



technology innovation  
**A G E N C Y**  
Innovating Tomorrow Together

2023

# TIA Exhibition Pavilion Dealbook



# FINALISTS



Investment Ask (\$) : \$500 000  
Investment Stage : Venture capital: Series C  
Employees : 5-25  
Year Founded : 2006  
Country/Region : South Africa

## BioPher Pty Ltd | Anne Grobler

BioPher (Pty) Ltd was established to market and distribute AnnGro®, a product containing Pheroid® nano-transporters that improve the uptake of fertilizer by plants. AnnGro® was registered and commercialized as a penetrant in South Africa in 2009 and is used by large-scale farmers in South Africa with success. The BioPher team is excited and motivated to further expand the use of AnnGro®, with the aim to contribute to sustainable agriculture and a better future for all.

### Explain your unique selling proposition (USP):

Improving harvestable yields by delivering and translocating macro-&micro nutrients better and improving plant resilience and plant health by using a completely safe bio-nano-transporter system produced by a green technology. No residue issues on crops. No chemical waste. Upscaled manufacturing. Proven over the past 15 years in various climatic conditions.

### Purpose of Investment:

Market expansion, Product development

### In which countries are you active in the market?

22 Countries, amongst others China, Germany, South Africa

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Investment Ask (\$) : N/A  
Investment Stage : Pre-seed  
Employees : 1-5  
Year Founded : 2021  
Country/Region : South Africa

## AGR-smart Tech | Caroline Matenchi

AGR-Smart Tech enhances farming and soil research through advanced Pedology sensors, driven by a mission to boost agricultural sustainability via IoT integration. We're dedicated to training and equipping upcoming farms with our devices while expanding sensor use in agriculture to enhance soil quality and vegetation, not just in South Africa but worldwide.

### Explain your unique selling proposition (USP):

AGR-Smart Tech introduces the Pedology 8 in 1 sensor, offering real-time monitoring of soil temperature, moisture, pH, electrical conductivity (EC), nitrogen (N), phosphorus (P), potassium (K), and air quality when plugged into the ground. Using advanced TDR measurement, it ensures accuracy within +3% and boasts a durable, waterproof, and dustproof design. Wireless remote viewing adds convenience for agriculture applications.

### Purpose of Investment:

Product development

### In which countries are you active in the market?

South Africa

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# FINALISTS



PRD  
Logical Solutions (Pty) Ltd

Investment Ask (\$) : \$100 000  
Investment Stage : Venture capital: Series B  
Employees : 1-5  
Year Founded : 2016  
Country/Region : South Africa

## PRD Logical Solutions | Portia Mavhungu

PRD Logical Solutions is a company that focuses on innovation for persons living with a disability.

### Explain your unique selling proposition (USP):

With the Para-Tube the user is able to use the bathroom with ease and without third party assistance, it also restores dignity and independence. The product also lessens the strain put on the third-party assistance as well.

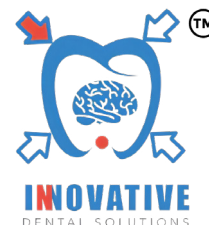
### Purpose of Investment:

Market expansion, Product development

### In which countries are you active in the market?

South Africa and Lesotho

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Investment Ask (\$) : N/A  
Investment Stage : Seed  
Employees : 1-5  
Year Founded : 2004  
Country/Region : South Africa

## Bespoke Dental | Ralph Meintjes

We are a Registered Dental Technology Laboratory focusing on all aspects of the industry including Pioneering the use of Pure silicone and introducing it to various industry needs. This with the firm believe in using your vocation to serve mankind lead to the invention of the BSM (Bespoke Smart Mouthguard) as BSN (Bespoke Smart Nightguard).

### Explain your unique selling proposition (USP):

It is solution based going against the grain with the approach of mass customisation we can serve to every corner of the globe from our planned manufacturing and design center in the heart of Eastern Cape, SA making it possible to get our device from grassroot to professional level.

