



FACULTY OF ENGINEERING, BUILT ENVIRONMENT AND INFORMATION TECHNOLOGY

# URBAN FUTURES WEBINAR SERIES

Webinar

14 May 2025

Time: 12:00

Platform: MS Teams

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“Innovating for a Sustainable Future”



**Prof Eldrid Jordaan**

*Founder & CEO of Supple | Professor of Practice at Johannesburg Business School*

**Founder at GovChat, with a proven track record in building and scaling businesses. Former Special Advisor to the South African Minister of Public Enterprises, and Advisory Board Member at Mxit.**

For more information about Eldrid Jordaan and Supple.org, please visit [Supple.co.uk](http://Supple.co.uk)



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## “Innovating for a Sustainable Future”



**Prof Eldrid Jordaan**

*Founder & CEO of Supple | Professor of Practice at Johannesburg Business School*

*Eldrid Jordaan is a pioneering entrepreneur and technology leader dedicated to leveraging innovation for social good. As the Founder and CEO of Supple, Eldrid has guided the company to significant milestones, including a £200-million initial public offering (IPO) on the Luxembourg Stock Exchange in 2024.*

*Supple operates at the crucial intersection of public and private sectors, developing advanced technology that empowers governments and businesses to digitize their processes, enhance efficiency, and improve service delivery.*

*Supple's mission is to create tech solutions that are not just tools but catalysts for efficiency, creativity, and positive societal impact - seamlessly woven into the fabric of daily existence. In line with the principles of the Fifth Industrial Revolution (5IR), Supple is committed to ensuring that technology enhances human capabilities and well-being, keeping people at the centre of its innovations.*

*One of Supple's recent achievements under Eldrid's leadership is the launch of an AI health chatbot, deployed across all 54 African Union member states. This tool is designed to revolutionize healthcare delivery by providing real-time data analytics, enabling governments to track and respond to health crises with speed and precision. This project exemplifies Supple's commitment to using technology as a catalyst for societal change, particularly in healthcare, where timely and accurate information can save lives.*

*Before his success with GovChat and Supple, Eldrid played influential roles in both the public and private sectors. He served as a Special Advisor to the Minister of Public Enterprises in South Africa, shaping policies that advanced digital transformation within the government. In the private sector, Eldrid was an Advisory Board Member at Mxit, Africa's largest mobile social network at the time.*

*There, he integrated civic technology into the platform, aligning it with government initiatives aimed at providing educational content and protecting young people from harmful social media influences. His work at Mxit showcased his ability to translate governmental goals into practical, tech-driven solutions that benefit society at large. Eldrid's influence extends beyond his entrepreneurial ventures. As a Professor of Practice at the Johannesburg Business School, he shares his extensive experience with the next generation of business leaders, inspiring them to think critically about technology's role in society and how it can be harnessed to create positive change.*

*Eldrid's work is a powerful example of how technology can be designed and implemented to enhance human life. His career demonstrates that with vision and ethical considerations, technology can be a force for good, helping to build a future where human potential is fully realized. As he continues to lead Suppple and shape the future of digital governance, Eldrid remains at the forefront of the global conversation about how technology can be used to empower people and improve lives.*

*For more information about Eldrid Jordaan and Suppple.org, please visit [Suppple.co.uk](https://suppple.co.uk).*

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