

# Finalists in top startup competition grow their businesses with Snapplify Cloud Services

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Three South African edtech companies have been named regional finalists in the Global EdTech Startup Awards (GESAWards) - the world's largest edtech startup competition, led by a group of leading education innovation organisations...



To help them grow their businesses further, the South African finalists will receive credit for [Snapplify Cloud Services](#) tools and a Snapplify advertising package that will enable the startups to reach thousands of educational institutions across Africa. Snapplify, a global edtech company from Cape Town, has [facilitated the regional judging process](#) on behalf of the UK South Africa Tech Hub who are delivering the GESAWards in South Africa.

The Snapplify Cloud Services prize includes access to:

## [\*\*Snapplify Access\*\*](#)

*Snapplify's robust SSO authentication technology helps businesses to centralise user management and includes additional integration features.*

## [\*\*Snapplify Pay\*\*](#)

*Snapplify Pay offers integration with major local and international payment gateways, from EFT and credit card, to mobile-phone-based financial services like M-Pesa.*

This year's regional semi-finals were assessed by a panel of judges comprising Clinton Walker (director: e-learning in the Western Cape, Western Cape Education Department), Yandiswa Xhakaza (CEO, the Nal'ibali Trust), Peter Morgan (CEO, SchoolAdvisor), Lindsay Wesner (director and chief edumagineer, Teach.Learn.Innovate) and Wesley Lynch (CEO, Snapplify):

## ***Reflective Learning***

*Finalist/first place*

"Reflective Learning impresses with their understanding of the challenges experienced in Maths classrooms every day. Their program provides tailor-made intervention based on the learner's individual need, after identifying the underlying learning obstacles and comprehension gaps. It speaks of pragmatic innovation, addressing the educational need. Well done," said Clinton Walker.

## **Xhuma**

*Finalist/runner-up*

"I truly believe Xhuma has an incredible opportunity to have a marked impact on education within Africa. They have created a solution to help to solve a continent-wide problem – access to funding for tertiary education. What stood out to me was that their solution was brilliantly simple: any student can now apply to over 40 bursary funding opportunities through WhatsApp in less than 10 minutes. It is low data and uses WhatsApp, which every student is familiar with," said Peter Morgan.

## **Marvel Technologies**

*Finalist/runner-up*

"It is inspiring to see so much innovation centered around solving the dire education problem we are faced with. Marvel Technologies understands all too well that the quality of an education system cannot exceed the quality of its teachers. Creating a community of practice using an accessible platform such as Zibuza.net is exactly what the teacher community needs," said Yandiswa Xhakaza.

As part of their continued effort to build the edtech industry in South Africa and beyond, the UK South Africa Tech Hub (delivering the GESAWards) has donated to the Snapplify Foundation. Working with strategic partners, the Snapplify Foundation uses technology to increase access to education for vulnerable communities worldwide.

*More and more companies are using [Snapplify Cloud Services](#) tools to grow their businesses. Email [hello@snapplify.com](mailto:hello@snapplify.com) to chat about your specific needs and how we can work together.*

## **About Snapplify**

**Snapplify** is at the forefront of edtech solutions in Africa, and specialises in enabling digital learning for individuals and institutions via the largest digital educational marketplace in Africa. This marketplace comprises digital education content, related educational services (like reading assessments, literacy interventions, and tutoring), and devices (from front-of-class smartboards, to individual devices). Snapplify supports reading initiatives in schools, and is the digital content partner on a project that delivers technology and e-learning to public schools in South Africa's Gauteng province.

As a pan-African edtech company, Snapplify strives for radical inclusion to level the playing field and equip individuals across emerging markets with the world-class tools they need to collaborate, innovate and thrive.

Snapplify was awarded the [Africa Region Gold Award](#) at the 2020 Reimagine Education Conference and Awards in London – an honour that is indicative of the company's calibre in tech innovations.

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**Snapplify expands into West Africa to impact education** 25 Aug 2022

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### **Snapplify**



Snapplify is at the forefront of edtech solutions, having developed original technology solutions to common problems experienced across the education ecosystem.

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