

For Immediate Release

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Mobile Apps Development Conference & Competition

The PIVOT25: Mobile Apps & Developers Conference is a first of its kind conference intended to showcase and bring focus to the mobile developer and entrepreneur community in East Africa. More than 100 tech startups applied to compete at PIVOT25 in front of the 300 expected guests, including venture capitalists, angel investors, corporate executives, and members of the local government.

Of the more than 100 startups that applied, twenty five finalists were selected to pitch at PIVOT25. Five finalists were selected from each of the following categories: Applications in Entertainment, Gaming, and Utilities; Applications in Mobile Payments and Mobile Commerce; Applications in Business and Enterprise; Applications in Government, Agriculture, and Education; and Applications in Health. These finalists will be competing for valuable market exposure, cash prizes, investments from the many venture capitalists and angel investors who will be in attendance, three incubation spaces at m:lab East Africa, and the grand prize: an all expense paid trip to pitch at DEMO 2011: The Launchpad for Emerging Technology, in Silicon Valley, California.

PIVOT25 is an event initiated by the iHub, Nairobi's premier tech innovation hub, and m:lab East Africa. The m:lab aims to facilitate demand-driven innovation by regional entrepreneurs, ensuring that breakthrough low-cost, high-value mobile solutions can be developed and scaled into sustainable businesses that address social needs. The m:lab will feature a mobile testing lab, training facilities, and seven incubation spaces, amongst many other facilities at the disposal of mobile technology startups. PIVOT25 will feature world-class speakers, such as John Waibochi (CEO, Virtual City Limited), Erik Hersman (Co-founder of Ushahidi and founder of the iHub), Juliana Rotich (Co-founder of Ushahidi), Richard Bell (CEO of East Africa Capital Partners), and Kamal Budhabhatti (CEO of Craft Silicon).

PIVOT25 will take place June 14-15 at the Ole-Sereni Hotel off of Mombasa Road, overlooking the famous Nairobi Game Park. The m:lab will be formally launched on June 16 at the iHub, immediately following the conclusion of PIVOT25. Tickets for PIVOT25 are available for purchase at www.pivot25.com, along with more information about the event, prizes, sponsors, and finalists.

For more information, or for interviews, contact:

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