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# explain.co.za

News made simple

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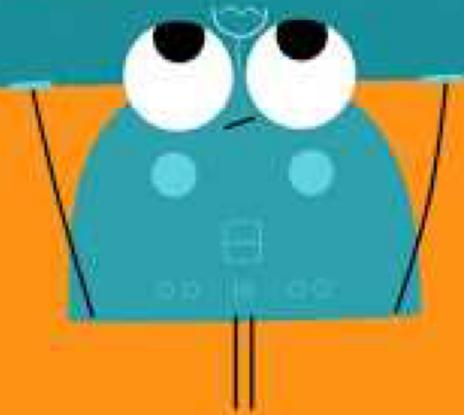
# Founded March 2020...

.... Following a brief pilot in early 2018. After just three months explain.co.za, founded by Verashni Pillay, achieved:

- 600 625 total views
- 36 000 subscribers
- 68 710 video views



**NEWS GETTING YOU DOWN?**



**About us:  
Tap to play  
on mobile**



# 1. About us

**We do news that leaves audiences feeling informed and empowered. Not confused or depressed.**

→ **Weekly news summaries**

Delivered via WhatsApp and email, to thousands as text, audio or video.

→ **Explainers**

Jokes, charts, videos - anything to help the audience understand

→ **Solutions journalism**

We focus on facts and solutions over sensationalism and alarmism.

# WOMEN PRESIDENTS FTW!

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**explain**.com  
NEWS MADE SIMPLE

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# What people are saying

Being a working mum of a 3 year old little human is no easy task. Keeping up with the news and what's happening globally & locally is not on my priority however explain.co.za is an easy platform to access to keep me updated.

**Trish, stay at home mum from Parkhurst, Joburg.**

I find it a super valuable service that saves me so much time and opens up my world to ideas and topics I never would have discovered in the run of the mill media circus.

**Shei Goldberg, Senior Quantitative Analyst at Nedbank, husband and father.**

It's great having the options of voice/video/text so I can get the info depending on what medium is appropriate to where I am at the time. I find it a really valuable service.

**Guy Chennells, Head of Product at Discovery Employee Benefits and father of two.**

# Contact

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## In the pipeline...

- Emailer sent to 36 000 high LSM 25+ women
  - Unique chat app
  - Digital Outdoor billboards across SA: Tractor outdoor partnership
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