



Class of 2023-2024

Entrepreneurship
and Competitiveness
in Africa

Class of 2023-2024

6 countries, 15 companies

Egypt (4)
Kenya (4)
Morocco (3)
Nigeria (2)
South Africa (1)
Tunisia (1)





Our vision is to seamlessly connect the African continent. To bring global expertise, continental reach, and deep local know-how to help our clients navigate the multitude of opportunities and risks in Africa, holistically combining legal, tax, regulatory, and commercial advice. In response to the market and as more clients asked us to take care of cross-border deals, in 2004 we founded ALN, an integrated alliance of the preeminent full-service corporate law firms in 15 African countries and the UAE, to give us the agility and expertise to operate locally and across the pan African business and economic environment. Our clients can call upon specialists who span the legal spectrum, and as Africa is propelled onto the world stage, ALN lawyers combine their global perspective with local expertise to help clients navigate new territories and capitalize on future opportunities.



RWANDA



NIGERIA



KENYA

Fast Facts:

Website: <https://aln.africa/>

Industry: Legal

Year Established: 2004

Employees: 350+ lawyers, 600+ employees across Africa

Markets: Algeria, Côte d'Ivoire, Ethiopia, Guinea, Kenya, Madagascar, Mauritius, Morocco, Nigeria, Rwanda, Sudan, Tanzania, UAE, Uganda, and Zambia.



Julien Kavaruganda

Senior Partner
ALN Rwanda



Olujoke Aliu

Managing Partner
ALN Nigeria



Rosa Nduati-Mutero

Managing Partner
ALN Kenya



ariika is one of the fastest growing, direct-to-consumer, design-led, home furnishings brand in MENA. Our mission is to partner with artisans from all over the world to create and curate modern, simple, unique, and affordable home furnishings products and make them seamlessly accessible through tech-enabled superior omni-channel experience.



Khaled Attallah
Co-founder & CEO



Shahir Arslan
Co-founder & Global
Expansion Director



EGYPT

Fast Facts:

Website: www.ariika.com
Industry: Home Furnishings
Year Established: 2016
Employees: 120
Markets: Germany/KSA/Iraq



Change Your Outlook



KENYA

Aromakare Limited as a leading Kenyan company, we are specialized in crafting high-quality, affordable cosmetic, personal care, cleaning, and hygiene products. **Our vision** is to consistently deliver locally manufactured excellence, while **our mission** is to become trusted partners in personal care solutions and present in body care settings. Through strategic investments in capabilities like Research and Development, we ensure our products remain innovative and swiftly adaptable to market needs.

Fast Facts:

Website:	www.aromakare.co.ke
Industry:	Manufacturing
Year Established:	2016
Employees:	38
Markets:	Kenya



Mary Ngechu

Director



James Ngechu

Head of Engineering



Rajini Sankar

Chief Operations Officer



David Ngechu

Director & IT Manager



Chari is a B2B e-commerce app with embedded FinTech for traditional proximity stores in French Speaking African countries. We allow retailers to order any consumer goods they sell and get delivered for free while benefiting from financial services like payments, micro-credit, micro insurance... Thanks to the payment institution license we received from the Central Bank of Morocco, our mission is to work on economic and financial inclusion across Morocco first and then address Francophone Africa.



Sophia Alj
Co-founder & COO



Ismael Belkhayat
Co-founder & CEO



MOROCCO

Fast Facts:

Website: www.chari.com
Industry: B2B e-commerce & FinTech
Year Established: 2020
Employees: 127
Markets: Morocco

DATA PROTECT

Security is our **commitment**

DATAPROTECT envisions establishing a global leadership by 2028 by expanding into new regions, developing an innovative business model, and becoming an employer of choice in the cybersecurity sector.

With a mission to address various challenges, including the impact of heightened competition in the cybersecurity market, and issues related to their organizational structure hindering scalability; DATAPROTECT aims to address key challenges. We plan to accelerate growth and scaling, develop a scalable organizational model, enhance talent management and HR development, adapt to market dynamics, focus on international expansion, and foster a culture of continuous cybersecurity innovation.



