Taptic 2024 Impact Report

Taptic (Pty) Ltd

Public Impact Report

Signed Off by Active Chief Executive Officer

Veer Gosai

1 April 2025

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Executive Summary

A message from our Chief Executive Officer
Veer Gosai (SU 2ˢᵗ Year Bsc GeoInformatics: CS)

2024 has since been Taptic's Greatest year when it comes to the sheer numbers. Over 3 Million uses of our platforms, led by our flagship site SA Papers.

Our mission is to make high-quality academic resources freely accessible to learners across Africa, helping students succeed regardless of their background or location. Taptic builds and maintains educational websites that support K–12 learners with past papers, notes, and study materials across multiple African countries.
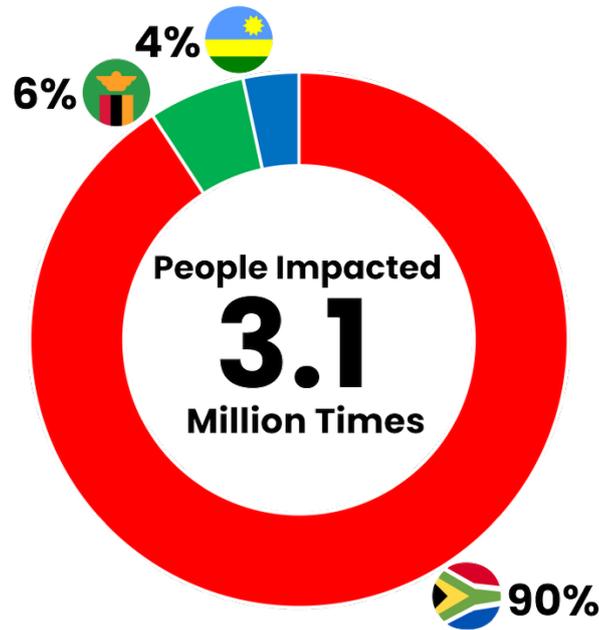
In 2024 we expanded our reach to new regions, grew our user base significantly, and strengthened our team. Beyond the numbers, the impact stories speak volumes. Taptic services are not something students are forced to use and at the top of their mind, but when it's the day before exam and they need a past paper, we are definitely at the top of their head due to our simplicity and easy to use always accessible platform.

As we look to 2025 and beyond, we aim to scale further, expanding to more countries, increasing our content offerings, and continuously improving the quality of our platforms keeping equity, accessibility, and student success at the core of everything we do.
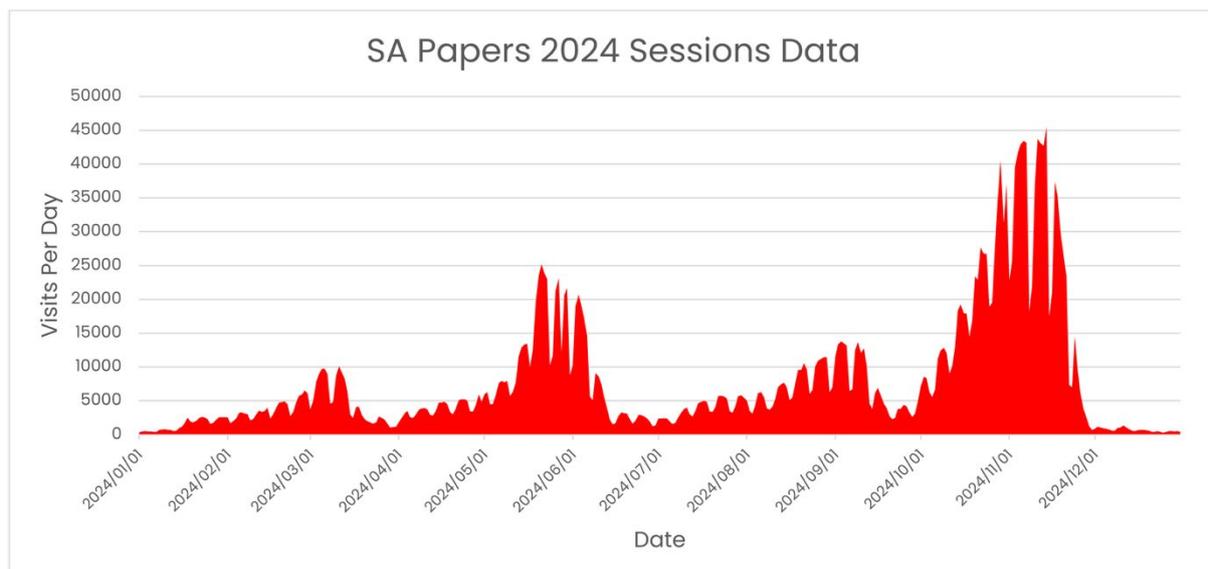
Impact Summary

