



Pow Social Assists with Mobile App Challenge in New Episode of NCB Capital Quest

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Kingston, Jamaica - Top local social media company, Pow Social, played an integral support role in the latest episode of NCB's Capital Quest Entrepreneurial TV show.

Pow Social provided technical expertise to contestants during the production of the third episode of the NCB Capital Quest show to be aired on Tuesday, May 3rd on TVJ. Headed by Kemar Harris, Pow Social Digital Marketer and team leader, the company assisted the contestants in the creation of a city tour mobile app for Kingston.

The NCB Capital Quest challenge required contestants to plan, design and build the mobile app, which would not only provide directions and information on Kingston hotspots but showcase the city as a cultural and historical mecca. Pow Social's app developers were called upon to provide assistance in light of the minimal

technical knowledge possessed by most of the contestants, who needed to convert their ideas to live apps that can run on any mobile platform. The challenge required the app to also have a unique name, provide pictures and information on six locations, and have the ability to be updated with new information.

With the contestants split into two pre-assigned groups, Team A consisting of Bliss Bridal Boutique and Deja Frut All-natural Sorbet, and Team B comprising The Vinelist, Icon Importers and Distributors, and Mobile Money Solutions, the Pow Social app developers were also paired with a team. Ashtan Champagnie, Pow Social's Lead Graphic Designer, joined Kemar to assist Team A while Team B was assigned Daniel Graham, Programmer, and Joshua Montoya, Publisher and Online Marketer.

After brainstorming sessions with their respective teams, the Pow Social app developers were able to help in the creation of two seamless user-friendly apps, "Walk Good" for Team A and "Experience Kingston" for Team B. The skills employed by the Pow Social developers included coding, graphic design and content writing, enabling the teams to have fully functional mobile apps for their respective presentations.

Coming out of the challenge, the Pow Social team was pleased with their contribution to the upcoming episode. "We are looking forward to viewing this week's episode and seeing our team members do their thing on camera! As Jamaica's leading digital marketing team we are honored to be part of the show," said Alicia Lyttle, Pow Social CEO.

"It was a great experience," adds Kemar Harris, "I am very impressed with NCB Jamaica's show and all my friends and family tune in every week to watch it. Imagine their surprise when they see me on the screen."

Pow Social's participation as app developers in the NCB Capital Quest challenge comes as the company expands their range of services to remain the top social media company in Jamaica.

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Pow Social

Pow Social combines talent and technical know-how to provide a range of marketing and social media services to a growing list of Jamaican brands.

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