

The Baobab Network Report for ZENMONDO Members [Teaser Virsion]

Baobab Insights weekly round-up News, views and analysis on tech and VC in Africa

26th November 2019

Issue #20



Share



Tweet



Forward

In this week's round-up, Sony makes a big play in Africa's music scene, Jumia's woes continue and we take a look at one of Nigeria's biggest FinTech VCs.

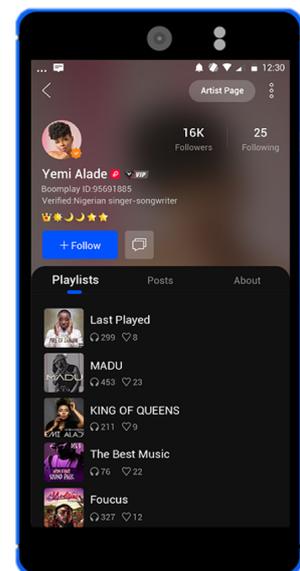
Hello,

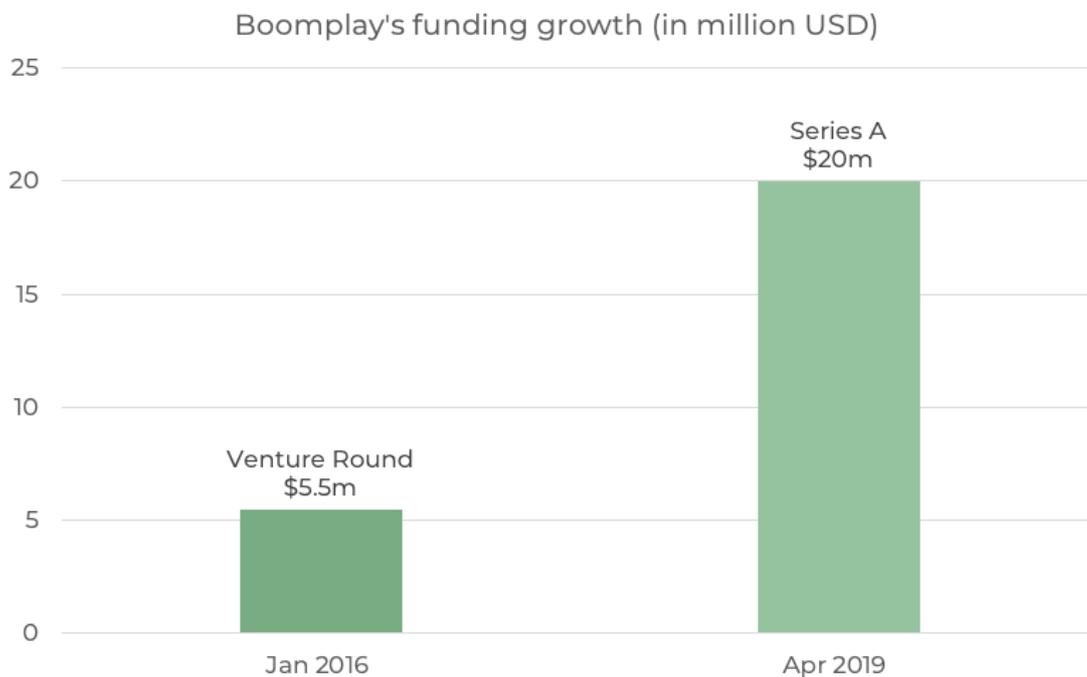
Sony has partnered with Boomplay in a bid to expand its brand in Africa

Global music conglomerate Sony [has partnered with](#) Africa's leading music streaming platform [Boomplay](#). The move will see Sony target Boomplay's 60m users in an effort to expand its Africa reach. It is estimated that the Nigerian start-up is adding around [2m new users](#) every month.

This follows announcements in the last year that have seen Boomplay partner with Warner Music and Universal Music Group, as the music streaming app has expanded rapidly across Africa. Boomplay is currently present in Cameroon, Ghana, Côte d'Ivoire, Kenya, Nigeria, Rwanda, Senegal, Tanzania, Uganda and Zambia, and has ambitions to grow even bigger.

Boomplay is currently a wholly-owned subsidiary of a joint venture established in 2015 between Chinese tech leaders Transsion Holdings and NetEase. In light of Boomplay's recent milestones we decided to look into their two funding rounds since 2016.





Source: [Baobab Insights 2019](#)

We are very excited about what Boomplay are doing to grow Africa's music industry and we'll be tracking the Sony partnership closely.