People Impacted
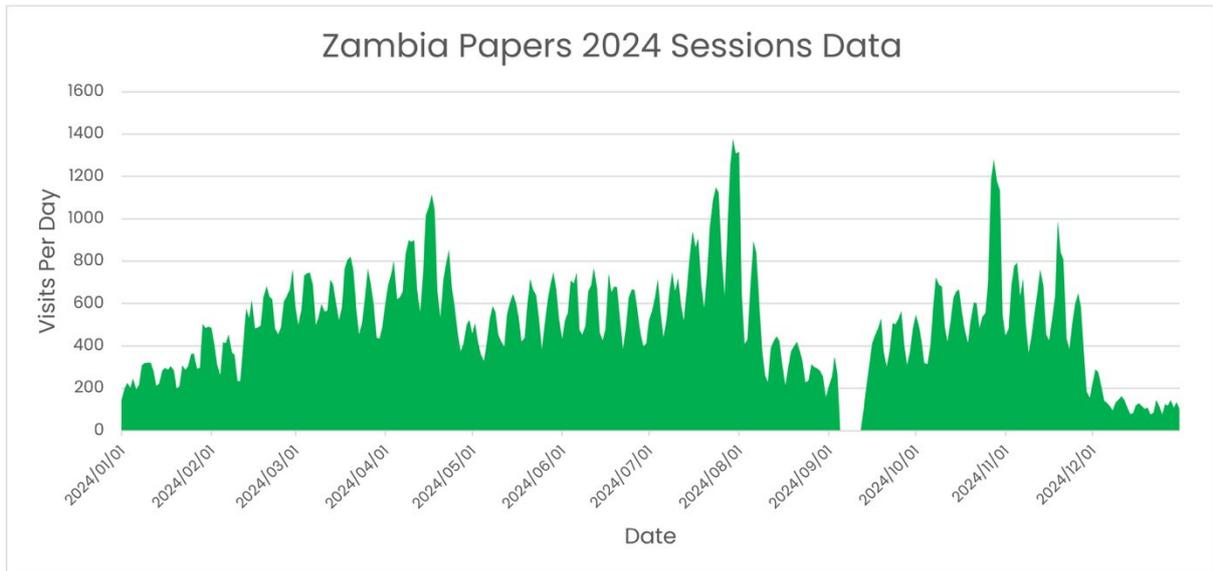**3.1**
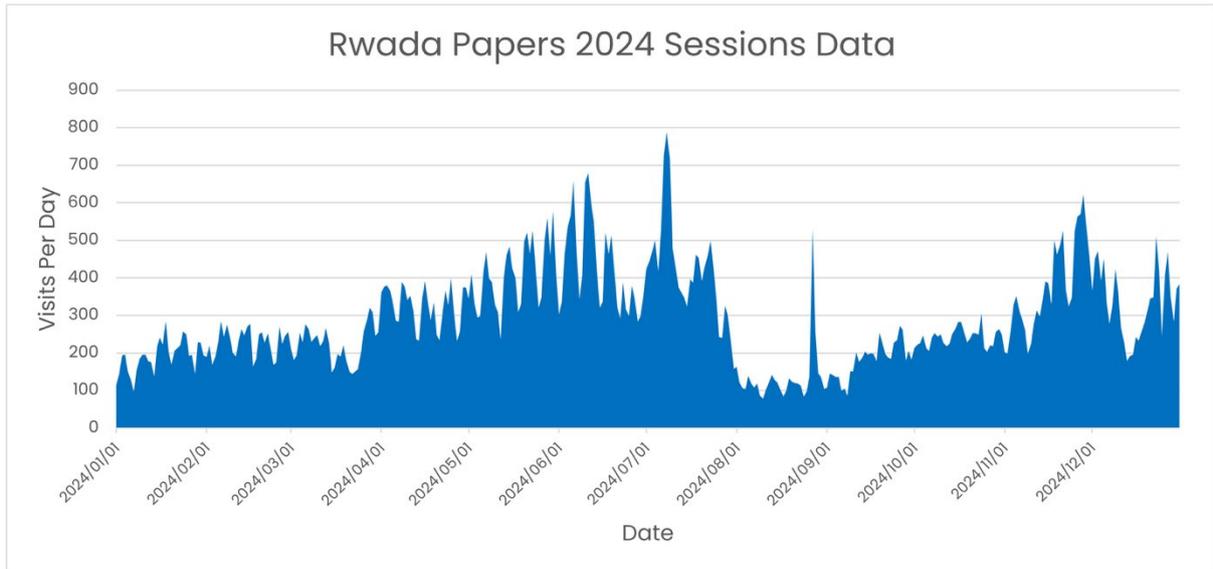**Million Times**