Ali El Azzouzi
CEO & Founder



Nor El Houda Sabbar
Cybersecurity Ecosystem
Manager



MOROCCO

Fast Facts:

Website:	www.dataprotect.ma
Industry:	Cybersecurity
Year Established:	2009
Employees:	180
Markets:	EMEA



ED Partners Africa is a non-banking financial institution that is committed to transforming the education sector in Kenya and beyond. We offer innovative financial and non-financial solutions to increase access to affordable quality education.

By expanding access to our range of financial products and non-financial services, ED Partners aims to foster greater financial inclusion in the education sector. This aligns with our founding mandate and allows us to make a meaningful difference in the lives of school owners. ED Partners is seeking to grow significantly over the next few years and this will give us the opportunity to transform generations by offering financial solutions to affordable private schools.



KENYA

Fast Facts:

Website: <https://edpartnersafrica.com/>
Industry: Finance
Year Established: 2018
Employees: 84
Markets: Kenya



David Fitzherbert

Director



Lydia Koros

Director



Janet Waweru

Chief Financial Officer



SOUTH AFRICA

Founded in 2019, Fin is an African credit-led neobanking platform that aims to deliver Simply Smarter Finance for everybody.

With traditional financial institutions unable to address the increasing credit gap in Sub-Saharan Africa, Fin aims to drive financial inclusion in the region through its digital solutions and proprietary credit risk technology. The company uses AI algorithms to provide an array of credit-centric products including traditional credit, embedded credit and BNPL, combined with a suite of supporting financial services to cater to the needs of our clients including wallets, savings and insurance.

Fast Facts:

- Website: www.fin.africa
- Industry: Fintech
- Year Established: 2019
- Employees: 181
- Markets: Kenya, South Africa, Tanzania, Uganda



Timothy Nuy

Founder & Co-CEO

Babylon Mukunga

Country Head – South Africa

Diana Bichanga

Finance Manager

Joshua Adams Waite

Business Analyst



At MAFODER Group, our vision is to be the industrial partner of reference for both Moroccan and international businesses, offering value-added solutions in the sectors of industry, urban infrastructure, and building.

Our mission at Mafoder Prefa centers on delivering high-quality turnkey urban development solutions as well as solutions for building facades. Driven by international quality standards and a spirit of innovation, we consistently strive to be a trusted provider, crafting spaces that inspire and enhance public experiences for the citizens.



MOROCCO

Fast Facts:

Website: www.Mafoder.com

Industry: Construction

Year Established: 1985

Employees: 380

Markets: Morocco, Europe , Africa, MENA



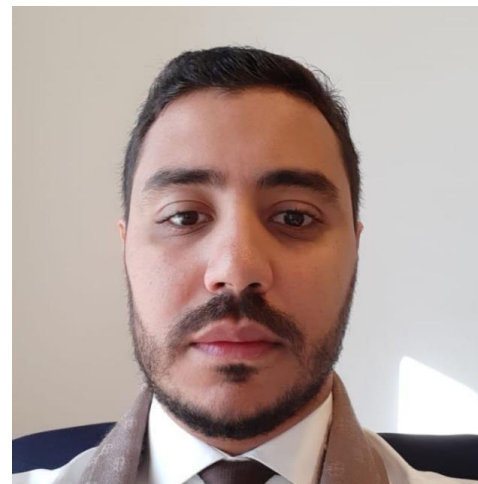
Hamza Slaoui

Co-Managing Director



Hicham Zizi

Director



Said Bouslam

Chief Financial Officer



EGYPT

Natura Agro-Trade stands as a prominent Egyptian agricultural enterprise that operates across the entire value chain. Our core activities encompass cultivation, processing, and packaging of an extensive assortment of fruits and vegetables, primarily in preserved form, with a focus on exporting to global markets. Our primary objective is to consistently enhance our competencies to address evolving consumer demands by means of product innovation, while concurrently expanding our manufacturing capabilities to effectively meet future requirements.

