

Baobab Network Report for ZENMONDO members [Teaser Version]

Baobab Weekly - News, views and analysis on technology and VC in Africa

27th August 2019

Issue #7



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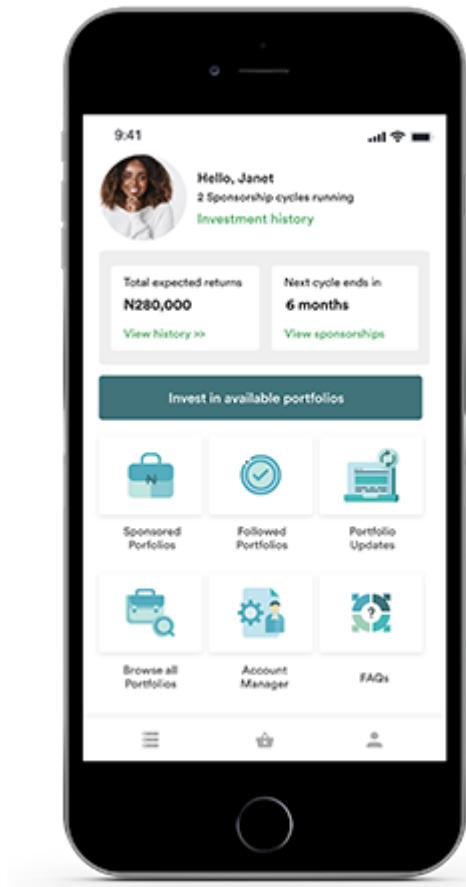
Forward

Hello!

Farmcrowdy launches Crowdystart

[Farmcrowdy](#), Nigeria's leading digital agriculture platform, this week announced the launch of [Crowdystart](#) – an app giving users access to 'sponsorship' opportunities designed to deliver financial returns.

Our analysis suggests this looks a lot like more traditional Crowdfunding or P2P



lending platforms, and the first live campaign, a bus ticketing platform, certainly represents a notable move away from agriculture.

Farmcrowdy is generally regarded as the market leader for crowdfarming in Africa, so this evolution could signal a change in direction for the industry more broadly.

We'll continue to track developments in the crowdfarming space, as we have done over the last 5 years:

Source: [Crowdyvest](#)

Number of Crowdfarming Platforms by year Founded:

 baobab baobabinsights.com	2013	2014	2015	2016	2017	2018
Southern Africa	0	0	1	0	2	1
West Africa	1	0	0	3	3	3
East Africa	0	0	0	1	0	0
Rest of World	0	1	2	2	1	2

Note: Not included are start-ups where the founded year is not known

News

DOB Equity, Global Innovation Fund and Unilever co-invest in Mr. Green Africa

[Mr Green Africa](#) is a tech-enabled plastic recycling supplier based in Nairobi. The start-up processes recyclable material into valuable raw materials and then supplies it to plastic manufacturers.

Having received investment from DOB Equity, GIF and Unilever the company plans to expand and build on the aggregation model which enables it to scale the trade of recyclables.



Source: [Mr Green Africa](#)

Little enters the race alongside Uber and Bolt after partnering with Jambojet

[Little](#), the Kenyan ride hailing platform, has partnered with [Jambojet](#), Kenya's low-cost airline and subsidiary of Kenya Airways. The move is seen as a challenge to Uber in East Africa, and should deliver strong user growth across Kenya.

Deals

8 South African FinTech start-ups have raised a total of \$1million USD in grant funding from incubator [AlphaCode](#). To find out which start-ups click [here](#).

