

## Marius Bezuidenhout

Nirph Digital



“ I saw an opportunity to prevent fraud through an innovative and inexpensive customer identification system. ”

<b>COUNTRY</b>	South Africa
<b>INDUSTRY</b>	Healthcare
<b>EMPLOYEES</b>	18
<b>YEAR SELECTED</b>	2005
<b>PARTNER</b>	Theunis Botha
<b>WEBSITE</b>	<a href="http://www.nirph.com">www.nirph.com</a>

### COMPANY SNAPSHOT

“In markets plagued by fraud and costly deceit prevention systems, Marius, Gustav, and Theunis are preventing fraud through their simple, innovative and inexpensive Customer Identification Systems (CIS). Nirph develops innovative, shared-service, biometric solutions (fingerprint recognition) that enable its clients to reliably and accurately identify their customers. The company specializes in identity solutions for various institutions including financial, healthcare, judiciary, pension, government and other private sector industries where customer identification or employee identification is required. Nirph originally positioned itself as an IT solutions provider and consulted on various biometric products as they actively evolved into a niche market solutions provider.

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**ENDEAVOR AND NIRPH DIGITAL**

The Entrepreneurs raised funding through an Endeavor contact. In addition, INSEAD MBAs helped the company plan sales and expansion strategy. The Entrepreneurs have also benefited from legal support, facilitation of a strategic partnership, several strategy mentors, and an Immersion Tour.

The Entrepreneurs demonstrate commitment by mentoring fellow Entrepreneurs, and nominating and reviewing candidates in the selection process.