

Three of the hottest tech startups in SA

 By Hicks Crawford

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One of the most celebrated entrepreneurs of our generation, Elon Musk, is proudly one of South Africa's own. Born in Pretoria, Musk is a shining example of what South Africans are capable of on the world stage. In honor of his ingenuity and blatant honesty, as displayed in a [Vanity Fair piece](#) on his upcoming rocket launch, let's take a look at three of the top tech startups that can trace their roots to South Africa.



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Tuluntulu

Something as simple as streaming video online can be a challenge, depending on the speed of your connection. In more remote parts of the world, internet speeds barely surpass dial-up. For many home internet users, the more affordable plans offered by their ISP fail to provide enough juice to seamlessly stream Netflix or YouTube.

A common problem that results from relentless buffering is audio and picture that's out of sync. Tuluntulu, founded by Pierre van der Hoven, is a South African company that provides technology for streaming quality online content over even the most challenging of connections. With a focus on African content and the "second screen" (social media feeds related to the content being viewed), the service is forging ahead into finding new ways to monetize content and make more shows available to their app's user base.

The Artery

A brand new startup has entered the e-commerce space, focused on allowing undiscovered artists to directly market themselves to the citizens of the internet without the usual costs of marketing and promotion. What [TechSupremo](#) has managed to do for tech writers, The Artery is looking to replicate in the African art community.

JobCrawler

Looking for work in South Africa? For jobseekers, JobCrawler is designed to provide an online portal into all of the job openings that have been posted online by firms in South Africa's major hiring markets. Filter jobs by geographic area, profession or employer. The beauty of this system is that it takes existing online data and combines it into a single, easy to use interface for motivated future employers to find their next career move.

The key to this sort of project is strong, [localized online marketing for small business owners](#). If the site can continue to successfully generate traffic in focused areas, they'll be able to successfully market themselves to employers who will want the opportunity to have their job posting featured. After all, if you want the best employees, you need to get your job opening in front of as many qualified applicants as possible.

There's something about watching a hometown team of go-getters build something cool on a global scale that really inspires pride. Whether it's bringing talented artists out onto the world stage, connecting job seekers with employers, or empowering more people to enjoy online video streaming in a mobile environment, South Africa is full of innovative startups poised to follow in Musk's footsteps.

ABOUT HICKS CRAWFORD

Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

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