

AFYA LEAD

INNOVATING HEALTH INSURANCE
ACCESSIBILITY IN EAST AFRICA



A health insurance option for individuals and families currently unable to access or afford traditional plans.



Investment required:
\$120,000

A FYA LEAD IS A VIBRANT, youth driven enterprise established in 2020 with a mission to enhance health insurance accessibility in East Africa. They believe that every person deserves quality healthcare – a philosophy that permeates their innovative flagship product, Pamoja Health; a mobile health insurance platform developed in partnership with a leading health insurance provider in the region, Community Health Insurance Fund (CHIF).

The Pamoja Health platform offers a seamless, flexible and cost-efficient health insurance option for individuals and families currently unable to access or afford traditional plans.



As a company, Afya strives purposefully towards Sustainable Development Goal 3 (SDG3), fostering health and well-being for all through innovative, affordable healthcare technologies and medical devices.

A 2021 study done by Mzumbe University revealed a glaring gap: 69% of the rural Tanzanians lack health insurance. Afya Lead aims to close this gap through its Partner-Agent micro health insurance model, an innovative system that enables health insurance payments via mobile wallet, developed in partnership with the CHIF, M-Pesa Super App, and Afya Lead.

Positioned in a market with a total available potential of over \$1 billion and a serviceable reachable market of \$60.7 billion, the potential for impact is huge. Afya Lead's revenue model is based on commissions, premiums, and data and analytics.

Afya Lead is distinguished as the only micro health insurance company to partner with public health insurance schemes such as NHIF and CHIF. This gives them a unique advantage to capture a significant share of Tanzania's informal health insurance sector.

Afya Lead has made noteworthy progress in product R&D, system development, and pilot

testing. With a strong team of 11 full-time professionals and strategic partnerships with PO-RALG, CeRIHI Organization, and Novartis Foundation, the startup has established a robust foundation for future growth. The next milestones on their horizon include expanding their footprint across six regions of Tanzania, growing the team to 18 full time professionals, and targeting a revenue projection of \$15 billion by 2026.

To achieve these ambitious targets, Afya Lead is seeking an investment of \$120,000. This funding will be channelled into final product development, marketing initiatives, acquisition of additional physical space, scaling, and product launching. Driven by a commitment to promoting good health across Africa, Afya Lead is providing human-centered healthcare with exceptional quality, service, and access. They invite others to join this transformative journey of making healthcare universally accessible and affordable. Together with Afya Lead, be part of building a healthier future for all.

DAWA MKONONI

TRANSFORMING PHARMACEUTICAL PROCUREMENT IN AFRICA



An e-commerce solution for the health sector to purchase pharmaceutical products in bulk online



Investment required:
\$500,000

DAWA MKONONI IS AN INNOVATIVE B2B health and fintech application that is transforming the pharmaceutical procurement landscape in Tanzania and throughout Africa. The platform offers an e-commerce solution for pharmacies, accredited drug dispensaries (ADDOs), and healthcare outlets to purchase pharmaceutical products in bulk online. Dawa Mkononi's efficient and digitalized approach streamlines procurement, reduces costs, and enhances inventory management for healthcare providers.

Dawa Mkononi distinguishes itself through its intuitive platform, delivering convenience, safety, and reliability to pharmacies, ADDOs, polyclinics,

and other healthcare facilities. With just a few clicks, users in Dar es Salaam can register, order, pay, and receive delivery of medications within hours. Boasting over 2000+ SKUs, the platform's easy-to-navigate categories and visual aids minimizes errors. Unique features, such as discounts and reorder options for returning customers, add value to the user experience.

A recent upgrade is improving financial inclusion and health facilities and elevates the user experience. Customers can now effortlessly track their orders and pinpoint locations using map integrations. Thanks to payment gateway partners, Dawa Mkononi can offer 0 transaction fees to customers. The platform is continuously refined to optimize pharmaceutical procurement process and supply chain efficiency.

Dawa Mkononi dedicated 20-person team strives to enhance access to high-quality medicines and services through technology, aiming to improve affordability and overall health outcomes. With

impressive achievements like 1,600 registered facilities in Dar es Salaam, 88% customer retention, and a \$100 median order value, Dawa Mkononi is proving its impact.

