



BUILD WITH CONCEPT

DO IT WITH
PASSION



TECHGIST AFRICA



OVERVIEW

Techgist Africa is an online media outlet that specializes in technology and digital news centered on the African continent.

TECHGIST is dedicated to publicizing latest news on tech, product launches, startups and innovations across Africa.

In addition to being a news outlet, the Techgist team is dedicated to helping African tech startups, entrepreneurs and business owners put themselves on the map by sharing simple social media and digital marketing tips.

TECHGIST covers the business side of tech by reporting breaking tech news across Africa along with latest tech products, thorough insights, and analysis of emerging trends in the African tech industry right from early stage startups to publicly traded companies.

TECHGIST content is produced by a passionate and skilled team focusing on the following areas that entertains and keeps readers informed;

- ▶ Trending News
- ▶ Tech News
- ▶ Apps
- ▶ Smartphones
- ▶ Gadgets
- ▶ Tutorials
- ▶ Tips and Tricks
- ▶ Hacks
- ▶ Buyer's Guide & Directory
- ▶ Social & Digital Media
- ▶ Security
- ▶ Games





Vision

- ▶ Become the go-to platform for tech news in Africa
- ▶ Produce high quality online content that educates IT consumers on latest and trending Tech updates from around Africa
- ▶ Focus on Latest and Trending Apps, Gadgets, Smartphones, Technology, Tutorials, Tips and Tricks, and Hacks
- ▶ Present stories and compelling tech contents that will inform and entertain readers.



MISSION

- ▶ Put African tech on the map
- ▶ Get up-to-date and live coverage of tech news as it happens on the continent
- ▶ Bring a modern touch to African tech media.



PROCESS

- ▶ Interview innovators, entrepreneurs and post their stories on Techgist
- ▶ Cover product launches and tech events all over Africa
- ▶ Review new products developed by African tech entrepreneurs.



ideas

Made in Africa

TECHGIST AFRICA 2.0

THE KOMBAT

An annual conference competition where new African technology startups can launch and showcase their products and services in front of venture capitalists, potential investors, media and other interested parties for prize money and publicity.

THE BOX

A database of the African startup ecosystem consisting of investors, incubators and start-ups, with data points profiling companies, people, funds and events. Members of the public subject to registration can make submissions to the database; however, all changes are subject to review by a moderator before being accepted. Data will be constantly reviewed by editors to ensure it is up to date.

THE AFROVATORS

An award ceremony which aims to celebrates the "most compelling African startups, internet and technology innovations of the year," "Best New Startup," "Best Overall Startup," and "Best Mobile App."

PROJECTION ANALYSIS

- ▶ 100,000 unique monthly visitors by 2018
- ▶ 5 million social media followers by 2018
- ▶ 250,000 active readers monthly by 2018.

