

The Baobab Network Report  
For  
ZENMONDO Members  
[Teaser Version]



7th December 2021

**Hello,**

In this edition, we take a look at the company behind a 24-hour funding round, as well as one of the largest disclosed Series B funding rounds in Africa.

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## **Crypto calling**

Last week, Twitter CEO and co-founder [Jack Dorsey](#) announced he was stepping down from his role at the social media company. Allegedly, the reason behind this is to pursue his current passion- cryptocurrency, or more specifically [Bitcoin](#). The now-former Twitter CEO had even planned a (brief) move to the African continent, pre-Covid, showing interest in the local Bitcoin potential.

A few days before this, Nigerian crypto exchange start-up, Busha, [announced](#) closing a \$4.2 million USD seed funding round led by [Jump Capital](#), with participation from [Cadenza Capital Management](#), [Blockwall](#), [CMT Digital](#), [Greenhouse Capital](#) and [Raba Capital](#).



Busha was founded in 2019 by [Michael Adeyeri](#) and [Moyo Sodipo](#). Interestingly, in spite of the regulatory changes by the Central Bank of Nigeria regarding different facets of finance in the country, crypto is not illegal and has been fast adopted in Nigeria. The funding will go towards expansion to other African nations as well as growing the Nigerian market. Including the Busha seed funding round, the total disclosed funding secured by African tech start-ups in the cryptocurrency category (whether wallets, trading, exchanges or related to blockchain), is \$28.5 million USD over 12 funding rounds in 2021 so far.

By comparison, African, crypto start-ups secured \$19.9 million USD over 6 funding rounds and \$32.8 million USD over 16 funding rounds in 2020 and 2019 respectively. While we do see a dip in the funding, the space is definitely one to watch.

[Check out our exclusive Cryptocurrency-enabled FinTech market map](#)

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## News

### Herconomy's 24-hour \$600k funding round

[Herconomy](#), a Lagos-based start-up empowering women by providing access to networks and jobs, as well as financial services, announced securing \$600,000 USD in a 24-hour Pre-seed funding round. The round was led by [Oui Capital](#) and included participation from several angel investors.

According to CEO [Ife Durosinmi-Etti](#), committed funding in the round exceeded \$5 million

USD but the FinTech company accepted only what was required to scale. A lot of the participation came from within the Herconomy community that first began as an Instagram page empowering African Women ([AGS Tribe](#)).

Source: [Tech Cabal](#)

### **Trade Depot secures \$110 million Series B**

[Trade Depot](#), a Nigerian-headquartered B2B e-commerce solution announced closing a \$110 million USD [Series B funding round](#). According to our analysts, the Trade Depot Series B funding round is the third-largest disclosed Series B amount in Africa to date. The equity round was led by the [International Finance Corporation \(IFC\)](#), with participation from [CDC Group](#), [Novastar](#), [Endeavor Catalyst](#), [Partech](#) and [Sahel Capital](#). The debt portion of the \$110 million USD Series B funding round was led by [Arcadia Funds](#).

Source: [Tech Crunch](#)

### **Egypt's Homzmart expands into Saudi Arabia**

[Homzmart](#), a Cairo-based home goods and furniture platform launched in 2020 has just announced its expansion into the Saudi Arabian market. The platform connects furniture brands and suppliers with end-users online and seeks to continue expansion in the MENA region.

In May this year, Homzmart secured \$15 million USD in a Series A funding round for this purpose. The funding round was led by [MSA Capital](#) and [Nuwa Capital](#), and included participation from [Rise Capital](#), [Impact46](#), [EQ2 Ventures](#), and [Outliers Ventures](#).

Source: [Disrupt Africa](#)

[Read our in-house research on Africa's burgeoning tech landscape](#)

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## **Deals**

[Octamile](#), a Nigerian InsureTech, secured \$500,000 USD in a seed funding round. The round was led by [EchoVC Partners](#) and includes participation from [Fiat Ventures](#), [Kesho VC](#), [Trade X](#), [Verraki Partners](#), as well as some angel investors.

Kenya's [Shamba Pride](#), an AgTech linking farmers to agricultural input distributors has just raised a \$1.1 million USD seed funding round. Lead investors in the round were [Seedstars Africa Ventures](#) and [Gray Matters Capital](#), and the funding will go towards pushing their new digital solution nationwide.

Learn how The Baobab Network is supporting Africa's best tech entrepreneurs

## Chart of the week

This week's chart is from our upcoming report on East Africa's FinTech VC-funded landscape. Our analysts mapped 17 companies that have secured VC funding in 2021. Unsurprisingly, most rounds in terms of count went towards Kenyan FinTech start-ups, however, Rwandan FinTechs secured more funding in value. Stay tuned for the full report.



[Check out our previous reports on East Africa's VC-backed companies](#)

## Start-up spotlight

[Shipstock](#) is a Kenyan e-commerce fulfilment solution that offers delivery, tracking and inventory management solutions to online retailers.

Shipstock was founded in 2020 by [Mwihaki Njaga](#) and [Dan Ochieng](#), and uses a mobile/web app to offer order fulfilment services to e-commerce players.

Fast, reliable order handling and delivery.

- ✔ Focus on sales: We'll store and deliver your goods
- ✔ Affordable 2-day delivery
- ✔ Work with popular e-commerce platforms



[Shipstock](#) co-founder and CCO, [Mwihaki Njaga](#), will be sharing her thoughts on what it takes to grow your start-up in the African tech landscape at [The African Founder Community Event](#) powered by [The Baobab Network](#) in Nairobi on the 15th of December 2021.

To 2-day delivery!

Source: [Shipstock](#)

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## The African Founder Community

Just over a week left to our premiere event of The African Founder Community. We hear the stories of the real founder experience in the African tech landscape from leaders such as [Dominic Mburu \(DohYangu\)](#), [Kiptoo Magutt, \(Twende Mobility\)](#), [Mwihaki Njaga \(Shipstock\)](#), [Sitati Kituyi \(Hodi\)](#), and [Tre Hunt \(Afrijob\)](#).

Have you booked your spot? Only a few left!

The Baobab Network.

# THE AFRICAN FOUNDER COMMUNITY

Demistifying Africa's Start-Up Landscape.

Hear real stories from top local founders on their experiences in the tech ecosystem.

**WED  
15TH  
DEC  
2021**

**3PM-6PM**

Entry free. Limited slots available. Register now via the link in the caption.

**Venue: Unseen Nairobi, Woodvale Plaza, Kilimani**

[Register now to attend the premiere African Founder Community event](#)

This year, we've made a pledge to support more women-led companies through our start-up spotlight feature. Know a team that deserves recognition? [Nominate them](#) for our weekly spotlight.

Data in this newsletter comes from [The Baobab Network](#), an accelerator that invests in Africa's boldest tech entrepreneurs. Are you a founder looking for funding and a global platform to scale your business? [Apply now](#).

**The Baobab Network** The Baobab Network Accelerator  
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**Where to find us:** Pinetree Plaza, Kilimani, Nairobi

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