Targeting pharmacies, accredited drug outlets, hospitals, and clinics, the platform serves a population of 61 million and stands out among the leading pharmaceutical importers in East and Central Africa. With a gross margin of 10% and a customer acquisition cost of \$12, the B2B model is data-driven to optimize management and user experience. They offer affordable payment options, fast delivery times through top logistics partners, and a vast product range exceeding 2800 items.

Dawa Mkononi aims to become Africa's leading franchise for B2B pharmaceutical supply chain, serving Tanzania, Congo DRC, Burundi, Malawi, Zambia, Rwanda, and Zimbabwe.



GASFASTA

PIONEERING A NEW ERA IN AFRICAN COOKING GAS SUPPLY



A platform that delivers cooking gas fast and at competitive prices with easy payment methods via mobile money



Investment required:
\$500,000

GASFASTA, AN INNOVATIVE COOKING GAS distribution platform, is revolutionizing the way urban and semi-urban African consumers access cooking gas. By addressing challenges such as complex procurement processes, fluctuating prices, unreliable delivery systems, and inability to predict gas depletion, GasFasta is introducing a convenient, fast, and affordable solution.

Launching services in 2021 in Dar es Salaam, one of the fastest-growing cities in the world, GasFasta anticipates the city's population to exceed 10 million by 2030. Considering the total Liquefied Petroleum Gas (LPG) imports of 194,597,000 KG

in 2020, the potential for market expansion and impact is substantial.

GasFasta caters to retail customers, bulk users including restaurants, hotels, schools, and canteens, vendors and super dealers. The platform ensures fast, free delivery, competitive prices, and an easy payment method via mobile money. For vendors, the GasFasta platform provides access to a high-profit retail market, performance evaluation tool, delivery staff management, cylinder stock management.

The company operates through a transaction fee model, charging a 2% fee to customers using its virtual wallet, GasFasta Pay, and 6% per transaction to vendors and super dealers. The company also monetizes consumer behaviour data from the GasFasta app. As of January 2023, GasFasta generated over 70 Million TSH or \$30,000 in revenue, serviced over 3,000 customers, and fulfilled over 2,000 orders.

Looking to expand into Tanzania's secondary cities, Mwanza and Arusha, before branching out into other East African cities, GasFasta's growth strategy is compelling. The founder, leading a three-member team has committed \$30,000 in cash and resources, and they are now seeking additional investment to fuel their expansion plans.

GasFasta's innovative solution has the potential to profoundly impact the African cooking gas distribution market. Their unique value proposition and planned growth strategy position them as an exciting player to watch in the African market. With GasFasta, consumers and vendors can enjoy the benefits of a streamlined, reliable, modern cooking gas distribution platform.



SETTLO

REDEFINING BUSINESS MANAGEMENT FOR AFRICAN SMEs



A cloud-based platform to solve pervasive challenges confronting African SMEs



Investment required:
\$500,000



SETTLO IS A GAME-CHANGER in empowering African SMEs and driving economic growth in the region. Their innovative cloud-based platform is more than just a business tool – it is a solution to address pervasive challenges confronting African SMEs, thus revolutionizing the way business is done on the continent.

Settlo’s comprehensive suite of features equips merchants to manage their businesses across all channels seamlessly. They facilitate all payment types, offer loyalty programs, and provide powerful analytics, all within an open business banking environment. Additional offerings include a free online store and uniquely tailored Settlo loans,

allowing SMEs to focus their attention on growth, economic opportunities, and job creation.

Primarily serving small vendors, boutique retailers, service-oriented companies, and online merchants, Settlo penetrates a market of 3 million unserved merchants in Tanzania alone. This proposition holds immense appeal for African SMEs, where 95% are cash-based and 87% of unserved merchants lack business bank accounts.

Supported by seed funding of \$500,000 to \$1 million, Settlo’s business model finances sales marketing, and customer acquisition alongside merchant device loans. They aim to secure 40%

of the 3 million unserved Tanzanian merchants, which translates to an acquisition of 1.2 million accounts. Their revenue model includes a monthly \$10.70 payment per account, recurring annual subscription fees of nearly \$13 million and an annual processing of \$604 million in payments.

