

# Open-sourcing the African Tech Startups Funding Report

2023



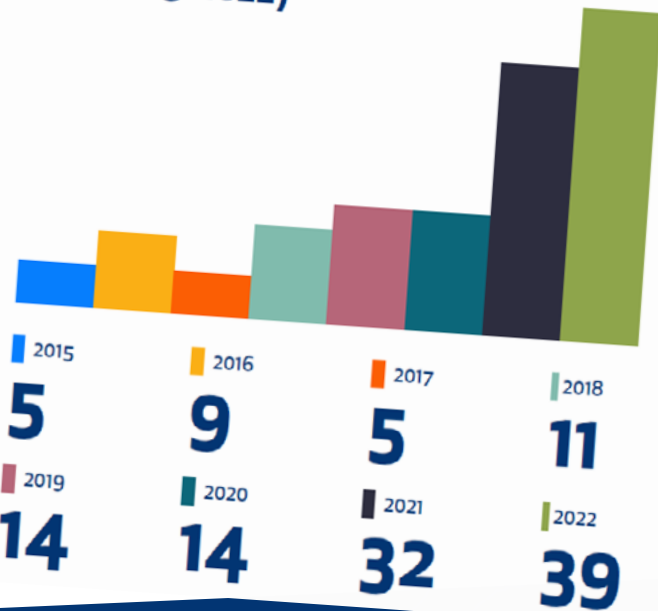
Startup • Invest • Disrupt



# African tech startups buck global VC trends in 2022.

2021 was a landmark year for the African tech space, with unprecedented growth seeing the sector pass both the US\$1 billion and US\$2 billion marks for the first time. However, amidst a global downturn in investments, especially in riskier asset classes such as venture capital, one would have been forgiven for expecting some levels of stagnation in 2022. Far from it.

## African tech startup acquisitions by year (2015-2022)



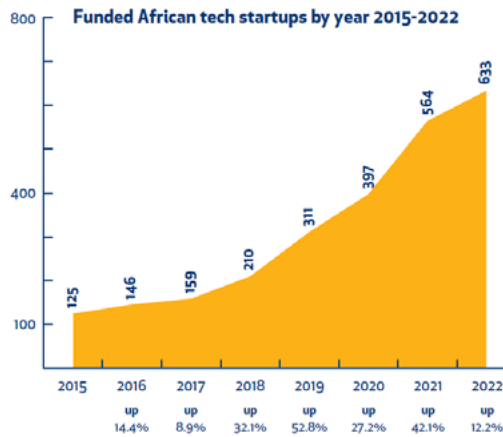
## Rest of Africa

Startups raised funding in 27 African countries in 2022. This figure grows gratifyingly each year, and speaks to the continent-wide boom in startup activity and funding. Each year there are more startups in more markets securing backing, as investors grow in their confidence in Africa, and as local investors get the ball rolling in new ecosystems.

The "big four" markets are seeing their share decline year-on-year, as the rest of Africa takes on a more active role in the funding landscape. In 2022, 480 funded startups (75% of total) were based in the big four countries. This is down from 80.1% in 2021.

The proportion of total funding contributed by the big four markets is also decreasing. Nigeria and South Africa raised a combined

Funded African tech startups by year 2015-2022



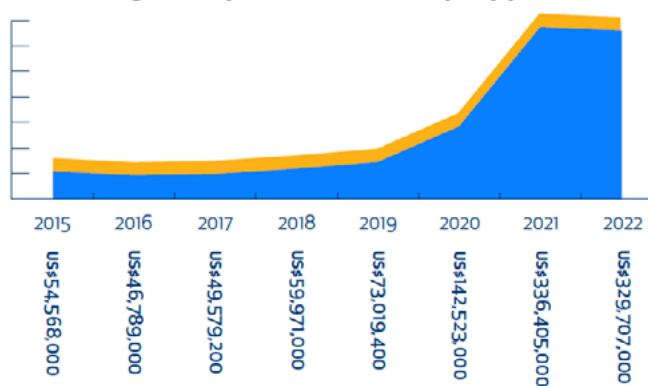
## More than half of 2022's funded startups launched in the last three years.

