

# AdfireCreative media

Delivers high impact 3D illusions that will create hype for any brand. Totally flat art that imitates work from 3D street chalk artists.

**Country:** South Africa

**Year:** 2015

**Weight class:** Lightweight

## **Why do you deserve to win GITR?**

James Sands: "I believe that today there is too little creativity in the world, people are too focused on iPhones and iPads. I am a creative and I deserve to win because my app brings creativity back into the real world."

## **What do you hope to achieve?**

"First of all I want to get the app selling. Secondly, I want to start a trend that allows 3D art to grow and become more popular. Maybe we could even start a 3D art festival, stimulating a 3D revolution."

## **What are you looking forward to most at GITR?**

"I am looking forward to all of it, but mainly the final battles. Actually, I get nervous before public speaking, but to just be a part of it and learn so many things along the way is fantastic!"

## **Other startups are more societal, your app is more creative. How does your app contribute to a better world?**

"My product can help advertising professionals creating work for their clients, or creative agencies wanting to make interesting and different campaigns. I want to get people to create stuff again."

## **Did you have time to create any art in Medellin?**

"I would have loved to! But unfortunately I don't have time with all this going on."

The Get in the Ring Foundation is a non-profit organization that connects startups to resources such as capital, talent and expertise that help them in growing their company. The foundation is active in 80 countries around the world and works together with leaders of entrepreneurship ecosystems around the world. Get in the Ring is known for its unique pitching format where two startups literally face off against each other in the ring.

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