

App challenge for startup developers in Africa, Asia

In a partnership between Bharti Airtel, Singaporean Telecommunications Company, Singtel and Samsung, a challenge has been launched for startup developers as it seeks to attract the 'next big app developers' into the Airtel group of companies.

Successful developers will partner with the companies to launch applications on two continents, Africa and Asia.



Image via Fotolia

Announcing the partnership, Airtel Africa CEO, Christian de Faria said that the challenge reiterates the company's commitment to empowering the youth to realise their potential in various sectors including ICT.

"This initiative is a great opportunity for developers in Africa to come up with innovative mobile apps that directly touch individual consumer's needs. We hope to partner with like-minded individuals who will come forward and work together with us to come up with apps that will help us deliver the best smartphone experience for customers."

Under the partnership, Airtel Africa will provide all operational support by running the campaign promotions while Singtel and Samsung will organise a two- day mentorship programme for the regional winners and the finale in November 2015.

The five-month app challenge will see participants develop consumer-centric mobile applications that will leverage on mobile network services - mobile, data, carrier billing, location and SMS.

The deadline for applications submission is 5 September 2015, after which two African winners will be selected to participate in a startup mentorship programme in October 2015 in Singapore. The overall winners will be announced in November 2015 and expected to commence assignment with Airtel/Singtel group of companies in 2016.

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