

MTN Business
**App of the
Year Awards
2022**



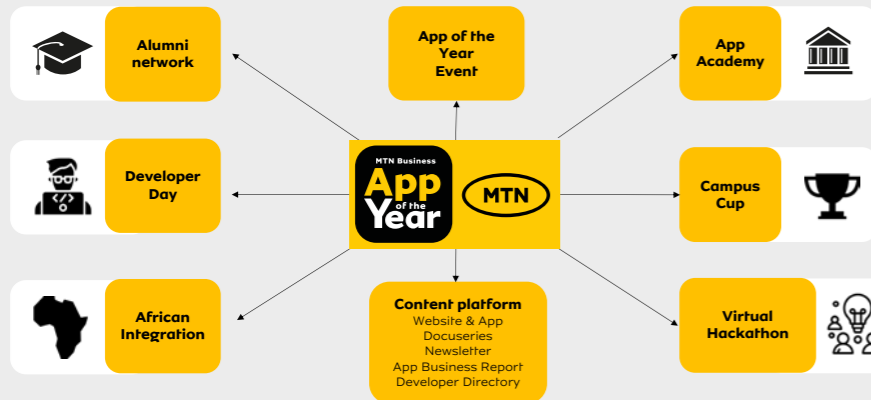


The MTN Business App of the Year Awards has established itself as the premier app development platform and largest competition of its kind on the African continent.

Recognising and celebrating the local game-changers for the past ten years, this platform continues to grow and evolve as MTN Business furthers efforts in championing app development in Africa. This platform in 2022 is no exception.

The MTN Business App of the Year Awards consists of the App of the Year Roadshow, Submissions, App Academy, Virtual Hackathons, Masterclasses, Campus Cup, Judging Days and the Awards Ceremony.

Ecosystem



As the champion of app development talent, this annual campaign uncovers and celebrates local technology talent and out-of-the-box thinking that drives disruption and change.



The number of competition entries received has increased year-on-year, with over 1 700 submissions from across Africa received in 2021. This speaks to both the popularity of the platform as well as the extent of undiscovered and untapped tech talent across the African continent.



The campaign is dedicated to the discovery of Africa's leading mobile apps, launching them to the public through the use of media and PR, and driving traffic and is an ideal 'go to market' strategy for local developers, providing unparalleled coverage.



Many of the past winners have become overnight sensations in their own right or have been acquired by blue-chip companies. Think Snapscan, Naked Insurance and Pineapple.



The event brings together the entire tech industry which comprises fellow techies, SA's leading app developers, media representatives and key industry stakeholders.



Over the past 11 years, the awards have become synonymous with the growth and development of African innovation and technology, uncovering some of our best-known apps and bringing together different sectors of society to solve a variety of social, economic and business needs.

2022 MTN Business App Academy



One household. One Developer

The App of the Year platform is the leading innovation platform on the African continent, and through the MTN Business App Academy we have adopted the mantra “One household. One developer”. The Academy trains thousands of aspiring developers to jumpstart a career in app development and coding. The goal is to create a cohort of future-fit young people on the continent who can thrive in a tech-enabled world.

The 2022 MTN Business App Academy is once again urging all innovators, aspirant coders, and budding tech entrepreneurs to join the movement!

The MTN Business App Academy is a FREE online coding course.



App development classes are hosted on www.appoftheyear.co.za. To facilitate participation, the website remains zero-rated for all MTN subscribers.



The academy culminates in a series of hackathons where the participants develop apps to solve for a uniquely South African or African problem.



The 2022 MTN Business App Academy is once again SETA accredited and awards students with up to NQF level 5 certificate which assists them in creating employment opportunities for themselves and others.



