

NINJA Business Plan Competition

in response to COVID-19

**Startups in AFRICA
-The Grand Final-**

26 Feb 2021



JICA Project NINJA

NINJA (Next Innovation with Japan)

With the explosive spread of cell phones in developing countries, businesses based on and derived from mobile payments have emerged one after another, and innovations and start-up businesses that utilize technology are attracting greater attention. New businesses by entrepreneurs involved in many of these start-ups in developing countries are usually aim at solving social problems, such as substitutes for things that are not available in local life or services that improve inconvenient situations, rather than businesses that incorporate cutting-edge technology.

JICA launched the Project Ninja (Next Innovation with Japan) in January 2020, and it works on multifaceted support for entrepreneurs who take on the challenge of

solving social issues in developing countries. NINJA's support includes entrepreneurship development activities, business matching, promotion of venture/impact investment, and policy recommendations to strengthen the ecosystem. The inclusion of "with Japan" in NINJA implies that Japan will continue to innovate with entrepreneurs in developing countries to co-create a sustainable and prosperous economy and society. In order to make a significant contribution to achieving the Sustainable Development Goals (SDGs), we will also promote collaboration between entrepreneurs in developing countries and Japanese companies, investors, and research institutions.



- ① Activities to raise awareness of entrepreneurship and foster entrepreneurs.
- ② Promotion of corporate collaboration by holding events in Japan and overseas.
- ③ Promotion of venture investment/impact investment
- ④ Dissemination of information on local startups
- ⑤ Proposal of policies to strengthen the startup ecosystem
- ⑥ Understanding the impact of startups

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Startups in AFRICA

- The Grand Final of the NINJA Business Plan Competition-

Africa is facing many social issues, which are especially evident in Africa's high unemployment and lack of public infrastructure. On the other hand, many entrepreneurs are emerging to solve social issues through the implementation of the latest technology while engaging a market of 1.3 billion people, which is known as the leapfrogging*. The global craze of Covid-19 has also triggered a major change in the social structure and the concept of

distance in the world, including Africa. Against this backdrop, JICA held a business plan competition titled "NINJA Business Plan Competition in response to COVID 19" in 19 countries in the African region in order to support start-ups that will create innovative business models and technologies for the post-Corona era. 10 companies were selected from a total of 2,713 applicants, and the Grand Final was held in collaboration with Nikkei Inc.

* Leapfrogging: A phenomenon where the existing social infrastructure is not well developed, and new services spread at once without going through the "normal gradual changes in technological development" that developed countries have gone through.

Outline

- 19:00 Opening remarks, introduction of commentators
- 19:15 Panel Discussion "With Japan, Thinking about Partnership with Africa"
- 19:25 Pitches by 10 African startups
- 21:20 Announced Top 3 winners -Viewer Voting Results and Special Awards -
- 21:25 Wrap-up and closing remarks by commentators

Commentator

Mr. Mutsuo Iwai

Chairman of the Project Team for African Development, Keizai Doyukai (Japan Association of Corporate Executives)/Deputy Chairman of the Board, Japan Tobacco Inc.

Mr. Ken Shibusawa

Chairman of Commons Asset Management, Inc./ The leader of the Nikkei's African Business Delegation in 2019

Mr. Keiji Katai

Senior Director, Economic Development Department, JICA (Japan International Cooperate Agency)



Grand Final and Results

In a final vote by the viewing participants, the top 3 outstanding startups were selected, and 8 Japanese companies provided special awards.

Viewer Voting Results

Viewer Vote
1st Place

Mobile Scan Solutions
also known as M-Scan **Uganda**

Viewer Vote
2nd Place

TranSoniCa **Ghana**

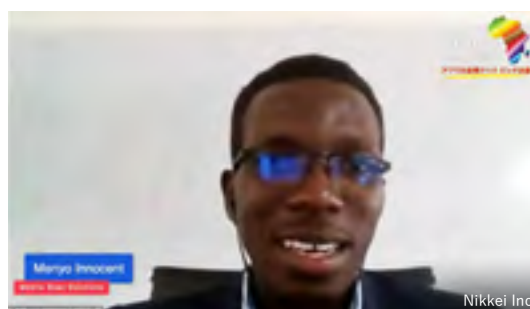
Viewer Vote
3rd Place

Agrinfo **Tanzania**

As a supplementary prize, JICA will offer the top 3 startups the opportunity to invite their representatives to Japan and match them with Japanese companies. Nikkei Inc. will offer 5 free annual subscriptions per company to English digital media outlet, Nikkei Asia.

Mr. Menyo Innocent, CEO of Mobile Scan Solutions, commented on the awards:

"I would like to congratulate all the entrepreneurs who took the stage for winning this award. Each company that participated in this contest does something very important and has a great impact on the lives of people in Africa. Over the next 2 to 3 years, M-SCAN aims to make the ultrasound echo device introduced here available to 1.5 million pregnant women, and also plans to increase the number of facilities where the machines will be provided."



Mr. Daniel Elliot Kwantwi, CEO of TranSoniCa, commented on the awards:

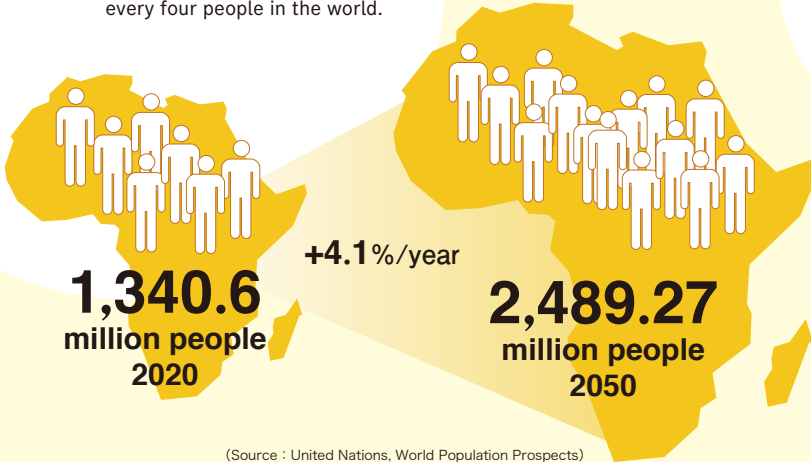
"Through this contest, I was able to meet entrepreneurs from other countries. For example, MojaRide in Cote d'Ivoire has a similar service, but I would not have met them without this opportunity. In the future, we will gain momentum to further expand our business and achieve our goals. Through our expertise and partnerships, we hope to develop a business that contributes to the people in Africa."



Analysis of the Africa Startup Industry

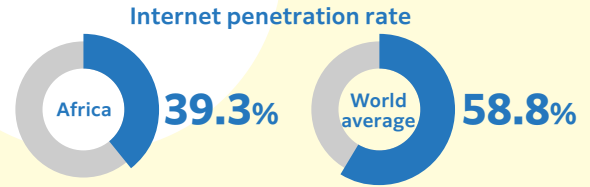
1 African population and growth rate

Currently, the population of Africa exceeds 1.3 billion people. It is growing by 4.1% every year, which is about twice as fast as the world average. By 2050, the population is expected to surpass 2.5 billion, or one out of every four people in the world.

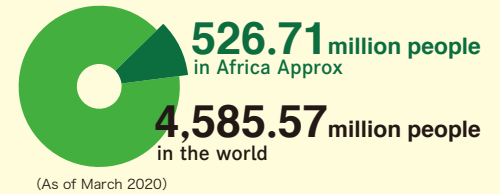


2 Internet accessibility in Africa

One of the factors behind the rapid increase in the number of start-up companies in Africa is the availability of high-speed Internet, especially mobile broadband, in many parts of the continent.

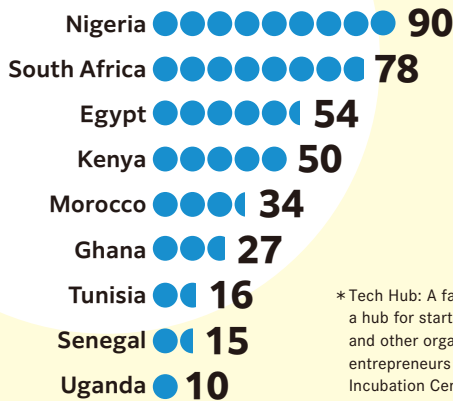


The Number of Internet users Approx



3 Number of Tech Hubs* in Africa in 2020

Over the past three years, the number of Tech Hubs in Africa has increased by 50%, thereby fostering a start-up and innovation culture on the continent.

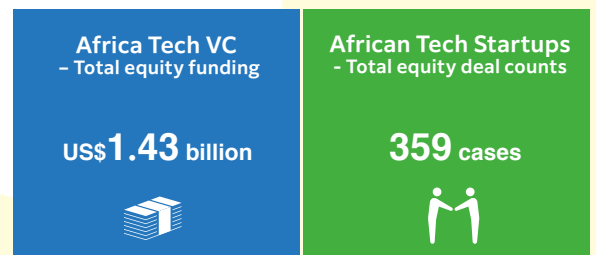


* Tech Hub: A facility that serves as a hub for startups, universities, and other organizations to support entrepreneurs and businesses. Incubation Center, etc.

(Source: GSM Association, Africa Tech Venture Capital Report, Partech Partners)

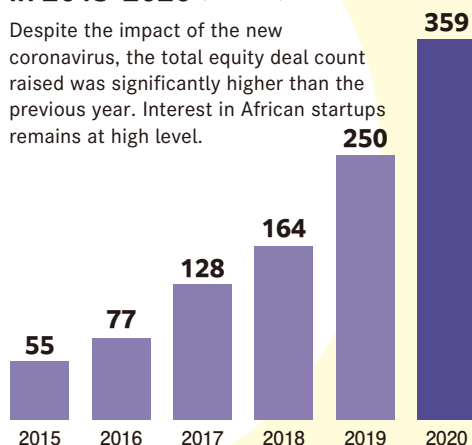
4 Total amount and equity deal funding raised by African startups in 2020

The total amount of funding raised by African startups reached US\$1.43 billion in 2020. The total equity deal count of funds raised increased by 44% year on year, and the focus on African startups is increasing.



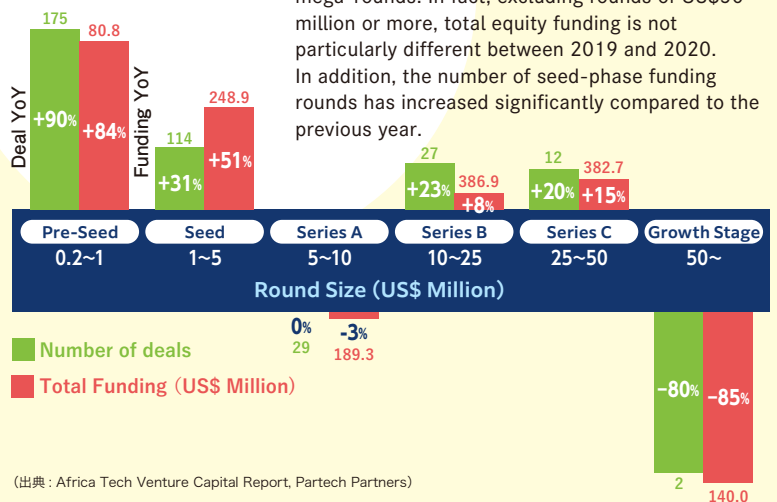
5 Total equity deal count of African Startup Funding in 2015-2020 (Number)

Despite the impact of the new coronavirus, the total equity deal count raised was significantly higher than the previous year. Interest in African startups remains at high level.



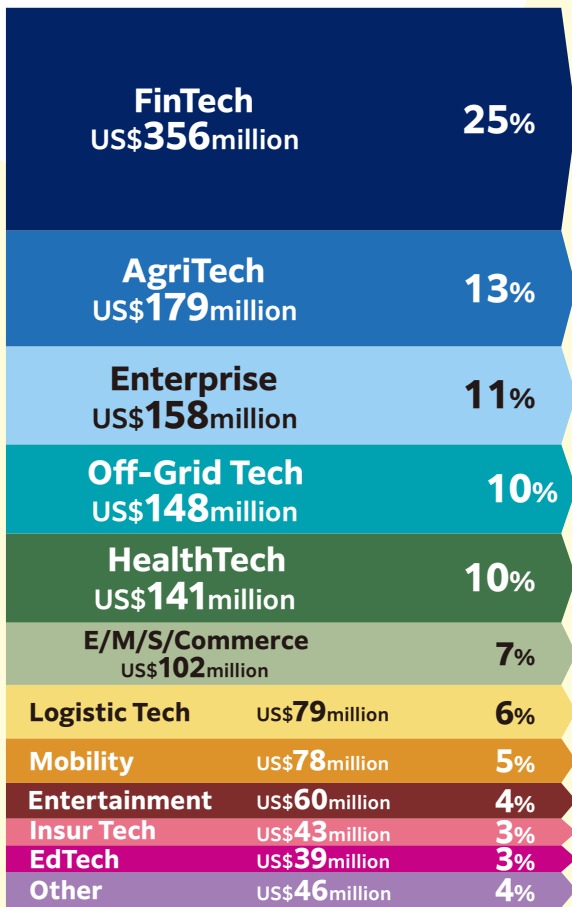
6 Total equity deal Amount and Number of Deals Raised by Round Size for 2020 African Startup Funding

Almost all deals below US\$50 million have seen an increase in activity levels; deals between US\$200,000 and US\$1 million have almost doubled, continuing the trend of previous years. One of the main reasons for the decline in total equity financing is the decline in mega-rounds. In fact, excluding rounds of US\$50 million or more, total equity funding is not particularly different between 2019 and 2020. In addition, the number of seed-phase funding rounds has increased significantly compared to the previous year.