4%
6%
90%

In 2024, Taptic built technologies were used 3.1 Million times

SA Papers	2.88 Million Sessions
Zambia Papers	184 Thousand Sessions
Rwanda Papers	106 Thousand Sessions

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SA Papers 2024 Sessions Data

Rwada Papers 2024 Sessions Data

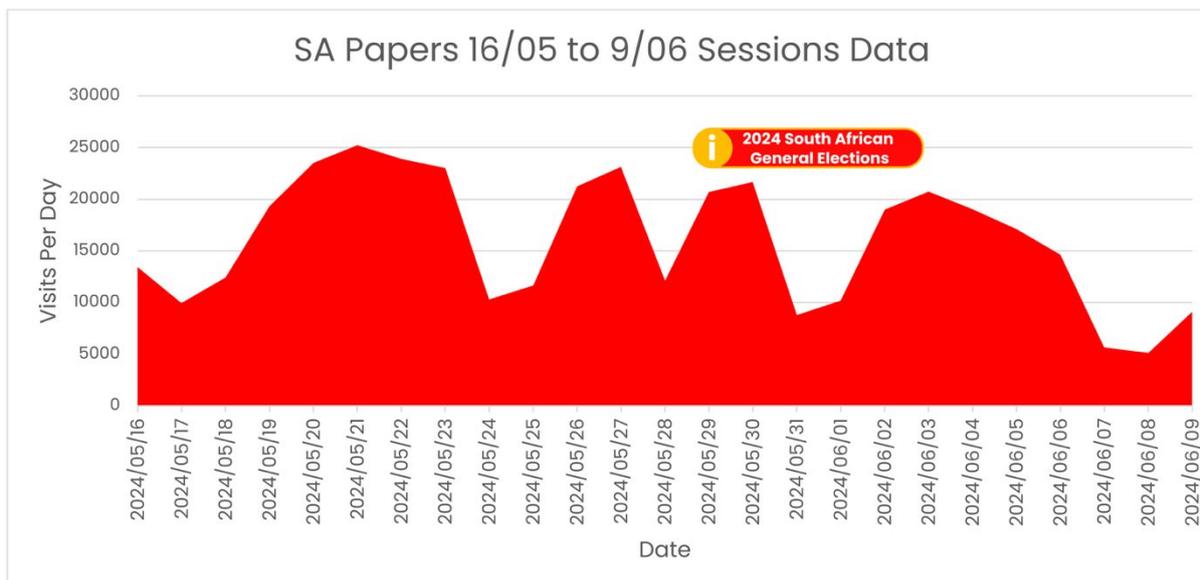

Zambia Papers 2024 Sessions Data

2024 Taptic Impact Report
Data Anomalies

On 28 May 2024, A Data Anomaly was observed which resulted in a deviation from the normal traffic patterns. This was due to the South African General Election taking place on the 29th of May 2024

Principal Deviation Observed: The day before a public holiday in the middle of a week will always result in lower traffic regardless of if it's in the middle of exam time

To Request Data, contact the Taptic Data Office at support@taptic.org

About Taptic

Taptic is an education technology and digital publishing organisation operating across multiple countries, focused on delivering accessible, high-quality academic resources at scale. Through a network of country-specific platforms, Taptic supports learners, educators, and institutions by providing structured exam papers, study materials, and supporting digital tools.

We operate at the intersection of education, technology, and public-interest infrastructure, serving millions of users across diverse regulatory and economic environments.

Mission & Vision

To make trusted educational resources accessible, reliable, and easy to use for learners across emerging and developed markets through scalable, well-governed digital platforms.

We want to build a unified, resilient, and compliant global education platform that enables equitable access to learning materials while meeting enterprise-grade standards for reliability, governance, and growth.

