

Mohiri; job alerts at your fingertips

Gone are the days when a person should need to buy a newspaper to read the latest news and vacancy ads. Everything we need should be available at the click of a button, online. In a world where digitisation has been the chief driver of most major shifts in business opportunities and processes over the last two decades, Mohiri comes as a breath of fresh air for the unemployed population.

This unique and innovative service uses an Artificial Intelligence (AI) driven assistant where a user receives job alerts that are relevant to their profile, thus reducing the need to keep up with information/advert overload in newspapers and websites.

Founder of Mohiri, Mr Thato Kasongo has created a platform where personalised job alerts connect the right users to job opportunities through mobile alerts. “We were stimulated by the high levels of unemployment in our country. We then worked on a technology that would solve the problem by harnessing the use of internet and technology to take solutions to users’ fingertips,” he commented.

He went on to explain the pivotal role that BIH played in the development of his business. “I have been fortunate enough to be part of the BIH Acceleration Programme where we are receiving coaching, mentorship, access to partner programmes such as the Southern Africa Innovation Support (SAIS) Programme. Through BIH, we have been to international pitching competitions that exposed us to potential markets. I believe the skills we have acquired in the BIH Acceleration programme are of great value and this is evident in the market penetration we have managed to achieve so far.

With a long-term vision to grow Mohiri into Southern Africa’s biggest jobs service platform, Mohiri are using Botswana as a test base for this, with the hope to penetrate other countries with high unemployment numbers such as Zambia and Tanzania .