



# SweepSouth First SA Startup to Join Silicon Valley's 500 Startups Accelerator

*Photo: Aisha Pandor & Alen Ribic  
SweepSouth Co-Founders*

# Media Announcement

*Photo: Alen Ribic  
SweepSouth Co-Founder*



***Cape Town, 27 July 2015:***  
*Silicon Valley-based VC fund and startup accelerator, [500 Startups](#), has announced its 14th batch of startups, which includes the South African home cleaning service platform, [SweepSouth](#).*

*This is the first time a local company has been selected by 500 Startups, with only a handful of African companies being chosen to join the programme in the past.*

*Alen Ribic, SweepSouth's CTO says, "We're meeting some of the smartest people in the industry who understand and have experience in taking a company like SweepSouth from thousands of transactions a month to hundreds of thousands."*

# Objective

Raise awareness of SweepSouth's acceptance into this prestigious accelerator programme to build its business profile while encouraging new customer sign-ups.

# Goal

Pre-pitch 1 x interview and manage reactive queries for interview once the release has been issued.

# Result

30 Pieces of coverage  
*20 in SA & 10 across Africa*



# SA coverage

## Online

- [News24 online](#) and [mobile](#): SA startup scores US accelerator jackpot
- [BusinessTech](#): SA startup makes it to US accelerator programme
- [TechCentral](#): SA Startup joins Silicon Valley accelerator
- [BizTechAfrica](#): SweepSouth first SA startup to join Silicon Valley...
- [Ventureburn](#): SweepSouth becomes first SA startup to join Silicon Valley...
- [Htxt Africa story 1](#): SweepSouth first SA startup on 500 accelerator
- [ITWeb story 1](#): SA startup joins Silicon Valley's accelerator
- [ITWeb story 2](#): SA startups eyes Silicon Valley success
- [All4Women](#): SA startup to join Silicon Valley's 500 Startups accelerator
- [Ideate](#): SA startup to join Silicon Valley's 500 startup accelerator
- [Bizcommunity](#): SweepSouth joins Silicon Valley's 500 Startups ...

[TechFinancials story 1](#): SweepSouth to join Silicon Valley's 500 Startups

[TechSmart](#): SweepSouth first SA startup to join Silicon Valleys...

[Silicon Cape](#): SweepSouth first SA startup to join Silicon Valley's...

[MetroTell](#): SA startup to join Silicon Valley's 500 Startups accelerator

[The South African](#): SA startup becomes first startup on US 500...

[TechFinancials story 2](#): SA startups making it big globally

[IT-Online](#): SA company joins Silicon Valley Startups

[Htxt Africa story 2](#): SweepSouth will take care of your dirty laundry or home

## Print

[Sunday Times](#): A woman's place is in the boardroom guys

[Forbes Women Africa](#): The Millennials - the new look of entrepreneurship

## Broadcast

[Cape Talk - The Money Show](#): US VC invests in local uber-esque service

PowerFM - Power Business 2 Sep 17:38

[SAFM Otherwise](#) 7 Sep 13:05

# African coverage

## Online

[Disrupt Africa](#): SA's SweepSouth Ghana's Kudos selected...

[AFK Insider](#): SA Startup makes it into US Accelerator programme

[TechCabal](#): SweepSouth and KudoBuzz join the 14th batch of 500 Startups...

[AllAfrica](#): SA startup scores US accelerator jackpot

[CP Africa](#): SweepSouth SA's on-demand cleaning service joins...

[AfroTech](#): Ghana's KudoBuzz and SA's SweepSouth joins 500 startups

[NewsInformer](#): SA Startup joins Silicon Valley accelerator

[Uncova](#): SweepSouth becomes first SA startup to join Silicon Valley's 500...

[Smile and Mobile](#): SweepSouth first SA startup to join Silicon Valley's 500...

[Nigeria Shafaqna](#): SweepSouth and Kudobuzz join the 14th batch ...

[Nigeria News](#): SA's SweepSouth and Ghana's Kudobuzz make it...





# SweepSouth

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## Client feedback

*“Thanks for all of your help. You were so efficient and organised and it's been really lovely working with you. We look forward to working together more in future.”*

*- Aisha Pandor -*