7 Top equity-funded verticals of African Startups by Tech Sector in 2020

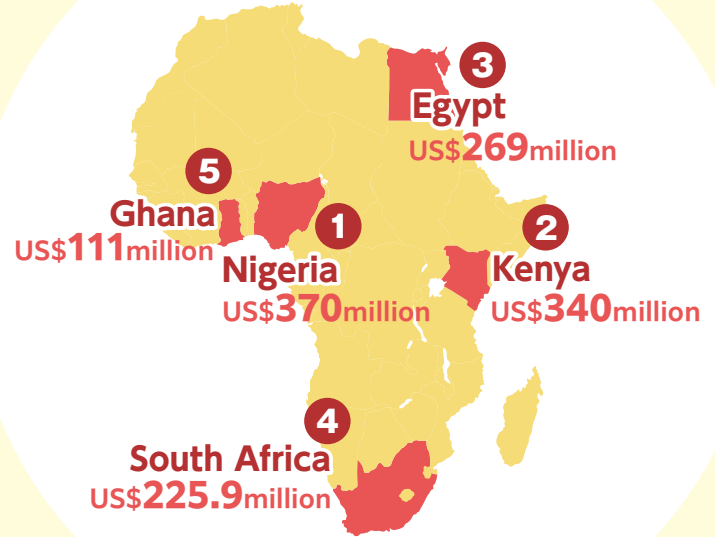
FinTech remains at the top of the list with 25% of the total funding of US\$356 million. 2020 highlights include AgriTech with US\$179 million, Logistics & Mobility with US\$157 million. In 2020, it is worth noting that investments in IT and data in new economic sectors are on the rise, including US\$148 million in Off-Grid Tech, and US\$141 million in HealthTech.



(Source: Africa Tech Venture Capital Report, Partech Partners)

8 Top5 African countries - Total amount of equity funding in African startups in 2020

Investment in venture companies in Africa is concentrated in the top four countries, accounting for about 80% of the total investment. Ghana ranks fifth and is beginning to attract attention with equity investments reaching US\$111 million, up 102% from the previous year.



(Source: Africa Tech Venture Capital Report, Partech Partners)

*Enterprise: Enterprise mainly refers to the various programs used to process the core information of a company, such as general affairs, accounting, human resources, production, and sales. In particular, it is utilized when IT solutions are used to deal with processes that are required between the various departments of a large corporation or global enterprises, such as accounting and customer management systems. In recent years, more and more companies are adopting enterprise software as their core business systems.


9 Top 10 African startups with the Largest Amount of Funding in 2020

As in the previous year, FinTech received the largest amount of funding among African startups. Off-grid solar power generation startups ranked among the top 10 startups in Africa as the renewable energy sector attracted attention. HealthTech companies were also ranked due to the impact of the new coronavirus.

COMPANY	COUNTRY	DESCRIPTION	SECTOR	FUNDING US\$ million
DPO Group	Kenya	Payment Processing Company	Fintech	288
Paystack	Nigeria	Mobile Money & Payment Services	Fintech	200
MetroFibreNetworkx	South Africa	Fiber optic connectivity provider	Internet	97.6
Jumo	South Africa	Financial Service provider	Fintech	55
CrossBoundaryEnergy	Nigeria	Developing Commercial & industrial Solor	Energy	40
Vezeeta	Egypt	Doctor booking platform	Healthtech	40
Flutterwave	Nigeria	Pyament technology startup	Fintech	35
Lumos Global	Nigeria	PAYG solor home system provider	Energy	35
Skynamo	South Africa	Sales management platform	Marketing	30.1
Chipper Cash	Uganda, Nigeria, Tanzania, Rwanda, South Africa, Ghana	Mobile transfer service provider	Fintech	30

*Pay As You Go: A cell phone payment method where you pay only for what you use or need.

(Source : The Kenyan Wall Street)



Meet the Startups

These African companies were selected from 2,713 participating companies in the NINJA Business Plan Competition in response to COVID-19.

Finalists 10 companies

Excellent Startups 59 companies

Total 69 companies

Mobile Scan Solutions Uganda (M-SCAN) Uganda

Founded in 2017

Employees 7

Industry Health

Website <https://www.mscanug.com/>



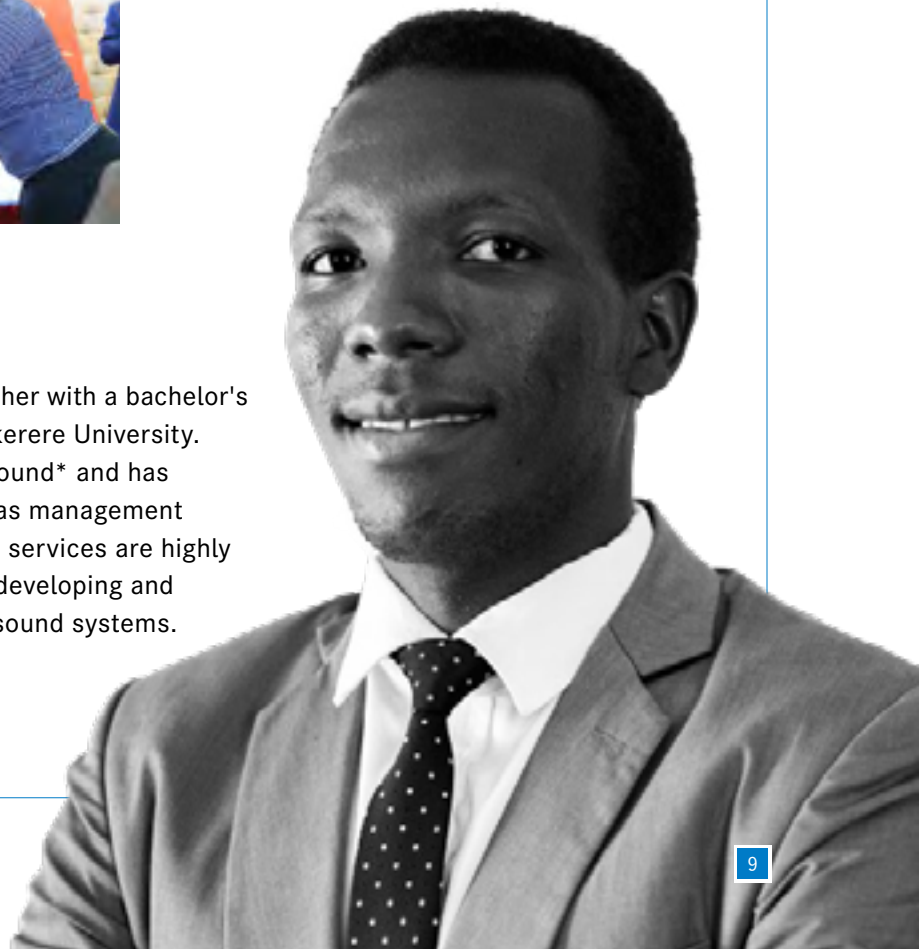
M-SCAN is providing a portable ultrasound system in East Africa that can detect risk factors for maternal mortality. Through tele-imaging, M-SCAN plans to develop a service that will allow expectant and nursing mothers to receive ultrasound examinations from the comfort of their homes. M-SCAN has already started services in 180 medical institutions in Uganda and expects to perform at least 2,400 consultations per year using the home ultrasound system.



Menyo Innocent

The CEO, Menyo Innocent, is a radiographer with a bachelor's degree in medical radiography from Makerere University. He is well versed in point-of-care ultrasound* and has extensive training in ultrasound as well as management and entrepreneurship. His expertise and services are highly compatible with a company focused on developing and expanding the market for portable ultrasound systems.

Contact mscanug@gmail.com



Agrinfo Tanzania



Founded in 2016

Employees 4

Industry Food and Agriculture

Website <http://www.agrinfo.co.tz/>

Agrinfo provides a digital platform, JembeKilimo, to small-scale farmers who do not have access to loans or agricultural consultation services. Although agriculture is a major industry in Tanzania, many financial institutions tend to avoid lending to small-scale farmers, making it difficult for farmers to raise funds. In addition, only 65% of farmers can enjoy agricultural consultation services, and the lack of information necessary for production is leading to stagnant incomes for farmers. JembeKilimo is a service that enables financial institutions to quantify the creditworthiness of farmers by using smart farmer information (GAP information), such as farmland conditions and weather information, which is necessary for small-scale farmers to improve their productivity,

and to perform credit scoring with high accuracy. By using JembeKilimo, financial institutions can provide loans to farmers based on accurate information. Also, by providing credit scoring, small-scale farmers will be able to access loans, which will enable them to obtain higher quality materials and enjoy services from financial institutions. Cell phone communication technology, reliable data from drones and satellite imagery, and advanced analytics will be used to remove barriers to smallholder credit, optimize GAP information, and enable agribusiness growth.



Rose Funja

Rose Funja has over 12 years of experience working in community development, both domestically and internationally. She is an engineer and social entrepreneur who uses digital technologies to solve community development challenges. She has worked in partnership with We-Robotics and United States - International Food Policy Research Institute (IFPRI) on a maize pre-harvest* loss research project in Chemba- Dodoma region, using satellite and drone imagery. She is also a non-executive director of Microfinance Victoria Finance and has been awarded the Mandela Washington Fellow 2014 and IVLP Hidden No More 2019.

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* **Pre-harvest** : The application of the herbicide Roundup to a field before harvesting wheat or other crops to kill the crop and facilitate harvesting. In our case preharvest loss, is the reduced quality and quantity of crop because of challenges such as crop disease or bad agriculture practices by the farmer due to lack of knowledge or information.



Moja Ride

Côte d'Ivoire



Founded in 2020

Employees 15

Industry Logistics

Website <https://mojaride.net/>

Moja Ride is a comprehensive mobility and payment platform that helps consumers find, book, and pay for all modes of transportation, including a single mobile app and a contactless Visa-enabled fare card. By integrating payment and mobility services, the service ensures reciprocity, with the payment function enhancing the mobility service and the mobility service facilitating the payment. It also has a function that allows end-users to exchange messages easily and quickly. The service is targeted at students and working adults, and with digital payment capabilities, the service is being expanded to include online shopping and travel. As the urban population grows, the need for mobility services and digital payments will continue to increase. By analyzing the number of farecard loads, the company will be able to understand how the service is being adopted and how many people are using it, and further improve the service.



Jean-Claude Gouesse

Jean-Claude Gouesse is a cybersecurity and computer network engineer. He holds a degree in Information Technology from DeVry University (Chicago, USA) and a degree in Risk Management from the National Polytechnic Institute (Yamoussoukro, Côte d'Ivoire).

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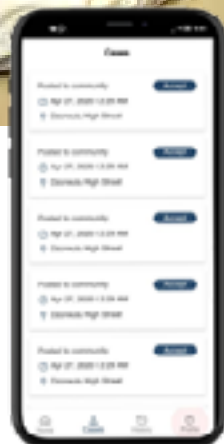
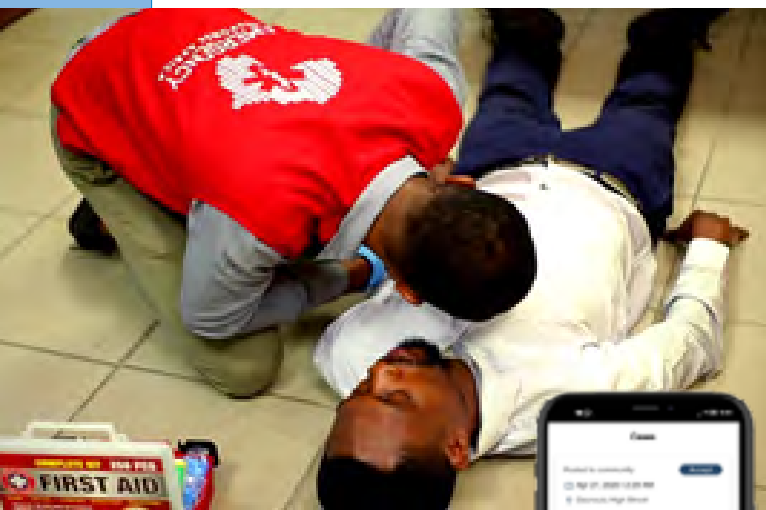
Emergency Response Africa Nigeria

Founded in 2019

Employees 10

Industry Health

Website www.emergencyresponseafrica.com



Emergency Response Africa (ERA) is a healthcare technology platform that provides safe and affordable emergency care in Nigeria and beyond. The company's ResQ emergency response management platform can respond to emergencies within minutes of their occurrence by efficiently dispatching trained paramedics, equipment, and vehicles to the scene and facilitating smooth communication between paramedics, first responders, and hospitals. ERA plans to deploy the system throughout Africa to solve social issues in the healthcare system across the continent.

Folake Owodunni

Folake Owodunni is the Co-Founder and CEO of ERA. She holds a Master of Business Enterprise and Technology (MBET) degree from the University of Waterloo. She has experience in healthcare, non-profit, and management consulting in Nigeria, the US, and Canada. She is also a certified First Responder with the Canadian Red Cross. Folake Owodunni is committed to solving Africa's healthcare system problems through technology.

