



The Cape Chamber of Commerce & Industry and the Cape Higher Education Consortium

WESTERN CAPE ECONOMY INNOVATION AWARDS NOMINATION FORM 2026

Please complete this nomination form accurately, completely but succinctly.

1. Contact details

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address
Nafi Abrahams	Loop		28 March	team@loopapp.co.za

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Imtiyaz Riley	Loop	Private	074 652 4043	riley@loopapp.co.za

2. Short description

+100 word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.

(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)

Loop is a Cape Town-based mobility and fintech innovation that modernises the minibus taxi industry through digital payments and smart transport technology.

Loop allows commuters to pay for taxi rides digitally through WhatsApp and other cashless payment methods, removing the need for physical cash while making transport safer and more efficient.

The platform also gives taxi operators better visibility of their revenue and helps them manage their business more effectively.

By bridging the gap between the informal taxi industry and modern financial technology, Loop is helping thousands of commuters travel more safely while supporting taxi operators to grow stronger, more sustainable transport businesses in the Western Cape.

3. Detailed description

Please answer all the questions (a) to (j) below, and place answers in the prescribed place as indicated in the table below (to construct a results chain):

- a. What is the target business group/s that this innovation serves and improves?
- b. How many of these target businesses have already utilised this new solution?
- c. How did these businesses access and receive the new solution?
- d. What did this new solution help these businesses become better at?
- e. How did this help to improve their business performance? *Increased sales, lower costs, increased investment, increased employment, increased exports?*
- f. What exactly is this new innovative solution?
- g. What makes it new, compared what existed before? (Novelty in the WC economy)
- h. What makes it better than what existed before?
- i. How is/was the new solution made available to the target market / business group?
- j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with enduring competitive advantage in the market. What is the expected longevity of this this solution? E.g. 5yrs, 10 yrs, 10+ years*

Output: A new catalytic innovation established, serves the WC economy	Outcome: Improved business environment (for the target business group)	Impact: Which target group of businesses benefitted & what improved for them	Longevity: Duration of benefits
<p>f. Loop is a mobility fintech platform enabling taxi payments through WhatsApp (Chat-to-Pay), Tap-to-Pay and digital wallets.</p> <p>g. First platform digitising minibus taxi payments using WhatsApp-based payments accessible to everyday commuters.</p> <p>h. Safer than cash, easier for commuters, and gives taxi operators real-time payment visibility and operational data.</p>	<p>i. Integrated directly into taxis through partnerships with operators and taxi associations.</p> <p>C. Operators onboard through Loop partnerships and install payment technology in vehicles.</p>	<p>Minibus taxi operators, drivers, and transport businesses in the Western Cape.</p> <p>a.</p> <p>b. 15,000 WhatsApp users, 8,800 mobile payments processed, and over 60,000 rides completed.</p> <p>d. Managing digital payments, reducing cash risk, and improving financial tracking.</p> <p>e. Safer transactions, improved revenue visibility, and more efficient transport operations.</p>	<p>j. A scalable fintech mobility platform expected to support digital transport payments for 10+ years across Africa.</p>

After completing the table, read from left to right. Check for coherence and improve if needed.

4. Declaration of Evidence to verify results chain

What supporting evidence can you provide to verify the results stated above are as stated?

	Output: A new catalytic innovation established, serves the WC economy	Outcome: Improved business environment (for the target business group)	Impact: Which target group of businesses benefitted & what improved for them	Longevity: Duration of benefits
What evidence can be provided? e.g. Records, reports, peer reviews, and so forth	Platform data showing 60,000 rides completed, 8,800 mobile payments, and 15,000 WhatsApp users, demonstrating adoption of Loop's digital mobility and payment platform.	Partnership agreements with taxi operators, onboarding records, and transaction data showing improved digital payment adoption in the taxi industry.	User and operator data showing taxi drivers, operators and commuters benefiting from safer digital payments and improved revenue tracking	Business model documentation, investor support, and growth strategy demonstrating Loop's scalable fintech mobility platform designed for long-term expansion.

5. Select the best category of award for this innovation

Sector	Award	Mark with "X"
Public Sector	6 x Catalytic innovations that contribute to growth.	X
Public Sector	1 x Provincial- or National-government systemic innovation most impactful on economic growth	
Public Sector	1 x Municipal (LM+DM) innovation that is impactful on growth of their local economy	
Public Sector	1 x Public-sector innovation, enhancing good governance.	
Safety & Security	1 x Innovation enhancing precinct safety & security.	
Labour Market	1 x Labour market efficacy award Reducing impediments to increased employment.	X
Academia	1 x Research most impactful on competitiveness of Industry	
Academia	1 x Tertiary education best aligned to Industry / market needs	
Academia	1 x Most successful start-up / spin out	X
Academia	1 x Entrepreneurship development in higher education	
Industry Sector Bodies	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry.	X
Organised Business	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts.	

6. Check that you completed all that is necessary.

7. Submit this documented and/or video recorded to innovation@capechamber.co.za.

Thank you for helping us discover and celebrate the champions shaping a better WC economy!