



#TIA

Tech In Africa



I-DEV INTERNATIONAL
Unlocking Business Potential in Frontier Markets

August 2016

“ I decided to share my optimism about Africa’s future—to explain why I think the continent has the potential to change faster in the next generation than any continent ever has.”

– Bill Gates, Founder & CEO of Microsoft



Photo: Courtesy of Gearbox

Leading African high growth markets, expansion markets and more challenging markets for entry...

Nigeria



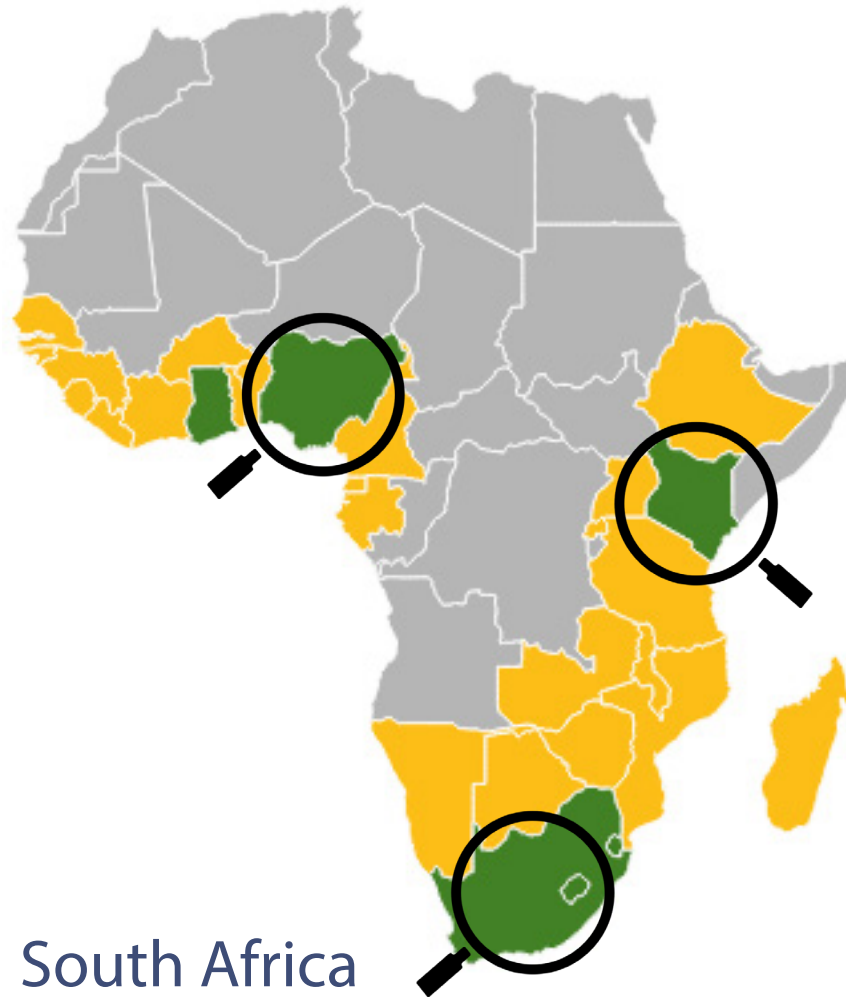
\$326M (2016)



\$24M (Series B, 2016)



\$13M (Series B, 2015)



Kenya



\$31M (Series A, 2015)



branch

\$9M (Series A, 2016)



\$4M (Series A, 2015)

South Africa



\$29M (2015)