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Lifestores Healthcare

Nigeria

Founded in 2016

Employees 30

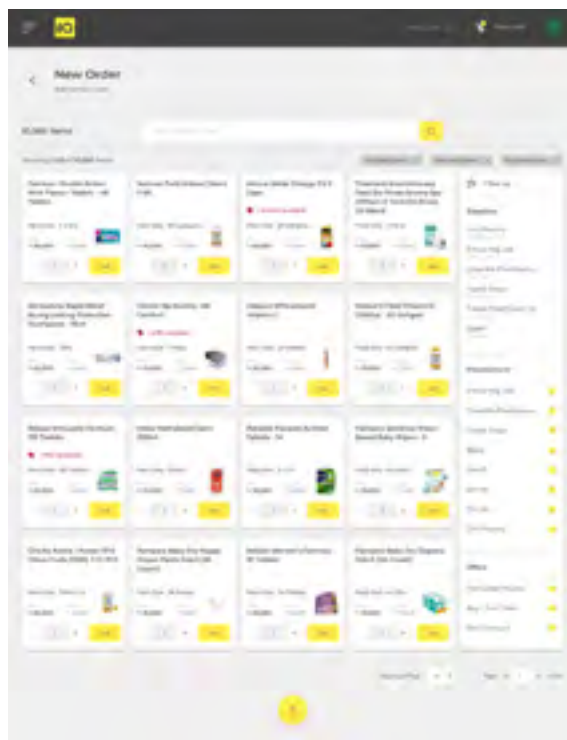
Industry Health

Website <http://lifestoreshealthcare.com/>



Lifestores Healthcare provides an efficient inventory management and group purchasing discount system for pharmacies. The system is developed and refined based on daily feedback from pharmacists and patients. The system has been developed and improved based on daily feedback from pharmacists and patients. This eliminates the need for

consumers to shop around pharmacies for the medicines they need and allows them to purchase medicines at lower prices. In the future, the company plans to spread and expand the service to the pharmacy industry, which has been slow to adopt the technology, and to transform the pharmacy industry throughout Africa.



Bryan Mezue

Bryan Mezue, Co-Founder and CEO of Lifestores Healthcare, holds a bachelor's degree in mathematics and mathematical statistics from the University of Warwick and a master's degree in business administration from Harvard Business School.

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TranSoniCa Ghana

Founded in 2020

Employees 23

Industry Finance

Website <http://transonicagh.com/>



TranSoniCa provides an efficient payment and settlement service by utilizing the contactless IC card technology circulating in Japan (similar to SUICA and other services). The introduction of the card-based payment method will (1) improve



payment efficiency by eliminating the need for change when paying in cash, (2) reduce the risk of cash theft by employees at stores where the system has been introduced, and (3) promote contactless payment as part of COVID-19 compliance. TranSoniCa believes that a cashless society is the only way to build a capital infrastructure. By drastically reducing the contact with paper money, TranSoniCa aims to prevent the threat of COVID-19 and other new viruses that may emerge in the future.

Daniel Elliot Kwantwi

Daniel Elliot Kwantwi is a master's student at the University of Tokyo. He is also the Kanto Region Manager of Kakehashi Africa (NGO), which aims to build bridges between Japan and Africa. He holds a B.Sc. in Agricultural Economics from the University of Ghana and a B.Sc. in Agriculture from Tokyo University of Agriculture and Technology. He is a teaching and research assistant in the Department of Agricultural Economics and Management at the University of Ghana. He has worked for companies such as Ohayo Ghana Foundation, Freight Links Logistics (FLL), Century Company, and The Prince Links Enterprise.

Contact info@transonicagh.com



And Africa

South Africa

Founded in 2018

Employees 6

Industry Logistics

Website www.easycollectanddrop.com



And Africa provides Delivery service in South Africa using IoT lockers called ECD (Easy Collect & Drop). The company is addressing issues faced by both consumers and online retailers, such as high shipping costs, long waits at home to receive parcels, and increased risk of COVID-19 infection due to face-to-face interaction with couriers. Since IoT lockers prevent redeliveries that cost a lot, ECD offers their one-stop solution including last-mile delivery^{1*} to e-commerce businesses that

suffers from redeliveries. ECD 's locker technology streamlines the process of arranging deliveries required for regular PUDO services^{2*}, allowing ECD users to ship packages 24/7 at the lowest possible price and receive them without any fees.

*1 **Last-mile delivery**: The delivery segment from the delivery center to the user-designated destination is called the "last mile" as the last delivery segment. The term "last mile" is used in the logistics industry to refer to the "last section between the operator and the user.

*2 **PUDO services**: Abbreviation for Pick Up & Drop Off. In the U.S. and Europe, it is commonly used as a courier service in addition to a box service.



Yo Murofushi

Yo Murofushi worked at Deloitte as a management consultant in SCM and M&A. After starting his own company, he established a background in ecommerce business by launching an online marketplace for used Japanese cars in Tanzania and launching his own e-commerce site specializing in Japanese products. He is also committed to supporting African startups through direct investment and the establishment and operation of a matching platform called ZenVentures. He is challenging the last-mile delivery industry in Africa by leveraging SCM, finance, EC business, extensive network with African startups, and Asian H/W technology. [Contact](mailto:murofushi@andafrica.co.jp) murofushi@andafrica.co.jp



MajestEYE Tunisia



Founded in 2017

Employees 12

Industry Health

Website <https://www.majesteye.com>

MajestEYE is a data analytics company that develops unique Artificial Intelligence (AI) engines for a wide range of fields, including health, medicine, and industrials. For governments, MajestEYE has developed systems to predict and analyze the impact of investment policies on regions and sectors; for the media, systems to analyze audience trends; and for financial institutions, systems to analyze and predict the business conditions of small and medium-sized enterprises. Concerning COVID-19, the company have developed a system called "DrugEye," which can analyze the genome of the virus (i.e., genetic information analysis) and analyze information on the virus, including its variants, and are taking prompt action in cooperation with the Tunisian Ministry of Health.



Jihed Hannachi

Jihed Hannachi is a Co-Founder of MajestEYE. He is responsible for the design and execution of MajestEYE's growth strategy, leading business development activities, and he has extensive experience in the field of thought leadership*, which he uses to transform business models. He is also responsible for developing and maintaining investor and partner relationships. He enjoys thinking about history and philosophy while playing his favorite instrument, the oud, on a daily basis.

Contact jihed.hannachi@majesteye.com

* **Thought leadership:** The leader who has in a specific field (industry, theme, or social problem) by being the first to discover and demonstrate innovative ideas and solutions that anticipate the future.

Upepo Technology Company

Kenya

Founded in 2018

Employees 14

Industry Others

Website <https://www.upepo.io>



Upepo Technology Company (Upepo) is a provider of integrated water supply management system services using IoT in Kenya. The water system in Kenya is not properly managed, resulting in aging water meters, water theft and leakage. As a result, the water infrastructure system is facing challenges due to the inability to collect appropriate fees. The company's services can help improve water resource management, increase revenue and promote water conservation. The company operates in partnership with Safaricom, and Liquid Telecom, Kenya's largest telecom provider. The company's model is mainly BtoB, and it plans to expand its business by partnering with various water companies in Kenya over the next five years.



Kevin Kihara

Kevin Kihara is the Co-Founder and Managing Director of the company. As General Manager of Business Development and Strategy at the publicly listed Housing Finance (HF) Group in 2013, he developed the Group's diversification strategy with a focus on housing and mortgages. After finishing his career at his previous company, he invited his long-time colleague, Amolo Ng'weno, co-founder of Africa Online and director of the Gates Foundation, to join him in founding Upepo as a member.

Contact info@upepo.io



Appy People Angola

Founded in 2015

Employees 10

Industry Health

Website <https://appysaude.co.ao/>



Appy Saúde has developed an application service that allows users to compare the location of pharmacies and medical institutions, the availability of medicines at each pharmacy and medical institution, and the prices of medicines. In particular, it was hard to ensure transparency of the medicine prices in the past, and in some cases, prices have differed by almost two times. With this service, price transparency

is ensured. Appy Saúde allows users to review any medical institution within their profile. This facilitates a two-way flow of information from the user to the provider, and the provider to the user. By focusing on the customer experience, they are helping to improve the services of medical institutions.



Pedro Beirão

Pedro Beirão is Co-Founder and CEO of the company and has extensive experience in project management, having worked at Huawei Technologies and TOTAL E&P Angola prior to founding the company.

Contact pedro.beirao@appy.co.ao

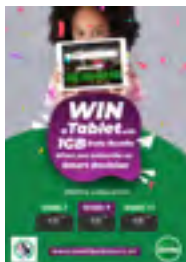


ACE Smart Technologies Zambia



Founded in 2018 **Employees** 50, Full-timer 6 **Industry** Education
Website www.smartrevision.co.zm

ACE Smart Technologies, in partnership with Zambia Communications (Zamtel), the Examinations Council of Zambia (ECZ), and the Ministry of Education, provides an e-learning portal that promotes education by providing past exam questions and answers for Zambia's exams. TAM is 6 million K12 level pupils, and the service is available for \$0.99 per student per month. The company links credit card information to the portal site, making it easy for students to access the site.



About the Founder

Chabu Titus Muchinshi is an accountant and banker with a passion for education in Zambia, and also has extensive experience in FinTech and learning management systems.



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ADFinance Rwanda



Founded in 2007 **Employees** 18 **Industry** Finance
Website <http://www.adfinance.co>

ADFinance is an African ICT company that provides a wide range of solution technologies to microfinance institutions (MFIs). It oversees a support team of about 300 SACCO (Savings and Credit Co-Operative Society) ^{*1} branches in more than seven countries in Africa, and offers ITES-BPO (Information Technology Enabled services / Business Process Outsourcing) ^{*2} to MFIs, helping them to access the latest technologies with little investment. ADFinance is also creating jobs and opportunities in Africa for those with specific skills in various areas.

About the Founder

Olivier Mugabonake is the President and Managing Director of ADFinance, where he oversees the software engineering and support crew teams. He holds a Master's degree in Information Management Systems.



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- *1 SACCO: Savings and Credit Co-Operative Society, which refers to savings and credit cooperatives.
- *2 ITES-BPO: Information Technology Enabled Services/Business Process Outsourcing, refers to IT-enabled services, such as back-office and call center services, and business process outsourcing, outsourcing of administrative tasks, human resources and accounting.

Agro Marketplace Angola



Founded in 2017 **Employees** 3 **Industry** Food and Agriculture
Website <http://www.kepya.co.ao>

Kepya is a digital market platform that connects transactions between major agricultural players. The platform enables the four major players - farmers, aggregators, buyers, and transporters - to respond quickly to each other's needs and conduct secure transactions in real time. Signing up for a Kepya account is free, and the company aims to monetize from the transaction fees thereafter. Through this innovative solution in Angola, Kepya aims also to monetize the privileged market information which they capture from different agents of the agribusiness.

About the Founder

Wanderley Augusto Ribeiro has a background in the oil and gas industry where he held positions like Project Manager and IT Operations Manager managing complex operations and projects. In 2018 he did a hard move into agritech where he operates Kepya and other agribusiness initiatives in Angola. He holds a Master's degree in Business Administration from Fernando Pessoa University in Portugal and an MBA in Corporate Management from the College of Agudos (FAAG) in Sao Paulo, Brazil.



Contact wanderley.ribeiro@kepya.co.ao

Clandestine Insights South Africa

Clandestine

Founded in 2012 **Employees** 21 **Industry** Business Services
Website <https://www.clandestine.co.za/>

Clandestine is a market research service which provides platform to analyze mystery shopping and customer insights. They allow organisations to gather feedback and information from their teams, customers, and partners from anywhere thanks to the application installed into their devices. The application also increases business efficiency as the collected data is presented to the team leaders in real time on a dashboard.



About the Founder

Mike Metelerkamp founded Clandestine Insights after a career in market research and digital marketing to provide low-cost, scalable business intelligence solutions to retailers and brands. He holds a degree in Marketing Management.



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Cure Bionics Tunisia

cure

Founded in 2018 **Employees** 6 **Industry** Health
Website <https://dhaouafimed.wixsite.com/curetunisie>

Cure Bionics is a MedTech startup that develops 3D-printed bionics arms (prostheses) that enhance the human body with multi-grip functionality and empowering aesthetics for below elbow amputee adults and children aged 8 and above to make it more accessible and cool-to-wear. The startup also develops therapeutic solutions using immersive technologies and gamification to allow people with disabilities to receive treatment without having to visit a clinic.



About the Founder

Mohamed Dhaouafi is the CEO & Founder of Cure Bionics and he is also the Co-founder & COO of AGARUW, an online marketplace for eco-friendly products. Previously, he also Co-founded and was responsible for running Zeta HUB, a private student pre-incubator. He holds a degree in Electronics Engineering and a Master's degree in NGO Management. He is a 2020 FORBES Middle East 30 Under 30, a 2020 MIT Technology Review 35 under 35 Innovator, one of the Next Generation Leaders by the TIME magazine, a MEPI, US department program, alumnus, and a 2019 Obama Foundation Africa Leader.



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Cytex Technologies Botswana

CYTEX

Founded in 2018 **Employees** 6 **Industry** Health
Website N/A

Cytex Technologies produces a kit, Viral Transport Medium (VTM), that qualitatively detect nucleic acid from SARS-CoV-2 in nasal swabs and throat swabs from people who are suspected of COVID-19. VTM makes it possible to preserve the collected specimen which is fundamental to getting accurate results.



