

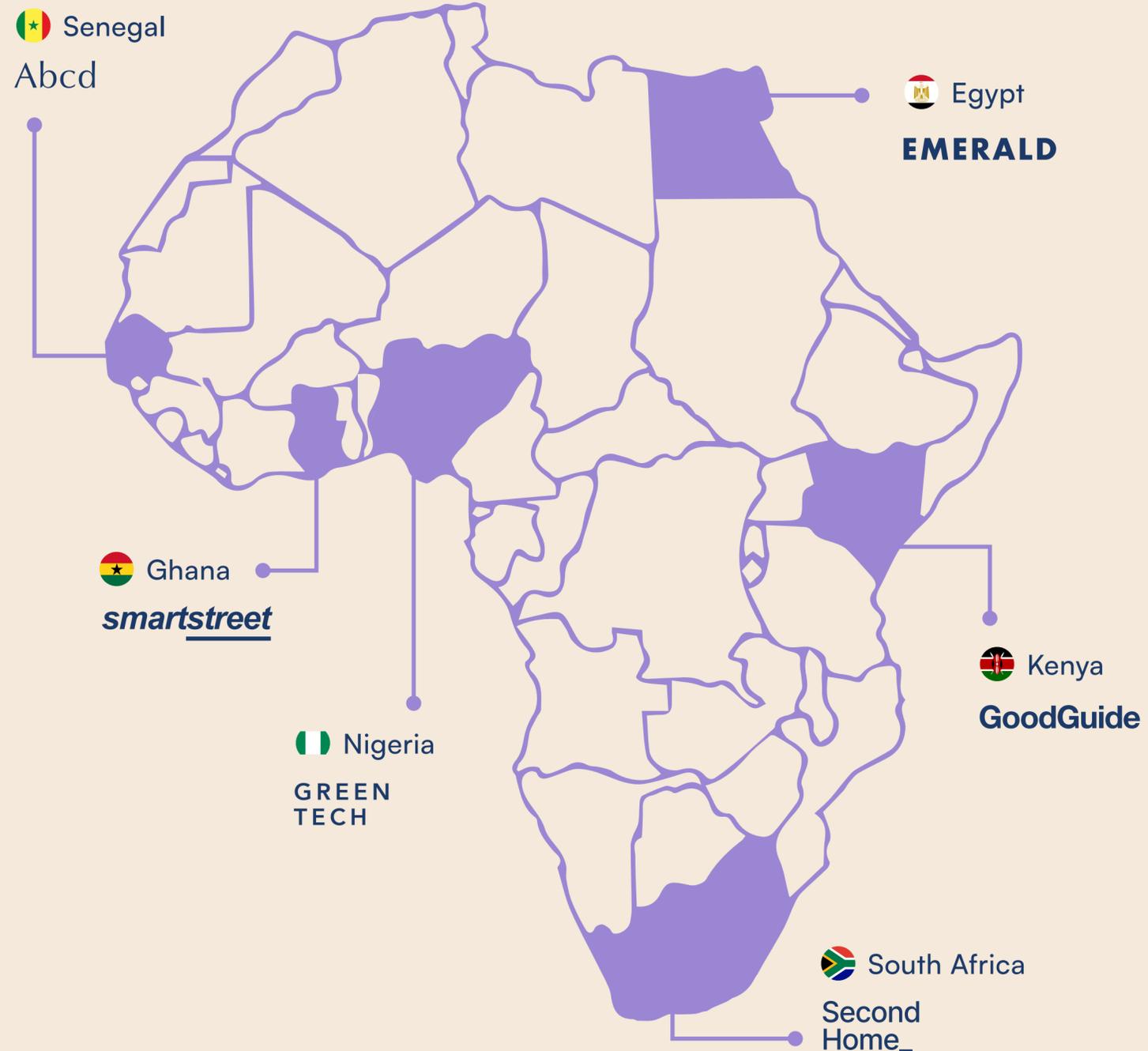
# 02. The Subject Matter Expert

These are fictitious scenarios and listed companies are not actual participants.

The background is split vertically into two halves. The left half has a light orange background with a pattern of darker orange diamonds. The right half has a light purple background with a pattern of darker purple diamonds. The text is centered across the vertical split.

# **AfricaNow** Ventures

## Startups Opening Offices in Africa (2019-2022)



Africa has become  
a **critical market** for  
early-stage startups

# We have built **the playbook** for entering the African market

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## Companies we have advised

GoodGuide

GREEN  
TECH

New Edu

Octopus

Plane

smartstreet

Sonar

Second  
Home\_

**EMERALD**

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**18**

Total Companies

**\$350M**

in Venture Funding

**2M**

Customers Engaged



“

The team at AfricaFirst is by far the most knowledgable on the planet when it comes to navigating the African market and connecting with the African consumer.”

Amanda Juna and Bam Irfono  
Co-Founders at New Edu

We have proven  
that our expertise is  
valuable to startups

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Venture Rounds that we have gained  
access to due to our expertise

**GoodGuide**

Second  
Home\_

Plane

Octopus

**EMERALD**

GREEN  
TECH

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Companies that we hold advisor shares in

**Marigold**

flexifind

**KURVA.**

oxygen

Harbor  
Finance

**Pocketful**

# We are targeting companies poised to enter the African Market

Within the next 1 year

**2023**

GoodGuide    Plane    **KURVA.**  
flexifind    **Pocketful**    oxygen  
**EMERALD**    Second Home\_    Octopus  
Marigold    Harbor Finance

Within the next 3 years

**2025**

Nairobi    **PATTERN**    JoyBox  
**ZuFood**    oxygen    capital  
Latitude Bank    Octopus    **FOUNDATION**  
Hello School

Within the next 5 years

**2027**

**oasis**    travelpartner    Booked  
**Parrot**    handle    **HouseHunt**  
musica    **RUBYTECH**    Asuransi  
Happy Home    Celcius    **Shoshin**  
**TotalTech**