

# I&P ACCELERATION TECHNOLOGIES

Supporting promising African digital startups



I&P Acceleration Technologies aims to contribute to the emergence of the first African digital startups in countries where financing solutions are still scarce. The program will support around ten entrepreneurs, giving them access to appropriate financing and skills.

○ Calendar	2020-2023
○ Size	€2,5 millions
○ Geography	Sub-Saharan Africa
○ Sector	Digital, Tech
○ Portfolio (targets)	10 to 15 startups



## CONTEXT : WHY SHOULD WE BE INTERESTED IN DIGITAL?

**African entrepreneurs took the switch to digital in a very clear way a few years ago.** The geographical coverage of the 3G and 4G network, the growing improvement of the Internet network, and the strong and rapid penetration of mobile phones are key factors in this trend.

These startups are the place for **technical innovations and of specific use to African situations** : the emergence of *pay-as-you-go* for access to essential services (energy, water), access to healthcare services and health, online training services, artificial intelligence programs, innovative means of payment, dissemination of information (climate, market prices), or improvement and contribution to existing services (e.g. digital logistics to overcome the last mile problem).

**However, these digital companies require specific financing and support tools :**

- ▶ They present a much higher level of risk than their counterparts in “conventional” sectors, their business models being often innovative.
- ▶ They aim for a rapid and significant scale-up (large number of service users), and indeed they face significant financing needs very early in their development cycle.
- ▶ They also have an extremely high potential for impact.

## THE SPONSOR : THE AGENCE FRANÇAISE DE DÉVELOPPEMENT



The **AFD** group finances, supports, and accelerates transitions towards a more just and sustainable. Climate, biodiversity, peace, education, urbanization, health, governance... Its teams are involved in more than 4000 projects in 115 countries and French overseas territories.

Since 2016, the agency has been actively supporting digital innovation on the African continent, through initiatives such as the AFD Digital Challenge startup competition, the Afric’innov, AFIDBA, and the Social and Inclusive Business Camp (SIBC). The I&P Acceleration Technologies program is financed by the **Digital Africa** seed fund, which is a component of the **Choose Africa** offer by which AFD Group commits to devoting 2,5 billion euros to African startups, VSEs and SMEs by 2022. [More info](#)

## OBJECTIVES AND IMPLEMENTATION OF THE program



The program will support **10 to 15 African digital companies**, corresponding to the following criteria:

- Digital startups or startups with part of their activity linked to digital
- Based in Sub-Saharan Africa
- Not having access to funding otherwise



**I&P Acceleration Technologies will provide selected companies with capital in amounts ranging from € 20 000 to € 300 000.**

The funding will allow these companies to move beyond proof of concept to demonstrate their model and continue their growth. This financing will often be the first "professional" financing, apart from family or friends financing.

The program should also allow entrepreneurs to subsequently mobilize additional financing from other investors (banks, investors, etc.)



**The startups financed will benefit from capacity building through external technical assistance support (external service providers, consultants or experts).**

This support will focus on technological issues (platform development for example) but also on the typical issues faced by young companies (accounting reinforcement, marketing support, team training, etc.)

### COMPANY EXAMPLES



**L'AfricaMobile**  
(Senegal)

**L'AfricaMobile** is a Senegalese startup created in 2014 that specializes in mobile marketing, in particular in sending and receiving large-scale text messages on behalf of advertisers based in Africa and Europe. It was voted Senegal's best ICT startup at the Jambar Tech Awards in 2016.



**PEG Africa**  
(Western Africa)

**PEG Africa** is a young solar panel distribution company in rural and peri-urban communities in West Africa. The company operates on a daily payment basis by users, who become owners once the system is paid in full.

### ABOUT INVESTISSEURS & PARTENAIRES (I&P)

Investisseurs & Partenaires is an **impact investing group entirely dedicated to African SMEs**. Since its creation in 2002, I&P has supported about 100 companies in Sub-Saharan Africa. The team is composed of **70 people, based in Paris and in 7 African offices** (Senegal, Côte d'Ivoire, Burkina Faso, Ghana, Cameroon, Niger and Madagascar).

To this date, I&P has made 7 investments in technology startups in Africa.

The programme is run by the **I&P Entrepreneurs et Développement** association, dedicated to supporting African entrepreneurs.

#### Contact us



**I&P** INVESTISSEURS  
& PARTENAIRES

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