

Gojimo goes global, first UK, then US, now SA

George Burgess, titled one of Britain's six most exciting young entrepreneurs by Forbes and called "one to watch on London's tech startup scene" by the *London Evening Standard*, is launching a revolutionary education app in South Africa on 2 April...



George Burgess, Founder and CEO of Gojimo.

At only 15 years of age, Burgess ran his own eBay shop, becoming a super-seller and turning over £36,000 a year. By the age of 17, Burgess had founded EducationApps, a startup app developer that produces educational content for mobile phones, with partners such as the BBC, Pearson and Oxford University Press.

Now 22, Burgess is bringing mobile exam preparation to South Africa, following Gojimo's success in the UK and US. Having identified South Africa's demand for technology-based learning, he saw the opportunity of launching Gojimo in Africa.

The youth of today are becoming immeasurably familiar with the world of apps and technology-based learning and are captivated with online presence. Our educational sectors appear to be trying to stay current and up to date with the global technology learning trends, but still have a long way to go to reach all South African students. By offering a free app that can virtually be put into the hands of every matriculant in South Africa, Burgess is hoping to close the gap in mobile learning. He says, "I've seen the transformative nature of education and using a mobile learning platform puts that power right into the hands of the students."



In terms of user experience, Gojimo enables students to find everything they need inside this one app. The app works on both phone and tablet devices, allowing students to download Gojimo for free from either App Store or Google Play. Gojimo now offers free content specifically written for South African matriculants making it extremely relevant. The app helps students get an instant picture of their knowledge by selecting their exam and the subjects they are studying for. Content can be broken down into topics or students can opt to take a random quiz, they are able to track their progress over time as well as revisit previous questions and answers in order to reinforce their learning.

A crucial benefit for students is that the app works offline so once the content is downloaded students can use the app with no internet connection. Burgess said that with Gojimo he hopes that "together we can help raise pass rates".

With this youthful passion, extensive research and industry knowledge, Gojimo is the leading trendsetter in technology learning. With Gojimo, Burgess has the perfect recipe for an education-hungry Africa by facilitating student learning, for free, at any point in time and anywhere that they may be. Gojimo paves the way to enable students to harness the power of mobile and increase their chances of success in their exams as well as creating the opportunity for students to make use of previously 'dead time' by revising wherever, whenever.

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