



THE **INNOVATION**HUB
Innovation Catalyst **for Gauteng**

THE INNOVATION HUB 2023 START-UP PROFILING

We incubate your business today,
so that you can build tomorrow.

START-UP PROFILING



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, Team growth

In which countries are you active in the market?

South Africa and Lesotho

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Investment Ask (\$) : \$250 000
Investment Stage : Pre-seed
Employees : 1-5
Year Founded : 2021
Country/Region : South Africa

Veza Interactive | Mmuso Mafisa

A boutique Extended Reality (XR) startup that specializes in designing bespoke immersive experience for the Advertising & EdTech space. Our dual-industry approach allows us to re-imagine how digital content is accessed in a fun & exciting way.

We enhance the educational journey for Students & teachers in schools. While allowing Enterprises to create memorable e-commerce experiences using AR & VR tools for higher engagement, increased sales & better brand recollection.

Explain your unique selling proposition (USP):

The most exciting aspect of our innovation is how it Humanizes the learning experience for kids in under served communities. It incentivizes communities to clean & look after the environment while contributing to a transformational device.

Furthermore our "Troob" will have electronic functionalities like charging your phone, flashlight and will be fitted with a solar panel to generate power.

Purpose of Investment:

Market expansion, Team growth, Product development

In which countries are you active in the market?

South Africa

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Investment Ask (\$) : \$1 000 000
Investment Stage : Seed
Employees :
Year Founded : 2016
Country/Region : South Africa

ROC Water Technologies | Johannes P Maree

ROC Water Technologies (Pty) Ltd (ROC) and its associates have developed and patented a unique mine water treatment system that allows recovery of drinking water and saleable products from acid and neutral mine water with the aim to meet zero waste disposal. The company operates from offices in Pretoria, and is involved in various projects in South Africa and abroad. ROC Water focuses on development of innovative processes, demonstrate its technical and economic feasibility on pilot scale, and support full-scale operations with design, construction and operation.

Explain your unique selling proposition (USP):

A five-stage process treats acid leachate, super saline water, and brine from RO seawater desalination to achieve zero waste:

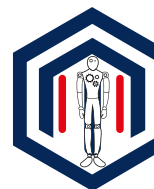
- Oxidize iron(II) for acid leachate.
- Neutralize and recover metals for acid leachate.
- Use RO to concentrate water with TDS < 40 g/L to 80 g/L.
- Employ Freeze Crystallization to selectively recover components from super saline water.
- Convert $\text{Na}_2\text{SO}_4 \cdot 10\text{H}_2\text{O}$ to Na_2CO_3 and sulfur through thermal treatment for zero waste.

Purpose of Investment:

Market expansion, Product development

In which countries are you active in the market?

Australia, Chili, USA, Canada via BHP BGlobal Water Challenge



Investhood IT
GROWING DIGI-EDU TECH

Investment Ask (\$) : \$600 000
Investment Stage : Pre-seed
Employees : 5-25
Year Founded : 2020
Country/Region : South Africa

Investhood IT | Jerome Dhlamini

Investhood IT is Software Development company with focus on Educational and Financial Technology solutions. Our Company has developed Xion, BrainWave AI LMS, Online Hackathon, Zaka App and Xion Gaming, 3D Printing Education toys

Explain your unique selling proposition (USP):

Our Company offers users a unique learning experience at an affordable rate while our Zaka money app offers convenience to users in our poorer communities.

Purpose of Investment:

Market expansion, Product development, Team growth

In which countries are you active in the market?

South Africa

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D-JÄGER DEV & ENT

Investment Ask (\$) : \$150 000
Investment Stage : Venture capital: Series B
Employees : 1-5
Year Founded : 2017
Country/Region : South Africa

D-Jäger Development and Enterprise | Arthur De Jäger

We are thrilled to introduce our company, D-Jäger Development and Enterprise to you. This Company was founded by Arthur de Jäger in 2018 trying to provide high quality as well as fresh poultry products to his family. Our organization specializes in fertile eggs, table eggs, day old layer chicks, meat chickens and clean energy incubators. We have been serving clients in Johannesburg South, Eldorado Park for a few years and our team is proud to have developed a reputation for delivering high-quality services and products that meet our clients' unique needs.

Explain your unique selling proposition (USP):

- Chicken: We offer a variety of fresh and frozen chicken products, including whole chickens, parts, breast fillets, wings, drumsticks, and sausages. Our chickens are raised in clean, hormone-free, antibiotic-free conditions.
- Eggs: We supply premium fresh eggs from free-range chickens, prized for their quality, taste, and nutrition.
- Chicken Feed: We produce top-quality chicken feed, specially formulated with essential nutrients for poultry health and growth.

Purpose of Investment:

Market expansion, Product development, Team growth

In which countries are you active in the market?

South Africa

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CoudioBox

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

Chilli Coudio Box | Phumlani Sibisi

Chilli Coudio box is the legal registered company, Reg: 2022/50995/07 and solely owned by Phumlani E Sibisi whose the inventor of CoudioBox. The company designs and manufactures CoudioBoxes (subwoofer with built-in cooler box).

Explain your unique selling proposition (USP):

The Ultimate Sound and Chill Companion for Your Drive. Coudiobox, is the innovative solution that allows you to enjoy your bass music and keep your cold drinks cold while driving. With our state-of-the-art technology and sleek design, you can now have the ultimate driving experience like never before.

Purpose of Investment:

Market expansion, Product development, Team growth

In which countries are you active in the market?

South Africa

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MIDESK
GLOBAL

Investment Ask (\$) : \$1 000 000
Investment Stage : Venture capital: Series B
Employees : 1-5
Year Founded : 2018
Country/Region : South Africa

Midesk Global | Farana Boodhram

Our Mission is to level the playing field for underprivileged children by developing innovative resources that support education ensuring equal opportunity exists for children in poverty from rural areas globally thereby breaking the cycle of poverty.

Explain your unique selling proposition (USP):

All in one: Bag, desk, chair, solar light with USB charging portal at home and school.

Purpose of Investment:

Market expansion, Team growth, Other

In which countries are you active in the market?

South Africa, Namibia

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Investment Ask (\$) : \$64 000
Investment Stage : Pre-seed
Employees : 1-5
Year Founded : 2020
Country/Region : South Africa

Lerthoka Tech | Maryjane Mphahlele

IoT service company for SOS Panics and GPS Tracking for people, animals and assets, other services include software development for start-up businesses.

Explain your unique selling proposition (USP):

We help middle class people to obtain security services at affordable prices and help security companies to acquire a market from customers who cannot afford their traditional services.

Purpose of Investment:

Product development

In which countries are you active in the market?

South Africa

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JustQueue

Investment Ask (\$)	: \$30 000
Investment Stage	: Pre-seed
Employees	: 1-5
Year Founded	: 2021
Country/Region	: South Africa

Just Queue | Malesela Molepo

Just Queue is a cloud-based Queue and Process Management Platform that seeks to increase the efficiency of business operations and improve Time Management for the consumer through the use of Maths and AI, to aid consumer experience.

Explain your unique selling proposition (USP):

The business does not only focus on the front desk to understand how efficiently the business is running but also collects data on each process point where the consumer/product touches and utilizes different mathematical models and machine learning to give better results.

Purpose of Investment:

Product development

In which countries are you active in the market?

South Africa

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