success of your business

Wesgro has always been incredibly supportive and helpful when it comes to promoting our business, introducing us to potential partners or collaborators. Generally, we find the Western Cape to be a fantastic place for technology businesses.

The investment journey

A small investment funded our business at the beginning and our business model allowed us to be financially independent at a very early stage.

Staff content and plans for expansion over the next 5 years

We currently employ 13 full-time staff members who are occasionally assisted by a few external people whom we bring in for specialised skills. We hope to grow to 25 over the next year.



GreenFingers Mobile



“GreenFingers believes that enabling inclusive agriculture through organised value chains, will radically reduce poverty, improve food security and build climate resilient economies in Africa.”

About

GreenFingers Mobile (GFM) is a digital small farmer management system enabling access to market and finance for small and emerging farmers. GFM was established in 2016 as a spin-off of Cape Town based Impact Amplifier, an ethical supply chain advisory firm, which designed a digital tool as part of their supply Chain design and implementation for Nando's. GFM's vision is to support small farmers access customised microfinance products enabling financial inclusion and spend on basic needs.

Positively contributing to the digital ecosystem

GFM's business is totally integrated into Cape Town and the Western Cape. The team have started a pilot with YouFarm and are in ongoing discussions with the Department of Agriculture in the Western Cape. GFM has also been involved in agricultural, technology and financial inclusion conferences and workshops

in Cape Town. Our system development is outsourced to a Cape Town based company. Our founders and current shareholders, Impact Amplifier (IA), are also in Cape Town. IA hosts multiple “Investment Readiness Programmes” for selected companies from surrounding areas who are given invaluable instruction on how to successfully launch and grow their products free of charge. GFM has also recently partnered with a local Fintech company SASA Finance, as well as UFF African Agri Investments in Cape Town on several proposed projects including one with the African Development Bank.

Leadership in the digital ecosystem

Our state of the art software provides a substitution for the standard “pen and paper” farmer management systems, by digitising and enabling visibility of support and activities with farmers. This includes data capture and analysis and two way communications through SMS and USSD. Our product is agile and customisable, enabling us to create and design new capabilities based on customers’ requests and integrate with third-party APIs. GFM relaunched the system at the end of 2018, developing a full Software as a Service platform (SaaS), allowing a scalable business model through rapid on-boarding of new clients.

Showcasing success stories

Since 2016, Nando's has used GFM's technology to track how their suppliers work with farmers and how small farmers’ yield increased by an average of 40 percent.

In addition, the launch of our new TreeTracker platform, which was co-designed with a not-for-profit Reforestation organisation in Zimbabwe. In partnership with this Zimbabwean NPO:

- One million new trees will be planted and raised by approximately 8,000 small farmers.
- Farmers get an additional revenue stream.
- Assists to stabilise soil degradation.

We have a team of Resellers, Financial Inclusion Fellows located across Africa as well as interns from South Africa and the United States.

The future of your business

GFM is currently developing a ‘Super-User’ functionality, which will allow strategic partners and/or development agencies working with numerous agribusinesses and cooperatives to access aggregated data across all (or selected) businesses. This will enable rapid reporting saving significant time and resources for them.

Overcoming challenges

As a startup we have access to limited resources and are constrained by the lack of funding available for further development of our platform. Furthermore, as the requirements of our clients are often so specific to their own individual needs, it can be difficult to distribute a singular product across the many diverse markets of Africa. This has led us to focus on building a platform that is as customisable as possible and that also allows for us to integrate any APIs that users may require. We are also working on expanding the number of languages on our system in order to increase the ease of operation in different markets.

Why Cape Town and the Western Cape is perfect for your business

The local ecosystem in Cape Town is thriving. Cape Town is also the centre of tech innovation in our region and it hosts many international conferences that help us to expand the influence of our brand across many different regions.

How the Western Cape government has facilitated the success of your business

The Western Cape Department of Agriculture is providing support by endorsing the GFM system and offering introductions to government and privately funded organisations.

The investment journey

GFM has thus far raised EUR 170k of seed investment from HIVOS Food and Lifestyle Fund based in the Netherlands. GFM was a finalist in the Google Impact Challenge and received 125k USD in grant funding. We have re-invested a significant amount of our revenue and investment back into the Cape Town economy.

Staff content and plans for expansion over the next 5 years

We have a team of two local directors of GFM, two full-time employees, two part-time employees, twelve part-time partners, five fellows, seven resellers as well as financial inclusion fellows. GFM's midterm goal includes expanding our team to include an in-house technology department and to hire a Business Development Officer. We plan to positively impact over 1.5 million people within five years and to be operating in at least nine markets across Africa along with at least our first market in Asia or Latin America.