News

Jumia stops operations in Cameroon

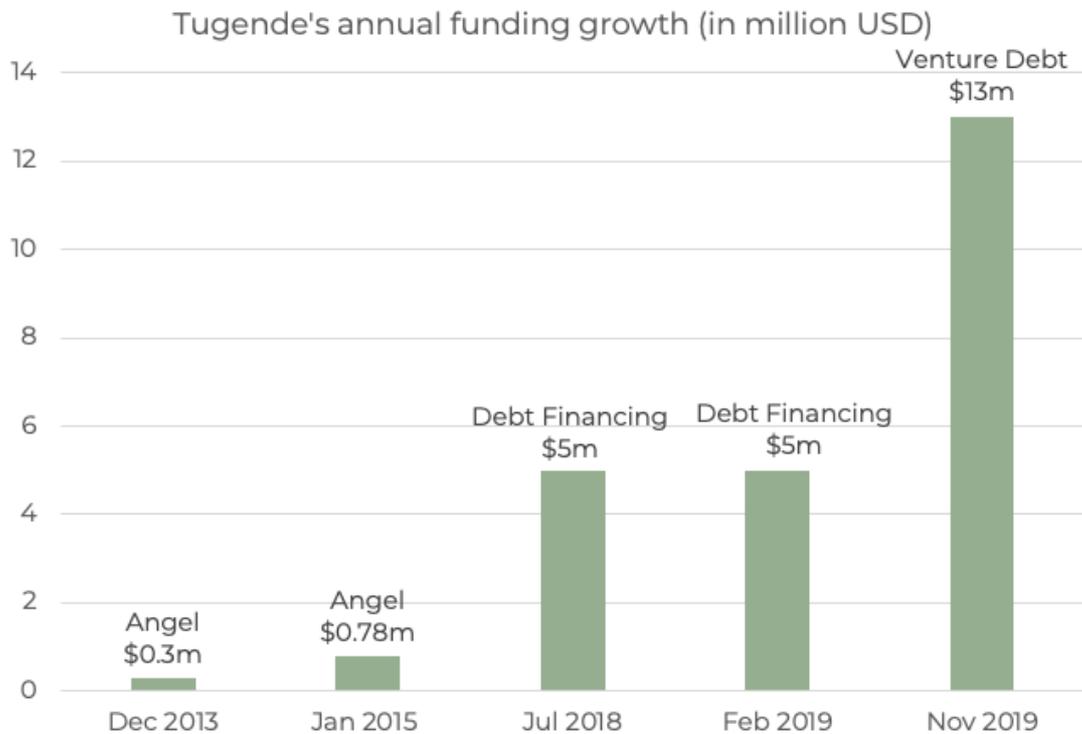
E-commerce platform [Jumia](#) announced the closure of its operations in Cameroon. This announcement was made on Monday and resulted in the company's share price dropping to a record low \$4.95. Jumia reported that the Central African country "did not fit their transactional portal". Buyers and vendors in Cameroon will continue being served through 'Jumia Deals'.

Source: [Reuters](#)

Tugende raises \$13m

Ugandan motorcycle taxi leasing company [Tugende](#) has raised \$13m in venture debt which takes total funding since launch to \$24.1m. As of September 2019 Tugende has 14,000 active leases and a loan book of USD 13.7 million. The company is currently operating in Uganda through a total of 16 branches and have recently received a license to enter Kenya. Our analysts have been tracking Tugende's funding and you can see a breakdown here:

Source: [Microcapital](#)



Source: [Crunchbase](#)

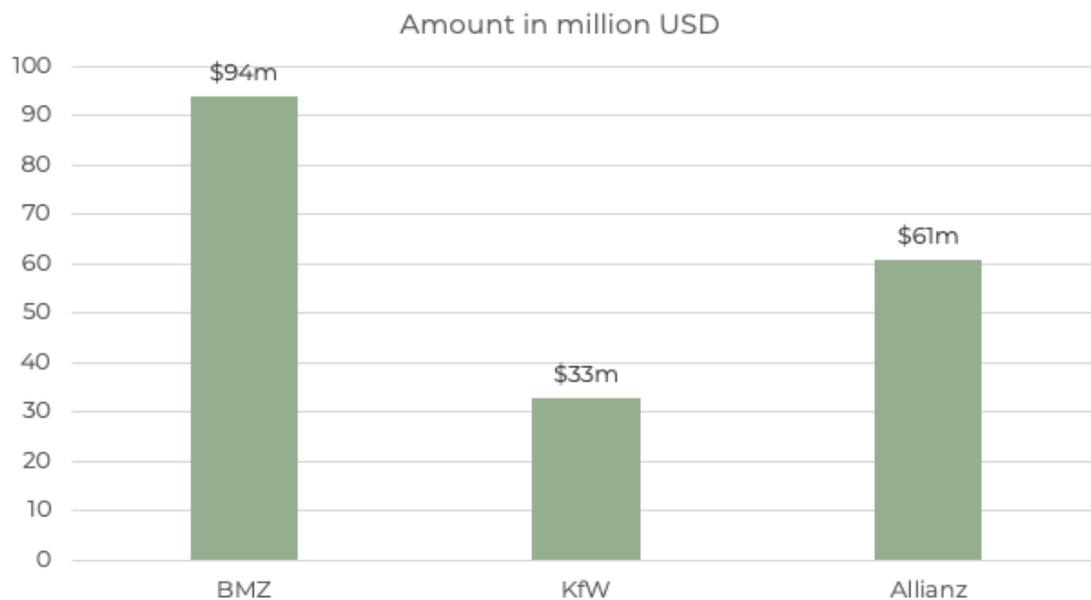
Samasource raises \$14.8m

[Samasource](#), one of the largest employers of tech talent in East Africa, has raised \$14.8m in a Series A round led by San Francisco VC Ridge Ventures. Samasource entered Kenya in 2015 and 4 years later opened offices in Uganda. Part of the funding raised will be used to increase staff in Kampala by 150% in 2020.

