

## Silvertree Capital buys into Vosto

Silvertree Capital will become a shareholder and advisor to Vosto, a Cape Town based mobile ordering app company, recently selected by Net Prophet as one of the 10 most promising start-ups.

Silvertree Capital's founding partner, Manuel Koser, will join Vosto's advisory board. Koser was previously a co-founder of the online retailers Zando in South Africa and Jumia in Nigeria. "He brings a wealth of experience in this arena and we are excited to have him on board," says Vosto CEO, Shadley Wentzel.



The mobile application allows users to order meals from local restaurants using their mobile device GPS capabilities. It offers an aggregation of food choices, a convenient user interface and the ability to place food orders from the mobile app, thereby reducing waiting time.

It has successfully navigated the piloting phase in selected areas in Cape Town and plans to add several new areas in the coming months.

Some of the brands currently listed on the platform include Primi Piatti, Kauai, St Elmo's, Simply Asia, Debonairs and Steers.

"We have been overwhelmed by requests for new areas to be added, but we wanted to ensure that our app delivered on every aspect of its promise, before rolling out on a large scale," says marketing executive Sean Brophy.

The app is available as a free download from the Blackberry and Android application portals. The iPhone application will be available by end June. A mobisite ([m.vosto.co.za](http://m.vosto.co.za)) is also available.

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