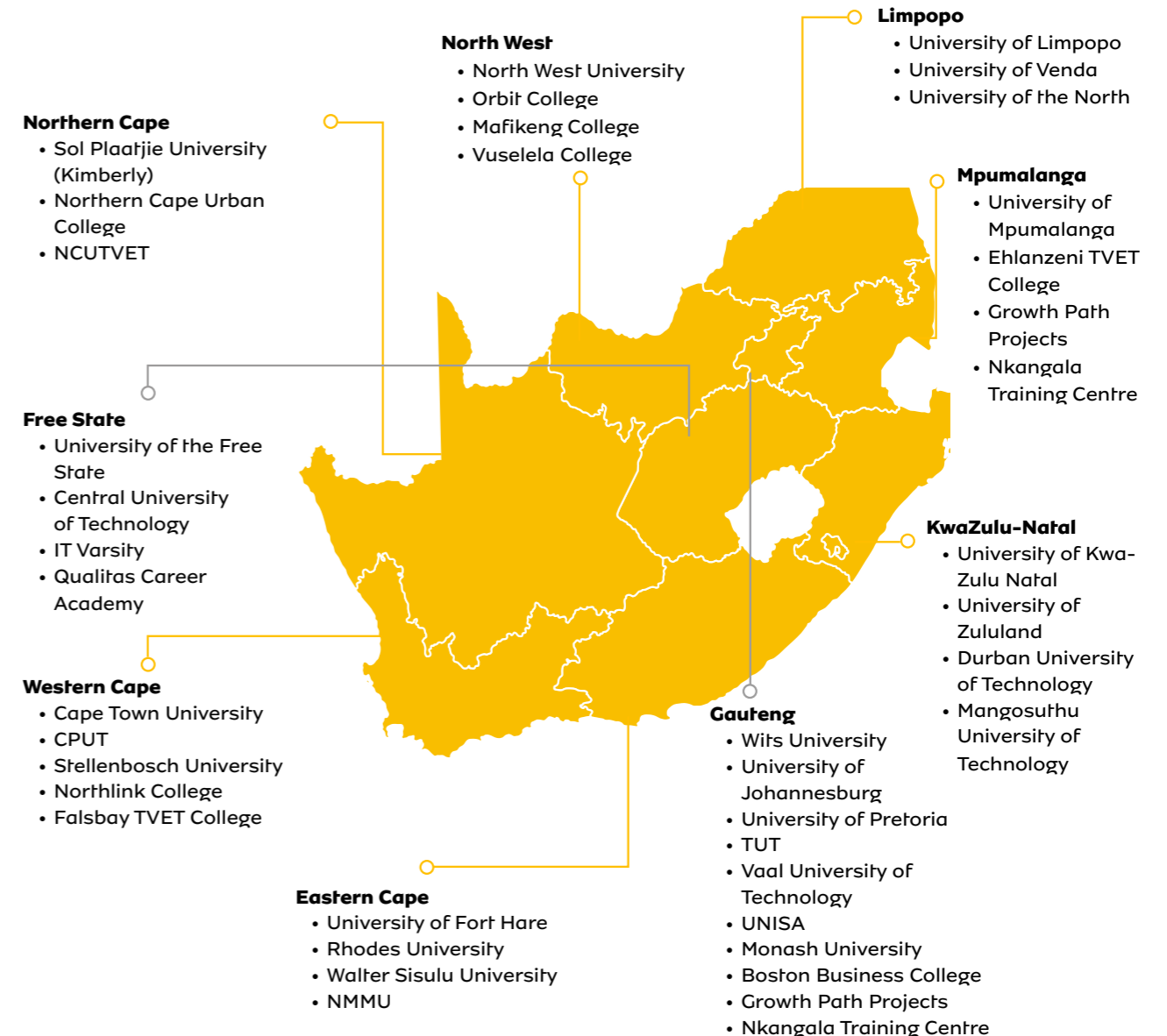
This campaign was born out of an awareness that there are many insightful people who have ideas for app-based solutions to everyday challenges, but who are not developers, and do not know how or where to connect with the right people.



The 2022 MTN Business App Academy caters for beginner (NQF level 3) and intermediate (NQF level 5) of coding proficiency.

MTN Business App Academy National Footprint

Includes tertiary institutions, community centres and schools



The Campus Cup Challenge



The battle of the campuses

The Campus Cup Challenge is a stand-alone category of App of the Year Awards where university and college campuses battle it out for the accolade!

Open to anyone from 18 to 25 years old enrolled in an accredited tertiary education institution.

Each entry represents a particular institution and community within the category.

The winning team for the 2022 Campus Cup walks away a cash prize for themselves, split as R50 000, R30 000 and R20 000.

The winners are announced at the App of the Year Awards.

Virtual Hackathon

The MTN Business App Academy peaks with an explosive 72-hour virtual hackathon where developers code for solutions to solve a uniquely South African problem.



MTN Business App Academy Hackathon

The entire MTN Business App Academy cohort will participate as well as any external developer that would like to enter, pulling in hundreds of developers from around the country.



Judging Days



Over the past two years, judging has taken place virtually via video conferencing. After carefully reviewing all submissions, the panel of judges shortlist the top 140 finalists.



The finalists compete against one another for the highest number of public votes and downloads, which affords them the title of People's Choice Award.



Judges have two days to deliberate and make the final announcement of the Top 140 on all MTN Business App of the Year social media pages.



The judges are given the opportunity to announce each category and its description, as well as giving participants an understanding of what they were looking for in particular.



Finally, the top 3 in each category are announced and the top app is awarded at the main event.

2022 Categories

The ever-evolving MTN Business App of the Year Awards includes a more significant African presence and new categories have been introduced to reflect this. Partners have the option of sponsoring one or more of these categories.

Best Consumer Solution

This application should look at opportunities to make the lives of the everyday consumer easier and more convenient.

Best Enterprise Solution

This is a solution specifically focused on businesses or companies. The application should talk to business challenges for example storage, CRM or Internet of Things.

Most Innovative Solution

All first-to-market and groundbreaking solutions belong here! This application is a one-of-a-kind and disruptive in the industry.

Best Gaming Solution

This is an application aimed at the gaming industry, whether it's mobile, PC or gamification.

Best Health Solution

The health industry is inundated with challenges ranging from limited access to health-care professionals and medication to real-time emergency information needs.