“Hepstar enables travel merchants to maximise revenues from travel ancillaries and insurance sales using personalised customer engagement and advanced e-merchandising technology.”

About

Hepstar is a travel ancillary aggregator and recommendation-engine focused on optimal and personalised packaging of ancillary products for customers making travel bookings online. We are a B2B based web service technology company, with some exposure to B2C with our hepstar.co.za site.

Hepstar’s passionate, dynamic and experienced executive team has various industry background, which inspire a unique approach to personalisation in the travel ancillary revenue space. The perfect balance between technology, data analytics and human emotion is the driving force behind Hepstar’s ability to optimise ancillary revenue.

Positively contributing to the digital ecosystem

Hepstar has its engineering, product and data science teams based in Cape Town. We continuously source talent from interns/graduates to more senior roles from within the greater Cape Town environment. We have invested in local talent and will continue to do so for the foreseeable future.

Leadership in the digital ecosystem

Customers today expect personalisation, specifically Millennials who will make up 75% of the global working force by 2025 (with post-millennials only expected to be more demanding). It is not a customer segment to be ignored. 96% of travel executives are in favour of providing a personalised service, however, up to 64% fail due to technology or resource limitations. Hepstar brings both the tech stack and industry knowledge required to make ancillary personalisation a reality.

Hepstar analyses (anonymous and non-sensitive) data and profiles the customer in real-time to ensure ancillary offerings (including insurance) are relevant and personalised to that specific customer’s needs. By aggregating ancillaries from various global suppliers, Hepstar is able to offer its partners access to a wide product portfolio and ensure the product offering is relevant for each customer.

Hepstar has a customer centric approach, analysing profiles of customers who don’t purchase ancillaries in order to understand contributing factors, and adapt its product recommendation or drive product innovation. The goal is to develop value-adding ancillary products based on customer data.

Along with the merchandising features, we have expanded our platform to not only include travel insurance, but other product categories such as global connectivity (eSIM’s, Physical SIMs, Global Wi-Fi), an expedited baggage recovery service, a guarantee for the non-refundable booking costs should the customer need to cancel their trip, access to a lounge in the event of a delay and in-destination activity content.

Showcasing success stories

Hepstar has grown significantly as a tech company over the last three and a half years. We recently reached 1.87m processed policies on our platform and processed 100k policies in July 2019 alone.

Being a B2B company our success is very much driven by our partners. We have expanded our partner reach across three different continents, with more than ten local/global travel merchants and supply arrangements with some of the major global insurance and ancillary providers.

Some of the recognition we have received globally:

In 2017, Hepstar was one of the top 20 startups handpicked by Plug and Play, from over 1000 applicants globally, to participate in its accelerator programme, the world’s largest one of its kind. In 2018, Hepstar was selected as a finalist in the Digital Insurer’s Livefest African Insurtech Startup Award category. Livefest is the world’s largest online and live festival of digital insurance.

Hepstar was recognised as one of the 100 most innovative providers of travel insurance technology globally in 2018 by FinTech Global.



The future of your business

Hepstar will be focusing on global expansion and introducing new product categories to our platform. We will of course enhance our merchandising features and continually focus on advancing features.

Overcoming challenges

Generally, the biggest concern is barriers to entry: on-boarding global insurance and ancillary providers has been a long process, involving various due-diligence requirements and proving our company’s credibility.

Why Cape Town and the Western Cape is perfect for your business

The greater Cape Town area is perceived as the technology hub of Africa. Cape Town is a great place for entrepreneurs to network and the vibrancy of the city inspires a culture of “can do” and innovation. Strong local universities produce talent feeding grounds that technology companies can take advantage of.

How the Western Cape government has facilitated the success of your business

The Western Cape government should get credit for creating and maintaining an environment which continues to attract global interest and visitors, as well as keeps Cape Town on the world map. Cape Town’s beauty remains the most popular topic in business calls with foreign based partners.

