

# New smartphone app for small businesses launched

A big part of being a business owner, an entrepreneur, is building the know-how that will empower you to become more successful. It's all about finding the right mentor, getting the best finance for your business, securing space to trade, marketing your business and doing it all within the constraints of your budget. GfK, a global market research company, has developed a smartphone app that will deliver all these insights directly to you. Named Fundi, it'll deliver business and entrepreneurial content to thousands of small business owners across South Africa, for free.



Firstly, Fundi offers users Mobisite Builder, with which you can build an online profile for your business, and receive a dedicated URL accessible on desktop or mobile devices. Users can provide a short overview of their business, list their services, as well as provide their contact details and social network links.

The Fundi Insights hub is a collection of the most valuable business articles aggregated from around the world, while the Fundi Forum is a place where you can interact with other business owners, to discuss challenges and solutions for your business.

## Anonymous monitoring

In exchange for all of these useful features and valuable content, GfK will anonymously monitor your smartphone usage to understand how consumers are using their mobile devices. Additionally, by understanding what sort of content you engage with most often, it can ensure that it continues to deliver the best possible content to you.

Usage tracking is completely anonymous, Fundi has no access to any content displayed on the screen, or any keystrokes, so all private user information is completely inaccessible to GfK. The system is fully POPI compliant.

GfK uses the information to understand which types of mobile websites and applications are most popular in South Africa, helping media planners identify the most valuable mobile platforms to advertise on, as well as to author reports on mobile usage trends in South Africa.

Fundi is currently available for download from the Google Play Store, and from [www.fundiapp.com](http://www.fundiapp.com)

Initially, Fundi will be limited to Android phones only, with roll-out to IOS phones due to follow soon.

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