

The Baobab Network Report
for
ZENMONDO Members
[Teaser version]



28th July 2020

Weekly Newsletter #54

Since last week, the Baobab Insights platform added:

44 deals | 96 companies | 50 funds | 1 market report



See what our data software can do

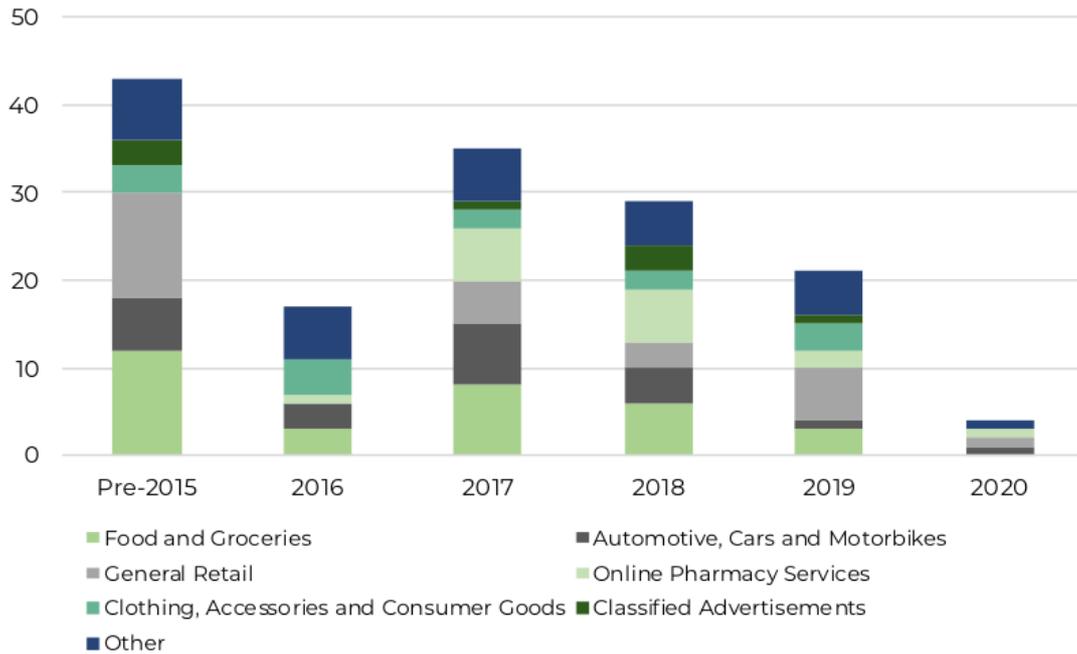
This week, we share some highlights from our first ever market report on e-commerce and retail. Also, there's a big crypto deal in South Africa and we spotlight a Kenyan company that's using technology to improve precision for farmers.

Hi,

12 page e-commerce report

Our analysts spent the last two weeks looking at the impact and influence of technology on retail in Africa, in our first ever e-commerce market [briefing](#).

The report looks at investment trends by sector, technology vertical and geography, and we've also looked back at the performance of Jumia's IPO, 15 months on.



So what's new in retail?

78% of the e-commerce companies that we analysed for this report provided a B2C service. 13% of companies provided a C2C model and 9% operated a B2B platform.

Building e-commerce companies is hard. Success depends on four key factors; the percentage of the population with access to internet, the percentage of the population with access to a bank account, the availability and security of web-servers and the reliability of postal services.

Funding rounds seem to be getting smaller. The proportion of rounds that totalled \$200k or more fell from 65% of deals in 2019 to 40% of deals in 2020 (year to date).



[You can download the full e-commerce report here](#)

Rwandan food logistics start-up GET IT secures Series A funding

Rwandan food logistics start-up [GET IT](#) has secured Series A funding to expand operations and build for scale. Key investors in the round were [Vested World](#) and [Chandaria Capital](#).

Source: [Disrupt Africa](#)



Impact Amplifier partners with Google to launch the Africa Online Safety Fund

SA based advisory firm [Impact Amplifier](#) has partnered with [Google.org](#) and UK-based ISD to launch the [Africa Online Safety Fund](#), a \$1m initiative that seeks innovative solutions to online safety challenges in Africa.

Source: [IT News Africa](#)

UK launches 'Tech for Growth' designed to increase financial services access

The UK Department for International Trade (DIT) has this week launched the '[Tech for Growth](#)' initiative, aimed at enhancing the role that technology can play in expanding access to financial services in Africa.

Source: [UK DIT](#)



Connect with hundreds of co-investors through our funds database

Deals

▢ [VALR](#), one of South Africa's leading cryptocurrency exchanges, has raised \$3.4m in Series A funding to advance the adoption of cryptocurrencies in the region. The round was led by ▢ [100x Ventures](#).

Egypt-based HealthTech start-up ▢ [Rology](#) has raised investment from ▢ [Dubai Angel Investors](#). The funding will be used to enhance its AI algorithms and expand into more African markets.

▢
Access data on over 2,000 African VC deals

Chart of the week

This week's chart comes from our recent ▢ [report](#) looking at on-demand mobility in Africa. Here we highlight 10 mobility start-ups that caught our eye given their strong growth and VC traction in the last 12 months.

10 African 'On-Demand Delivery' start-ups that caught our eye...



▢
You can download our on-demand mobility report here

Start-up spotlight

Founded in 2016 by entrepreneurs [Moses Kimani](#) and [Darshana Joshi](#), [Lentera](#) is a Kenyan based AgTech start-up that provides farmers with a package of advice and customised farm inputs powered by satellite based crop health analysis.



[Lentera](#) was part of the Airbus Bizlab accelerator in 2019 and has raised \$250k to date from investors that include the [Kenya Climate Innovation Centre](#). Farming just got smarter!

Source: [Lentera](#)

Know a company building something cool? Nominate them for our weekly spotlight at team@baobabinsights.com.

Data in this newsletter comes from [Baobab Insights](#). Join Standard Chartered, Sanofi, Cargill, Chandaria Capital, Saviu VC, Engie, Newtown Partners and tonnes of other clients to get access to Africa's best venture capital market data.

Schedule a demo

Subscribe to this newsletter



Nairobi: Pinetree Plaza, Kilimani, Nairobi
London: [81 Rivington Street, London, EC2A 3AY](#)

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#)

© The Baobab Network 2020 | UK Company 09729873