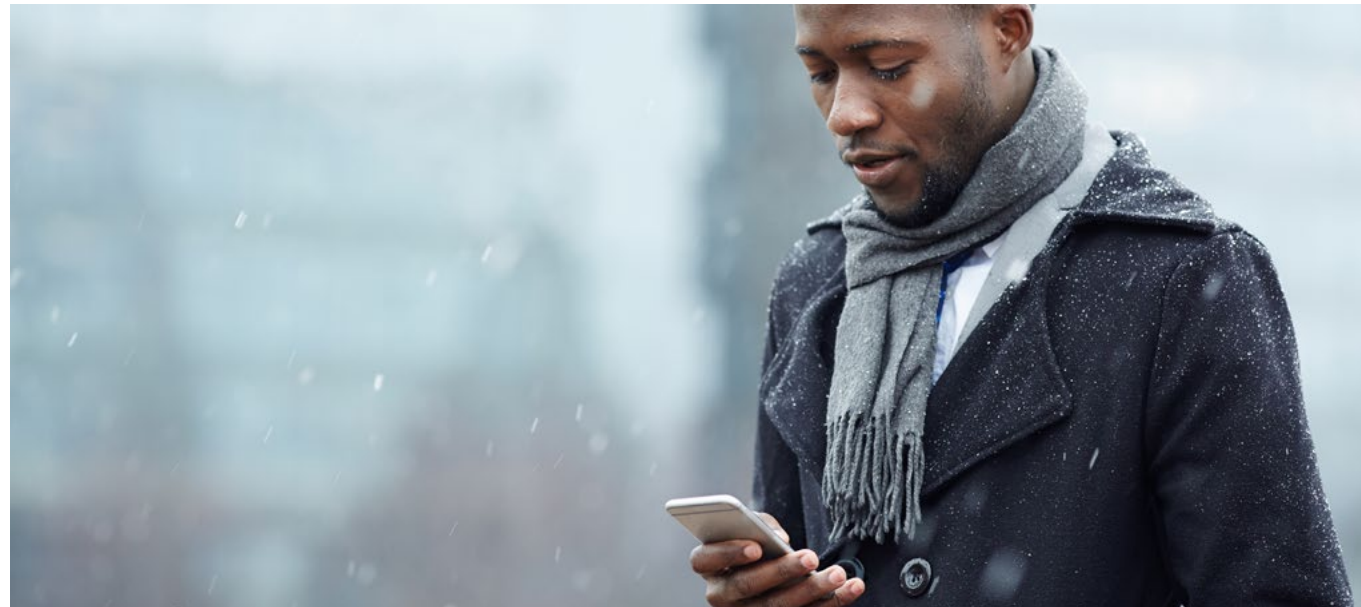
The investment journey

We have received \$2m in Debt/Equity financing from a VC and private investors.

Staff content and plans for expansion over the next 5 years

We currently employ 27 staff globally, 23 of our staff are based in Cape Town. We estimate in the next 5 years, it will grow to between 60-80 staff.

Mama Money



"We've built the first independent mobile solution for remittances in South Africa"

About

Mama Money is an international money transfer operator at the forefront of driving the digital transformation of remittances into Africa and Asia. Using the Mama Money app, our users can easily send more money home to their loved ones at a much more affordable rate.

Positively contributing to the digital ecosystem

Using mobile technology, Mama Money has promoted financial inclusion and afforded thousands of people the ability to conveniently, and safely send money home to their loved ones.

Leadership in the digital ecosystem

Africa is the most expensive region in the world to send money to, and Mama Money has successfully lowered this cost to an average of 3%. Users can simply register in the application using their ID, passport, refugee or asylum document, and once verified, within 24-hours they can begin sending money into Africa or Asia through a vast payment network including every major retailer in South Africa.

Showcasing success stories

1. Zimbabwe was first in 2015, and Mama Money is now live in almost 20 countries across Africa and Asia.
2. Mama Money has given employment opportunities to over 1,600 people in South Africa, with most being migrant workers who often struggle to find work.
3. Mama Money now has over 500,000 users that trust us to send their money home in South Africa alone.

4. In 2018, Mama Money achieved a 400% growth in transactions, by making it easier for people to send more money home using mobile technology.

The future of your business

By the end of 2020, Mama Money aims to be operating in 50 countries, including new territories spanning Europe, Asia and Africa.

Overcoming challenges

The challenges are external, such as the fluctuation of the rand to dollar exchange rate and the liquidity crisis that currently faces Zimbabwe.

Why Cape Town and the Western Cape is perfect for your business

The Western Cape has a diverse population, of which there are many migrant workers. Mama Money enhances financial inclusion and helps alleviate poverty for these customers as they send money home for essential needs.

How the Western Cape government has facilitated the success of your business

The Western Cape attracts great talent within the technology sector which is essential for any company operating in this space.

The investment journey

We boot strapped our business for the first 3 years of operations and thereafter raised private equity to fund the rapid scaling we've been experiencing over the past 18 months.

