



TAU

**TRUE AFRICA
UNIVERSITY**

April 29, 2021 | Webinar



How Does One Go About Investing in African Tech Companies?

Maya Horgan Famodu



“The venture capital scene in Africa has consistently grown, with an influx of capital from local and international investors reaching unprecedented heights in recent years. To understand how much growth has occurred, African startups raised a meagre **\$400 million** in 2015 compared to the **\$2 billion** that came into the continent in 2019, according to Africa-focused fund Partech Africa.”

Source: TechCrunch



ANDREESSEN
HOROWITZ

SOCIALCAPITAL

GREYCROFT

 PARTECH
VENTURES

 Google Developers
Launchpad

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CAA
CreativeArtistsAgency

 TPG

 IFC
International
Finance
Corporation
WORLD BANK GROUP

WTI

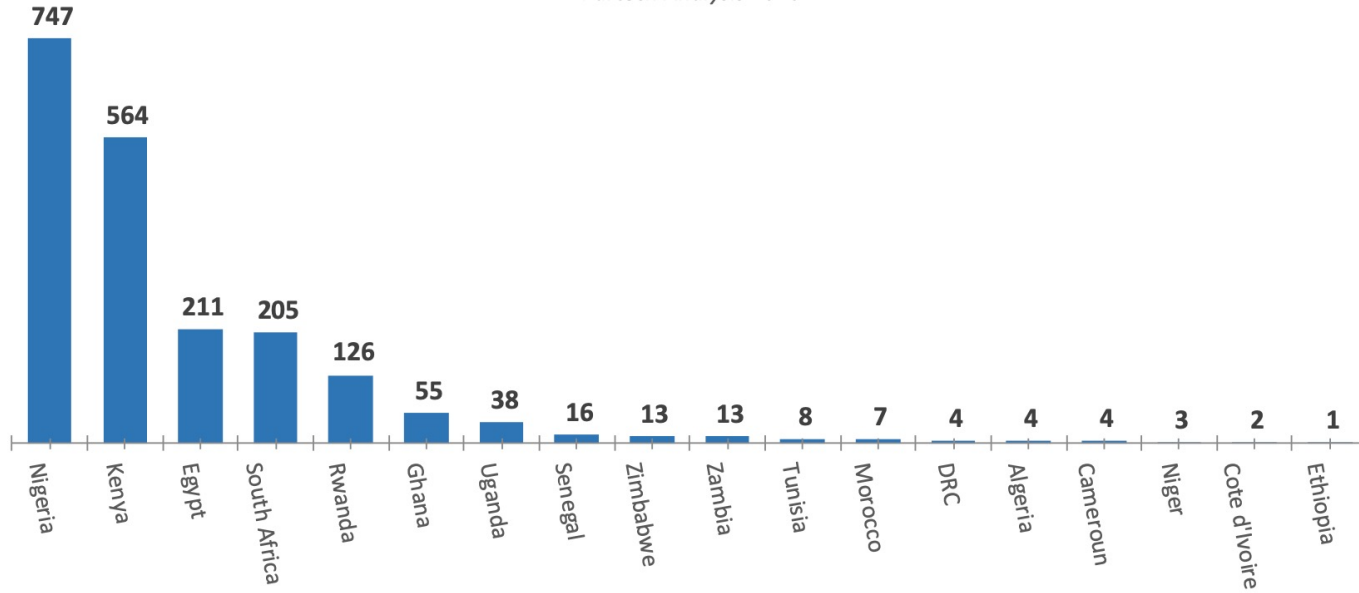
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TAU | TRUE AFRICA UNIVERSITY × MIT Massachusetts Institute of Technology 



Total funding per country - 2019 (in US\$ M)
Partech Analysis 2020





OUR MISSION:

WE ARE COMMITTED TO SUPPORTING THE NEXT GENERATION OF AFRICAN INNOVATORS.

We target 10% ownership in **Pre-Seed to Seed** tech-enabled companies based in Sub-Saharan Africa with typical check sizes of up to **\$400k**.

We provide follow-on funding with our own investor base, who run some of the leading funds in the world. We look for **post-launch founders with a great product, solving a big problem**, and work with them on ways to **grow and scale** through **business development, partnerships and financial support**.



Our target regions benefit from peaceful political transitions, government-backed connectivity initiatives, and increasingly business-friendly regulations and tax incentives.

3 OF THE WORLD'S FASTEST GROWING ECONOMIES BY GDP



SS AFRICA HOLDS MORE MOBILE USERS THAN US AND UK COMBINED AT 650 MILLION.



Youngest consumer demographics with an estimated 41% of its 1.2 billion people under 15 years; and 75% of the population under 35 years.

Our target countries have 80-95% mobile penetration and 30-50% smartphone penetration.

Africa holds the world's fastest growing middle class. Consumer spending passed \$1 Trillion in 2017.