About the Founder

Henry Lekgetho is a scientist with experience in both research and product development in public and academic institutions. Trained as a medical scientist, he holds a Bachelor's degree in Medical Laboratory Science, a Master's degree in Biomedical Science (Haematology and Blood Transfusion Science), and a PhD in caser studies (Haemato-oncology). He has worked as a scientific officer in the Botswana Ministry of Health and as a lecturer in the Department of Medical Laboratory Science at the University of Botswana. **Contact** info@cytextechnologies.co.bw



Daktari Online Kenya



Founded in 2015 **Employees** 8 **Industry** Health
Website <https://www.daktarionline.co.ke/>

Daktari Online is an Medical EdTech service that aims to improve the learning outcomes of healthcare professionals through online continuous medical education. It produces relevant content created by experts in an accessible format to support the learning of healthcare professionals for assessment and re-licensure. It is a pioneer in the industry and is used by a diverse range of healthcare professionals, including doctors, dentists, nurses, pharmacists, and laboratory technicians in Kenya.

About the Founder

Dr. Were Onyino has over 12 years of experience as a physician in the public, private and non-profit health care sectors. He currently serves as the President of the Kenya Medical Association. He is the chairman of the board of Daktari Online and leads the company to establish strong corporate governance structures.

John Mwangi is a computer scientist and entrepreneur with a career in the IT and service industries. John aims to use advanced technology to address the most complex and critical issues in healthcare across Africa. He serves as the CEO of Daktri Media Africa, leading business development and strategic partnerships.

Contact info@daktarionline.co.ke



DilenyTech Egypt



Founded in 2018 **Employees** 10 **Industry** Health
Website <http://www.dilenytech.com>

DilenyTech is a fast-growing AI health tech startup that provides radiology professionals with AI solutions to improve the screening and diagnostic accuracy and reporting time. The company developed AI-enabled solutions for medical image analysis, risk assessment, and structured reporting* in multiple clinical applications such as breast, obstetrics, gynecology, and vascular imaging. The Current user base spreads across three continents (Asia, Africa, and North America). The team has over 15 years of combined professional and scientific experience, has contributed to over 90 scientific publications, and holds three US patents.

*Structured reporting: Extracting important information and rewriting it in a format that follows a certain structure. It is easy to use for learning and is intended to simplify communication with others and between different industries.

About the Founder

Ahmed Ehab Mahmoud is an entrepreneur with a 17-year experience in healthcare technologies. He worked as a regular fellow at the NIOSH, CDC, USA (2008-2009), a research associate at the University of Pittsburgh Medical Center, USA (2011-2013), and the director of the MECL laboratory, Egypt (2014-2018). He holds PhD. from West Virginia University, the USA, and B.Sc. and M.Sc. degrees from Cairo University, Egypt.

Contact a.ehab.mahmoud@dilenytech.com

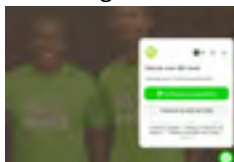


Direct Impact Partners Côte d'Ivoire



Founded in 2020 **Employees** 6 **Industry** Health
Website <http://www.allodirect.net/>

ALLO SANTE (English: "HELLO HEALTH") is a medical appointment booking platform with the ability to chat with doctors via social networking and messaging applications (Messenger, WhatsApp). Targeting low and middle-income families, the service allows anyone to consult a licensed medical professional for free. The service also allows users to book medical appointments online through a link on Messenger or WhatsApp. 6,000 online doctor chats have been performed to date. ALLO SANTE also aims to provide testing services in research institutes in the future.



About the Founder

Richard Seshie has 15 years of extensive experience in the startup, public, and private sectors, including a stint at Microsoft Corporation. He founded the not-for-profit Health Tech Africa and is a former UNFPA (United Nations Population Fund) innovation consultant for the healthcare sector in Cote d'Ivoire. He later received the Presidential Award for the Emerging Young Entrepreneurship Fellowship in Cote d'Ivoire. He is a Global Shaper for the World Economic Forum.

Contact richards@allodirect.net



DURIGA Technologies Botswana



Founded in 2019 **Employees** 4 **Industry** Finance
Website <https://durigatech.com/about.html>

DURIGA Technologies provides a Business to Business to Customer (B2B2C) solution to the lower income population by offering a digital platform which allows users to make payments via USSD^{*1}. The company is also expanding its services to social lending institutions^{*2} to help users make payments and other services via USSD. In addition, they also provide mobile services such as WhatsApp bots^{*3} for customer relationship management.



About the Founder

Laura, a 28-year-old from Botswana, is the Co-Founder and CEO of Duriga Technologies. She is passionate about using technology to solve social challenges for developing communities in low- and middle-income countries.

Contact info@durigatech.com

- *1 **USSD**: Unstructured Supplementary Service Data. A messaging technology was available in the GSM (Global System for Mobile) allows text messages to be exchanged between cell phone handsets.
- *2 **Social lending**: A form of lending in which funds are collected from investors via the Internet and loaned to individuals or companies that wish to borrow funds.
- *3 **WhatsApp bot**: An automatic chat tool that incorporates machine learning functions into the WhatsApp chat application. It can respond to questions from users in real time, register appointments, and automatically remind users of them.

D-WEE Tunisia



Founded in 2020 **Employees** 6 **Industry** Health
Website N/A

D-WEE was launched with the aim to develop a Tunisian medical equipment industry, starting with meeting the immediate need for oxygen therapy machines during COVID-19. The company also voluntarily developed masks and visors for machines and delivered them free of charge to all regions throughout Tunisia.



D-WEE has helped to bring together various stakeholders, such as the Minister of Insurance and Education, Medical workers, as well as Computer Scientists and Engineers to help move the entire industry move forward through demonstration experiments.

About the Founder

Amine Rekkis is an Industrial Electronics Engineer and COO of D-WEE, Co-Founder/CEO of Factoorya, and Director of Startup Grind Sousse. He has been involved in entrepreneurship programs and competitions since 2015, and has won multiple awards.



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Ecoplastile Uganda



Founded in 2018 **Employees** 10 **Industry** Others
Website <https://www.ecoplastile.com>

Ecoplastile offers a chemical-free, energy-saving plastic extrusion (processing) technology called “Waxy II Technology”. This technology can be used by corporates to recycle post-consumer plastic waste and packaging it into a durable plastic. The company aims to be a social enterprise that addresses issues such as post-consumer plastic pollution, waste management, deforestation, and climate change.



About the Founder

Franco Kamugyisha holds a Global Impact MBA from ALTIS Graduate Business School, the Sacred Heart University of Milan and Uganda Martyrs University. He holds a bachelor's degree in accounting and business administration and holds various credentials including national certification as an architect and a certificate in public administration. He is also a recipient of YSI Global Solutions for COVID-19 2020, EarthTech Challenge 2020, TEF Awards, SEED Low Carbon Awards, and Climate Launchpad Uganda 2019. **Contact** info@ecoplastile.com



E-Health IT Services Ethiopia



Founded in 2016 **Employees** 21 **Industry** Health
Website <https://orbithealth.co>

Orbit Health is a leading health-tech firm in East Africa that has been at the forefront of efforts to transform healthcare delivery in the region. One of Orbit's service offerings is "O-Health", a patient engagement platform that provides users with real-time telephone or live audio-video interaction using smartphones (or basic phones). This allows direct and seamless transmission of a patient's clinical measurements and records from a distance to appropriate healthcare providers or referred physicians. Orbit aims to further grow in the African digital market with both B2B and B2B2C models.

About the Founder

Pazion Cherinet has more than 12 years of engineering experience at The Boeing Company. He has held various positions in strategy development, project management, compliance, and business positioning. He has also co-founded companies such as Negpri, Addisea and other tech startups. He holds a Bachelor of Science degree in Electrical Engineering from Seattle University.



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E-msika Services Zambia



Founded in 2016 **Employees** 11 **Industry** Food and Agriculture
Website <https://www.emsika.com>

E-msika Services is a B2B2C online training and agricultural market platform. Farmers and retailers (Agro-Retailers*) across the country can easily and affordably find, purchase, and share information on agricultural products. The service also allows farmers to receive training on agriculture from experts. The company has already provided 1,600 e-commerce transactions in three years and 150 trainings in two months.



*Agro-Retailers: Retailers who sell agricultural products to end consumers after purchasing from producers or wholesalers.

About the Founder

Gilbert Mwale grew up as a subsistence farmer in Chipata, Eastern Province of Zambia, but while earning a master's degree in computer science in India, he witnessed how e-commerce changed the lives of the poor. Based on this knowledge and experience, he launched Zambia's first online agricultural marketplace with his long-time friend Elton Chirwa.



Contact emsikaservices@gmail.com

Eneza Telecom Kenya



Founded in 2018 **Employees** 8 **Industry** Business Services
Website <https://www.enezatelecom.com/>

Eneza Telecom provides cloud-based, affordable, and easy-to-use ERP¹ system services for small business organizations and non-profit organizations. Its comprehensive ERP software package integrates a full range of business processes. Users can interface with Eneza ERP via the web, app, or USSD. ERP solutions are built in a modular fashion, and available modules include Accounting, Payroll, HR Management, SACCO^{*2}, Survey Research, Loan Management System, Cash Management Systems, and more.

*1 ERP: Enterprise Resource Planning. Refers to a process used by companies to manage and integrate the important parts of their businesses (human resource, products, finance, information).
 *2 SACCO: Saving and Credit Co-operative Organization. Like Japanese credit unions, SACCOs provide general financial services such as salary collection, deposits, and borrowing to their members.

About the Founder

Peter Muraya has obtained bachelor's degree in Economics from the Kenyatta University, and since then has gained extensive experience in marketing and public relations. Prior to joining Eneza, he was the head of marketing at Liaison Media. Aside from overseeing the overall health of the business, he also manages the marketing and public relations activities.



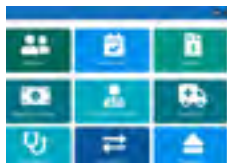
Contact web@enezatelecom.com, kamauwilson@gmail.com

Eyone Senegal



Founded in 2015 **Employees** 13 **Industry** Health
Website <http://eyone.net/#homepage>

Eyone is a digital solutions provider which aims to provide more traceability of medical data, such as patient files, invoicing, physical/online appointments with patients. In Senegal, the lack of traceability of data has been a tremendous issue amongst healthcare professionals and patients. Moreover, some processes, such as communicating with insurance companies or conducting additional inspections, can be quite sophisticated. By implementing Eyone's service, administrative tasks and billing status can be easily tracked with their mobile device. Patients can also interact with their healthcare providers from their computers or mobile devices. Eyone currently has served 26 medical institutions, 100,000 claims for medical services, and 70,000 patient referrals.



About the Founder

Henri Gueye has won multiple titles such as Orange Entrepreneur Social, Orange FAB, 20 most promising startups in French-speaking Africa, and Most Valuable Company in XL Africa program. He has a partnership with Sanofi to share medical files between healthcare professionals and patients.



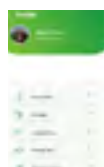
Contact contact@eyone.net

Farm Wallet Ghana



Founded in 2016 **Employees** 6 **Industry** Food and Agriculture
Website <https://www.farmwallet.me/>

Farm Wallet provides farmers with a mobile app that simplifies transactions on their existing bank accounts. Consumers can easily check farmers' production information on tablets installed in supermarkets and other nationwide agricultural product sales outlets. These functions will enable direct transactions between farmers and consumers and eliminate middlemen who charge high fees. Small-scale farmers in rural areas who do not have access to bank accounts can use the cashless mobile payment system, thereby creating a system that returns profits to the small-scale farmers.



About the Founder

Muhideen Adam is the former CEO and Co-Founder of TROTRO Tractor. He is a young and hardworking entrepreneur who is leading the online business and smartphone app for TROTRO tractor*. He has also developed a portal that aggregates dealers and transport tractor owners.



*TROTRO tractor: A platform provider that connects farmers and tractor operators. It enables farmers to request, schedule, and prepay for tractor services, and operators to obtain requests for tractors quickly. FarWallet is a financial service that give small-scale farmers power to bank at their farm gate. The core of this business is to tackle and establish easy and flexible banking services and other Agriculture Services as well as the value and supply chain by eliminating middlemen who do not add value to the product but rather makes it expensive. In this way, prices of foods could be affordable for all.

Contact team@farmwallet.me

FasoDrone Burkina Faso



Founded in 2018 **Employees** 5 **Industry** Others
Website <http://www.fasodrone.com/>

FasoDrone uses drone system design and aerial data analysis to provide innovative services in multiple domains. The services offered include growth monitoring of crops, mapping for mining and construction companies, mapping for urban development and environmental protection, and aerial photography and videography for media. The company combines new robotics-based technologies with drones to provide timely and accurate data to solve the challenges faced by its customers. Currently, the company is developing an autonomous solar-powered hand-washing system for COVID-19, and an initial prototype is already in operation.



About the Founder

Thierry Bayala is a computer and software engineer. He holds a master's degree in data science from Miyagi University, Japan.



Thierry is also a Ph.D. student at Nazi Boni University where he uses spatial data from drones to improve agricultural yields.

Contact info@fasodrone.com

Fraisen Senegal

Founded in 2016 **Employees** 20 **Industry** Food and Agriculture
Website www.fraisen.net



Fraisen is a startup leading the production, support, and marketing of strawberries. It launched the first pan-African network of strawberry producers to unite producers and promote a made in Africa brand. FRAISEN offers different product ranges (juice, syrup, strawberry tray, frozen strawberry, strawberry jam) sold across Africa, particularly in Senegal via its customer service and delivery service which boosted sales during the Covid19 outbreak.



About the Founder

Souleymane Agne is a former law student who became a farmer before founding Fraisen. He is responsible for the planning and management of agricultural projects and is an entrepreneur who has already led the co-founding of four startups. About the Founder



Contact reseaufraisen@gmail.com

Gradely Nigeria

Founded in 2019 **Employees** 16 **Industry** Education
Website <https://www.gradely.ng>



Gradely is using analytics and data-driven recommendations to help schools and parents intervene in real-time to student's learning gaps. Through weekly adaptive homework tests taken on the web or mobile device, the solution is able to tell how much of a topic a student understands and recommend specific practice sets, remedial videos or private tutoring.



