

# Africa's Most Innovative Companies: Averty

Posted on January 2, 2013 05:54 pm under [Africa's Most Promising Companies, Lists](#)

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VENTURES AFRICA- The power of the internet was made evident during the Arab Spring in North Africa last year. Rachid Dahbi founder and Chief Executive Officer (CEO) of social polling company [Averty](#) speaks to Ventures Africa about the company's pursuant ambitions to empower people to make their voices heard.

Averty was born out of the context of the Arab Revolution which took place as throughout 2011 in North Africa and the Middle East, displaying the importance of the internet of social media in connecting people and providing an avenue for people to speak up in society.

Founder and CEO Dahbi explains: "internet has been credited with helping to propel the Arab Revolution in North Africa and Middle East and it's today one of the main outlets for free expression in the region creating a virtual ecology of civil society, debating contentious issues and topics. The idea of Averty is born from this context in order to empower people's voice and make it heard."

With the above described background as a starting point for a business model, Dahbi realised the potential of social polling in a business context, helping enterprises to connect with consumers and respond to customer needs. This impact becomes particularly apparent in an African context, where consumers may be spread across vast cities and territories; often including rural spaces- as such Averty helps businesses communicate with a profusely expansive consumer base.