Stripe acquires Nigeria's Paystack for \$200M+ to expand into the African continent

Ingrid Lunden @ingridlunden / 1:22 PM GMT+1 • October 15, 2020

 Comment

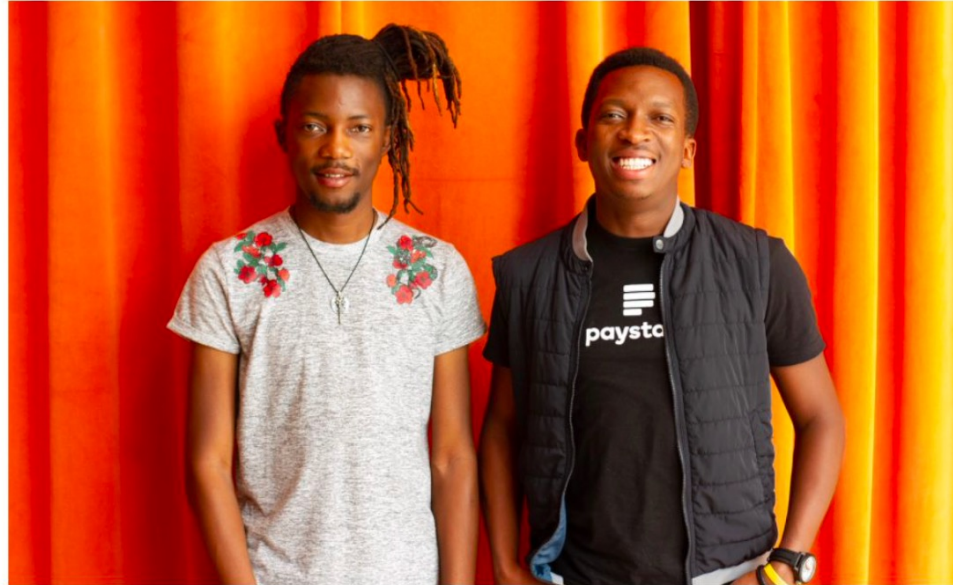


 Image Credits: Brent Franson for Paystack



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Massachusetts Institute of Technology





April 2020

African genomics startup 54gene raises \$15M led by Adjuvant Capital

Jake Bright @JakeRBright / 2:45 am CDT • April 14, 2020

 Comment



 Image Credits: 54gene



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I4G Community

Pre-founders seeking technical skills, tech-focused groups, and early stage founders.

Ingressive 4 Good

Skills training for aspiring developers, job placement, and micro-scholarships.

Ingressive Capital

Funding, networking, and support for high-performing, pre-seed and seed-stage startups.

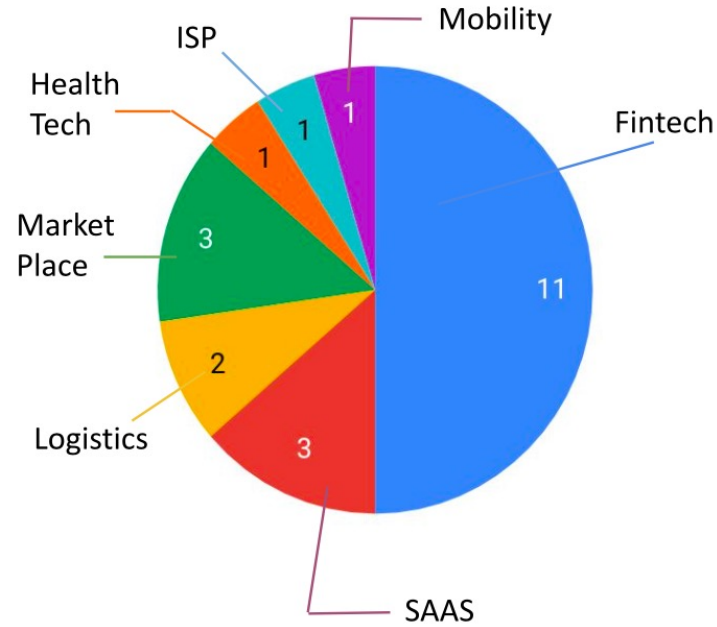
Ingressive Capital LPs

Network of limited partners who run top global funds and seek growth stage African tech investments.





Breakdown by Sector





 **paystack**

ogavenue

 TIZETI

 jetstream

 vesicash

bamboo 

 54gene



 FUNNELJOY

OZÉ

send



 SimbaPay

swipe 

 evolve credit

 Kwaba

SeamlessHR

 mono

Carry1st

OnePipe



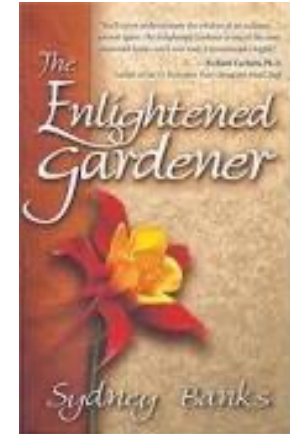
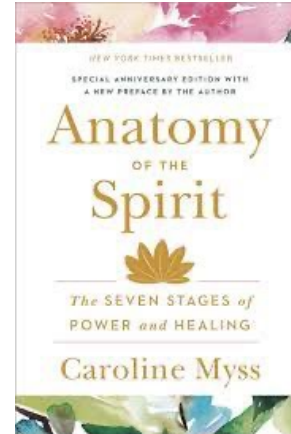
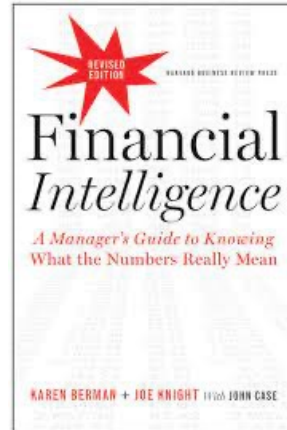
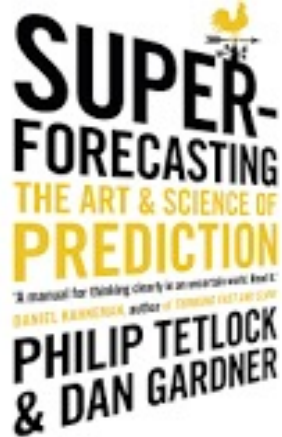
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Four (Not Three) Books Recommended by Maya Horgan Famodu





Thank you!

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