

# One year to get it right, says Mxit boss



By Duncan McLeod: @mcleodd

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Stellenbosch-based social networking company Mxit has a one-year window of opportunity to improve and expand its products and services if it's going to fend off an onslaught of rival services like instant-messaging application WhatsApp, says its new CEO, Alan Knott-Craig.

"The main risk [for Mxit] is the Americans are coming," Knott-Craig says. "They are starting to develop [their applications] for feature phones. Our user group is getting better phones [and] for us the window of opportunity is this year."

Knott-Craig's company, World of Avatar, acquired Mxit from founder Herman Heunis and media group Naspers in 2011 for an undisclosed sum.

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Award-winning Duncan McLeod is the founder and editor of TechCentral ([www.TechCentral.co.za](http://www.TechCentral.co.za), @TechCentral]), South Africa's latest technology news site offering breaking news, in-depth analysis and opinion that launched in September 2009. Before that, he was associate editor at the *Financial Mail/FM*. Contact Duncan on email [duncan@techcentral.co.za](mailto:duncan@techcentral.co.za) and follow him on Twitter at @mcleodd.

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