TAU | TRUE AFRICA UNIVERSITY

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Which Kinds of Startups Can Transform Africa?

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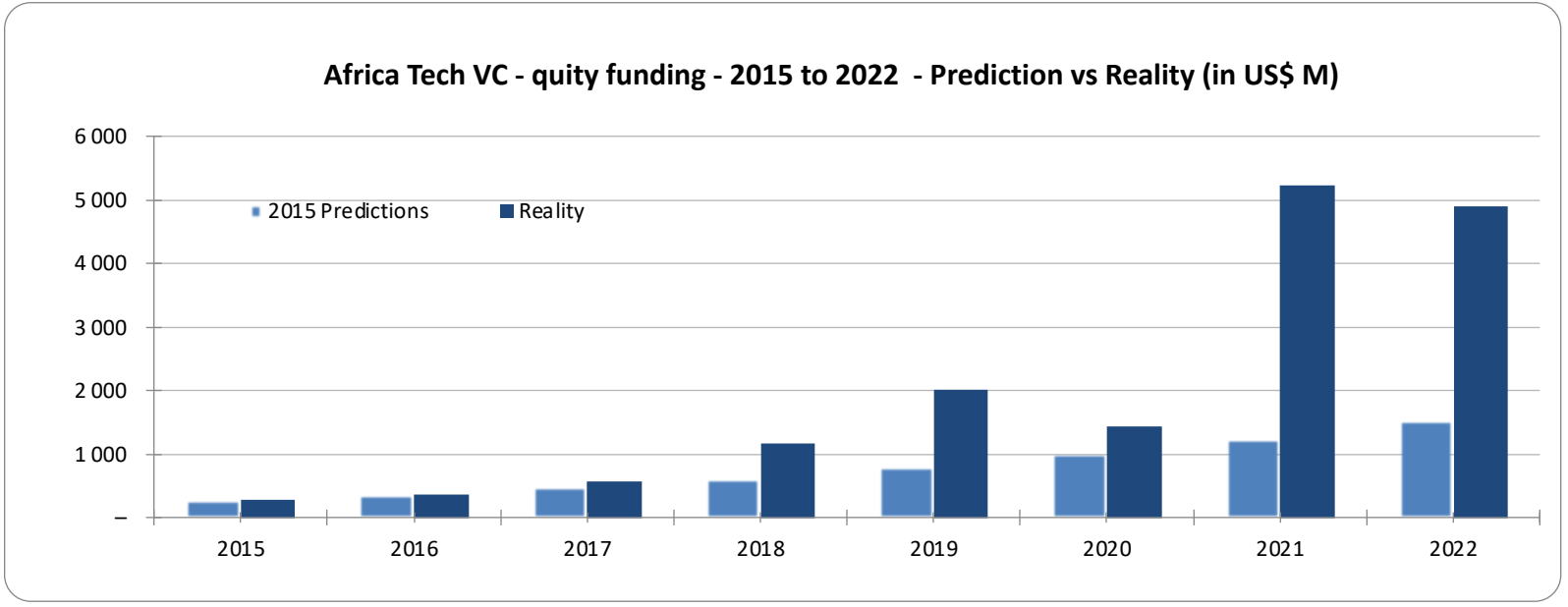
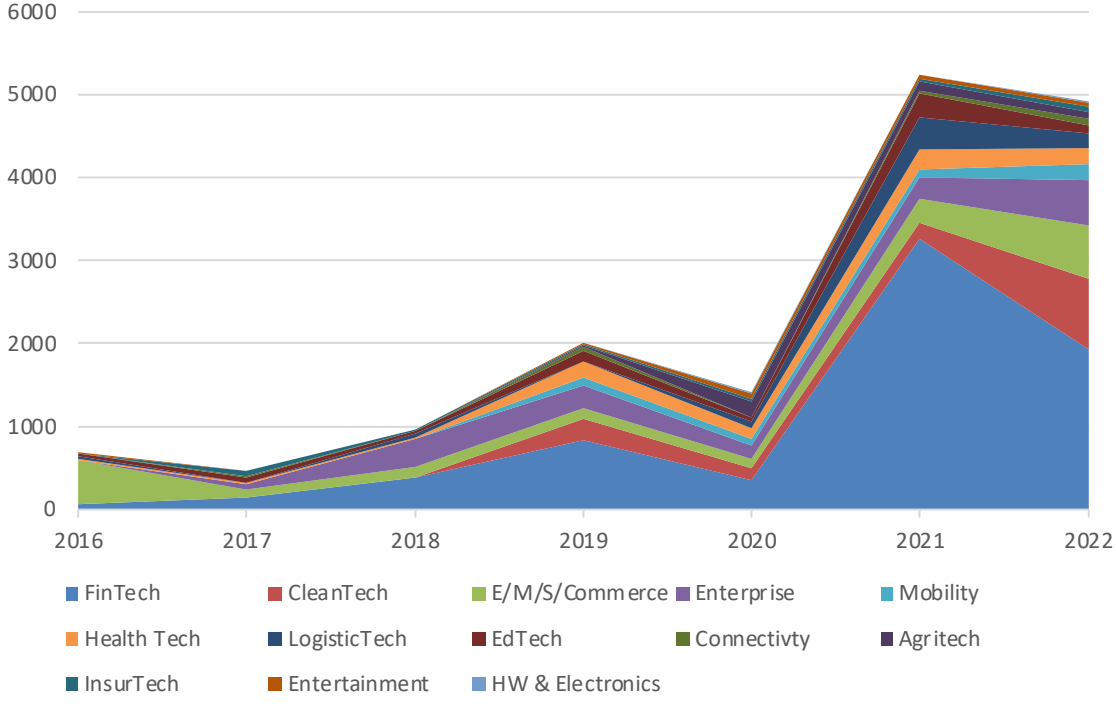
African startups, beating the odds …

