

Tech Startup Advisor Gerdus “Gus” Byleveld of The Wondering Recently Featured on Close Up Radio

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[/EINPresswire.com/](https://EINPresswire.com/) -- Veteran tech leader Gerdus “Gus” Byleveld, known for his pivotal role as Chief Revenue Officer of JourneyApps, has announced the launch of The Wondering, a consulting venture designed to help technology startups and early-stage technology companies create sustainable growth engines with a foundation of practical wisdom, human connection, and ethical business practices.

Byleveld’s journey from architectural studios in Cape Town to the forefront of technology innovation in the US is a story of adaptability, curiosity, and a hands-on approach to solving real-

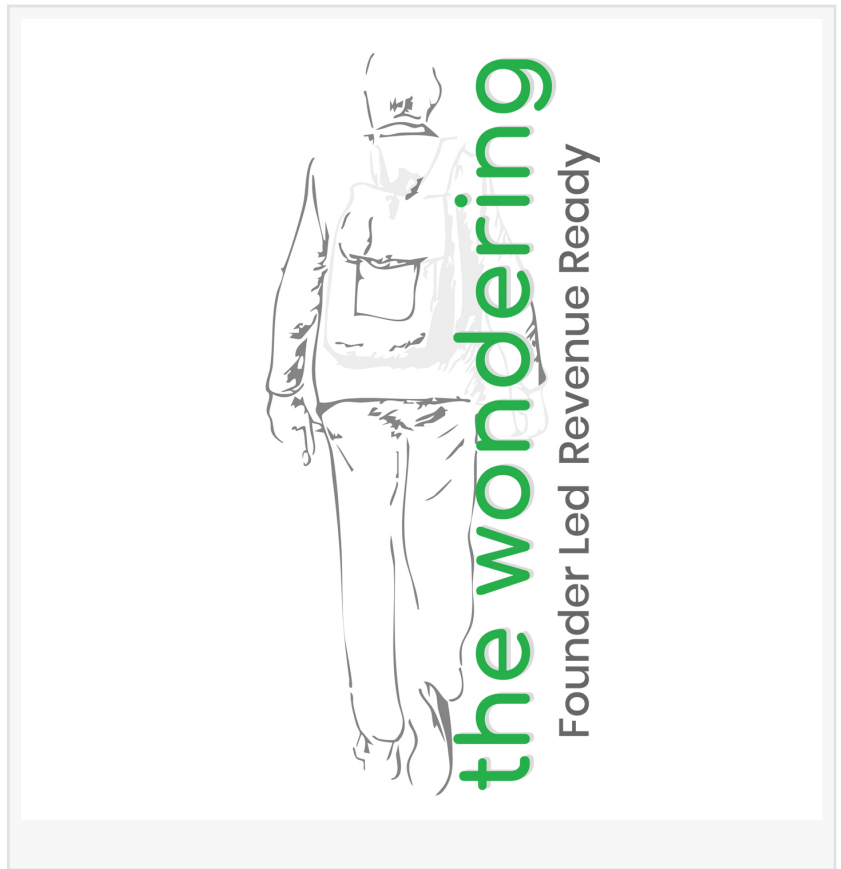
world problems. Originally trained as an architectural technologist, Byleveld’s first professional steps were shaped by an interest in digital design and computer-aided modeling. His knack for technology led him to the global stage, where he championed software adoption for architectural practices before transitioning into the business side of technology. This blend of planning insight and technology acumen became the bedrock of his career.



In 2013, Byleveld and founders brought JourneyApps—an enterprise rapid application development platform—to the United States, and the heart of technology innovation in Colorado. Under his revenue leadership, JourneyApps evolved from serving financial services and professional organizations abroad to powering mission-critical mobile and web applications for industrial giants in the US, including companies in oil, gas, mining, and metals. The core JourneyApps product has enabled field workers, whether underground in mines or offshore on rigs, to efficiently execute complex tasks using custom, cloud-connected or offline mobile and

web solutions. Recognizing the necessity for robust offline performance in remote environments, the JourneyApps team also developed and patented a powerful offline sync engine called PowerSync, now offered as a standalone product to developers worldwide.

As JourneyApps reached a stage of stability, profit and ongoing growth, Byleveld began contemplating his next chapter. This reflection, paired with his belief in the value of giving as outlined in the “Go-Giver” book series, provided the spark for The Wondering. “The ethos of The Wondering is simple: share knowledge, cultivate good business habits, and work alongside founders to offer not just theory, but genuine partnership in the trenches,” Byleveld explains.



Why The Wondering?

The Wondering is about being inquisitive, a lifelong learner and brave. Drawing from almost two decades in technology startups, Byleveld has seen the unique hurdles faced by emerging companies, especially those at the cutting edge of emergent technologies. “Startups are messy and exhilarating,” he shares. “You might have a brilliant idea, but turning it into a sustainable business that serves real customer needs, build on the right internal culture, and navigates the demanding early stages of predictable revenue growth are distinct challenges that are often underestimated.”

The Wondering offers a range of services focused on revenue consulting and systems architecture, strategy, and customer success and retention. What sets Byleveld apart is his commitment to relationship-driven guidance? Rather than providing static, high-level advice, he prefers to dig in alongside founders, sharing not only strategies but real-time feedback and creating collaborative solutions.

Technology with Purpose and Perspective

Byleveld’s background in architecture and planning continues to shape his philosophy. He insists that every piece of technology, whether a building, an app, or a business model, should serve people first. This people-centric approach extends to his outlook on the wider technological

revolution, especially the rise of AI.

“There’s no doubt AI will continue to reshape how we work, live, and even think,” says Byleveld. “But robust progress isn’t just about the technology itself. The unsung innovations, such as computing infrastructure, energy production, and the power grid, that make AI possible deserve just as much attention. We’re not just witnessing a single wave, but a set of overlapping trends, and the responsible actors in our industry are just as important as the headline-makers.”

A Reality-Checked Optimism for Startup Founders

Byleveld’s optimism is grounded in realism and data-driven thinking. He encourages founders to build support systems, maintain personal well-being, and operate with integrity. “It’s not just about scaling at all costs. It’s about building businesses that last, teams that trust each other, and solutions that actually help and enrich their users. We all want to grow, and there’s a scientific way to do it—one that’s predictable, efficient, and human.”

Looking to the future, Byleveld believes that as technology becomes even more embedded in our daily lives, transparent governance and ethical leadership will be more important than ever. “Regulation will catch up, and consumers will demand more transparency. My hope is that startup founders will continue to innovate, but always with a clear sense of responsibility to their teams and their communities.”

About The Wondering

The Wondering is a new advisory firm founded by Gerdus “Gus” Byleveld, dedicated to helping early-stage technology startups and growth-minded companies lay the foundations for sustainable, customer-focused success. Leveraging decades of international experience in fields from planning to industrial software, The Wondering provides hands-on consulting in revenue strategy and systems architecture, customer success and retention with a commitment to partnership and practical results.

Close Up Radio recently featured Gerdus “Gus” Byleveld, founder of The Wondering in an interview with Jim Masters on Tuesday December 2nd at 3pm EST

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For more information about Gerdus “Gus” Byleveld, founder of The Wondering, please visit <https://www.thewondering.net/> and <https://www.linkedin.com/in/gusbyleveld/>

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