#TIA

Drivers of Growth



1

Leading M-Commerce Innovation



4

Tech Designed for Regional Scale



2

Copycatting & Leapfrogging



5

Brain Gain: Expats, Reptas and Spin Offs



3

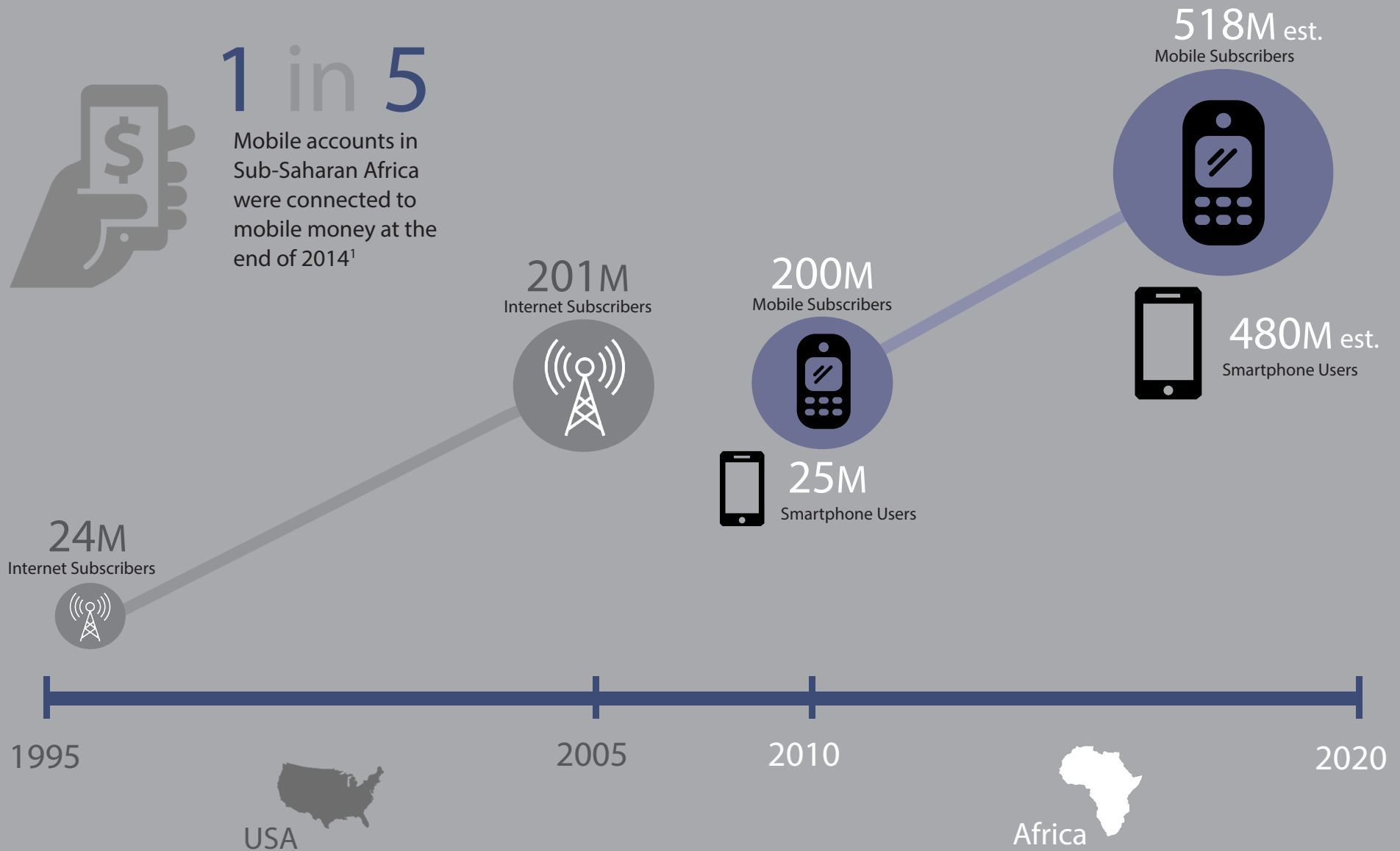
Africa's Take on Big Data



6

Growing Tech Investment Flows

Mobile and smartphone penetration in Sub-Saharan Africa is booming, mirroring the fast rise of the Internet during the early days of the US dot.com revolution.



1. GSMA "The Mobile Economy Sub-Saharan Africa, 2014"

2. Sub-Saharan Africa June 2014 Ericsson Mobility Report



Building the African M-Commerce Ecosystem

M-Commerce

M-KOPA SOLAR

JUMIA



Payment
Processors

 **pesa**pal

Interswitch

cellulant
life is mobile

Mobile Payments

mPESA

 **paga**
your cash, anywhere, anytime

Copycat Tech...