Source: [Techcrunch](#)

Fund news

KfW Development Bank and Investment Management firm Allianz Global Investors have partnered and are introducing a \$188m fund targeting African PE and VC funds. This fund of funds is called [AfricaGrow](#) and will look to support 150 start-ups and SMEs by 2030. Here is the amount of money injected by each investor.



Source: [Disrupt Africa](#)

Deals

- Kenyan financial services start-up [Asilimia](#) has received \$350k after winning the Africa Cup run by the Unicorn Group.
- Kenyan construction start-up [ManPro](#) has raised \$200k from ViKtoria Business Angels Network (VBAN) and Pangea.
- Cameroonian HealthTech start-up [Chaque Souffle Compte](#) has received \$25k after being named the winner of the 2019 Orange Social Venture Prize.

Chart of the week

[GreenHouse Capital](#) are one of the continent's largest FinTech funds, and we have been tracking their investments for a while. For this week's chart, we've built a portfolio snapshot of their Nigerian investments:

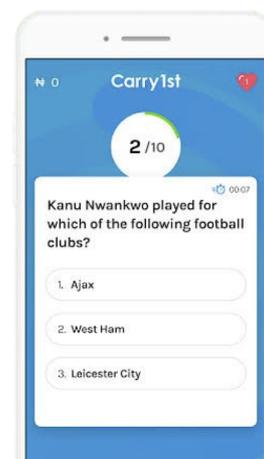
 <p>Name: Flutterwave Location: Nigeria/San Francisco Category: Digital Payment Merchant Services</p>	 <p>Name: AppZone Location: Lagos, Nigeria Category: Banking and Payment solutions</p>	 <p>Name: E-Settlement Location: Lagos, Nigeria Category: E-payment solutions</p>	 <p>Name: MAX Location: Lagos, Nigeria Category: Transport & Logistics</p>
 <p>Name: RIBY Location: Lagos, Nigeria Category: Savings and Loans platform</p>	 <p>Name: Rensource Location: Lagos, Nigeria Category: Energy</p>	 <p>Name: Devcenter Location: Lagos, Nigeria Category: ICT Services</p>	 <p>Name: Prepclass Location: Lagos, Nigeria Category: Tutoring Platform</p>
 <p>Name: Adspread Location: Lagos, Nigeria Category: Data and Analytics</p>	 <p>Name: Surebids Location: Lagos, Nigeria Category: Consumer Goods/Vouchers</p>	 <p>Name: Growth Capital Location: Lagos, Nigeria Category: Social Innovation Fund</p>	 <p>Name: MINES Location: Nigeria/San Francisco Category: Consumer Credit</p>
 <p>Name: Helium Location: Lagos, Nigeria Category: Electronic Health Record System</p>	 <p>Name: Tutor.ng Location: Lagos, Nigeria Category: Online Tutoring Platform</p>	 <p>Name: RIBY Location: Lagos, Nigeria Category: Human Resources and Payroll</p>	

Source: [Baobab Insights 2019](#)

Having invested a total of \$4m across 19 companies in 7 countries, GreenHouse are definitely a fund to watch. For more analysis on FinTech trends in Africa check out our recent report [here](#).

Start-up spotlight

[Carry1st](#) is a Cape Town based start-up developing interactive apps for the African market. The company's products include "Carry1st Trivia" a knowledge game and "Hyper!" an app where users can play games while competing with their friends. Hyper! was the #1 Android game in Nigeria having reached over half a million users. In August 2018 Carry1st raised \$1.5m in a seed round and have exciting growth plans for the next 12 months.

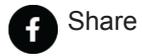


Know a company building something cool?

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

Get in touch

Want to learn more about our content or send us feedback? Email us on team@baobabinsights.com.



Share



Tweet



Forward



Share

Data in this newsletter comes from [Baobab Insights](#). Join Accenture, Sanofi, Standard Chartered, Engie, Johnson & Johnson and tonnes of other clients to get access to Africa's best technology and VC data.

Become a client

Subscribe to this newsletter

Copyright © The Baobab Network Ltd, UK Company Number 09729873

Our mailing address is:

81 Rivington Street, London EC2A3AY, UK | M2, Mirage Building, Nairobi, Kenya

Want to change how you receive these emails?

You can update your preferences or unsubscribe from this list.