

Press release

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South African tech company secures £1.165m in seed funding

WhereIsMyTransport secures investment in platform that will transform transport in emerging cities

London, 31 August 2016 - WhereIsMyTransport, a transport technology company originally founded in South Africa, has announced an investment of £1.165 million from Goodwell Ventures, together with the Omidyar Network, a philanthropic investment firm created by eBay's founder, and Horizen Ventures, as the first closing of a £2 million Seed Round.

The investment has been secured to fund WhereIsMyTransport's transit API, which launches today. The API offers a new open information platform which, for the first time, collates transit data for formal and informal (i.e. demand-based and relatively unregulated) services, and combines it with analytics capability and communication tools.

The journey-mapping capability the platform provides is taken for granted in the developed world, but it has the potential to transform transport in emerging cities where monthly commuting costs can be up to 46% of an individual's monthly income, and where delays and changes to journey routes are common. The company estimates that transport uncertainty in South Africa alone costs the country \$104bn every year.¹

The transit API has been built on Microsoft's Azure cloud platform, to leverage Microsoft's Platform-as-a-Service solutions, and combines data on formal and informal transportation from static and real-time sources. This means that any transportation mode can be mapped and analysed through the API - whether it's city buses, metro systems or privately owned buses and minibus taxis. The platform will support the development of journey-planning applications for websites and smartphones, fare estimators, analytics for more informed infrastructure investment and city planning, and messaging capabilities to help optimise journeys affected by delays and cancellations.

At launch, the platform contains formal transport information for South African cities Johannesburg, Tshwane, Cape Town, Durban, Port Elizabeth, George, and East London. It also contains the data for the new Dar es Salaam BRT system, and the Cairo Metro. Informal transit modes are being added to the platform, starting with the matatu system in Nairobi, Kenya, with this capability to be extended to other cities and agencies over the coming months.

To date, WhereIsMyTransport has added almost 10,000 stops along 40,000km of routes to the platform, which has involved cleaning and plotting half a million data points. The API is designed to be intuitive (including a developer portal that makes it simple to get started), flexible (to accommodate individual developer needs), extensible (forming a sound base for developers to build on) and scalable (capable of handling data from tens of thousands of agencies). It is a REST API, built in .NET CORE and uses OAuth 2.0 protocol and OpenID Connect.

Speaking of the funding round, **Devin de Vries, co-founder of WhereIsMyTransport**, commented: "The platform that we are launching today is the first open platform for integrated

¹ Figure based on South African National Household Transportation Survey and National Salary Data. Please refer to separate methodology.

transit data in the emerging world. It creates a foundation for cities and innovators to bring much needed access and information about mobility to millions of people. It's also just the beginning for us at WhereIsMyTransport as we work to empower people to get where they want to go."

"We are delighted to welcome Omidyar Network to the WhereIsMyTransport family. Their experience and commitment to the social impact of innovation is inspiring and aligns with our own purpose. We also could not be happier that Goodwell Investments has joined us for another round, and now that we have launched our open transit data platform, we look forward to re-opening the round."

Dave New, Solutions Architect and co-founder, added:

"We've focused intensely on every detail of the platform, its architecture, and its documentation to make it seamless and enjoyable to build on. As developers ourselves, we wanted to solve a significant problem, in a beautiful way. This is only the beginning of an incredibly ambitious project to lay a foundation to connect public transport across cities and countries around the world."

"Having spent over a year tirelessly focused on every detail of our platform, we were obsessive about making this platform flexible and useful in the different contexts our users might find themselves in. Although this is a huge moment for us, we're already looking ahead to what integrated transport data can enable in the future."

Developers can sign-up and access full documentation and tutorials on the WhereIsMyTransport Developer Portal (developer.whereismytransport.com). The portal also contains the latest information on which services and cities are currently in the platform. For more information about WhereIsMyTransport please visit: <http://www.whereismytransport.com/>

NOTES TO EDITORS:

About WhereIsMyTransport

WhereIsMyTransport is a transport technology company unlocking the potential of public transport in emerging economies. What started as a university project to make public transport information easily accessible is today a platform that unifies the public transport ecosystem and empowers cities and people. Its platform and products are used by three audiences:

- by cities to coordinate and monitor services, communicate directly with citizens, and to evaluate investment;
- by operators to integrate their systems and optimize service; and
- by commuters, who can access the platform through mobile apps and other endpoints connected to the WhereIsMyTransport platform

WhereIsMyTransport primarily sells through channel partners and systems integrators including including Microsoft, TomTom, T-Systems, and Aurecon. The product team is based in Cape Town, South Africa where the company was founded, with growth and development functions out of London.

Follow us on social media at:

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www.facebook.com/WhereIsMyTransport/

<https://www.linkedin.com/company/651568>

About the investment

WhereIsMyTransport has announced the first closing on a £2 Million Seed Round. The Round was led by Goodwell Investments (also a member of the company's £600,000 Angel round closed in September 2015). Together with Omidyar Network and Horizen Ventures (also a participant in the Angel round) they have invested £1.165 Million. The company has re-opened the round for completion now that the platform has launched.

About Goodwell Ventures

Goodwell Investments provides early stage growth capital and hands-on support to providers of basic goods and services for the majority world in sub-Saharan Africa and India. Goodwell invests in enterprises that are financially sustainable, scalable and that deliver significant impact and financial returns. Goodwell has pioneered a partnership approach to incubating early stage impact funds together with local investment teams. Goodwell's partner firm network includes India and spans also across Africa, in West and Southern Africa and shortly adding a partner firm in East Africa.

About Omidyar Network

Omidyar Network is a philanthropic investment firm dedicated to harnessing the power of markets to create opportunity for people to improve their lives. Established in 2004 by eBay founder Pierre Omidyar and his wife Pam, the organization invests in and helps scale innovative organizations to catalyze economic and social change. Omidyar Network has committed more than \$947 million to for-profit companies and nonprofit organizations that foster economic advancement and encourage individual participation across multiple initiatives, including Education, Emerging Technology, Financial Inclusion, Governance & Citizen Engagement, and Property Rights. To learn more, visit www.omidyar.com, and follow on Twitter @omidyarnetwork #PositiveReturns.

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