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WhereIsMyTransport Funding and Launch

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**Title suggestions:**

**South African Start-Up Goes Global: WhereIsMyTransport raises 12M Rand and opens international office**

**Cape Town start-up transforms public transport, and itself: WhereIsMyTransport makes international pivot**

**From suburban garage to international stage: a South African start-up raises 12M Rand and takes on transport**

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Cape Town based start-up WhereIsMyTransport has announced the completion of its seed funding round and an international expansion, accompanied by the launch of their new international office in London. While the primary development workshop will remain in Cape Town, the London office will enable WhereIsMyTransport to easily connect with its clients - cities and transit operators around the globe.

“We’ve very proud to be a company that was born and raised in Africa, and our commitment to building solutions that serve developing cities remains unchanged,” says co-founder Devin de Vries. “Having an international base for operations makes it easier for us to reach other cities outside Africa and gives us the resources, credibility and access to venture capital needed to compete on a global scale.”

In addition to the overseas office, the Cape Town headquarters of WhereIsMyTransport have moved from the suburban garage where they began seven years ago, to a new campus in town that can accommodate the rapidly expanding team. “Leaving the garage was the end of an era—that’s where it all began. Our relocation helps mark the new phase of growth and development we’re entering,” de Vries commented. “Both our overseas office, and our new Cape Town offices are part of our transition to a more mature phase.”

The company closed on the oversubscribed Seed Round in July, raising £600 000 (approx ZAR 12 Million) from an impressive range of local and international investors. The funders include private and public institutions with a range of industry expertise. Infotech (part of the Merteck Group, a ZAR 3Billion private investment firm) pioneered the development of location-based technology in South Africa. International support came from Horizen Ventures and Goodwell Investments, a Dutch early-stage venture fund, and Wim van der Beek (Founding Partner at Goodwell) has joined the Board of Directors. Tom Boardman, former CEO of Nedbank and chairman of Athena Capital, as well as a Kim Fennell, CEO of deCarta, an Uber technologies company, have both made personal investments. “We’ve been fortunate to have a fantastic group of investors from key industries join us,” explains de Vries. “Their added expertise and experience will be crucial as we enter a new phase of product development and international expansion.”

WhereIsMyTransport is one of thirteen companies in the Knife Capital Incubator, Grindstone, and is a member of the Microsoft BizSpark Program. They recently [won the Start-Up Tel Aviv competition](#) in South Africa, and will represent the country at the Tel Aviv DLD Innovation festival and networking week in September. WhereIsMyTransport was also named one of the Financial Times International [Finalists](#) for Transformative Information Technology, and their urban transport app Findmyway was named an [African Climate Solver](#) by the WWF.

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**Photos and social media**

A gallery of high-resolution images of the founders is available [here](#).

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Contact co-founder Devin de Vries on [Linkedin](#).



WhereIsMyTransport Ltd

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