



Snapplify Media Kit/ Company Bio

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.

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.

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. In 2019, Snapplify [secured \\$2 million expansion capital](#) from venture capital firm Knife Capital, and empowered African investment manager Hlayisani Capital's Hlayisani Growth Fund.

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. Through Snapplify's award-winning e-learning and digital library solution, the Engage, educators can share teacher-created, multimedia resource materials with students; administrators can manage the access and permissions for multiple student and staff accounts; schools can host their own 24-hour access digital content library (which comes with over 50 000 free resources including study guides, e-textbooks, past exam papers for multiple curricula, children's books in African languages and more); and students and parents can purchase prescribed e-textbooks. 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.

Snapplify Accolades

Snapplify has won multiple global awards for its innovation in technology. The company was a Bett Award (2020) finalist in the Innovator of the Year category, and was named the overall winner of the Africa Region Gold Award at the 2020 Reimagine Education Conference and Awards in London. This follows Snapplify's success at the 2019 Reimagine Education Conference in San Francisco, where the company won the Overall EdTech Award and a Reimagine Education Award in the E-learning category. In 2018, Snapplify 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 as the digital content partner on a project that delivers technology and e-learning to public schools across Gauteng province. This is the largest national-level intervention in digital education in South Africa at this time. In addition to this involvement, Snapplify has been supporting the Western Cape Education Department (WCED) with reading initiatives in schools.

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Media Contact

For more information, interview requests or image requests, please contact Snapplify on growth@snapplify.com or +27(0)21 975 7192.