About the Founder

Boye Oshinaga is a second-time founder who previously Co-Founder Riby Finance, one of Nigeria's topmost fintech companies and helped grow the company to \$1 million in annual revenues in 4 years. He is passionate about education and has worked in Edtech for about a decade. While working as VP in the Education division of a Technology Group, he helped launch the first local online MBA program in the country with 1,000 students in its inaugural class. Gradely is using analytics and data-driven recommendations to help schools and parents intervene in real-time to student's learning gaps. Through weekly adaptive homework tests taken on the web or mobile device, the solution can tell how much of a topic a student understands and recommend specific practice sets, remedial videos or private tutoring. **Contact** team@gradely.ng



Green N Kool Madagascar

Founded in 2016 **Employees** 16 **Industry** Education
Website <https://green-n-kool.jimdofree.com>



Green N Kool is a social enterprise dedicated to reintegrating vulnerable populations and promoting sustainable consumption, and offers Alt. Soap, an eco-friendly soap made from used cooking oil. The company is currently developing the Alt. Soap Game, the first ad-supported freemium^{*1} educational mobile video game that also serves as a cross-buying^{*2} platform for Alt.



***1 Freemium:** A term coined from Free+Premium. It refers to a business model in which basic services and products are provided free of charge, and fees are charged for more advanced or special functions.

***2 Cross-buying:** The act of selling between established customers, markets, and traders.

About the Founder

Marie Christina Kolo is a social entrepreneur with 10 years of experience in the development and management of humanitarian projects. She holds a master's degree in International Relations (Catholic University of Paris) and has won the Female Entrepreneur Role Model Award and the Best Social Startup Award at the Southern Africa Startup Awards 2019.



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Health Direct Global Ghana



Founded in 2018 **Employees** 7 **Industry** Health
Website <https://www.healthdirectglobal.com>

Health Direct Global provides a multifunctional platform that uses electronic records with AI and biometric technology to match patients with healthcare services in real time. These include Mobile Health Wallet, which allows users to save and use healthcare services when needed, and Telehealth, which allows patients to book medical services from the comfort of their homes. The business model consists of (1) a monthly fee from hospitals and medical service providers, (2) a fee/service charge on bookings and doctor appointments, and (3) a fee for transactions through the Mobile Health Wallet. It provides blockchain-based payment infrastructure and aims to provide alternative medicine to people in poor areas as well as urban areas.



About the Founder

Amos Narh holds an MBA in Accounting and Finance and a bachelor's degree in Economics and Psychology. He completed his Bachelor of Management Administration (BMA) and Human Resource Management (HRM) from ICM, UK. He has excellent financial modeling skills and led the management of a major private health insurance company from the seed stage to the Series C stage of the company.



Contact healthdirectglobal@gmail.com

HealthEdu Rwanda



Founded in 2017 **Employees** 10 **Industry** Health
Website <https://www.healtheducat.rw/>

HealthEdu provides an E-learning platform solution for healthcare professionals in Rwanda dedicated to the challenge of malpractice and medical errors increase as reported by the minister of health due to lack of updated knowledge of medical practitioners. HealthEdu is accredited in the National Pharmacy Council (NPC), Rwanda Medical and Dentist Council (RMDC), National Council of Nursing and Midwife (NCNM), and Rwanda Allied Health Professions Council (RAHPC). HealthEdu offers three types of continuous professional development services; Face to face courses for all invited health professionals, practical courses held at clinical practice sites, and online courses taken on the company website. In August 2019, the company acquired a trademark in Japan and is looking for partners to expand the service in Japan with the mission in which healthcare professionals are responsible for developing and updating their abilities, knowledge, skills, and attitudes as professionals throughout their lives by systematically ensuring their suitability at all times. So far, we have 4600 users still increasing, 145 courses already uploaded, more than 40 specialists from worldwide who are responsible to avail content and on average daily enrollment track equal to 20 professionals. The system provides completion certificate and CPD Credits for license renewal as requested by the minister of health policies.

About the Founder

Jean Damascene Bigirimana is a healthcare professional, Research enthusiastic currently completing a Master's Degree in Public Health, he has been trained with a Bachelor's Degree in Physical Therapy. He serves currently as the EXECURTIVE Secretary of Rwanda Healthcare Federation and as a Private Consultant for JAMK University of Applied Sciences – Finland in developing Digital Rehabilitation concepts in Rwanda and the region. He founded GDA Sabri Enterprise in 2011, Pamelise Limited in 2013, and HealthEdu in 2017. He has experience from different incubation programs. He got basic social enterprise founding and management from Acts of Gratitude (AoG), trained by 250 Start-ups in developing HealthEdu Ltd, and he has benefited from the support of Westerwelle Start-up Haus in series of trainings that supported the finance and legal status of HealthEdu Ltd.



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Helm Academy Egypt



Founded in 2016 **Employees** 21 **Industry** Education
Website <https://www.helmacademy.com>

Helm Academy introduces the first accessible e-learning platform dedicated to persons with disabilities offering Arabic content in the MENA region. SEED (Skills Enhancement and Employee Development) an online training program for job skills, bridges the gap between the skills of people with disabilities and the needs of the labor market by simulating what is expected of them in the real workplace.

About the Founder

Amena El-saie, along with Co-Founder Ramez Maher, have grown the social enterprise Helm Consulting to serve over 300 companies and help them become inclusive. They were Awarded three years (2017-2018-2021) for their best practice by the Zero Project at the United Nations Headquarters in Vienna for their employment and accessibility practices. They were selected to be one of the top 5 social enterprises in Egypt in 2015 and awarded a two-year global acceleration program by Rise Egypt. Also, they participated in "The Improvement of Accessibility of Social Inclusion – Barrier-Free Environment" program by (JICA) in Japan, 2016



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Himore Medical Cameroon



Founded in 2014 **Employees** 14 **Industry** Health
Website <https://himore-medical.com>

Himore Medical developed Oxynnet, a medical oxygen production network that consists of multiple oxygen production stations connected to a single control system. Each station is located in a hospital and can produce pure oxygen concentrations ranging from 21% to 95%. The stations are capable of supplying oxygen to more than 10 patients at the same time and can also be remotely controlled via a phone analog line using an Android application. In Cameroon, medical oxygen was only available at referral hospitals and large clinics, but Oxynnet has made it possible to receive COVID-19 treatment at a low cost without traveling to urban areas. In recognition of this achievement, the company won the UNDP Cameroon New Coronary Measures Hackathon.



About the Founder

Zang Adzaba Marc Arthur is a Chief Engineer, Project Manager, and CEO, computer science engineer and biomedical engineering researcher. He oversees the business and mentors engineers responsible for software development and embedded systems development.



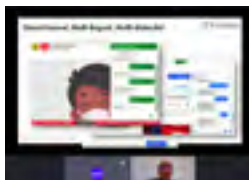
Contact arthurzang@himore-medical.com

iCompass Tunisia



Founded in 2019 **Employees** 12 **Industry** Business Services
Website www.icompass.tn

iCompass offers an online chatbot, voice bot, and text-to-speech business tool for Arabic and other African languages and dialects. The business model is subscription-based, and users have access to a large-capacity cloud service that provides access to digital text and the vast amount of information contained in the data set using deep learning. Its chat service specializes in increasing sales on e-commerce sites, thanks to benefits such as increasing purchasing behavior through automated AI-based customer service operations. The company also provides 24-hour support for digital strategy planning, communication, marketing effectiveness verification, and data analysis services.



About the Founder

Ahmed Nouisser has an international consulting background in the digitization of technical and functional processes for over 20 years. After returning to Tunisia, he founded iCompass, where he serves as CEO.



Contact team@icompass.digital

ICT4DEV Côte d'Ivoire



Founded in 2016 **Employees** 10 **Industry** Food and Agriculture
Website www.ict4dev.ci

ICT4DEV has produced several synergistic commission-based services that address the challenges of the agricultural value chain, including (1) the GELICO management platform for cooperatives (2) the Virtual Market platform to link cooperatives and buyers, (3) the E-Variety mobile application and the E-Variety mobile application and SMS service promoting agricultural seeds in local languages and (4) the Farm book training application based on a license that provides agricultural advice to farmers. that provides agricultural advice to farmers with remote monitoring of their activities by an agronomist.



About the Founder

Jean Delmas Ehui is a social entrepreneur with diverse skills: computer engineer, web and mobile developer, consultant ICT trainer, ICT and rural development expert. He has experience in the ICOOP-CI (Agricultural Cooperative Identification) project with the Lôr Bouôr Chamber of Agriculture, Côte d'Ivoire, where he launched an ICT solution platform for modern and efficient agriculture.



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iFox Code Mauritius

Founded in 2014 **Employees** 7 **Industry** Health
Website <http://www.foxcode.com/>



iFox Code is a digital agency specializing in mobile and web application development. The company conceptualized a telemedicine platform to improve access to medical care to support medical services during the COVID-19 pandemic. With the applications, patients request consultations, doctors receive notifications and start video consultations with the patients. The business model is to collect a fee equivalent to 3% of the monthly profit earned by doctors using its mobile and web applications.



About the Founder

Imteez Rajabalee is an entrepreneur with a passion for technology and marketing and has over 20 years of experience in the industry. He holds a Master's degree in IT Engineering, an MBA in Marketing and a Project Management Professional certification from the University of Bordeaux (France), is a lecturer at Supinfo (France), a member of the French Tech Board, CJD (Centre des Jeunes Dirigeants) and MBN (Mauritius Business Network).



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IoT Communications Botswana

Founded in 2019 **Employees** 6 **Industry** Health
Website <https://www.iotcomms.co.bw>



IoT Communications provides an IoT¹ Low Power Wide Area Network (LPWAN)² service that monitors the geographic location of quarantine and protective surveillance targets. Using smart wristbands, the scope of an individual's activities can be analyzed remotely, aiming to improve the containment of COVID-19 infection and the tracking of infected individuals. The service is available on a pay-per-use or monthly subscription basis.

- *1 IoT: IoT stands for Internet of Things and is used to connect things other than computers to each other via the Internet. IoT Applications are used to provide functions based on data sent to the platform from sensor devices. It is becoming more and more common to add IoT functions, such as machine learning algorithms to analyze large amounts of cloud-stored connected sensor data.
- *2 LPWAN (Low Power Wide-Area-network): refers to a power-saving wide-area network that enables wireless communication over long distances with low power consumption. It is a wireless communication technology that has rapidly gained attention in recent years due to its suitability for IoT communication, and uses radio wave technologies such as LoRaWAN, Sigfox, ELTRES, and ZETA, based on LTE used mainly in smartphones.

About the Founder

Tefo Donald Seleka has more than 20 years of experience in the design, operation, and management of large-scale data communication networks. He has worked as a data networks manager for Botswana's largest mobile operator, Mascom Wireless. He has also worked for Nokia Networks, a large multinational company, where he held several project roles including pre-sales technical support, network planning and performance monitoring in the Americas region.



Contact info@iotcomms.co.bw

IRIBA Water Group Rwanda

Founded in 2017 **Employees** 11 **Industry** Others
Website <https://www.ribawatergroup.com/>



IRIBA Water Group provides innovative water solutions to poor communities. The company provides (1) kiosks, which are public drinking water supply points for low-income communities in urban and suburban areas, (2) Leased water filtration systems with purchase option¹ for schools, and (3) solar-powered pumps for remote mountainous areas. The company hopes to roll out each solution and business model across Africa as never before.



- *1 Lease with purchase option: A lease in which a lessee is given the right to purchase the leased asset at the end of the lease term. The residual value of the leased asset is calculated by setting the price of the right to purchase in advance, which allows the customer to use the leased asset at a lower rate than a normally financed lease during the lease term.

About the Founder

Yvette Ishimwe holds a B.S. in Business Management with a concentration in Logistics and Management from Southern New Hampshire University, USA. She has participated in the Young African Leadership Initiative (YALI) at the East Africa Regional Center and the Mandela Washington Fellowship program at Rutgers University. Both programs are supported by the U.S. Department of State.



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Kaizen Consulting & Services Cameroon



Founded in 2017 **Employees** 5 **Industry** Business Services
Website <https://kaizenexpertise.com>

Kaizen Consulting & Services (KCS) provides a variety of continuous improvement consulting services to companies and organizations. KCS offers training in the form of webinars, online coaching, and online video materials to help companies and organizations improve their productivity and the quality of their products and services. Kaizen Consulting & Services aims to contribute to the economic growth of Cameroon and Africa, through the creation and dissemination of innovative services.



About the Founder

Isidore Kemawou Fotabong has more than 20 years of professional experience in various sectors, with several academic and professional trainings in different fields such as industrial logistics, project management, leadership; and quality and productivity improvement. He is also a senior consultant for JICA's KAIZEN Project in Cameroon and has contributed to the training of more than 100 companies and organizations, including international organizations such as GIZ and UNDP Central African Republic.



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Khenz Rwanda



Founded in 2016 **Employees** 10 **Industry** Logistics
Website <http://khenzlive.com/>

Khenz is a digital ticketing platform that provides a cashless transportation system between inland cities. The digital ticketing platform ensures the safety of intercity and border-to-border shipments, which have been difficult to track in many African countries, such as valuables transported by public transport. This digital ticketing platform can ensure the safety of cargo transported between cities and borders. It is widely used by freight forwarders and long-distance bus companies, which have operated more than 800 trains and sold more than one million tickets since 2013.