Staff content and plans for expansion over the next 5 years

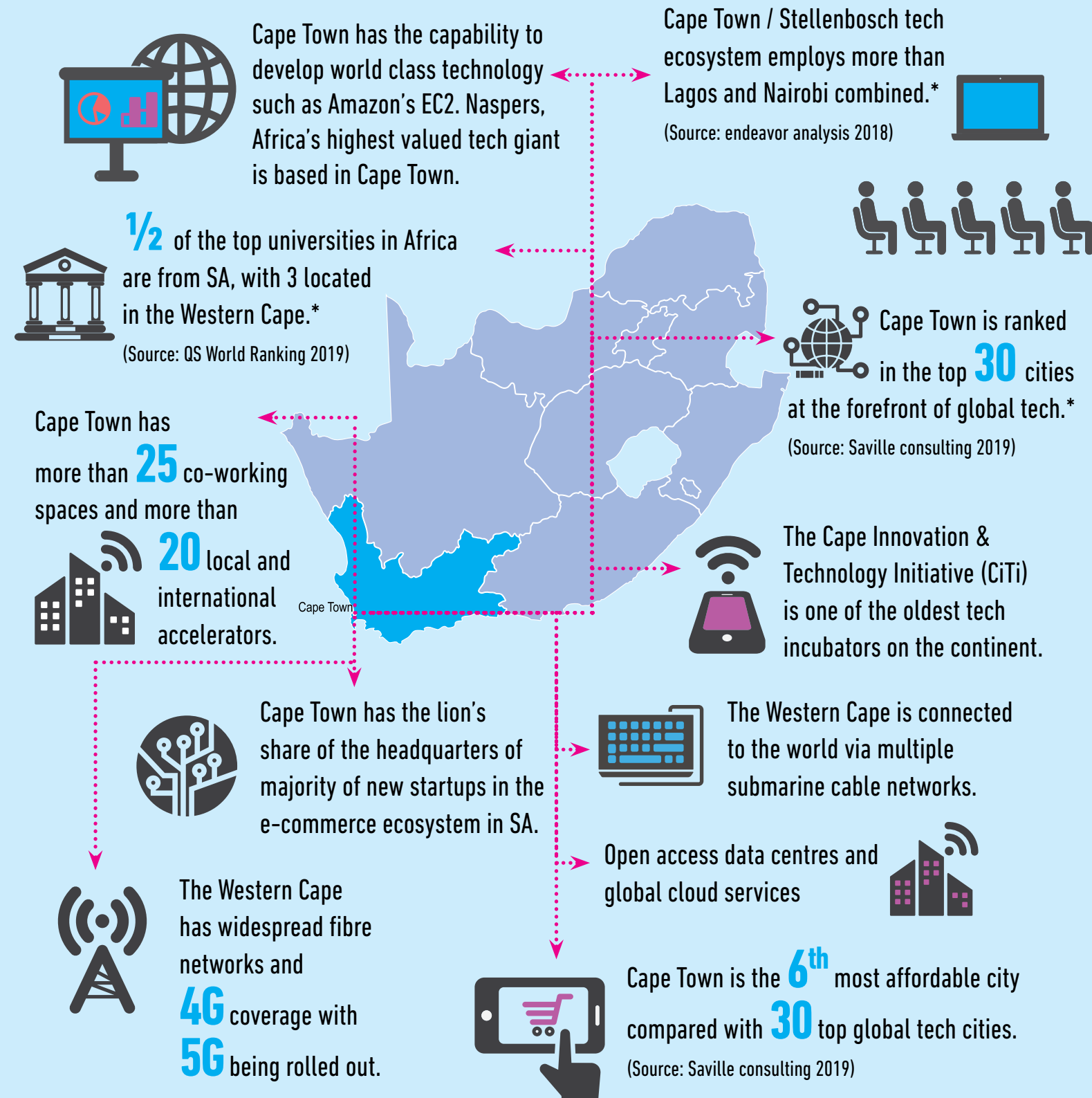
We employ over 100 staff members at our Woodstock office and provide 1,500 agents with the opportunity to earn commission by registering new customers.

Contact: Thomas Maree | +27 (0) 212 025 420 | thomas@mamamoney.co.za | www.mamamoney.co.za

CAPE TOWN TECH CAPITAL

Cape Town – Africa's Tech Capital.

A place with a world-class digital ecosystem, where resources and talent meet commercial and social opportunity.



BETTER TOGETHER



INVEST CAPE TOWN



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD



cape town & western cape
tourism, trade & investment



“A high-end custom software development studio that builds beautiful, scalable and high-performance technology, for partners globally.”

About

NONA is a cutting-edge software development studio, focusing on partnerships in the fintech, logistics and consumer application sectors. We build high-performance systems that give our global clients a significant competitive advantage.

Positively contributing to the digital ecosystem

NONA has been integral to promoting conversations around new technology. We host the IndieHackers meetup, and have contributed to numerous events and industry panels on blockchain and cloud technology. Our senior staff regularly speak at tertiary institutions and leading digital and technology conferences.