In essence, Settlo is more than a business – it’s a transformative tool in the African SME landscape.

LAINA FINANCE

PIONEERING DIGITAL FINANCIAL SERVICES FOR UNDERSERVED POPULATIONS



A sharia-compliant platform with extensive offerings to expand financial service accessibility and affordability



Investment required:
\$5,000,000

LAINA FINANCE, A DIGITAL financial service provider, is committed to delivering affordable and accessible financial services underserved populations in developing countries. Dedicated to dismantling market challenges, they firmly believe in universal access to financial services.

Understanding the challenges of accessing credit and finance due to irregular income, strict collateral requirements, asymmetric information, and the absence of sharia-compliant financial products, Laina Finance partners with service providers to offer instant credit as a point-of-purchase payment plan within the East African market. Utilizing blockchain technology and AI, their sharia-



compliant platform combines diverse data sources to inform credit decisions.

Their extensive offerings encompass insurance premium finance, device finance, TV subscription, cash loans, overdraft, and agro financing. Laina's Service Platform engages a broad spectrum of partners, including mobile network operators, banks, insurance companies, and credit information providers. They aim to empower credit-based payment for any purchase, with a core mission of enhancing financial service accessibility and affordability.

Laina Finance's unique strength includes being the sole digital financial service provider whose payment plans comply with both conventional and Islamic financing. The scalability of their business model, coupled with a robust partner network – including Vodacom, Zantel, Tigo, Jubilee, TTCL, Samsung, Vivo, Credit Info, and ITL – boasts a low customer acquisition cost.

With a monthly recurring revenue of \$25,000 and a subscriber base of half a million, Laina Finance projects to swell its client base to 6.25 million by 2025, generating \$100 million in revenue. Their total addressable market within Eastern Africa is around 100 million clients, with Ethiopia harbouring the highest potential at 40 million customers.

The founders of Laina Finance bring their rich experience from over 50 SMEs and startups, including 30 funding rounds, 30 M&A transactions, and 3 successful exits. Laina's team comprises 20 dedicated employees in Tanzania.

Having already raised \$1 million, Laina Finance targets an additional fundraise of \$5 million in equity and debt. This funding will fuel business expansion, enable front-loaded recruitments, and permit further incursion into Eastern African markets, with 80% allocated to loan pools and 20% earmarked for business development and expansion.

Posted for growth, Laina Finance, with its scalable business model and strong partner network, has successfully bridged market gaps to offer an innovative credit and finance solution. Interested individuals and investors are invited to join them on their mission to make financial services accessible and affordable to more people in developing countries.

EVMAK

CUSTOMIZED FINTECH SOLUTIONS FOR DYNAMIC BUSINESSES



Fintech solutions to overcome financial complexities for inefficiencies for businesses across sectors



Investment required:
\$250,000

EvMak Tanzania, a go-to digital transformation agency, excels in offering tailored fintech solutions for businesses across various sectors, encompassing financial institutions, e-businesses, online retailers, mobile network operators, and both online and traditional commerce.

EvMak's primarily focuses on streamlining financial transactions, addressing complexities and inefficiencies across different industries. Their platform is flexible and scalable, allowing them to provide custom solutions that cater to each business's unique needs.

EvMak's commitment to security ensures robust protocols are in place, offering safety in financial transactions and strict adherence to regulatory standards.

The agency recognizes that payment and integration services are vital components for every business. Therefore, their commitment extends to delivering secure, seamless, and reliable solutions. EvMak's comprehensive services include transaction processing, collection and payout management, reimbursement processing, and transaction reconciliation, designed to empower businesses to manage financial transactions efficiently and effectively.

Through close collaboration with clients, EvMak strives to deeply understand their specific requirements, enabling the creation of solutions that fit these needs precisely. Their team of experienced professionals' prides themselves on their exceptional customer service, providing timely support to clients whenever required.

With EvMak Tanzania, businesses can entrust their financial transactions to a secure, reliable, and scalable platform, allowing them to focus on core operations while EvMak expertly handles their payment and integration needs.

