Apply within: Evernote seeks local talent for global app competition

Silicon-Valley based Evernote invites African designers and developers to apply for its annual Evernote Platform Awards

ZURICH, June 10, 2014 – Evernote, the company that is helping the world remember everything, is joining forces with the African Technology Foundation (ATF) to find Africa's hottest homegrown talent in app design and development.

Starting today, the ATF and Evernote will kick off their search to find and showcase the top African applications that integrate with the Evernote platform and open API, and feature them as part of the Evernote Platform Awards.

Launched last month, the Evernote Platform Awards encourage developer and design teams from across the world to produce applications that connect with Evernote. The best applications will be featured in the Evernote App Center, where they will be open to public voting.

This year, as a result of the new wave of tech talent from across the continent, Evernote has created a specific category to recognize the best African-founded application that integrates with Evernote.

Members of the team behind the winning African app will be given the opportunity to visit Evernote HQ, and present their application live on stage during the Evernote Conference, EC4, in San Francisco later this year.

Evernote's General Manager in EMEA, Cristina Riesen:
"We are very excited to actively engage with the amazing African developers and startup communities with the support of the African Technology Foundation.

"We look forward to seeing all of the great ideas and innovative integrations that support our goal of making the world smarter."

Stephen Ozoigbo, **CEO, African Technology Foundation**
"In alignment with our vision of globalizing African technologies, we are thrilled to join forces with a truly global brand like Evernote.

"Africa presents an exponentially growing number of uniquely talented developers, and the integration of their products with the Evernote API provides an invaluable springboard towards the internationalization of their apps."

Africa is home to over 1 million of Evernote's 100 million total user base. Close to 75% of Evernote users are based outside of the US and Canada, one third of which are based in Europe, the Middle East or Africa.

Evernote is the workspace that helps users write, collect, find and present everything that is important to them in their everyday lives. Founded in 2008, Evernote is 6 years into its

journey to becoming a 100-year startup. The company has 10 offices around the world and 370 employees.

About the Evernote Platform Awards

The Awards will showcase the best in several categories based on popular use cases with Evernote, such as Business, Education, Lifestyle, and Productivity. Other categories will recognize the teams behind the apps, such as Best Integration, Best Design, or Best New Startup.

The public is invited to nominate their favorite app for the Evernote Platform Awards as of now. In order to nominate, browse the App Center, where each individual app page has a nomination button. If your favorite app is not in the App Center, visit the Platform Awards page to submit your nomination. The app you want to nominate must connect with Evernote, but only the app name, website URL, and your email are required to nominate. If you are a developer, you can find more information about using our API here.

Key Dates

July 31: Platform Award nominations close, Evernote judges select final nominees
August 4: Top African finalists are revealed and community votes for their favorites
September 4: African Platform Award winner announced by Evernote
October: Two members of the winning African team will be flown, all expenses paid, to San Francisco to present their app live on stage during the Evernote Conference in San Francisco.

About Evernote
Evernote builds apps and products that help people remember everything, work effectively and achieve personal and professional success. Evernote is a privately held, global company headquartered in Redwood City, California, with offices throughout the world. For more information about Evernote and its products, visit www.evernote.com.

The Evernote App is available for free. To download, visit http://evernote.com/products/.

About the African Technology Foundation
The African Technology Foundation exists to globalize African technologies and introduce global technologies to the African ecosystem. To achieve this, we support a broad range of initiatives around key economic sectors, and we are committed to providing African technology startups and enterprises with the necessary knowledge and resources that empower them to raise the economic profiles of their communities, municipalities and countries.

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