The "Spotify of Africa"

Creating a unique catalogue of African artists and listeners across the continent



The Faster, Cheaper "Western Union" of Africa

Creating faster, cheaper avenues for the U.K & European Diaspora to send money home



The "Amazon of Africa"

Jumia is driving e-commerce in Africa like no other online space has before

...Leapfrog Tech



Revolutionizing the Mobile Money Space

Well worth the hype, M-PESA has evolved the fintech space in Africa like no other market



Logistics Where No Logistics Company Has Gone Before

Twiga is servicing and collecting dynamic data on a previously untouched retail sector



Changing the Lighting Game

With its affordable Pay-As-You-Go financing schemes, M-KOPA is on the forefront of solar

Africa's Take on Big Data...Moving a Billion People onto the Data Grid



- Leading East African payment processor
- Using transaction data to extend business loans to SMEs
- 0% E-lending to middle class consumers to drive on-line purchases



- Tech enabled B2B distribution of fast moving produce
- Collecting real-time, dynamic market intelligence and credit data on informal shop keepers



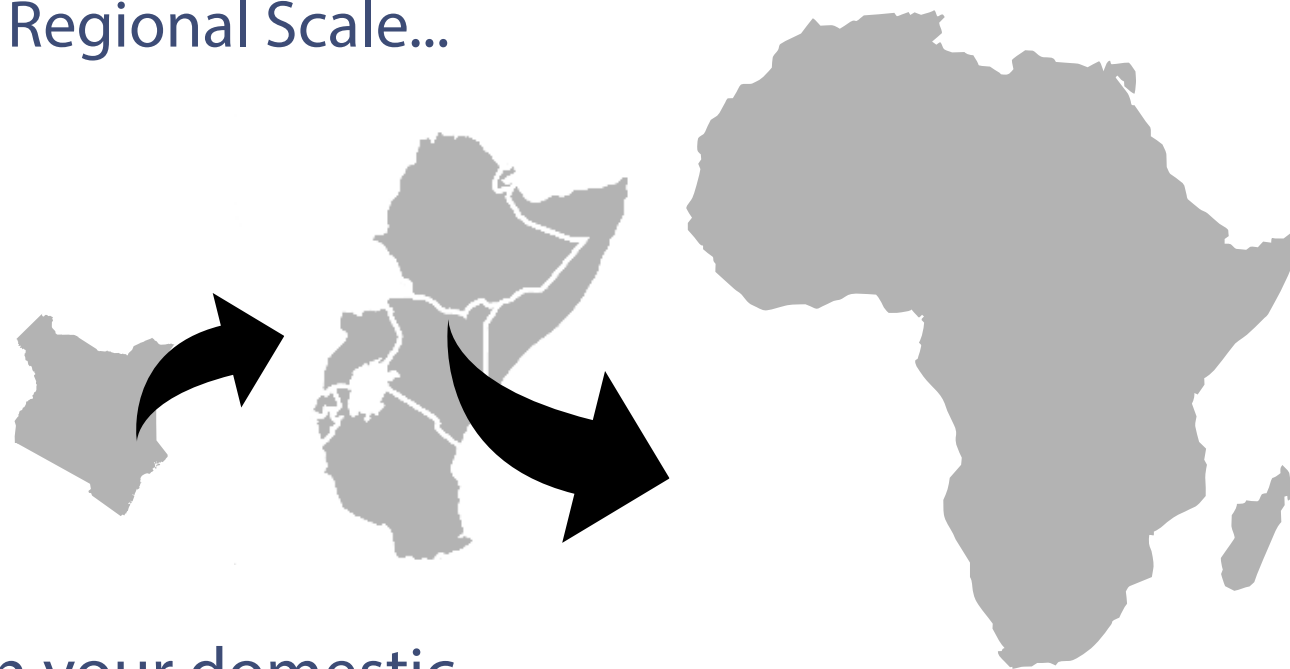
- Data analytics firm aggregating and processing agriculture data
- Provides reliable data on crop yields and harvests to facilitate agricultural investments



- Tagging medicine with unique IDs to collect data via mobile app on where and when pills are sold
- Reduces counterfeiting and provides real-time data to pharmaceutical companies, governments, and development organizations

Background Image: Digital Matatus Project in Nairobi, the first informal transit system ever mapped leveraging open data

Tech Designed for Regional Scale...