Leadership in the digital ecosystem

We are the pre-eminent blockchain development studio in the country, working with world-renowned clients like Civic, the Tezos Foundation and Status. Our work in mobile applications

has been internationally recognised, and we are leading the pack in the development of intelligent serverless logistics systems. Increasingly, our clients are relying on us not only to build their digital businesses, but to hire and train their internal teams, and to consult on best practice in their go-to-market digital business strategies.

Showcasing success stories

1. Civic is well-known South African tech entrepreneur Vinny Lingham's Silicon Valley-funded blockchain identity and payment app. Civic is pioneering biometric identification and tokenised payment, and NONA is a valued development partner for them.
2. AWH is the world's largest cotton and wool handler, and one of the biggest Asia-Pacific logistics businesses. NONA rebuilt their auction system to future-proof it, using serverless backends. The system needed to process in excess of \$16 million on its first day of operation, and did so flawlessly. NONA is already in line to continue developing and improving the AWH business systems.
3. NONA developed two mobile customer engagement experiences for Old Mutual's new mass market banking product, the Money Account. These experiences hugely improved customer engagement with and understanding of the product, and also functioned as excellent acquisition campaigns, as the experiences spread virally among South Africans.

4. OrderIn is one of South Africa's pre-eminent tech startups. NONA developed their machine-learning enabled driver platform, as well as their award-winning customer-facing mobile application. The business continues to go from strength to strength, and with the logistics platform being an excellent value-add to OrderIn's partners.

The future of your business

NONA is expanding its fintech, blockchain development and logistics work. We're also getting into media and gaming. We're growing the business' ability to consult across the whole digital business value chain, and are looking at building custom products in-house. NONA has recently incorporated in Australia, with an office in Adelaide, and will look to continue to grow its partner base in the US and UK.

Overcoming challenges

The retention of top developer talent is a challenge for all businesses as the digital revolution gathers pace. To hold on to the right people NONA relies on its culture of continuous improvement and learning, a heavy emphasis on freedom and responsibility and an office environment free of politics and ego.

Why Cape Town and the Western Cape is perfect for your business

Digital presents the most complex problems, on the cutting edge of human evolution, and NONA is a business full of passionate problem solvers who get to tackle them in a dynamic and exciting environment that is Cape Town and the Western Cape, the digital hub of Africa.

How the Western Cape government has facilitated the success of your business

A lot of South Africa's best tech businesses choose to be based in the Western Cape because it is where tech and digital thinking and innovation is fostered and supported.

The investment journey

We're currently privately owned.

Staff content and plans for expansion over the next 5 years

We currently have 26 employees. Our plan is to grow steadily in the next five years, without compromising our culture.



Prodigy Finance



“Prodigy Finance has established the cross-border lending model in the student loan market, making quality education accessible to a wider pool of people.”

About

Prodigy Finance is an international financial technology platform that was started by three INSEAD MBA graduates who experienced the difficulties of financing an international degree first-hand. Our innovative platform provides financing to postgraduate students looking to attend the top universities outside their home country.

Prodigy Finance's global credit model assesses applicants based on variables such as projected earnings rather than historical credit, allowing the company to provide funding to students without a co-signer, guarantor, or collateral.

Positively contributing to the digital ecosystem

We have hired over 50 of the brightest minds in Software Engineering, Data Science and Data Security in the Western

Cape, and are growing. Many of our employees play pivotal roles in the community, having founded, and served on the committees of some of the Cape's most prominent conferences. These include Pycon, RubyFuza and BSide Cape Town. Our team members also play a very active role in various tech communities and networking platforms such as Scrum Users Group of South Africa, OWASP Cape Town and UX Design MeetUp. We have an established learning culture at Prodigy Finance, and for the past 3 years we have run a Grad Programme that has seen 18 Graduates receive invaluable work experience. This year we launched our Women in Tech initiative, which sees us partnering with South African organisations, Code for Cape Town and GirlCode in support of young women pursuing careers in technology.

Leadership in the digital ecosystem

Prodigy Finance has established the cross-border lending model in the student loan market, making quality education accessible to a wider pool of people as we make loans to borrowers in more than 150 countries.

Showcasing success stories

Over the past decade Prodigy Finance has helped thousands of international students gain access to postgraduate education through our loans and become the next generation of leaders around the world. In conjunction with our Impact Advisory Council we have been able to:

- Fund more than 15,000 students
- 78% of our borrowers come from emerging market countries
- 60% of our borrowers are the first in their family generation to attend university for postgraduate study
- 72% of our borrowers say their postgraduate degree has enabled them to pursue their dream career.