Fast Facts:

Website: www.natura-eg.com
Industry: Food Processing
Year Established: 1999
Employees: 70-100
Markets: Europe, USA



Amr El-Meniawy

CEO



Sarah Mokhtar

Export Director



Salma Soliman

Senior Export



ONE TO ONE

for Research and Polling

One to One for Research and Polling is a survey and research firm that provides its clients with its know-how in data collection, processing, analysis and interpretation. One to One has gained the trust of a wide range of clients from the 5 continents in different sectors including academia, international funders and agencies, public administrations, NGOs and private sector by providing quantitative and qualitative methodologies in media and marketing research and opinion polling. One to One is a member of the Afrobarometer network.

With this program, we intend to take a step back and focus more on the strategy, how to reach another step of growth and reinforce our presence in Africa and the Middle East.



Youssef Meddeb

CEO & Co-founder



Imen Mezlini

Research Director &
Co-founder



Wafa Memmi

Change Manager



TUNISIA

Fast Facts:

Website:	www.121polling.tn
Industry:	Survey and research
Year Established:	2014
Employees:	30
Markets:	MENA region

Sygnite Power and Energy Solutions Ltd is a solar energy company based in Nigeria. We provide reliable power solutions for homes and businesses; Improving the narrative on how power and energy solutions are being implemented in Africa.

We are committed to reducing the carbon footprint and promoting environmental sustainability, making us a key contributor to the global transition towards cleaner energy alternatives. Our portfolio spans a wide array of services, including sales of renewable energy products, the design and implementation of renewable energy projects and energy storage systems.



NIGERIA

Fast Facts:

Website: www.sygniteng.com
Industry: Energy
Year Established: 2017
Employees: 15
Markets: Nigeria



Afolabi Anani

MD/CEO



Olanike Anani

Director



Ayodeji Adeyemo

Business Development
Manager



SYNAPSE ANALYTICS

We are building the next generation of financing infrastructure to power economies and communities. We are looking to finance the next billion people, by empowering lending institutions with cutting-edge AI technology, transforming the credit decisioning process making faster, more accurate decisions while reducing risk, ensuring financial inclusion, and streamlining the lending experience. Our goal is to make lending accessible and efficient, benefitting both borrowers and lenders alike.

We are looking to learn how to overcome scalability challenges, to build, experiment with new features fast and overcome adoption challenges.



Ahmed Abaza

CEO



Galal ElBeshbishy

COO



Ahmed Nabih

General Manager



EGYPT

Fast Facts:

Website:	Synapse-analytics.io
Industry:	AI Credit Scoring
Year Established:	2018
Employees:	50
Markets:	Egypt, UAE, Kenya, Nigeria

T3
KENYA
LIMITED



Vision: To create a cleaner and more sustainable East African region by leading the way in plastic recycling and social impact by Integrating informal waste collectors into our value chain and changing the perception of waste. Mission: Create sustainable, long-term social, environmental and economic impact through combatting three main problems, plastic pollution, poverty and unemployment.

- Challenges:
1. Expanding collection of plastic waste into other regions of Kenya and East Africa
 2. Collection, sorting and transporting of plastic waste in an economic and sustainable way.
 3. Formalizing the informal sector and tackling challenges such as regular supply, volatility in pricing models and
 4. How to leverage technology, block chain and AI for supply chain transparency



Gurpreet Kaur Kenth

CEO



Ikreet Singh Kenth

COO



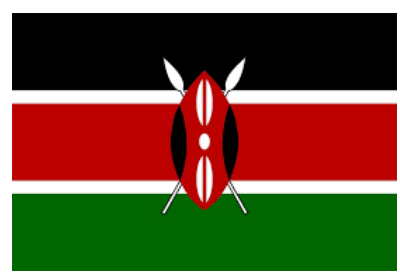
Ramal Fernando

CFO



Harjeet Singh Kenth

Chairman of the Board



KENYA

Fast Facts:

Website: <https://themeghgroup.com/trash-thread-textile/>

Industry: Manufacturing, Recycling, Circular Economy

Year Established: 2018

Employees: 130 Direct, 4000 Indirect

Markets: Kenya (Raw material collection, processing and social impact)
Export goods to Ireland, Germany, Austria, Saudi Arabia, Turkey, Pakistan, Korea



