

Umoyair

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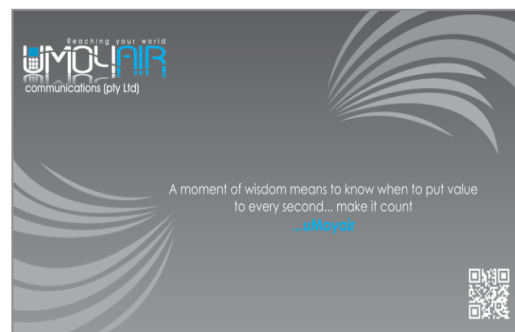
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Personal Information

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| Contact Name: | Sapho Maqhwezima |
| Organisation/Business Name: | Umoyair Communication (Pty) Ltd |
| Organisation Type: | SME |
| Web Address: | http://www.umoyair.co.za |
| Location: | Port Elizabeth, Eastern Cape |
| Type of Industry: | Information Communications Technology |
| Technical Area: | Software Development, Web & Mobile Applications and Telecommunications |

Technology Offer Description

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|-------------------------------|---|
| Technology Maturity: | Prototype, Ready to Commercialise |
| Proof of Concept: | Yes pilot, prototype and certified |
| Intellectual Property: | Yes, patent 2010/08343 |
| Desired Relationship: | Investor/Funding, Market Research, Co-development partner, Customers, Commercialisation & Market Penetration Assistance |



Summary:

Umoyair is based on a free call user and advertiser incentive process, whereby the users gets to make free calls sponsored by advertisers through a simple process of demographically selected advertisers/ user matched by profiled interests. This allows the user to gain an emotive interaction with the advertiser message. The user gains from the advertisers interest in them and the advertiser gains a potential client under a captive high attention state, therefore more likely to get the message and feel a little more compelled to respond positively due to the initial benefit that assists the users need at no cost to the user.

Detailed Description:

The function of the technology is mainly for information dissemination and linking people on a convenient and affordable platform. Umoyair has other incentives and highly technical element that make the concept easier to interact with for the user, agent and advertiser, these are modules built into the back-end of the website. This is the first ever way in the world to incentives customers with something of true value as opposed to possibly discouraging competitions which could have a negative impact on the customers that don't win.

This system integrates the internet and cell phone communications systems to achieve an affordable medium of communication. The target market is anyone or organisation who has some information to share. Umoyair is universally applicable linking users and advertisers by clear lines of interest only. The user is able to make a call without ever need to recharge and gets receive information that triggers their interests same goes for the advertiser.

The project is fully functional, yet due to the fact that the main structure of the project and needs reside with external service provides is a limitation and a great need. Umoyair has been tested successfully in live environment. The next step is to strengthen the IP and develop a better version of the concept.

Team and Related Experience:

Sapho Maqhwazima is an entrepreneur with a proud business history of over 11 years. He has experience and training in Graphic the former Port Elizabeth Technikon.

Disclaimer and Non Confidential Disclosure:

By submitting your concept/technology to ELIDZ, you are acknowledging that all the information you are bringing forward is yours and that the information will not be deemed to contain information that you regard as confidential. ELIDZ will thus not be reliable for any loss or compromise of information; it is therefore vital that you help us ensure the confidentiality of your information.

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