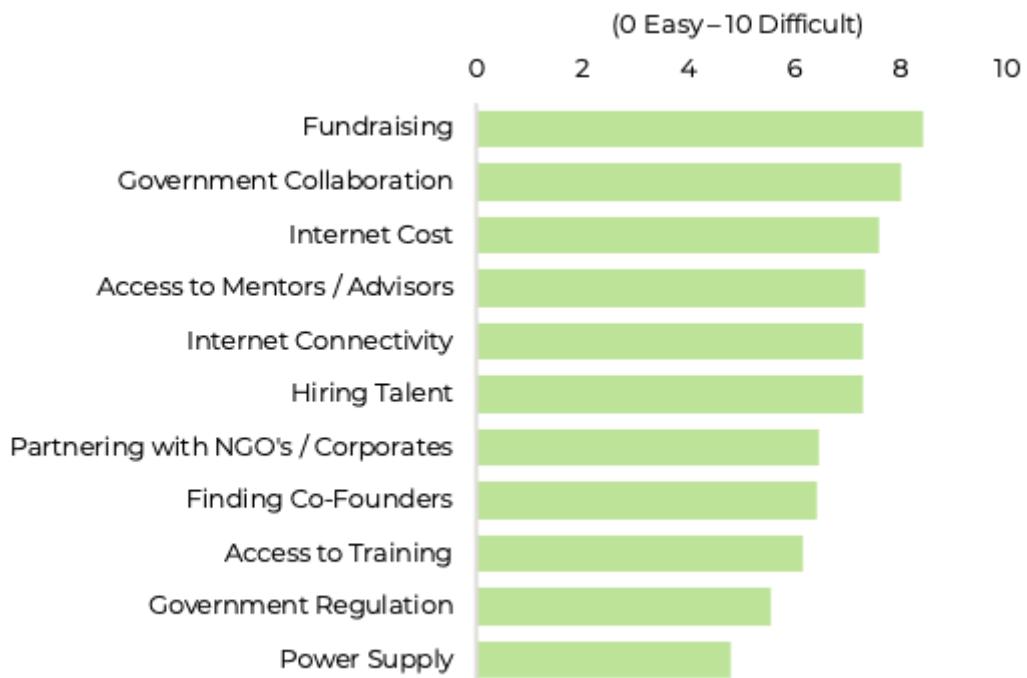
[MEST](#), Accra-based incubator, invests \$1.1m in 11 graduating tech startups. For information on the start-ups click [here](#).

[LandWey](#) has acquired 25% stake in Vistafront, a tech platform for co-founding real estate projects.

Chart of the week

This week we decided to take a different approach and shifted our focus to a country profile. The team have been mapping out the start-up ecosystem in Benin. We surveyed start-up founders and investors across the country to gauge how supportive the start-up ecosystem is and mapped out where the hubs of activity are.

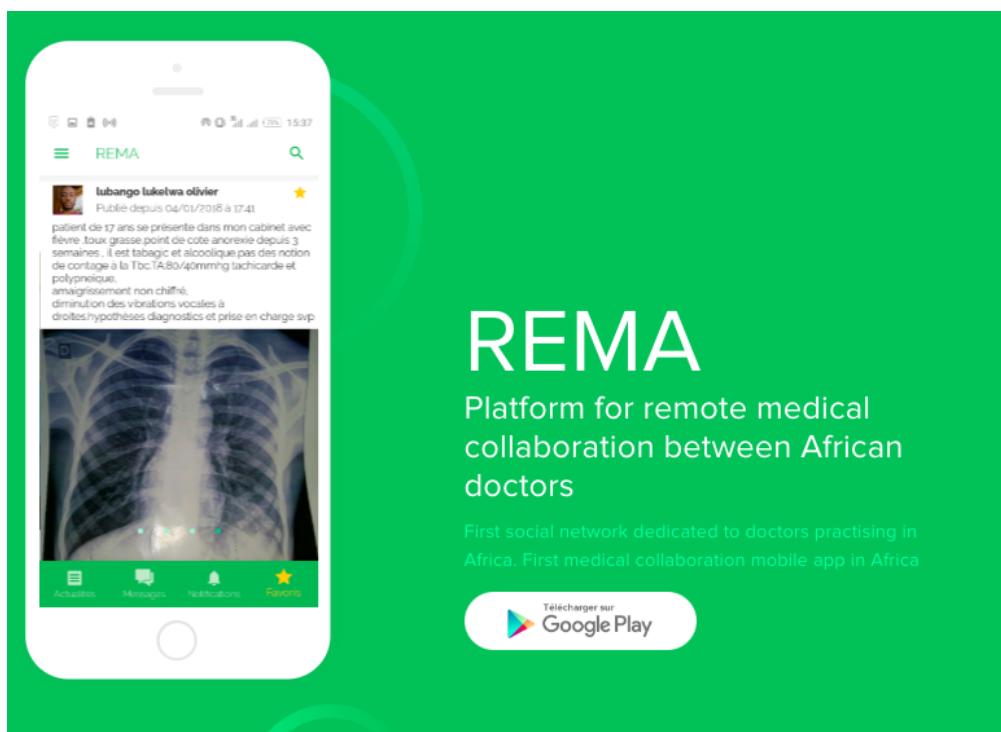
Survey responses: challenges facing start-ups in Benin



Source: Baobab Insights 2019

Start-up spotlight

[Rema](#) is a Benin based HealthTech start-up. Founded in 2017, Rema are the first medical collaboration mobile app in Africa. There is a huge need for deeper collaboration amongst the medical community in Africa, and REMA's team are driving this forward with this smart tech solution.



Source: [Rema](#)

Know a company building something cool?

Nominate them for our weekly spotlight at team@baobabinsights.com.

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