VIATHAN

Viathan is Nigeria's largest embedded electricity company, operating as a decentralized, vertically integrated energy utility. Viathan produces compressed natural gas and distributes it to its power plants and third-party customers in the FMCG, residential, power generation, and haulage industries. Viathan generates electricity through seven gas-fired independent power plants, boasting a total capacity of 40MW and growing. The company distributes electricity to hundreds of load centres via its private, bespoke underground electricity distribution network that spans over 120 km. Viathan aims to enable life through clean and reliable energy.



NIGERIA

Fast Facts:

Website: www.viathan-ng.com

Industry: Power and Gas

Year Established: 2015

Employees: 141

Markets: Nigeria



Habeeb Alebiosu

Co-founder/
Group CEO



Oluwaseun Sowunmi

Chief Finance
Officer



Solabomi Oreagba

General Manager,
Corporate Services



Raymond Eromosele

Chief of Staff



Yodawy is a Pharmacy Benefit Manager and e-pharmacy platform, powered by technology and advanced fulfillment capabilities, managing the prescription life cycle end-to-end:

We provide the tech for doctors to generate e-prescriptions, insurance companies to automate approvals in real-time, and for patients to get their medications delivered at home.

Our ultimate goal is to reduce the cost of healthcare, facilitate the patient's access to services, and improve their overall experience.



Mona El Sherif

Managing Director &
CPO



Sherief El Feky

Co-founder & CTO



Malek Ziad

General Manager



EGYPT

Fast Facts:

Website: <https://yodawy.com/>
Industry: Healthcare
Year Established: 2018
Employees: 514
Markets: Egypt

GUEST PROFILES



Chahira El Assiouty
Senior Associate
Endeavor Egypt

Chahira El Assiouty is a Senior Associate in the Entrepreneur Experience team at Endeavor Egypt. Among her various responsibilities, she manages the FinTech, HealthTech, Ed-Tech companies within the local portfolio. She supports in researching, sourcing, selecting and supporting high-impact entrepreneur in the local entrepreneurial ecosystem. Moreover, she is currently working on supporting potential high-impact entrepreneurs through XceleRise program by identifying the companies needs and connect them with top mentors to help with access to capital and business scalability.



Nora Mashhour
Associate
Lorax Capital Partners

Nora Mashhour is an Associate at Lorax Capital Partners. She works closely with the firm's portfolio companies on value creation initiatives and monitoring of financial performance. Nora is also responsible for identifying and analyzing potential investment opportunities, conducting due diligence and negotiating legal terms. Since joining Lorax, Nora has worked on the execution and monitoring of NIS Schools, one of the largest k-12 players in Egypt, Orchidia Pharmaceutical, the leading ophthalmology player in Egypt, and the Egyptian Company for Cosmetics, one of the largest contract manufacturers of medicated cosmetics and personal care products in Egypt. She has also supported the firm's fundraising efforts and investor relations activities.

GUEST PROFILES



Ruth Wairimu

Senior Investment Associate
Acumen East Africa

Ruth joined Acumen East Africa in 2022 and focuses on the end-to-end transaction process. Her role encompasses deal origination, screening, deal structuring and investment appraisal, closing investments and post-close portfolio management. She oversees the portfolio management support for Acumen East Africa's Education portfolio consisting of five companies. Prior to Acumen, Ruth was an Associate with Optimizer Foundation where she worked on Pre-Seed and Seed investments in Healthtech and Edtech primarily in East Africa. Prior to that, she began her impact investing career at Energy Access Ventures (now E3 Capital), with a focus on decentralized renewable energy assets in some of the least electrified countries in Africa. While there, she appraised and closed investments in minigrid developers including in DRC and Chad as well as investments in productive use energy providers. Before joining impact investing, Ruth began her career in Corporate and Investment Banking at Standard Bank Group. She holds a Bachelor of Business Science in Financial Economics, from Strathmore University.