Given the predominance of seed and pre-seed rounds, it is hardly surprising that the majority of the African tech startups that raised funding in 2022 were founded in the last three years.

## Jobs created by funded African startups almost double within a year.

The African tech startup ecosystem is an increasingly major employer, with the number of jobs created by funded ventures in 2022 almost doubling from 2021, in spite of the fact the number of investments made increased by little more than 10 per cent.

Total funding raised by South African startups, by year

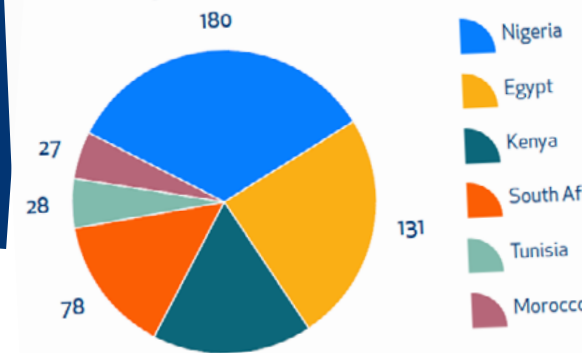


## Nigeria leads the way, but "big four" share begins to decline

Nigeria was the best-funded country in Africa for the second year running, with 180 startups (28.4 per cent of Africa's funded ventures) raising a combined US\$976,146,000 (29.3 per cent of the continent's total) - substantially ahead of all other countries on both counts. In the continent's other leading startup ecosystems, Egypt and Kenya reported decent growth, while South African funding fell from 2021.

Yet, despite a record-breaking year of funding for both Ghana and Tunisia, Africa's "big four" remains firmly entrenched, with no sign yet that it could in any real way turn into a "five" or "six". There are, however, signs that funding is starting to become - slightly - more evenly distributed.

2022 by funded startups



## Investor numbers increase, yet growth slows.

There were at least 987 different disclosed investors in African tech startups in 2022, up 216 (28%) on the 771 tracked in 2021. This is the largest amount of individual disclosed investors in any year on record.

Growth, however, is slowing here. The 2021 figure represented an increase of 108.4% - more than double - the 370 disclosed investors in 2020. The numbers for 2019 and 2020 were 261 and 155 respectively.

## Jobs created by funded African startups almost double within a year.

The African tech startup ecosystem is an increasingly major employer, with the number of jobs created by funded ventures in 2022 almost doubling from 2021, in spite of the fact the number of investments made increased by little more than 10 per cent.

# The Disrupt Africa African Tech Startups Funding Report



Disrupt Africa flagship  
research product.



Industry benchmark.



Eight consecutive years  
of data.



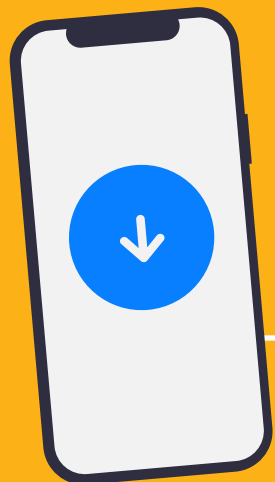
Thousands of startups  
and transactional data  
listed.

The first five editions of the African Tech Startups Funding Report were purchased by a variety of companies and organisations from across the world. These customers utilise the report and the data contained within it to inform their strategies with regard to the African tech space.

- Supranational investors such as the World Bank & IFC
- Leading tech companies from Africa and the rest of the world
- Big Four consulting firms
- Banking and fintech leaders
- Businesses investing or expanding in Africa
- Venture capital firms
- International trade bodies



For the last three editions of the African Tech Startups Funding Report, we partnered VC firms, accelerators and other industry stakeholders to make the publication open-source, making it available for free to all, including the entrepreneurs for whom the data is most valuable.