“ You have to own your domestic market first, but then you need to focus on expansion...You need to crawl before you can walk and walk before you can run, but you need to be able to run to survive.”

– Danny Rimer, General Partner at Index Ventures

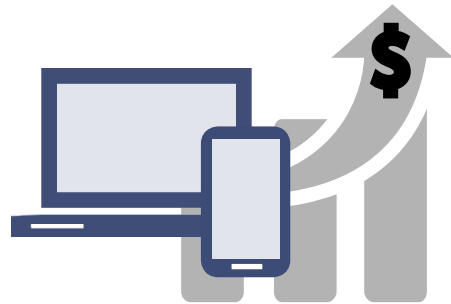


Brain Gain: Expats, Repats and Spin Offs...

“African youth today are going abroad for their studies and they're proud to come home to take advantage of the opportunities here. Young people don't want to just continue running their parents' businesses; instead, they're using what they learned working in NY or SF or London to start their own...The talent here is hungry and passionate.”

– Aaron Fu, Africa Managing Partner at Nest Nairobi

Growing tech investment flows...



“ We’re interested in the VC space because we see the **need** and the **gap in the market**. You need to have a combination of **strong local investors** and **experienced foreign investors**.”

– Valentine Njoroge, Director at Centum Foundation



Angel & Early Stage
Investor



Early Growth & Series
A/B Investor



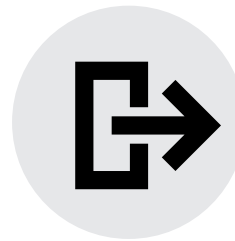
Traditional Tech VCs



While the African tech scene is rich with opportunity, challenges remain to hinder the ecosystem...



Talent: Attracting and retaining top tech talent



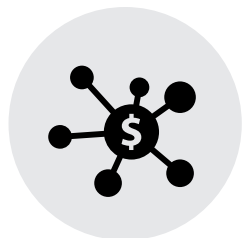
Exits: Or, lack of exits



Connectivity: M-commerce is only as good as the mobile connection



Mobile Money Penetration: Show me the money!



Capital: Building a stronger investment ecosystem



Competitive & Regulatory Landscape



Data Costs: You have to pay to play



SAN FRANCISCO
Global Headquarters

NAIROBI
Africa Headquarters

LIMA
Latin America Headquarters

e: info@idevinternational.com
w: www.idevinternational.com



I-DEV INTERNATIONAL
Unlocking Business Potential in Frontier Markets

Over \$280M in start up tech investments across East & West Africa in 2015, led by Solar then Fintech...



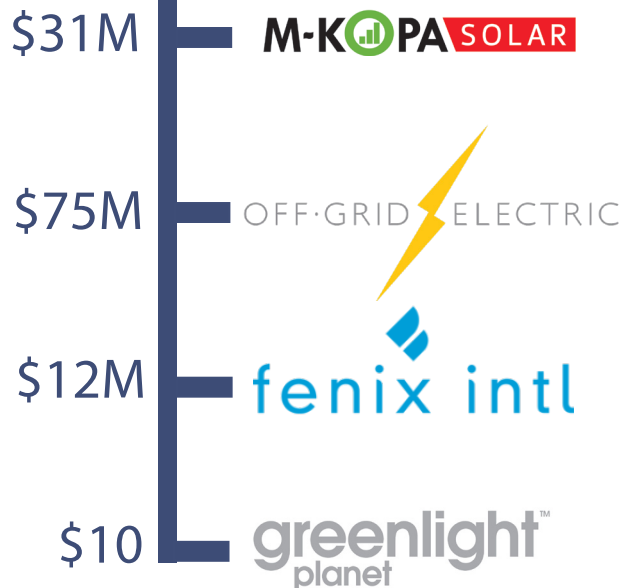
Solar

\$118M+

African Solar Funding in 2015

Est. 75%

African Solar Funding to East Africa Expansions



Fintech

\$55M

African Fintech Funding in 2015

47%

African Fintech Funding to South Africa



E-Commerce

\$18M

African E-Commerce Funding in 2015

50%

African E-Commerce Funding to Nigeria