About the Founder

Moussa Habineza is the Founder and CEO of Khenz. He specializes in developing database-driven applications. He holds a Bachelor's degree in Information and Communication Technology from the University of Rwanda and a Master's degree in Systems Engineering and Information Engineering from the University of Tsukuba as an ABE Initiative Scholar. He has participated in a JICA-sponsored ICT project aimed at strengthening the ICT ecosystem in Rwanda.



Contact info@khenzlive.com

Kumakan Burkina Faso



Founded in 2019 **Employees** 5 **Industry** Others
Website <https://www.facebook.com/KumakanData>

Kumakan is an African game development studio*1 that develops gamification*2 solutions that allow people to play and learn about social issues in a fun and engaging way. The mobile game "Corona Trip", allows players to move in the skin of the COVID-19 virus to understand the strategies that it puts in place to infect a maximum of people*3. The business model is mainly based on advertising revenues. *1 Game Development Studio : Refers to companies that focus on game development services. *2 Gamification: A term derived from "gaming" which refers to turning various elements of daily life into the form of games. There is a growing trend to apply the elements and ideas of games, which entertain and enthuse people, to the fields of business and education. *3 Understanding Exposure: Refers to the experience of absorption, inhalation, and contact that are risk factors for human health problems. It is often used as a medical term such as "virus exposure".

About the Founder

Haroun Yasser Sangaré is a professionally trained economist and graphic designer with seven years of experience in visual design and IT business development. He has seven years of experience as a visual design professional and IT business development, with a strong focus on ICT environments and building African networks in Burkina Faso and elsewhere.



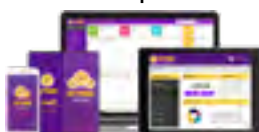
Contact ysangare@kumakanstudio.net

Kytabu Kenya



Founded in 2012 **Employees** 54 **Industry** Education
Website <https://kytabu.africa>

SomaNasi is a compulsory education learning platform that enables online communication between parents, students, and teachers. 4,500 videos covering the entire 12-year Kenyan education curriculum and 15,000 questions to measure learning achievement have already been accumulated. In the COVID-19 context, SomaNasi is also offering a new online student group discussion program and an interactive video* program that allows parents to participate in the virtual classroom with their students. SomaNasi means "Learn with Me" in Swahili.



About the Founder

Tonee Ndungu is a technology expert and the Founder of Nailab, which has raised over 600 million yen in funding. Having struggled to get an education himself, he is passionate about providing educational opportunities in Africa.



Contact kytabu@kytabu.com

***Interactive video:** Refers to a video that prompts the user to take actions such as clicking a button. It has the merit of increasing students' learning commitment because it creates interaction the user.

Last Mile for BoP Africa South Africa



Founded in 2013 **Employees** 10 **Industry** Logistics
Website <https://shopitapp.co/>

Shopit, developed by the company, is a turnkey online store*, logistics and marketing service for wholesale and retail stores. By using the company's app, grocery stores can compare wholesale prices and then purchase purchased items online. In addition, when consumers use the app, food and sundries are delivered to consumers without going through wholesale or retail stores. In addition, when consumers use this app, food and sundries are delivered to the consumer without going through wholesale/retail stores, and thus can be purchased at a lower price. Stores selling daily consumer goods can expect to increase their sales in each market by using these two apps. It also functions as a community of over 6,000 store owners in South Africa.

About the Founder

Arnaud Blanchet is the founder and CEO of Shopit, where he has built delivery models for products such as solar electricity, water filters, and sanitary napkins in rural South Africa. Today, he is still an entrepreneur committed to improving the delivery of goods and services in low-income areas.



Contact contact@shopitapp.co

***Turnkey Online Store:** The term "turnkey" comes from the meaning of "ready to use as soon as the key is turned. It refers to an online purchasing platform that can deliver products to customers as soon as they request to purchase them.

LiFi-Led Côte d'Ivoire



Founded in 2014 **Employees** 24 **Industry** Others
Website <http://lified.africa/>

LiFi-Led is a service that integrates three ICT-based elements into one: (1) solar-powered electricity supply, (2) broadband Internet access, and (3) educational content delivery for vocational training. It brings this service to the poor and unelectrified rural areas.



About the Founder

Ange Balma is a computer and network engineer. After graduating from Hautes Etudes Technologiques, he became a certified IoT designer. With over 16 years of experience in the technology field, he founded the LiFi-Led project.



Contact infos@lifi-led.ci

Logidoo Senegal



Founded in 2019 **Employees** 9 **Industry** Logistics
Website www.logidoo.co

Logidoo provides a digital marketplace that connects logistics-related information and parties. By comparing the selling price of each product, Logidoo executes and checks delivery operations on the platform, enabling each part of the supply chain to work together efficiently and creating an environment that facilitates the delivery process. The business model is commission-based, from each transaction made on the platform.



About the Founder

Tamsir Ousmane Traoré has 12 years of experience in the logistics sector, having founded Tex Courier, a leader in the Senegalese postal sector. He is pursuing a Ph.D. in Management Science in Senegal and holds a master's degree in Marketing Services from Lille 2 University of Health and Law (France) and a Master's degree in Supply Chain Management from ESCA School of Management (Morocco).



Contact 2wl@2wl.biz

Madabooky Madagascar



Founded in 2016 **Employees** 7 **Industry** Education
Website <https://madabooky.com>

Madabooky is a social media service that provides online courses on mobile devices. Aimed at high school students, it provides lectures and tutorial videos* on mathematics, physics, life science, earth science, philosophy, and others. In order to increase the pass rate of national exam, and to enhance long-term vocational support, the service also provides customized career guidance and individual support based on each user's profile. Winner of the 2018 Orange Prize for Social Entrepreneurship in Africa and the Middle East and 2019 Orange Fab Madagascar.



About the Founder

Venceslas Tsira Louis is an expert in commercial software, web Madabooky offers online courses (videos and PDFs) for students at the high school level. Users buy data or access via the integrated platform, mobile money, or by scratch card. Winner of the 2018 Orange Prize for Social Entrepreneurship in Africa and the Middle East and 2019 Orange Fab Madagascar. **Contact** madabooky@gmail.com



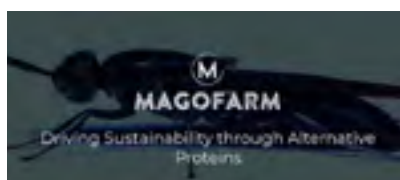
***Tutorial video:** Refers to a video version of a manual or instruction manual.

Magofarm Rwanda



Founded in 2019 **Employees** 4 **Industry** Food and Agriculture
Website <https://magofarms.com/>

The company offers "Mobivet", a tele-veterinary service, which provides remote advice to help livestock farmers in Rwanda. Combining online and offline technologies, Mobivet can be accessed from any mobile device, regardless of the Internet connection. Mobivet aggregates knowledges and best practices both domestically and internationally, and is capable of providing these information via mobile messages 24/7 throughout the year.



About the Founder

Moses Katala is the Founder and CEO of Magofarm. He has experience in software development, project management, fundraising, and agriculture. In particular, his four years of experience in managing agricultural projects has been instrumental in the success of this business.



Contact mkatala@magofarm.co.rw

Myclinic.ng Nigeria



Founded in 2018 **Employees** 7 **Industry** Health
Website <https://myclinic.ng>

Myclinic.ng is an online, on-demand platform that enables users to remotely see and talk to a doctor at any time either using the mobile app (for smartphone users) or by dialing the smart number (for non-smartphone users). It minimizes self-treatment and self-medication by providing quick and easy access to qualified medical practitioners. The partnership with the Nigerian Ministry of Communication and Technology (NITDA) to integrate clinical laboratory data on the platform has greatly expanded the scope of what can be done with online medical care in Nigeria.



About the Founder

Aliyu Bello Aliyu is clinical pharmacist with a bachelor's degree in Pharmacy from Ahmadu Bello University. He is passionate about technology to improve healthcare access and effectiveness. He has significant experience in the design and implementation of technology-driven solutions for the-improvement of healthcare, especially in resource limited settings.



Contact myclinicng@gmail.com, ali@myclinic.ng

Nanofib Tech Egypt



Founded in 2020 **Employees** 4 **Industry** Health
Website N/A

Nanofib Tech produces environmentally-friendly disinfectants and sanitizers using nanotechnology. The company produces a variety of formulation types such as liquid, spray, gel, and powder. The products are made from a wide variety of natural materials rather than strong chemical, and have antibacterial properties against viruses, fungi, and bacteria. Users range from households to industrial sectors, especially front-line workers in the medical, nursing, food, industrial, and agricultural fields.



About the Founder

Dr. Wael Mamdouh is an Associate Professor of Nanotechnology and the leader of one of the largest research groups (biomedical polymer nanocomposites, hydrogels, and tissue engineering) at AUC, Egypt with more than 20 years of experience in Nanoscience and Nanotechnology, with scientific publications attracting approximately 4000 citations worldwide.



Contact wael_mamdouh@aucegypt.edu

Outsource Now Zambia



Founded in 2016 **Employees** 6 **Industry** Finance
Website <http://www.zpos.co.zm>

The company offers, "ZPOS", which point of sale (POS) application that allows retailers to record and track various information. It has features such as recording sales, tracking credit customers, adding new inventory, storing post-payment transactions, etc. Users can record all their sales history and purchase transactions on their smartphones for free. For a monthly fee of US\$8, users can also subscribe to email newsletters and set up dashboard screens to receive a wider range of business support, such as monthly sales analysis and cost calculations. In the future, the company aims to provide credit rating scores to retailers based on historical transactions, which they can use to apply for loans.



About the Founder

Chisepo Chirwa has over 10 years of experience in computer software analytics and product sales. After studying computer science at the University of Greenwich, Chisepo worked in sales at Forever Living Products. He then moved to Syntek Global, where he was a top salesman in the Zambian office and a distribution consultant in the South African office. **Contact** info@zpos.co.zm



Panda & Wolf Holding Mauritius

Founded in 2017 **Employees** 5 **Industry** Others
Website <https://www.discovermauriti.us.app/>



Discover Mauritius™, provided by the company, is a travel guide and tourism media service for tourists and locals who want to listen to traditional music and experience the culture of Mauritius for free. Recommended tourist attractions are displayed according to the user's location, and the user is notified of various information via push notifications. In addition to the offline travel guide application, it also includes an online radio function.



About the Founder

Lord Brian Dean founded Panda & Wolf Holding in 2017 and hosted the first ever Games & Animation Conference in Mauritius in 2019. He also released Eco-warriors™, a mobile game for children to learn about environmental issues such as deforestation and waste, which was supported by UNESCO (United Nations Educational, Scientific and Cultural Organization).



Contact brian@panda-wolf.com

Rology Egypt

Founded in 2018 **Employees** 26 **Industry** Health
Website <https://rology.health>



Rology aims to address the health inequality challenge in Africa, especially the shortage of qualified radiologists. With Rology's AI-assisted teleradiology platform, they can deliver accurate and timely medical reports so that emergencies can be handled in time. They currently support 100 active scan centers and hospitals in Africa, including mobile clinics that reach disadvantaged communities in remote areas who are days away from the nearest hospital. They have also developed an AI model that can detect possibilities of COVID-19 through CT-Scans, so that suspicious results found by radiologists can be then raised to appropriate medical professionals.



About the Founder

Amr Aboraiaa has extensive experience in business development, resource mobilization, expansion into new markets, and investor management. He graduated from the Faculty of Engineering at Alexandria University. He also holds a certificate in Business Management from the Arab Academy for Science, Technology and Maritime.



Contact amr@rology.net

Route Masters Nigeria

Founded in 2019 **Employees** 8 **Industry** Logistics
Website <https://www.route-masters.com>



Route Masters is a freight management platform that automates the dispatch and transport of vehicles according to routes. It is built using machine learning and applied mathematics, leveraging telematics*1 and aggregated data from multiple dispatch and transportation management systems. A Number of unscrupulous dispatchers is still a social issue in Africa, and Route Masters will help to alleviate it by managing the data flow of dispatchers. In addition, given Africa has the lowest usage rate of dispatch applications in the world, the accumulation of databases among public transport, shipping, and logistics operators, will not only expand the company's services but also help accelerate the digitization of the logistics industry.

*1 Telematics: Method of monitoring cars, trucks, equipment and other assets by using GPS technology and on-board diagnostics (OBD) to plot the asset's movements on a computerized map. Also known as fleet tracking or GPS vehicle tracking, telematics is now an essential management tool for many commercial and government fleets.

About the Founder

Seye Odukogbe holds a Master of Engineering degree from Queen Mary (University of London) and an MBA from Oxford University. He has over 10 years of experience in international multimodal transportation projects, including Nigeria's first bus rapid transit. He has also designed some of the most extensive transport data projects in the history of the region in Lagos, Kaduna, and Kano. Africa is the last place on earth with low use of mobile transport apps. Using GNSS, telematics and a fusion of other data sets, we utilize machine learning and applied maths to build, automate and deliver mobile transport along with route and fleet management applications. Our customers are public transport, fleet and, logistics operators and, a massively growing user base in African cities with high amounts of informal transport.



Contact seye@route-masters.com

RxAll Nigeria



Founded in 2016 **Employees** 37 **Industry** Health
Website <https://rxalldelivered.com/>

The company's RxDelivered is Africa's largest drug supply platform for both patients and healthcare providers. Pharmacists can purchase authentic medicines at wholesale prices from the wholesale network on RxAll. Patients can also use RxDelivered to save time and transportation costs by eliminating the need for patients to visit drugstores and pharmacies. In addition, patients can purchase proper medicines and avoid counterfeit products in circulation. Furthermore, due to increased user experience, wholesalers can expect an increase in sales, business areas, and recognition.



