Online Guide to Investment in Africa

Join an open platform for investors and tech entrepreneurs!

The Online Guide to Investment in Africa

The Online Guide to Investment in Africa is a unique tool that informs young digital companies about who to raise capital from, and how to do it.

It gives tech entrepreneurs in Kenya and Nigeria the possibility to be able to fundraise effectively. It not only shows which investors are a good fit (based on sector compatibility, funding size, and geographic focus), but also provides them with information on how to approach them.

➔ Link to website: http://investment-guide-africa.make-it-initiative.org/

What makes it special?

It is different from other resources on the market in that it combines a database of investors, an actionable and informative guide, and a sorting component that allows entrepreneurs to input parameters and receive content that is tailored to them.

The advice includes a glossary of common terms used by investors, valuation methods, and advice from both investors and entrepreneurs on how to identify, pitch to, and get funding from investors. In addition to providing information about fundraising, the online tool tailors the content that’s shown to entrepreneurs in a specific context: the location, sector, and funding need.

Kenya and Nigeria – Côte d’Ivoire, Ethiopia and Ghana are next!

The online tool is based on the Entrepreneurs’ Guides to Investment in Kenya and Nigeria, commissioned by GIZ’s ‘Make-IT in Africa’ and written by AlliedCrowds. Other GIZ programmes are just adopting the investment guides for their countries. Côte d’Ivoire, Ethiopia and Ghana are in the pipeline and will be online this year!

Join as an investor!

If you are interested to add or edit your profile on the platform, please contact us under make-it@giz.de, we are happy to assist!

About ‘Allied Crowds’

AlliedCrowds is a tech-driven firm, combining their expertise in data, technology, and finance to create unique products and solutions with the aim of lessening information asymmetries and promoting capital flows to emerging markets.

They have worked with development organisations globally, including the World Bank, UNDP, GIZ, and DFID in addition to various private sector companies and foundations.

About ‘Make-IT in Africa’

Make-IT in Africa promotes digital innovations for sustainable and inclusive development in Africa. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), as part of the BMZ Digital Africa initiative.

In close cooperation with more than 30 companies, investors, social enterprises, innovation centres and networks, Make-IT in Africa creates an enabling environment for better access to capital, markets and skills.