**8,000**  
combined downloads

as of September 20, 2023

## Partners



## Key media coverage



# Our reach



**75,000**

Unique visitors/per month website

**55,000**

Twitter followers

**12,000**

Facebook followers

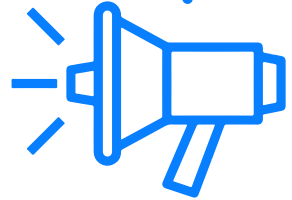
**10,000**

Newsletter subscribers

**12,000**

LinkedIn connections

**OUR  
ASK**



**The next edition will again be open-source. Help us democratise access to vital industry data.**

# Sponsorship options.

## MAIN SPONSOR

**\$10,000**

Title page branding, report "sponsored by"  
Sponsor foreword text (1 page) to be included at start of report  
Logo featured on sponsor page  
Inclusion in Disrupt Africa PR efforts on report ("report sponsored by")  
Online branding on Disrupt Africa report page and via social media

## SECTION SPONSOR

**\$5,000**

Section page branding, section "sponsored by"  
Section commentary pop-out box (300 words)  
Logo featured on sponsor page  
Inclusion in Disrupt Africa PR efforts on report  
Online branding on Disrupt Africa report page and via social media

## LOGO PLACEMENT

**\$500**

Your logo placed on the title page of report section of your choice

## ADVERTISE

**\$1,500**

■ Quarter-page advert

## PARTNERS

**\$2,500**

Logo listed on title page  
Logo featured on sponsor page  
Inclusion in Disrupt Africa PR efforts on report  
Half-page advert

# What the ecosystem thinks...



Disrupt Africa's reports are mandatory reading for finding out what's happening in ecosystems of our different African countries. The promptness, accuracy and comprehensive approach to topical issues relevant to the African early-stage entrepreneurial ecosystem makes Disrupt an indispensable tool for me, my leadership team and our over 1,200 angels across the continent."

**- Tomi Davies, angel investor and president of the African Business Angel Network (ABAN)**



The African Tech Startups Funding Report is a pivotal annual resource for the investor community, providing in-depth detail and insights into investment on the continent. A great source of background and knowledge for investors, corporations and entrepreneurs alike."

**Andrea Traversone, managing partner of Amadeus Capital Partners**



The data that Disrupt Africa shares in its annual report helps us determine if there are things we've missed, sectors we should be paying more attention to, or areas within our existing portfolio that should be re-evaluated. Over the past decade as the startup ecosystem in Africa has exploded, this report has helped us gather a succinct picture of what's going on."

**Lauren Cochran, managing director at Blue Haven Initiative**





Disrupt Africa reports provide crucial market intelligence every Investor and Founder needs to make the best decisions in the challenging African Tech Startups Market."

**Marek Zmysłowski, e-commerce entrepreneur and investor**



We use the Disrupt Africa data in a variety of ways. We've used it to help raise money from foreign investors who value being able to see the key sectors where innovation is happening and the growth dynamics of the market over time. We also used it to formulate our investment thesis and revise it when we see how the landscape is moving. Finally, this data helps us value companies and price investments. This kind of data is critical to the functioning of the private equity markets in Africa."

**Jake Kendall, founder and director of DFS Lab**



Disrupt Africa's annual funding report is a key measure to help us assess the African startup landscape. Identifying key trends and metrics are vital to helping us validate our African macroeconomic understanding, and this annual report is a must have for the angel investor or emerging market entrepreneur."

**Ryan Paterson, chief entrepreneur officer of Getihu**



The report compiled by Disrupt Africa was extremely insightful and provided a great overview of the startup and venture capital activity across the continent. A very useful document to have access to, detailing the growth in these industries."

**Anton van Vlaanderen, 4Di Capital Partner**

# Socials



<https://twitter.com/DisruptAfrica>



<https://www.facebook.com/disruptafrica>



<https://www.linkedin.com/company/disrupt-africa/>



<https://soundcloud.com/disruptafricapodcast>



© 2023 Disrupt Africa  
[www.disrupt-africa.com](http://www.disrupt-africa.com)  
This work is a product of the staff of Disrupt Africa.  
All rights reserved.

# Contact

[gabriella@disrupt-africa.com](mailto:gabriella@disrupt-africa.com)

or

[tom@disrupt-africa.com](mailto:tom@disrupt-africa.com)