The Problem We Address

Educational access remains fragmented across regions due to

- Inconsistent availability of reliable academic resources
- Poorly maintained or outdated digital platforms
- Limited technical infrastructure supporting scale, uptime, and compliance
- Lack of localisation for country-specific curricula, policies, and regulations

For organizations operating across borders, these challenges are amplified by:

- Fragmented systems and hosting environments
- Regulatory and data-privacy complexity
- Operational inefficiencies and technical debt
- This results in unreliable user experiences, increased operational risk, and barriers to sustainable growth or partnership.

Our Solution

Taptic combines local educational relevance with global technology discipline to deliver trusted learning platforms at scale.

Taptic addresses these challenges by operating country-specific education platforms supported by a shared technical and governance backbone.

Key elements of the solution include

- Centralised technology governance with localised delivery
- Scalable digital platforms for academic content distribution
- Structured handling of compliance, privacy, and policy requirements per jurisdiction
- A long-term transition toward modern infrastructure, automation, and service standardisation
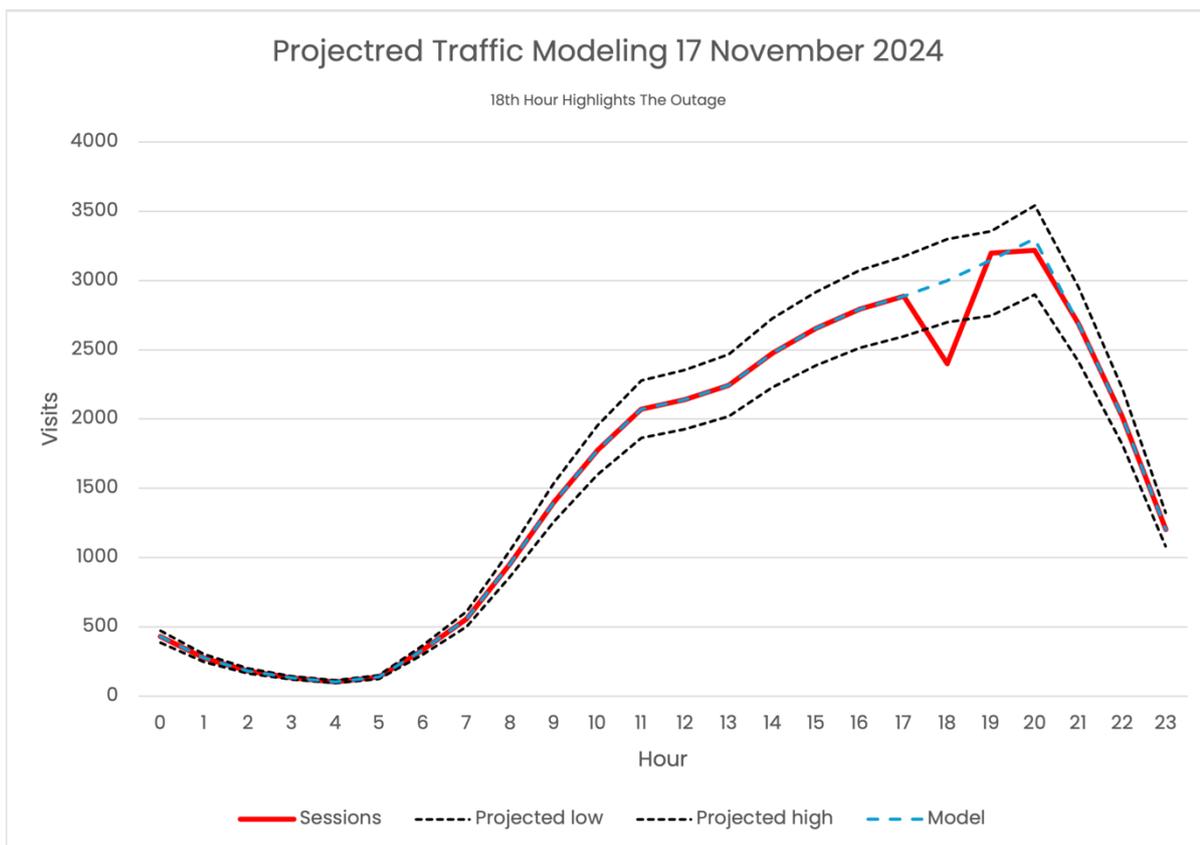
Technology, Innovation & Product Development