Best Agricultural Solution

This is a solution that focuses on solving the growing agricultural challenges in Africa.

Best Educational Solution

This is a solution that focuses on solving the education challenges in Africa.

Best Financial Solution

Locally developed applications focused specifically on the financial sector.

Best Hackathon Solution

This award is given to the new kid on the block, the developer that produced the best app as a result of participating in the MTN Business App Academy and the hackathon.

Best South African Solution

This is a solution that celebrates the uniqueness of Mzansi. The winning app in this category will be a hyper localised solution, targeted at and solving problems that are exclusively South African.

Best Campus Cup Solution

We've got a brand new category this year! The MTN Business App of the Year Campus Cup Challenge will be won by a college or university student/team who designs the most outstanding app. This Challenge is open to anyone between the ages of 18 and 25 who is enrolled in an accredited tertiary education institution.

Best African Solution

The Best African Solution is now opened to all app developers and coders from the continent. To qualify for this category, you have to be living outside of South Africa, but within an African country and your app needs to be developed locally (within your region).

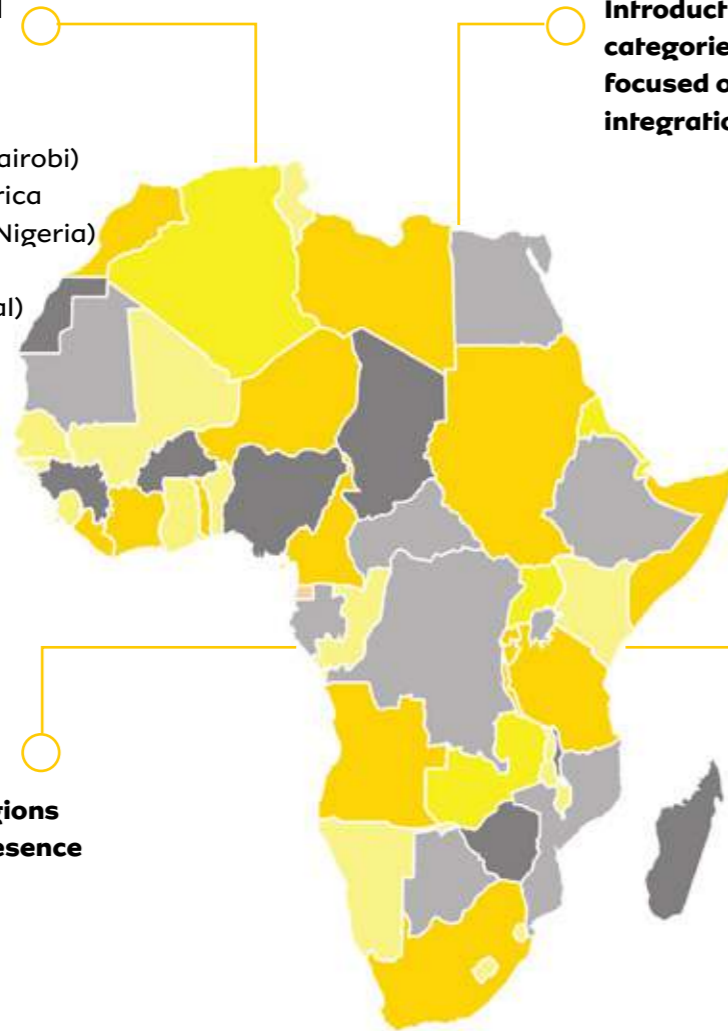
Huawei Category 15

This category is reserved for apps that were developed for the Huawei App Gallery, are HMS compatible or have integrated an HMS toolkit.

Pan-African intergration

Partnership with regional ecosystem players and incubation hubs such as:

- iHub Tech Center (Nairobi)
- Growth Hub East Africa
- Incubator CIPMEN (Nigeria)
- TechFuze (Egypt)
- AfriLabs (Continental)



Introduction of new categories & prizes focused on African integration

Focusing on the regions with a high MTN presence

Involvement of industry experts outside of South Africa on the judging panel as well as the App Academy facilitator panel

The 2022 MTN Business App of the Year Awards



This is the premier app development event on the continent. This hybrid event brings together stakeholders, sponsors and nominees both virtually and physically.

Some guests join the event physically while others join virtually from the comfort of their homes or offices. The event is streamed live on www.appoftheyear.co.za.

An event highlight every year is when the overall winners are surprised with a live visit streamed to the Johannesburg-based studio on the night of the awards.

*As always, the awards night is a celebratory evening never to be forgotten! The overall MTN Business App of the Year winner will, for only the second year running, walk away with a whopping **R1-million** in prize money.*

Everyone deserves the benefits of a more connected life, which is why MTN Business continues to spearhead digital transformation through its continued sponsorship of the MTN Business App of the Year Awards. This platform continues year-on-year to uncover and celebrate local technology talent and out-of-the-box thinking that drives disruption and change. This is how MTN Business is changing the future of our continent: a developer echo-system that provides opportunities for our youth, and solutions for our people.