The future of your business

Prodigy Finance's borderless model disrupts conventional thinking around credit. As we look to continue removing financial barriers to global mobility, we'll focus on enabling a smooth transition from student to professional life. Like partnering with credit reporting agencies to help graduates build local credit while living abroad. Improving access to global payment options to further enable alumni to pursue international careers while repaying their student loans.

Our proprietary approach in postgraduate financing could be transferable to other individuals who look similar to our current borrower set. There are over 250 million people living outside their home country and over 60 million of these are tertiary educated. These people face the same barriers as our student borrowers in that credit, and the extension of it, is localised.

Overcoming challenges

The innovative nature of our business model, and the scale at which we operate, has resulted in some unique challenges which we are excited to continue solving as we grow.

We're building a highly international team. We're proud to have our largest office in Cape Town, which works in sync with talented colleagues located in London, New York, Bangalore and even further afield. This means continuously facing the challenge of growth while retaining strong ties to our mission and our culture. When Prodigy Finance was founded more than 10 years ago there were relatively few companies working in the international fintech space. Since then, we've seen tremendous growth in the industry, which also brings a rapidly changing regulatory playing field. It's a challenge that many businesses like ours will continue to face as the sector evolves.

Scaling both institutional and impact funding to make our work possible was a significant challenge in our early years, and one we continue to face. We've had some major milestones in this space which include: launching the first Higher Education Note

with Credit Suisse, producing our acclaimed 10-year Impact Report, and raising \$1 billion dollars in debt financing in 2018.

Why Cape Town and the Western Cape is perfect for your business

What we do is difficult at scale, and would be impossible without technology. Tech skills are notoriously scarce and we needed to set up operations where we would have the best possible chance at success. Not only does the Western Cape have some of the country's top universities, colleges and code schools, but over the past few years, it has become one of Africa's largest tech hubs. This has given us access to top talent and allowed us to build a truly world-class Tech team, under the shadow of Table Mountain.

How the Western Cape government has facilitated the success of your business

We have found both the Western Cape government and the City of Cape Town to be incredibly supportive in setting up, maintaining and expanding our business operations here. Among the many things that have supported our growth, it's the work that has been done, to develop an inclusive digital economy in the Western Cape that is most commendable and appreciated.

The investment journey

We are funded by some of the most innovative Venture Capital firms globally including Index Ventures, Balderton Capital and Rand Merchant Investment Holdings.

In addition we raised \$1 billion in debt funding in 2018 to loan to our borrowers from Goldman Sachs, Deutsche Bank, M&G and HSBC.

Staff content and plans for expansion over the next 5 years

We employ over 200 people directly and 100+ indirectly. We are proud to say that 75% of those people are based in Cape Town. While we see technology as one of the key drivers of growth and our ability to scale, we do envisage expanding our staff complement over the next 5 years, particularly in our technology, product and credit functions.



“Many forward and lateral thinkers are based here, and somehow all players draw off that energy.”

About

RainFin is an online digital Credit Marketplace focusing on SME and Corporate credit with a focus on providing the investor, as the primary customer of the Marketplace, a safe and bankruptcy remote legal environment to participate in the opportunities that were once only accessible to the incumbent institutions.

Positively contributing to the digital ecosystem

RainFin was the first peer-to-peer or crowdfunding platform to legally operate in South Africa. We believe that we contributed and acted as a catalyst to the industry as new players entered the market after us.

Leadership in the digital ecosystem

RainFin is constantly evolving its business model to stay current and viable in a very difficult economic climate, especially the credit environment. In doing so, one has to constantly innovate and do things better, safer and keep regulators happy. We might not be in the forefront, but we are setting an example to others that operate in the ecosystem.

Showcasing success stories

1. RainFin was the first peer-to-peer lending platform that operated with an NCR license, lending to the public with participation in the provision of credit from the normal man in the street. Here we lent in excess of R50m to consumers.
2. We were not the first to lend to SMEs, but introduced a platform where equity could find a channel to deploy capital in alternative asset classes directly. This was further enhanced with the introduction of a remote bankruptcy legal framework. This is a significant advantage to attract local and foreign capital and we lent more than R150m in this space.
3. Our current flagship is the Corporate to Retail credit marketplace in partnership with one of the alternative stock exchanges. Here Corporate debt, bonds and more are available to a retail investor to participate, and if required by the corporate, the debt instrument can be listed on a fully licensed stock exchange that operates in a highly regulated environment. Settlement of the instruments are managed via industry wide accepted processes.

The future of your business

RainFin is ensuring that the Credit Marketplace provides an opportunity for investors, funds, and fund managers to invest in unique products that are designed to adapt to the high risk credit environment. We aim to achieve performing funds by ensuring that the credit we provide is targeted and accurately deployed to ensure the absolute minimum loss. This approach

is not popular in the current market where many players claim funding with results that seem just too good to be true.

