

SMALL BUSINESS GRANTS

Source: MediaTec Report.

How a grant contribution has supported a female-owned company to develop a successful app

By Given Wageng

MediaTec SA is a telecommunications, media and technology company whose aim is to develop innovative technological solutions to everyday problems companies may face in the era of the 4th Industrial Revolution.

A female-owned company, getting into the technology space has not been without its challenges. And finding companies and people to believe in its vision for a more connected and equitable society has been even more difficult.

With funding from SENTECH's SEED department, MediaTec was able to develop a project management app that is not only user friendly, but can grow as the needs of MediaTec's clients change. The app is a central platform on mobile for keeping track of installations, sales, milestones, and deliverables.

Adaptability is key in the technology space, and was important to develop something that adds value to a company without breaking the bank. With the shift to remote working, the development of this app has been timely as issues of presenteeism and absenteeism becomes more apparent in the world of work. Managing large scale projects remotely has become more challenging, given limited travel capability for those tasked with overseeing projects.

The funding provided by SENTECH has truly launched MediaTec. It is positive this investment will pay dividends in future, as it seeks to advance technological developments in South Africa and Africa, while being cognisant of the principles of social justice and *ubuntu*.