### Purpose of Investment:

Market expansion, Product development

### In which countries are you active in the market?

Due to financial constraints we are not ready but able to activate the Global market

# FINALISTS



Investment Ask (\$) : \$550 000  
Investment Stage : Seed  
Employees : 5-25  
Year Founded : 2018  
Country/Region : South Africa

## Loo Afrique | Rori Mpete

We are a manufacturer of innovative hand wash ready toilets with an aim to improve hygiene, save water and incorporate grey water usage in everyday living. Our products are manufactured for mass occupied buildings such as schools, ECD's, Hospitals, Clinics, Shopping Malls, etc. Our solutions are manufactured from recyclable material - plastic, increasing product sustainability.

### Explain your unique selling proposition (USP):

Our space-saving units are ideal for confined spaces like construction sites, shopping malls, and student housing, offering significant savings of 8-12 square meters compared to standard industry toilets. Made from robust and vandal-resistant LDPE plastic material with memory form properties, they ensure durability. Additionally, featuring a plastic spout instead of a metal tap, vandalism is further minimized. Moreover, their vibrant color design fosters user attraction and care.

### Purpose of Investment:

Market expansion, Team growth, Product development

### In which countries are you active in the market?

Zimbabwe and Lesotho

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Investment Ask (\$) : \$62 941  
Investment Stage : Seed  
Employees : 1-5  
Year Founded : 2019  
Country/Region : South Africa

## ONE-RIDE MOBILITY | Lubabalo Mbeki

One-Ride is a private and disability-owned company that was established to build solutions that will address the transport and mobility challenges faced by persons with disabilities in our society.

### Explain your unique selling proposition (USP):

One-Ride's core philosophy revolves around accessibility, affordability, and reliability in our transportation services. We're dedicated to ensuring that our vehicles, partners' vehicles, and software applications cater to individuals with disabilities and provide ease of access. Our commitment to reliability means we'll offer accessible transport whenever and wherever needed, through a combination of our vehicles and partnerships with Disabled Peoples Organizations and independent providers. Affordability is a priority, with strategic partnerships aimed at sharing costs and offering reasonable accommodation solutions for employers. Subsidized and incentive pricing structures will ensure the sustainability of our accessibility transport activities.

### Purpose of Investment:

Market expansion, Product development

### In which countries are you active in the market?

South Africa

# FINALISTS



Investment Ask (\$) : N/A  
Investment Stage : Networking & Relationships  
Employees : 1000+  
Year Founded : 1940  
Country/Region : South Africa

## CSIR | Phateka Ndzotoyi

The CSIR, established in 1945 by an Act of Parliament, is a prominent South African research organisation. It advances technology to boost the nation's socio-economic well-being and industrial development, under the authority of the Minister of Higher Education, Science, and Innovation. This includes targeted research in alignment with national priorities and their science, engineering, and technology expertise.

### Explain your unique selling proposition (USP):

Leading research institution

### Purpose of Investment:

Market expansion, Team growth

### In which countries are you active in the market?

South Africa

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Investment Ask (\$) : \$2 000 000  
Investment Stage : Venture capital: Series A  
Employees : 5-25  
Year Founded : 2020  
Country/Region : South Africa

## Sonke Retail (Pty) Ltd | Eben de Jongh

Sonke designs and manufactures automated refill stations for fast-moving consumer goods. These refill stations enable consumers to save up to 50% in costs and eliminate single-use packaging.

### Explain your unique selling proposition (USP):

We eliminate waste while reducing costs!

### Purpose of Investment:

Market expansion, Product development

### In which countries are you active in the market?

South Africa

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# FINALISTS



Investment Ask (\$) : \$1 000 000  
Investment Stage : Seed  
Employees : 1-5  
Year Founded : 2021  
Country/Region : South Africa

## Innovation Associate | Anton Van Heerden

Pruzobuzz (Pty.) Ltd. in association with Vexila Pty. Ltd.

Pruzobuzz - Product invention, development and patenting. Vexila - manufacturing and distribution

### Explain your unique selling proposition (USP):

We have three in-development solutions for the HV distribution sector; The Live Retrofit Repeater Fuse, RRF, clears transient faults which represent 80-90% of fuse activations internationally. The TPU and TPU+ will protect transformers from exploding.

All of our products solve highly costly problems encountered by utilities world-wide. The selling proposition is compelling - they will retail at less than the cost of fixing the damage they prevent. In other words they pay for themselves every time they activate.

### Purpose of Investment:

Product development, New innovations, patenting, certification testing and salaries

### In which countries are you active in the market?

South Africa

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