About the Founder

Adebayo Alonge decided to become a pharmacist after an experience in which he was knocked unconscious for three weeks by counterfeit medicines. He has 10 years of experience working as a developer in the pharmaceutical industry in West and Central Africa. During that time, he developed new businesses in the pharmaceutical industry totaling more than US\$100 million in sales.



Contact support@rxall.net

Seriti Insights Botswana



Founded in 2018 **Employees** 4 **Industry** Business Services
Website <http://seritiinsights.com>

Seriti Insights is a Botswana based Artificial Intelligence and Advanced Analytics* boutique firm focused on providing tailored big-data-centric solutions and generating intelligence to help organisations/enterprises solve real-world problems. Seriti Insights developed a social media listening application to monitor misinformation, disinformation, and gauge public perceptions and optimism around Covid-19 the pandemic and beyond, by leveraging Artificial Intelligence to mine social media data. The platform has an online interface in the form of a dashboard and can be used for business purposes to measure and analyse customer sentiments around a company's brand or campaign.

*Advanced Analytics: Refers to solution analysis technologies in business for the purpose of optimizing business operations, improving user experience (UX), and innovating business models.

About the Founder

Nomsa Sophia Makgabenyane has worked in business development for five years and has also worked in the space of digital transformation. She has degrees in economic history, development economics, international strategic business, as well as data analytics and organizational design for digital transformation.



Contact analytica@seritiinsights.com

Kagiso E. Mpa has a degree in statistics and data analytics. He is currently enrolled in a master's program in Information Management, specializing in Data Science and eLogistics.

Contact kagiso@seritiinsights.com

Solar E Cycles Kenya



Founded in 2015 **Employees** 6 **Industry** Logistics
Website <https://www.solar-e-cycles.com/>

Solar E Cycle offers a transportation service, Try Ke, which aims to bring economic empowerment to developing countries through its pay as you go* business model. The vehicle can travel at speeds of 25 to 45 kilometers/hour, and can travel 50 to 100 kilometers per day on solar energy alone. Excess energy is stored in batteries, which can also be used for lighting at night. In addition Try.Ke vehicles can be leased for US\$0.5 per day for three to five years. It provides affordable transportation and nature-friendly electricity to the poorest of the poor, who earn only US\$2 per day.

*Pay as you go: A method of paying for a service only as you use it. It is linked to mobile payments (M-Pesa) by paying a small deposit, equivalent to one-tenth of the price of a motorcycle in Kenya.

About the Founder

Roger Christen has an MBA in Industrial Engineering, 30 years of experience in international development, and 13 years of experience with Pricewaterhouse Coopers, where he worked in private sector development and economic recovery, particularly in the power, water, mining, privatization, and growth industries sectors. He is a recipient of the World Bank Excellence Award Africa 2007 and other awards including the Valeo Innovation Challenge.



Contact solarelectriccycles@gmail.com

Solar World Botswana Botswana



Founded in 2014 **Employees** 5 **Industry** Others
Website www.solarworldbotswana.com

Solar World Botswana is an integrated solar energy provider service. It provides services such as system design, installation, operation, and maintenance (O&M). Its customers are companies and organizations in the solar panel industry. The company has developed a system that allows for inexpensive customization of each service required to complete a project.



About the Founder

Pelontle Maphula majored in Business Economics in college. He has particular experience in strategy and business development. He has worked in the renewable energy sector with the International Business Development Shizen Energy team. He holds a Bachelor's degree in Economics from the University of Botswana. He holds a Master's degree in Economics (Environmental Economics) from Reitaku University in Japan.



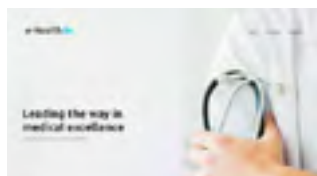
Contact pelontlemaphula3@gmail.com

SPIKE-X Tunisia



Founded in 2013 **Employees** 2 **Industry** Health
Website <https://www.spike-x.tn>

The company's e-Health.tn is an ultra-fast, cloud-based computer-aided diagnosis platform with an AI-based diagnostic detection function that can detect breast cancer, Alzheimer's, malignant melanoma, and Sars-COV-2 (COVID-19) at an early stage. Current users are mainly medical institutions in Tunisia, however, the number of client base is expected to increase due to the development of a tool for antibody testing of the new coronavirus.



About the Founder

M. Kirmene Marzouki is a senior expert in machine learning and has worked for the Japanese Ministry of Education, Culture, Sports, Science and Technology (MEXT). She has worked on various cross-disciplinary projects including AI, a JICA project in Tunisia, and as a consultant for Japanese companies.



Contact contact@template.com

Tanzania Maji Jibu Tanzania



Founded in 2017 **Employees** 29 **Industry** Food and Agriculture
Website <http://www.jibuco.com/tz>

Tanzania Maji Jibu provides a turn-key* safe drinking water franchise service. The company has developed a business model that allows customers to pay per liter rather than an upfront purchase and has already established a network of 20 community-based franchises that are growing rapidly across the country. The company brings advantages to users including financing, onboarding, continuous support to owners and staff; a production line and system; a high-visibility retail front; recognised branding and patented bottles; consumable inventory with economies of scale.

*Turn-key: An expression meaning "turn the key and you're ready to go," referring to a form of delivery in which a product is delivered to a customer in a ready-to-use condition.

About the Founder

Tayeb Noorbhai has experience in setting up social enterprises in Tanzania. He holds an Honours degree in Development Studies from the School of Oriental and African Studies (SOAS), University of London. He holds a Master's degree in International Development from Oxford University. During the past decade, he has worked in various companies in the education, health, and drinking water sectors, and has also been involved in new business creation. **Contact** tanzania@jibuco.com



Toolboksi Technologies Tanzania



Founded in 2018 **Employees** 7 **Industry** Others
Website <https://www.toolboksi.com/>

Toolboksi is a B2C technology platform that provides stable job opportunities for workers in the informal sector, enabling them to improve their skills and advance their careers. It serves as a link between households/businesses that want to repair their equipment, and handymen (repairers and handymen) who perform the repair, installation, and maintenance. Learning and training sessions are held once a month so that the handymen can obtain the knowledge and skills needed to deliver the service. Various training such as job-specific tutorials, digital literacy training, and systems through soft skills ensure the continuity and quality of repair, installation, and maintenance services.

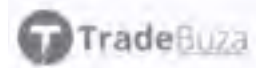
About the Founder

Julius J Mbungu II is a social entrepreneur who has worked in the technology industry. In particular, he has contributed to the development of products that combine building materials with innovative technologies. He works with various organizations in Africa as well as globally to support entrepreneurship and TVET (Technical and Vocational Education and Training) activities.



Contact julius@toolboksi.com

TradeBuza Nigeria



Founded in 2018 **Employees** 15 **Industry** Food and Agriculture
Website <https://www.tradebuza.com>

TradeBuza provides a data management mobile platform that which utilized technology to streamline transactions among multiple farmers. The platform allows farmers to manage and track their data from pre-production planting to harvesting, and through to supermarket and retailer transactions. Users can also digitize their own profiles, farming activities, and post-harvest tracking history. The company contracts with a wide range of clients, from agricultural lenders and insurance companies to government agencies and NGOs that require last mile operational data*. This is because it is necessary to engage with a variety of stakeholders in order to build a system that appropriately distributes profits to producers in each production area.

*Last mile operational data: Operational data regarding the last segment of the process of delivering goods and services to an end consumers. Accumulating and analyzing these datapoints would allow recognition of where the bottlenecks are within the ecosystem (harvesting, shipping, delivery), and alleviating such issues could reduce the financial burden for various players.

About the Founder

Nonso Eze is the Co-Founder of TradeBuza. He has experience in leading the digital banking division at Riby, a Nigerian FinTech company, and as an operations manager at Venture Garden Group. TradeBuza digitizes last mile operations for agribusinesses. We help these businesses digitize their smallholder and farmland profiles, farm activities and post harvest ops tracking. TradeBuza also caters to a broad spectrum of clients ranging from large growers, food corporations, ag-buyers, ag-financing, and insurance companies, to governments and NGOs who require key last mile operational data to engage these agribusinesses.



Contact contact@tradebuza.com

Ucomad Madagascar



Founded in 2018 **Employees** 17 **Industry** Health
Website clinogel.wellcom.mg/

The company offers Clinogel, an automated alcohol gel product whose packaging can be designed to meet the needs of the user. The company offers a rental contract that includes the supply of alcohol gel, delivery, and regular maintenance. In addition to the standard business model of selling to businesses, there is also a fee-based business model in which advertising space is provided on the Clinogel package and PR and advertising fees are collected from each company. Ecomad has an exclusive partnership with IMPEC, a major alcohol and gel company, to acquire the user list of each distributor and build a system to receive monthly orders for Clinogel.



About the Founder

Nassirhousen Moujahid is a board member and project leader at Clinogel. He is also an executive officer of the Well.com Agency.



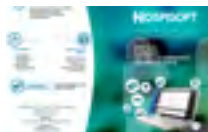
Contact clinogel@wellcom.mg

Universal Software Cameroon



Founded in 2018 **Employees** 6 **Industry** Business Services
Website www.us-cm.com

Universal Software specializes in designing and producing sector-specific packaged software solutions and counts around ten clients that use our services and software daily. One of the products they offer is HOSPISOFT, an IT solution that is a web application for hospital data management. It manages the medical history of all registered patients and is used as a tool to support doctors in making accurate diagnoses, as it allows doctors to view information regarding prescriptions, consultations, tests, etc. with just one click. Of the 2000 hospitals and clinics in Cameroon, 75% are covered by the service, and the number of users is increasing with the spread of the new coronavirus.



About the Founder

Aymard Djadchin is a software design engineer with six years of experience working for several companies including Polytechnic Cameroon. He has won the We Data Challenge in France and The Best Start-up Competition in Gabon. He was featured in Forbes Africa as a young entrepreneur to watch.



Contact dg@us-cm.com / contact@us-cm.com

Utiva Nigeria



Founded in 2018 **Employees** 17 **Industry** Education
Website <https://utiva.io/>

The company offers Nucleus, a self-paced, continuous distance learning service on a 300GB encrypted device. More than 40 advanced technical courses such as Big Data Analytics, Product Design, Product Management, Web & App Development, Software Development, etc. are pre-installed on the dedicated device. The courses are divided into clearly categorized folders, where each one contains video lessons.



Currently, there are students in 19 countries around the world, and the company also offers job placement services in the digital field.

About the Founder

Eyitayo Ogunmola is a Project Management Professional (PMP) with six years of experience in the field of international development. As a product manager, he participated in the "World Bank and USAID Funding Program in Africa". She holds a Master's degree in Business Strategy from Heriot-Watt University (Scotland). He is a certified product manager.



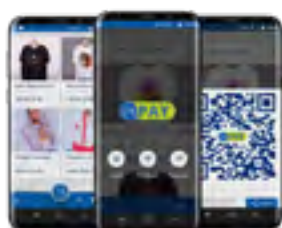
Contact omotola@utiva.io

YenePay Financial Technologies Ethiopia



Founded in 2015 **Employees** 8 **Industry** Finance
Website <https://www.yenepay.com>

YenePay is a centralized money transfer account payment platform that can be used both on the web and on mobile. The platform allows retailers to easily log in online or in-store and receive payments from users. Users, on the other hand, can make instant payments by using their preferred mobile payment service or bank account.



About the Founder

Sisay Getnet is the Founder and General Manager of YenePay Financial Technologies, a Microsoft certified professional developer and technology enthusiast in management information systems. He has more than 15 years of experience in system architecture, software development and management. He is a visionary leader who brings tremendous enthusiasm to the design and execution of system builds and is an inspiration to other entrepreneurs. **Contact** contact@yenepay.com



Yugo Mauritius



Founded in 2017 **Employees** 2 **Industry** Logistics
Website <https://www.yugo.mu/>

Yugo is the first localized platform app in Mauritius that connects users with cabs. It incorporates features that focus on user satisfaction, such as accurate cab fares, real-time booking and tracking, cashless payments, and a secure ride guarantee feature. Similarly, cab drivers can also benefit



from technology and expand their user base by using this digital platform app.

About the Founder

Kaushik Rathod is a tech entrepreneur with a passionate belief that technology is the path to success. He is skilled in developing businesses regardless of complexity and size, and in managing teams from an organizational management perspective. In today's fast-paced society, he believes that these strengths will transform the organization while solving social issues.



Contact hello@yugo.mu

Zetu Africa Uganda



Founded in 2019 **Employees** 11 **Industry** Education
Website <https://www.zetuafrica.org/>

Zetu Africa produces "SeatPack", a 600g lightweight school backpack that is durable in all weather conditions. The company's SeatPack is made of thick sheets of recycled plastic and can be used not only as a backpack but also as a chair or desk. Students can use the backpacks for a variety of purposes such as school furniture, or situations due to post-conflict or post-disaster. The production costs of SeatPack are less than half of the cost of wooden study desks traditionally used in Ugandan schools, and it also allows each student to have a social distance from each other compared to sitting at a normal table.



About the Founder



Reggi Xaba is an entrepreneur who felt a strong sense of urgency about the lack of equipment in African schools. Reggi uses his background in architecture to design and develop products that address community-based social issues with context-specific solutions.