Taptic designs and develops our products to be always online, fast and accessible. While it was initially built on some legacy technologies it should have not been built on we are now able to Innovate and build platforms for the modern era.
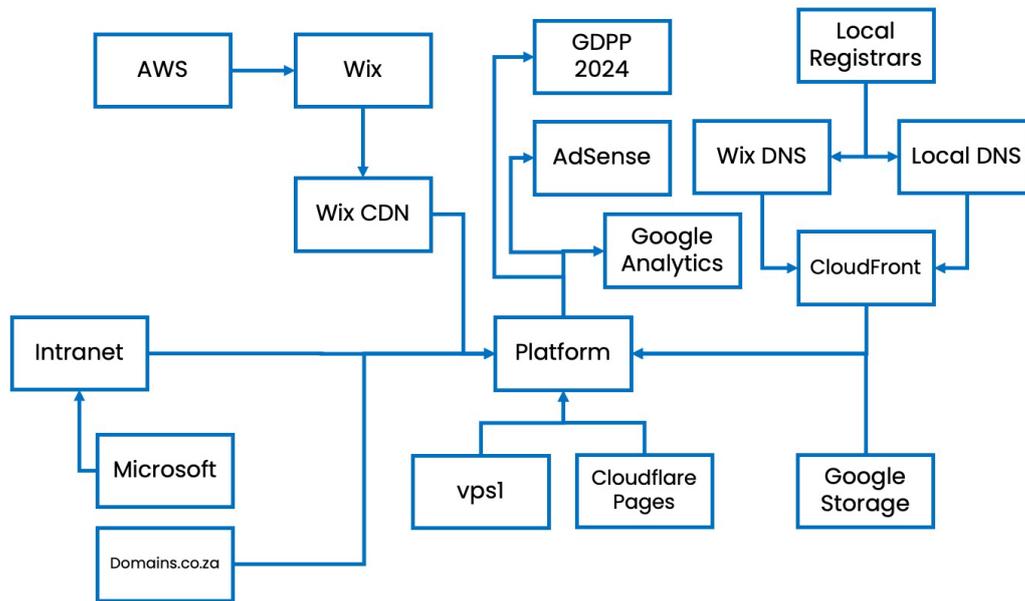
Major Incidents

On Sunday, 17 November 2024 around 18:00 SAST, Taptic services faced a major outage affecting all platforms attributed to an internal technical limitation. While this issue was quickly corrected, it highlighted our need for the use of better technologies

Projectred Traffic Modeling 17 November 2024
18th Hour Highlights The Outage

Technology Stack

We try our best to keep things simple as can be utilizing technologies from mainly Wix, AWS and Google so our users have the easiest access to our platforms. We also try to build our platforms to mitigate possible 3rd party outages.

Looking Ahead: 2025 & Beyond

2025 marks a pivotal transition for Taptic. From a collection of rapidly grown education platforms into a unified, resilient, and enterprise-ready organization. The focus moving forward is not expansion for its own sake, but consolidation, standardisation, and long-term sustainability.

Strategic Priorities

Over the next phase, Taptic will prioritise

- Platform stabilisation and modernization - Completing long-overdue technical clean-ups, redesigns, and migrations to ensure reliability, performance, and maintainability across all properties.
- Centralised governance and infrastructure control - Establishing single points of control for DNS, identity, hosting, monitoring, and compliance to reduce operational risk and enable clear oversight.
- Operational tooling and internal systems - Deploying essential internal platforms such as service desks, status pages, documentation, and workflow automation to support a growing team and partner ecosystem.
- Compliance-first expansion - Ensuring that all country platforms are aligned with local data-protection laws and a global privacy framework, enabling confident engagement with enterprise partners.
- Data-driven decision-making - Improving visibility into performance, usage, and revenue through consolidated analytics and reporting structures.

Growth Philosophy

- Quality and reliability over speed
- Reuse of shared infrastructure across markets
- Measured, compliant expansion into new regions
- Strong alignment between product, operations, and governance

This approach ensures that scale does not come at the cost of trust, performance, or regulatory exposure.

Positioning for Partnership and Investment

By addressing historical technical debt and operational fragmentation, Taptic positions itself as

- A credible long-term partner
- A platform capable of supporting institutional and enterprise relationships
- An organization prepared for due diligence, integration, and strategic investment

Thank You

Looking beyond 2025, Taptic aims to operate as a single, coherent platform with regional execution, supported by modern infrastructure, disciplined governance, and a clear roadmap for sustainable growth.

2025 is the year Taptic moves from survival and scale to structure and sustainability

Taptic (Pty) Ltd

An African EdTech Startup

support@taptic.org