Overcoming challenges

It is always a challenge when you pioneer a new concept into a local market. Investors are cautious, and willing wallets are few. Staying alive and bringing a product live on minimal available capital was a big challenge, as technology-intensive businesses like RainFin require brave investment in the raw code and integrated services to ensure efficiencies. Secondly, to have survived corporate investment in and disinvestment is a war story and experience worth sharing.

Still, today it is hard to stay disciplined in spending on technology as it can become a rabbit hole that sucks cash faster than a child at Disneyland.

Why Cape Town and the Western Cape is perfect for your business

The Western Cape has a vibrant energy, especially in the digital industry. Many forward and lateral thinkers are based here and somehow all players can draw off that energy. When you see new things being done and succeeding, it gives you hope and encouragement to keep hacking away.

How has the Western Cape government facilitated the success of your business

There are some initiatives and incubator spaces provided and facilitated by the Province. Unfortunately, particular to RainFin, there is not much, direct or indirectly, that is contributed by the province as such. One would like to see the province embracing local technology to their own advantage, but that is difficult to achieve.

The investment journey

It was a roller coaster ride, from barely surviving to corporate investment, to breaking even and then hitting rock bottom again. Post near death investors with an aligned vision enable RainFin to start to scale the upward curve again. The number I would not want to disclose, but north of 75% of the investment in RainFin went back into the local economy.

Staff content and plans for expansion over the next 5 years

RainFin grew from 2 employees to 32 at its peak and currently employs 13 staff. The next 5 years will see us grow to around 25 people across our products and services.





“RecoMed is a leader in the African healthtech space and as such has attracted international significant capital and talent to the Western Cape.”

About:

RecoMed is the largest and fastest growing technology-driven, online healthcare booking platform, and marketplace in South Africa. Patients can easily book appointments with a diverse selection of healthcare providers in their area quickly and privately from their phone or desktop, 24/7. This end-to-end functionality is made possible through RecoMed's advanced patient-practitioner interfaces and proprietary API-based deep industry integrations. RecoMed's marketplace offering connects health providers directly to a variety of medical schemes, life insurers, websites and other channels that drive increased patient footfall into their practices. RecoMed's enterprise customers include Discovery, MMI, Netcare, Clicks and Dis-Chem among others.

Positively contributing to the digital ecosystem

RecoMed is a leader in the African healthtech space and as such has attracted significant international capital and talent to

the Western Cape. Our management team regularly speaks at industry events and mentors up-and-coming software engineers and entrepreneurs.

Leadership in the digital ecosystem

RecoMed is the pioneer of the online health bookings field in South Africa. We are the only company with integrations into over 75% of the leading practice management applications in the industry, as well as with direct commercial relationships with major medical schemes. RecoMed is also the leader in scale, with over 150,000 unique users across its platform every month who make over 50,000 bookings into health practices across the country (for over 2,000 healthcare providers).

Showcasing success stories

1. White labeled corporate platforms: RecoMed is the first to power white labeled (i.e. branded) booking platforms for corporate customers, such as Medicross (<https://onlinebookings.medicross.co.za>) and Clicks (<https://clinicbookings.clicks.co.za>).
2. RecoMed has successfully integrated with leading healthcare Practice Management Applications including Medemass, Healthbridge and others.
3. Discovery Clinics: After implementing RecoMed's platform in their private employee clinics, Discovery's monthly clinic call volume dropped to under 10 per month.

The future of your business

RecoMed will continue to scale successfully across South Africa, as well as release new products in the areas of healthcare data analytics and consumer payments.

Overcoming challenges

The greatest challenge in our business is the general sluggish pace of corporate decision making and implementations in the healthcare environment. We overcome these challenges by having several lucrative deals in motion at any given time, and we ensure that the business is sufficiently capitalised so that we are able to take a longer term view with our strategy.

Why Cape Town and the Western Cape is perfect for business

Cape Town and the Western Cape provides the greatest concentration of technical skills in the country, and is also where most of the technology venture capital investors are based.

How the Western Cape government has facilitated the success of your business

The province is doing a fine job of branding itself as the go-to destination for the technology startup ecosystem in Africa. While the merits of this argument are true, it is very important

that this story is told and that the province is marketed, so that greater talent and capital can be attracted. This goes a long way to creating a reinforcing environment that supports the success of tech businesses.

The investment journey

We have been able to raise venture capital from local and international investment funds to the tune of \$2m. RecoMed is backed by venture capital investors including Springlab, ASISA ED Fund (managed by Edge Growth), Havaic, Growth Grid Venture Capital Partners and the international Japanese fund AAIC.