Contact info@zetuafrica.com

Message from the Japanese company provided the special award



<h2>Mobility54 Investment SAS / Toyota Tsusho</h2>		
 <p>Takeshi Watanabe CEO, Mobility54 Investment SAS Group Leader, Mobility Service Group, Toyota Africa Automotive Division</p>	<p>Toyota Tsusho, which operates in 54 African countries, is actively investing in and financing partners that develop innovative technologies and services in Africa, where a "leapfrogging cycle" is occurring through Mobility54, an investment subsidiary established at the end of 2019 in addition to its existing businesses such as automobile assembly and sales.</p> <p>As a special award at this event, we have decided to invest US\$50,000 worth of convertible bonds in Moja Ride from Cote d'Ivoire.</p> <p>Moja Ride is contributing to a drastic improvement in the quality of transportation services in Cote d'Ivoire by providing reservation and search functions across multiple transportation modes and mobile payment functions for the informal transportation industry in the country. By combining Moja Ride's new services with our automotive business, we will accelerate the digitalization of the African transportation industry. In addition, we will continue to work closely with JICA to support passionate entrepreneurs in Africa under the "With Japan" initiative.</p>	
	<p>Investing in Moja Ride (Cote d'Ivoire) through subscription to a convertible bond US\$50,000</p>	

<h2>AAIC (Asia Africa Investment and Consulting Pte Ltd)</h2>		
 <p>Shigeru Handa Director</p>	<p>AAIC manages the Africa Healthcare Master Fund, an investment fund that focuses on investments in the healthcare sector in Africa, and is currently investing in 25 companies. Nigeria's pharmaceutical distribution market is estimated to be worth US\$2 billion, and is expected to continue its growth at 10% CAGR due to population and economic growth. On the other hand, there are major issues such as counterfeit drugs, price uncertainty, weak logistics, etc. I felt that Lifestore Healthcare has a business model to solve such issues by using its unique innovative digital solutions. In Africa, innovative startups that solve social issues are growing steadily. We will continue to collaborate with JICA and the local startup ecosystem in order to create as many startups as possible like the ones that participated in the final round, and to contribute to building a system that will help them grow into global companies.</p>	
	<p>Providing Mentoring Opportunities to Lifestore Healthcare (Nigeria)</p>	

Rakuten Group



Shotaro Yamanaka

Rakuten Group
EMEA Rep.

As a Global Innovation Company with a mission to empower people and society through innovation and entrepreneurship, Rakuten is involved in a variety of initiatives focused on creating a more sustainable society and contributing to the achievement of the SDGs targets.

The winner of this award will receive Rakuten's support to further accelerate its business through mentoring opportunities with executive officers and other business professionals, leveraging our range of experience and professional expertise. Headquartered in Ghana, TranSoniCa was selected for this award due to its ability to provide safe and secure payment services through cashless cards, which is of great social significance. Rakuten is in the process of developing our Fintech business globally, and we are excited to share our experience with TranSoniCa to benefit the Ghanaian community. We also recently announced the signing of a comprehensive cooperation agreement with JICA and look forward to creating opportunities for development in various countries and regions around the world through this collaboration.

Six-month mentoring opportunities provided by executives to TranSoniCa (Ghana)

Stirling Engine Japan



Koji Yamada

President and CEO

We are a company that develops and manufactures cooling systems using Stirling engines. This ultra-cooling logistic box has a double function of +30 degrees at the top and -86 degrees at the bottom, and it can be used for a wide range of applications from frozen transportation of living organisms and corona vaccines to food distribution. The reason why we awarded a special prize to And Africa is because we want to support their last mile business and contribute to Africa through frozen logistics.

Providing And Africa with an ultra-cool logistic box that can also carry coronary vaccines (South Africa)

ACCESS



Jyunichiro Hayashi

General Manager,
Sales Department,
Sales Division

We are a research and development-oriented company that focuses on software development to solve the problems of society and customers with our advanced technological capabilities under the vision of "connecting all things to the Internet".

We selected And Africa because we are very interested in their IoT lockers, which provide a contactless means of receiving packages at any time and eliminating the need for redelivery. This is an issue that needs to be solved not only in Africa, but also in other regions, and we expect that it can be greatly developed.

Our company is in the process of concluding an MOU for business collaboration in order to jointly develop business in South Africa, and we are considering expanding our services to include location-based management solutions.

It was refreshing and great to see a Japanese entrepreneur competing on the same stage as African-local startups. I also hope that the businesses that are starting in Africa will expand their services to Asia and other regions.

Signed MOU with And Africa (South Africa) for business collaboration

COLABO Management Matching App



Shinichiro Oikawa
Representative

Prepared interview articles and distributed them to our members for And Africa (South Africa) and Appy People (Angola)

Our company operates the largest business matching application for executives in Japan. We also co-host pitch events with Nomura Securities. This time, we conducted interviews with AndAfrica and AppyPeople, and distributed the articles to our membership audience, corporates who participated in this competition, as well as our investors. This time we selected AndAfrica because of their commitment to solving social issues together with their Japanese and African members. In addition, AppyPeople is a venture company that solves important life-threatening medical issues in Africa, and we wanted to share their activities with the people of Japan. The level of competition in the final round was very high, and we had a hard time selecting for the special award. We hope that the number of actual cases will increase as the contact between Japan and Africa continues to grow.

Africa Capital Partners



Keiji Misaizu
Representative Partner
General Incorporated
Association Mpata Fund
Duties Executor

Signed MOU with And Africa (South Africa) with a view to invest in the company

We have established a fund based on an anonymous partnership agreement with the aim of contributing to the economic development of African countries, as well as establish strong partnership between Africa and Japan. We will promote open innovation by communicating the appeal of Africa to Japanese investors and investing in startups. This time, we have signed a MoU to invest in AndAfrica, which is developing a last mile delivery business using IoT lockers mainly in South Africa. The fund that we are managing focuses on start-ups in the agriculture sector, especially targeting logistics-related tech companies. We have been working with AndAfrica for almost three years, providing support for our fund-related business trips to Africa and helping to select investment targets, and we are familiar with the sincere management attitude of Mr. Murofushi. We have been hoping to provide support to Mr. Murofushi since he started his business challenge in South Africa, and we took the opportunity of this pitch contest to conclude an MOU with him. The companies that made it to the final round were all very attractive. I was particularly impressed by the fact that each company was involved in activities aimed at solving social problems and was able to make it work as a business. I felt that Africa has an environment where "Sustainable Capitalism" and business success can coexist with each other, which is similar to the concept of "Rongo to Soroban" in Japan (as one of the judges pointed out). I would like to see each company continue to put this into practice in the future.

NINJA Business Plan Competition Award Results

Viewer Voting Results

Viewer Vote 1st Place:
Mobile Scan Solutions a.k.a. M-Scan (Uganda)

Viewer Vote 2nd Place:
TranSoniCa (Ghana)

Viewer Vote 3rd Place:
Agrinfo (Tanzania)

As a supplementary prize, JICA will offer the top 3 startups the opportunity to invite their representatives to Japan and match them with Japanese companies. Nikkei Inc. will offer 5 free annual subscriptions per company to English digital media outlet, Nikkei Asia.

Special Offers for Companies

- Toyota Tsusho ▶ Moja Ride (Cote d'Ivoire)
- Asia Africa Investment & Consulting ▶ Lifestores Healthcare (Nigeria)
- Rakuten Group ▶ TranSoniCa (Ghana)
- Sterling Engine Japan ▶ And Africa (South Africa)
- Africa Capital Partners ▶ And Africa (South Africa)
- ACCESS ▶ And Africa (South Africa)
- Accelerator (COLABO) ▶ And Africa(South Africa)
- Accelerator (COLABO) ▶ Appy People(Angola)
- Double Feather Partners ▶ Upepo Technology (Kenya)

Meet the Organizers

Message from JICA/Nikkei/DFP

Organizer



JICA

Thank you for taking the time to read this booklet. The entrepreneurs listed here are the winners of the Japan International Cooperation Agency's (JICA) Business Plan Competition contest in 19 African countries. With the spread of COVID-19 in Africa, threats to life and health, and the beginning of economic stagnation, in July 2020 JICA began accepting applications for business plans that respond to social and economic changes in each country and received more than 2,700 applications.

Africa is facing a variety of social issues, and administrative services are not as well-developed as in Japan. In such an environment, entrepreneurs are promoting solutions to these issues by launching innovative businesses with a thorough understanding of the needs on the ground, recombining existing technologies, and creating new services using cell phones. On February 26, 2021, we co-hosted a final competition with Nikkei Inc. where 10 more companies were selected from among 69 outstanding companies, and Japanese companies were able to offer investment and business collaboration. We hope that this business

Kenji Katai

Japan International Cooperation Agency (JICA)
Senior Director, Economic Development Department



Graduated from the Department of Architecture, Graduate School of Engineering, Kyoto University in 1998 and joined JICA. In 2004, he graduated from Columbia University's Graduate School of International Relations and Public Policy with a major in international economic policy, and worked in the Philippines, India, and the Planning Department before assuming his current position. He has promoted industrial development in Africa, Latin America, the Middle East and Europe, and launched a start-up support project (Project NINJA: Next Innovation with Japan) in January 2020.

plan competition contest will provide an opportunity for entrepreneurs to grow and for Japanese companies to expand their business to Africa. JICA, the centralized agency for Japan's Official Development Assistance (ODA), considers entrepreneurs to be important development partners and will continue to support the growth of these companies and collaborate with Japanese companies under the name of Project NINJA (Next Innovation with Japan). Let's take a new step together.



Nikkei

I was driving along a reddish-brown road in Africa after a rainy day when I fell into a ditch with my car. The neighbors gathered around, but there were no tow ropes, no mats or boards to put under the tires. Such a situation is probably common everywhere that is outside of urban areas.

The digital revolution is taking place in Africa, where there has been overwhelming shortage of goods and services until this day. The driving force is the rapid spread of smartphones and the enthusiasm of entrepreneurs who want to do something about the status quo. There is now an eco-system available to meet the needs of society and solve its problems.

In order to communicate the current state of Africa to a wide range of readers, the Nikkei joined forces with the Japan International Cooperation Agency (JICA) to hold the "NINJA Business Plan Competition". In addition to the interest shown by many readers, it was impressive to see the extremely high participation rate of the younger generation (20-30 years old). I believe that these African

Satoshi Shimoda

Nikkei
Senior Producer, Media Business Planning and Development Office



Graduated from Waseda University, Faculty of Political Science and Economics in 1990, and joined Nikkei Inc. He has covered macroeconomics, economic and fiscal policy, and financial markets, etc. He served as the Brussels bureau chief and the European correspondent of the European editorial office from 2005, a deputy news editor of international division of the Tokyo headquarters editorial office in 2009, and a deputy news editor of the economic and financial division of the editorial office in 2010. He was GM of Nikkei Europe (London) in 2014 and VP of Nikkei America (New York) in 2017, planned and managed the East Africa Tech Tour in 2019, and has been running participatory web seminars on African tech since then.

entrepreneurs, whose passion lies in developing new technologies instead of vested interests, appears as a charismatic figure for the younger generation. Let's start by taking a hard look at the current African economy without preconceptions.

Operator



Double Feather Partners

There is a saying that goes, "Necessity is the mother of invention". This means that new inventions and innovations are born out of inconvenience and necessity. In this sense, it's natural to see innovation occurring not only in developed countries, but also in the most difficult and harsh environments. Looking back, many of the great entrepreneurs who created Japan's leading global companies were born when Japanese society was at its most impoverished state.

With a declining birthrate and aging population, Japan will not be able to maintain its position as the world's third largest GDP for much longer. On the other hand, a quarter of the world's population will be African by 2050. The key question is how to reverse-engineer the future growth potential in African economy and implement it into the corporate strategy. For Japanese corporates to understand this, it is essential to look at how local entrepreneurs define the problems and identify the business opportunities in Africa. We hope that you will gain first-hand experience of the current startup trends in Africa, which is historically and culturally the farthest

Investment for a total of 5 million yen and provision of consulting services to UPEPO (Kenya)

Kohei Muto

Double feather Partners
CEO



After graduating from boarding school in the U.S., he graduated from Tsukuba University. He worked at Morgan Stanley, where he was responsible for more than 30 cross-border transactions totaling approximately 3 trillion yen. After that, he worked in Israel and Palestine for the Private Equity Investment Division of the United Nations, where he was in charge of investments in renewable energy and financial institutions in the Middle East. Currently, as CEO of Double Feather Partners, he provides venture capital and strategic advice to companies operating in Africa to solve social problems in developing countries through business. He is a member of the Africa Business Council, an advisor to the Cabinet Office's Public-Private R&D Investment Expansion Program and Acceleration Program, and a Global Mentor for the 500 Startup.

from Japan, and that it will be a source of new discoveries and insights for you.

Our company specializes in supporting Japanese companies to develop markets in Africa, and to provide investments for promising local startups. If there is anything we can do for you, please feel free to contact us.

Reasons for selection:

The award was given because it was judged that the project would solve the problem of water supply management in Kenya using digital technology, and at the same time, there was a wide range of collaboration with peripheral areas, such as linking with payment systems, and there was a high level of synergy with our existing investment companies.



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The information contained in this booklet is based on the information as of May 28, 2021.

An aerial photograph of a city, likely Atlanta, Georgia, viewed from a high angle. The image is heavily filtered with a blue color scheme. In the foreground, there are green spaces, including a large field and a golf course. The middle ground is filled with a dense urban landscape of various buildings, including several prominent skyscrapers. In the background, the city extends towards a hazy horizon. Overlaid on the image are several glowing blue lines that form a network or path across the city, suggesting connectivity or infrastructure. The overall aesthetic is modern and technological.

NINJA Business Plan Competition

Project NINJA