

The Baobab Network Report
for
ZENMONDOMembers
[Teaser version]



10th November 2020

Dear all,

This week we look at the growth of e-commerce in North Africa. Also, there's an InsurTech chart of the week, and we hear from some leading market voices on the future of Super Apps in Africa.

VC backed North African e-commerce

According to an [article](#) published last year by Bain, the value of the e-commerce market in the Middle-East and North Africa has reached \$8.3bn and has grown 25% annually since 2015.

We got quite excited by these stats and so wanted to dig into the space in more detail.



ADDITIONAL INSIGHTS:
Total Invested by VCs in
E-Commerce & Retail
Start-Ups in North Africa
2020:
\$7.480 million
(as of November 6th 2020)

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We found that total investment into e-commerce start-ups in North Africa has reached \$7.48m in 2020 (year to date).

Bain's [report](#) suggests that e-commerce in the region didn't really take off until 2017 when Amazon announced the acquisition of [Souq](#) in a landmark deal worth \$580m.

Our [data](#) tells us that since 2015, investment into early-stage start-ups in the region more broadly has grown at 24.6% annually.

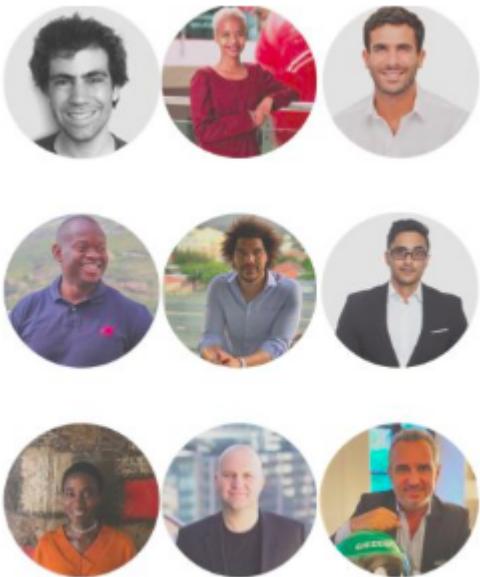


Get the full scoop in our new North Africa e-commerce blog

Are Super Apps here to stay?

Over the last month, we've been speaking to industry experts about the future of Super Apps in Africa.

We interviewed nine key market voices to hear their interpretation of this emerging trend; Matthieu Marchand (Partech), Raphael Dana (Gozem), Hamza Butt (Chandaria Capital), Serag Meneassy (Wasla Browser), Llew Claasen (Newtown Partners), Karl Nchite (Goodwell Investments), Maria Inziani (The Baobab Network), Philani Sangweni (E4EAfrica) and Wanjiku Kimani (The Baobab Network).



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Key Market Voices in Africa

SUPER-APP AFRICA: A TREND HERE TO STAY?

Used by clients around the world:



Hear from these experts and read the full blog [here](#)

News

ATLAN Space raises \$1.1m Series A round

Moroccan AI start-up [ATLAN Space](#) has closed \$1.1m in Series A funding from Maroc Numeric Fund, Hilmi Law Firm and Cadex Group.

Source: [WAMDA](#)

Cairo Angels launch micro VC fund

Egypt based angel network [Cairo Angels](#) has [launched](#) a micro VC fund to invest in start-ups in the Middle East and Africa. The organisation's General Manager [Zeina Mandour](#) said they aim to raise between \$1.2m to \$3m for the fund.

Source: [MENAbbytes](#)



Unlock better market information for your teams

Deals

Nigerian rental financing start-up [Kwaba](#) has secured new funding from [Ingressive Capital](#).

South African AgTech start-up [swiftVEE](#) has raised \$1.5m in funding from [Subtropico](#) to fuel regional expansion.

Credit data marketplace [Carma](#) has raised funding from [Microtraction](#).



Access data on over 2,500 African VC deals

Chart of the week

Here are five of this year's biggest African InsurTech funding rounds.

5 Recent InsurTech Funding Rounds in Africa 2020			baobabinsights.com/deals
Company	Size of Round (USD Mil)	Last Funding Date	Investors
CLICK SURE	Undisclosed	20/10/2020	SixThirty
LUMKANI SAFER TOGETHER	1.167	01/10/2020	European INNOVATION Council
inclusivity solutions	1.300	27/05/2020	goodwell invest with impact MFS Africa
comparisure	Undisclosed	18/05/2020	ALLAN GRAY UMKHATHENI WETHU
JaSure	Undisclosed	06/02/2020	Santam

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Read more in our recent InsurTech blog

Start-up spotlight

Launched by [Mohamed Rizk](#) and [Fredrik Granström](#) in 2019, [Brantu](#) is an Egypt-based online B2C marketplace selling clothing, bags, accessories and footwear.



Last week [Brantu](#) announced the close of a seven-figure Series A round from [Sawari Ventures](#). VC backed fashion!

Source: [Brantu](#)

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 Novastar Ventures, Amazon, Standard Chartered, Sanofi, Cargill, Newtown Partners and tonnes of other clients to get access to Africa's best venture capital market data.

Since last week, the Baobab Insights platform added:

14 deals | 62 companies | 15 funds | 2 market reports

[!\[\]\(830769b31eeeaca920791081939ff8ba_img.jpg\) Schedule a demo](#)

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