

# Snapplify Media Kit

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## Short description of Snapplify

**Snapplify** is at the forefront of edtech solutions in Africa, and specialises in enabling digital learning for individuals and institutions by establishing a marketplace for digital education content, related educational services, and devices.

## Medium description of Snapplify

**Snapplify** is at the forefront of edtech solutions in Africa, and specialises in enabling digital learning for individuals and institutions by establishing a marketplace for digital education content, related educational services, and devices. 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. Since its establishment in 2012, the company has grown and expanded into new markets in Africa and the United States, with offices across South Africa, as well as in Nairobi, Amsterdam and New Jersey.

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**Snapplify for Education's** award-winning platform is already a top choice for institutions integrating digital education into their classrooms. From software to support, Snapplify provides institutions with everything they need to create a secure, collaborative e-learning environment for students. Snapplify's robust 24-hour-access digital-library solution offers thousands of free ebooks and widely applicable, curriculum-approved educational content supplied by partner publishers from across the globe. The Snappbox, Snapplify's hardware distribution solution for

ebooks, allows schools with limited or no connectivity to access learning materials, saving data and download time. Snapplify's diversity of device integration allows schools to use its products on the devices that they already have access to, without having to invest in costly digital infrastructure upgrades. Snapplify's solutions are industry celebrated and globally recognised for their innovation in technology. To give schools the opportunity to explore digital learning at no cost, Snapplify has also released a free version of their Engage e-learning platform – known as [Engage Basic](#).

In order to achieve its educational goals, Snapplify has built strong relationships with diverse partners around the growth of its ebook, e-textbook, and device catalogue, and partnered with international publishers and other key stakeholders to meet the demand for widely relevant, curriculum-compliant digital educational content. In addition to establishing a marketplace for digital education content, related educational services, and devices, Snapplify has also established exclusive relationships with telecommunications companies to zero-rate data, thereby making digital educational content even more accessible.

Snapplify originated in South Africa, focusing initially on the South African education and digital content industries. Since its establishment in 2012, the company has grown and expanded into new markets in Africa and the United States, with offices across South Africa, as well as in Nairobi, Amsterdam and New Jersey. Snapplify is backed by AngelHub Ventures, a venture capital company backed by former First National Bank CEO Michael Jordaan and the Harris family, as well as international investors.

## **Snapplify for Education**

**Snapplify for Education's** award-winning platform is already a top choice for institutions integrating digital education into their classrooms. From software to support, Snapplify provides institutions with everything they need to create a secure, collaborative e-learning environment for students. Snapplify's robust 24-hour-access digital-library solution offers thousands of free ebooks and widely applicable, curriculum-approved educational content supplied by partner publishers from across the globe. The Snappbox, Snapplify's hardware distribution solution for ebooks, allows schools with limited or no connectivity to access learning materials, saving data and download time. Snapplify's diversity of device integration allows schools to use its products on the devices that they already have access to, without having to invest in costly digital infrastructure upgrades. In addition to establishing a rich marketplace for digital education content, related educational services, and devices, Snapplify has also established exclusive relationships with telecommunications companies to zero-rate data. Snapplify's solutions are industry celebrated and globally recognised for their innovation in technology.

## **Snapplify Accolades**

Snapplify's Snappbox has won multiple awards for revolutionising ebook distribution in schools. In 2018, Snapplify won the Overall EdTech Award at the Reimagine Education Conference in San Francisco and a Reimagine Education Award in the E-Learning category. Snapplify also took first place at the Global Education StartUps Awards South Africa semi-finals – securing a spot in the global finals in London in January 2019. In 2017, Snapplify was selected to participate in the World Bank's XL Africa accelerator programme and won the Education Award at the 2017 AppsAfrica.com Innovation Awards. Snapplify was recognised by the London Stock Exchange

as one of their Companies to Inspire Africa in 2017 and again in 2019. These nominations are testaments to the work that Snapplify does, and bolsters the company's commitment to keep taking transformational education solutions to the market.



In support of national-level goals for the South African education sector, Snapplify is working on a project that is set to bring technology and e-learning to all public schools across Gauteng province. This is the largest national-level intervention in digital education in South Africa at this time.

### Find out more

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### Media Contact

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