Staff content and plans for expansion over the next 5 years

RecoMed has a team of 10 people and is looking to grow significantly over the coming years.



Yuppiechef



“Yuppiechef is an award-winning retailer of kitchen and homeware products.”

About

Yuppiechef is a leading retailer of kitchen and homeware products. The company started in 2006 in a lounge in Plumstead and, following ten years as a strictly e-commerce offering, Yuppiechef is now South Africa's own example of true omnichannel retail with seven stores across the Western Cape and Gauteng.

Positively contributing to the digital ecosystem

Yuppiechef has developed and built all of its own technology including the yuppiechef.com website, the software that operates the Yuppiechef warehouse, and the retail point of sale. The brand is pushing the boundaries of e-commerce and omnichannel retail, as well as working with courier providers and other suppliers to continually improve integration and ultimately the service that customers receive.

Leadership in the digital ecosystem

Yuppiechef is one of the few retailers locally, and even internationally, that cannot be described as either “traditional”

or “e-commerce”. Yuppiechef strives to offer a premium experience to customers on whichever platform they choose to engage – whether it be online or in-store.

In South Africa, there are providers of different software verticals, but none that integrate the entire value chain, which is why Yuppiechef chose to build the technology themselves. The brand has a ‘single customer view’ approach as well as integrated order processing, regardless of whether the item was purchased in store or online.

Showcasing success stories

- The Yuppiechef team has handwritten nearly 1 million cards to customers over the last 13 years, each one customised to the products purchased and to the customer.
- In 2010 Yuppiechef was awarded a Gold Loerie as well as a Bookmark for excellence in social media marketing.
- Yuppiechef has been awarded Best Ecommerce store at the South African Ecommerce Awards a total of six times.
- Ahead of the opening of the first Yuppiechef store in Tygervalley, the inhouse development team built bespoke POS software on a mobile checkout device in just under three months.
- Most recently, Yuppiechef was awarded Best Independent Retailer Store Design at the 2019 SACSC Retail Design and Development Awards.

The future of your business

Future plans include deepening the integration between online and offline channels providing an even better experience for customers, and hopefully opening many more stores across South Africa.

Overcoming challenges

Yuppiechef operates in a strained retail sector, and it's no secret that the South African consumer is battling with increased financial pressures. The brand continues to provide customers with the best quality kitchen and homeware products for their hard-earned Rands as well as superior service at all touchpoints.

Why Cape Town and the Western Cape is perfect for your business

Yuppiechef has operated from Westlake in Cape Town for close to 12 years. The Western Cape attracts digitally-minded talent

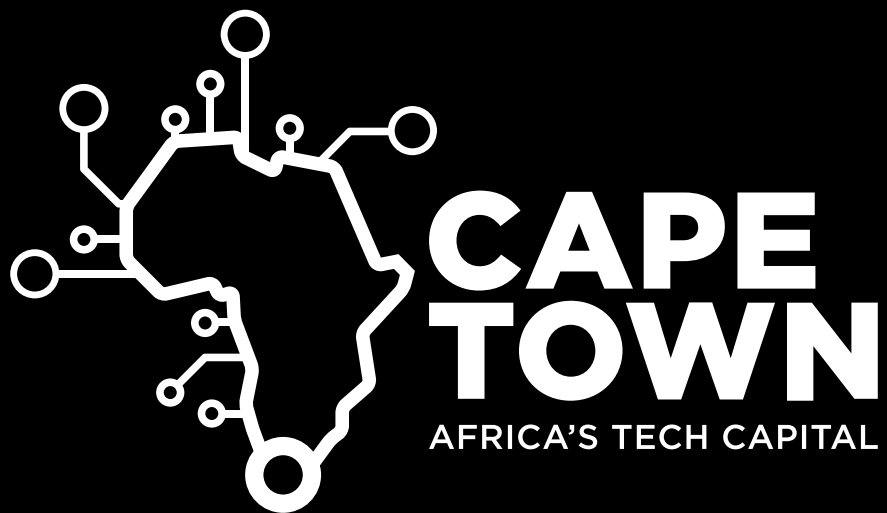
due to the thriving technology sector and world-class quality of life. The city promotes a healthy work-life balance which is mirrored in the Yuppiechef values and makes for a more productive team.

The investment journey

Yuppiechef was founder-funded from the outset. Once the business was more established it attracted funds from outside investors which helped the business scale in terms of warehousing, stock availability, technology development and talent sourcing.

Yuppiechef currently boasts over 160 team members and continues to grow with the opening of additional stores, with plans of more expansion over the next five years.





Western Cape
Government

BETTER TOGETHER.



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tourism, trade & investment