



UNWTO/NEPAD Tourism Tech Adventure

Five startups selected for the UNWTO/NEPAD Tourism Tech Adventure

Following a call for applications made on 5 November 2018, under the UNWTO/NEPAD Tourism Tech Adventure: Promoting African Tourism Innovation, the United Nations World Tourism Organization (UNWTO) and the African Union Development Agency-NEPAD (AUDA-NEPAD) are pleased to announce that five startups were selected as part of the Initiative.

The five startups received sponsorship to pitch their startups to the world's tourism leaders, investors, corporates, academia and supporting business partners during INVESTOUR. An annual Tourism Investment and Business Forum for Africa.

This year's event took place on 24 January 2019, in Madrid, Spain, on the margins of the celebration of the 39th Tourism and Trade Fair of Madrid – FITUR.

The five startups are:

Kwela from South Africa, represented by Kim Whitaker, CEO, Tourism Professionals

"Khwela" means "to climb" in isiXhosa - one of South Africa's eleven official languages. Khwela Youth Tourism stars was founded in 2017 by three enthusiastic youth tourism professionals and offers a hands-on (not hand-out) approach to learning tourism. After working in the youth tourism industry for a number of years, we realised that it is difficult to hire enthusiastic millennial staff - which should not be the case in a country that has over 60% youth unemployment.



LIVES from Senegal, represented by Codou Olivia Ndiaye, Co-founder and Project Manager

LIVES is connecting dots between people, African cities, and cultures. It gives people that itch to travel Africa. Live has top notch team, with a simplified and efficient Go -to- Market strategy, which creates visually appealing content that is published on social media platforms, as well as offer free access & download of our mobile application on Apple & Google play store.

Phenomenon Technologies from Zimbabwe, represented by Nkosana Butholenkosi Masuku, Founder and CEO

Phenomenon Technologies creates educative experiences of tourism destinations for schools through the use of 360 video technologies and feeding them through virtual reality headsets. This then provides schools with low cost virtual excursions of these places allowing learners even in the deepest rural areas to experience and learn about the different tourist destinations in their country as if they were physically there upon wearing the Virtual reality headset. This also increases the necessity for schools to organise the actual physical excursions to these tourism destinations as a learning area, especially well-funded schools.



Roundbob from Uganda, represented by David Gonahasa, Managing Director

Roundbob seeks to help African's growing middleclass find and afford travel by solving 2 key problems. Access to relevant travel information and negating the cost challenge of Travel. Roundbob operates as Travel & experience marketplace focused at the African market. We aggregate Agent offerings across the continent packages, activities, accommodation and other travel related products providing a unique sales channel focused at the African Travel buyer. We provide a comparison tool giving the power of information and choice to the customer and eventually a strong buying channel allowing them to buy local.

Run Africa from Ethiopia, represented by Rekik Bekele, CEO

Run Africa is an Ethiopian athletics and tourism company which connects running enthusiasts interested in Ethiopia's rich history and culture with running and professional athletics. The startup offers personalised high altitude training to all levels of ability from hikers to elite level runners, allowing them to train with local athletes, to discover Ethiopia's vibrant running culture and to immerse themselves in the landscapes and routines which have produced generations of Olympic champions.