We have all been systematically underestimating the speed and depth of tech adoption and innovation in Africa



Investors bets are diversifying…



It was :

- First, e-Commerce (remember Jumia vs Konga wars ?)
- … then came Fintech era

But we are finally seeing diversification

What is a transformative startup ?

- Adopted by users and businesses at scale
- Enables new industries
- Changes how whole industries operate, redefines value chains, redistributes value
- Resets prices and/or standards

Startups building for deep, informal markets

What is it transformative ?

- Digitizes existing economies at large scale
- Creates organization and optimization from fragmented space with high inefficiencies

Example : TradeDepot

Startups building (small) business infrastructure

What is it transformative ?

- Large scale opportunities
- Enables MSMEs that create wealth, jobs and social impact
- Creates transactions data enabling credit throughout the economy

Examples : Merchant Payment, Bookkeeping, B2B Marketplaces

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Startups building large, hard physical operations

What is it transformative ?

- Friction in Africa are in ops. Better ops have large impact
- Tech is key to enable efficient operations at scale
- Operations at scale becomes infrastructure for businesses

Example : Agent Networks, Distributions, Logistics.

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Startups unlocking blue oceans

Why it is transformative ?

- Health, Education, Credit,
- Unlocks pent-up demand, and creates new value chains

Example : Reliance Health, Djamo, or Gebeya

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Startups building amazing UX for African users

Why is it transformative ?

- Adoption and usage
- UX for this environment is hard to get right

Example : Bookkeeping, Digitizing ROSCAs, Wallets & Savings.

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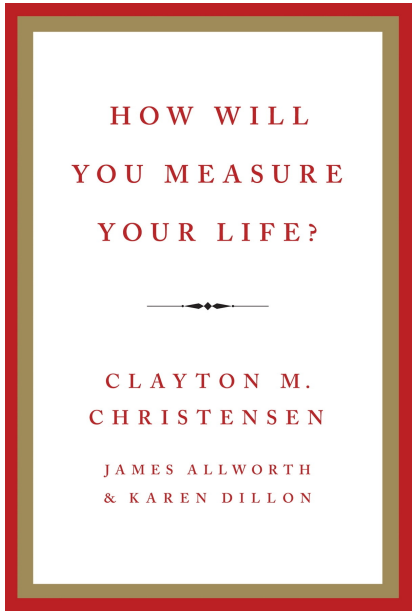
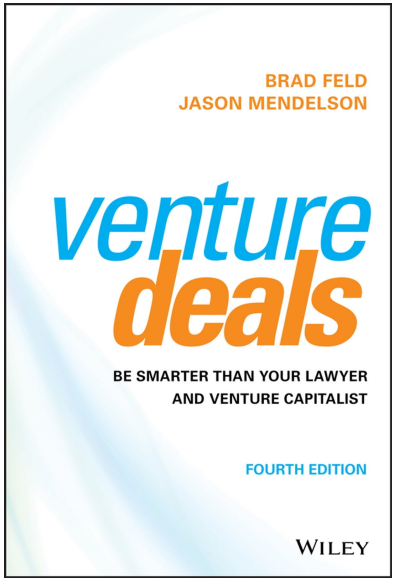
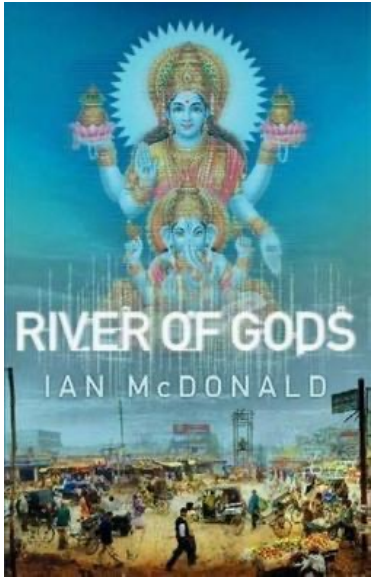
3 Books Recommended by Tidjane Deme



How will your measure your life
Clayton Christiansen



Venture Deals – Be smarter than …
Brad Feld & Jason Mendelson



River of Gods
Ian McDonald

Just read a ton …

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Thank you!

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