



Media Release

For Immediate Release

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## **World first SFTs by South African tech company to create 4000 jobs**

*“ChooHoo is a global shared revenue marketplace for SFTs (digital content and digital assets).”*

SOUTH AFRICA: Armed with the premise to support socio-economic development, and the work of creatives, artists and innovators, ChooHoo is a global shared marketplace with a difference. Karlind Govender, Wayne Lazarus and Daoud Saunders are developing the platform to put consumers directly in the path of unique content that removes barriers for creatives to earn an income. The “high-likes” barrier of how digital content is monetised on other platforms limits the value and time period to gain an income, if any income at all. On ChooHoo, creative work is vetted before upload, with creatives and innovators to start earning from their content, upon purchase till SFT pod closure.

The ChooHoo team have created a world first, namely Shared-Fungible Tokens (SFTs) which is a more democratised alternative to Non-Fungible Tokens (NFTs). People can purchase digital content on the platform without facing the high prices associated with NFTs. This allows more purchases at lower prices, resulting in more sales. Revenue thus increases through greater scale without decreasing the quality of the creative work.

There are added incentives for consumers to purchase SFTs and reasons why ChooHoo is a shared marketplace:

- a portion of all SFT sales are shared as donations to community social causes
- a portion is also shared as commissions revenue to create 4000 jobs for marketing partners, and side-hustlers
- and there is a shared portion that ChooHoo is keeping secret until launch

“ChooHoo has a plan to have 1-2 marketing executives working from every municipal ward in South Africa,” says CEO Karlind Govender. “It’s vital that we also connect 2 social causes per ward, and bring to the world South Africa’s untapped reservoir of talent to make good money from the platform, and that’s where ChooHoo comes in.”

With ChooHoo, consumers get curated digital content of the highest calibre. And the system is designed with some of the best security features to ensure a safe environment.

Chooohoo is conducting online workshops for individuals and companies who want to find out more. Workshop dates and times that unpack the opportunity further, can be found on the Chooohoo website and social media platforms.

Chooohoo co-founder, Daoud Saunders who is based in San Diego, California says,  
“When you see the sheer drive in which the Chooohoo team has developed this platform, and the fact that the ward or rather district model is replicated in other countries, you understand that it’s a shared marketplace for everyone. Moreover, we can assist to generate partner incomes, and benefit social causes all over the world. These ingredients are exciting to be a part of.”

Before the app and platform launches, Chooohoo invites you to partner with the world's first SFT marketplace. Whether you're a creative, social cause, potential marketing partner or side-hustler, now is the time to join the evolution of this global ecosystem and the opportunity for shared revenue.

<https://choohoo.world/>

Chooohoo, it’s for you hoo.

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