

# Samsung Ignite selects winners at 2011 Tech4Africa conference

Samsung Ignite, a partnership between Samsung Apps and [Tech4Africa](#) introduced earlier this year to showcase and foster local technology development, has selected its 2011 winners at the Tech4Africa conference, held late last week.

Recognising eight shortlisted start-ups that have developed revolutionary technological innovations that hold the potential to make a serious impact in the market, the winner was Real Time Wine. It won for its idea of offering a mobile platform aimed at the supermarket wine-buying audience that enables them to discover, review, engage with and buy wine, using smartphone apps, game mechanics and barcode scanning.

"The Samsung Ignite platform aims to give start-ups great exposure and we were certainly very happy with the ideas and creativity that came out of this year's platform," says Paulo Ferreira, head of mobile product and business solutions at Samsung. "Congratulations to our winner which certainly demonstrated the true South African entrepreneurship flair."

## "A concept pitch"

"I'm both honoured and surprised to have won, as this was a concept pitch, which shows that one doesn't need a completed product in order to attract interest if your presentation and concept are top notch," says Andy Hadfield, originator of the idea. "If nothing else it shows that a lone hustler can get an idea into the market."

"What really excites me about having won is that this gives me more ammunition for when looking for angel investors."

Hadfield commended Tech4Africa and Samsung Ignite for creating a platform that enables innovators to build a bridge between developers and funders.

## "Help the industry improve"

The judging panel comprised members from the venture capital, start up and angel funding community.

"It's very gratifying to be able to contribute to the industry through initiatives such as this," comments Gareth Knight, Tech4Africa founder and MD. "Having developed a technology-driven business, I can empathise with the many developers and innovators out there trying to get that one big break. We believe this can help the industry improve and create awareness and buzz about the amazing ideas being developed in Africa."

## Shortlist

Plot My Ride was named as first runner-up for its social networking service for the cycling community that allows the ability to capture, display, save and share a cyclist's riding activity. Second runner-up position went to SnapBill, an automated billing system that enables users to sell their services easily online.

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