

CNN highlights SA Web 2.0 startup

Hot news in the SA blogosphere currently is that Afrigator.com, the Africa-centric social media aggregator, has been named one of 31 'hot non-US Web 2.0 startups to be watched' by *Business 2.0* magazine on CNNMoney.com (http://money.cnn.com/galleries/2007/biz2/0707/gallery.web_world.biz2/).

Afrigator's founders Justin Hartman (www.justinhartman.com) and Mike Stopforth (www.mikestopforth.com) are thrilled that www.afrigator.com is being recognised alongside game changers such as Joost (www.joost.com) and WidSets.

"We're hoping this mention will be a catalyst for boosting the company into the next stage of growth", comments Hartman. "We know we're on a good wicket but there's still plenty to do".

Stopforth would like to see Afrigator differentiate itself through ease of use and integration with mobile communication. "If we can keep Afrigator fast and simple on the Web, and easy to access using a cellphone, we'll be achieving our goals."

Afrigator was born out of a desire to have a hub where the best of Africa's user-generated content could be gathered, filtered and enjoyed by geeks and non-geeks alike. The two felt that Technorati.com, by far the biggest and broadest blog aggregator on the Web, had so much content pouring through it that the best of Africa was often lost in the noise.

Hartman had the technical expertise and Stopforth the marketing savvy to get it going, and the response from bloggers across the continent has been overwhelming. Stiaan Pretorius (www.stii.za.net) and Mark Forrester (www.markforrester.co.za) joined the team as the project grew. Today, Afrigator reports over a 1000 registered sites and is constantly adding new features.

For more, visit: <https://www.bizcommunity.com>