



Jobtech Alliance Portfolio Book

Unlocking Africa's Jobtech Investment Opportunities

Table of Contents

- Executive summary
- Our 2025 Portfolio Overview
- Platforms for Offline work
- Platforms for Digitally Delivered work
- Digital services for microenterprises & Solopreneurs
- Tech-enabled Skilling & Work Readiness
- Digital Tools for Worker Enablement





Executive Summary

Introduction

Africa is on the verge of a digital work revolution, and the Jobtech Alliance is right at the heart of this exciting transformation.

Our portfolio showcases a dynamic group of jobtech platforms that are redefining how people across the continent access work, earn incomes, and build livelihoods. These ventures are unlocking new pathways for earning, skilling, and financial inclusion—building scalable businesses with deep, meaningful impact.

This Investor Portfolio Book offers a curated view into Africa's most promising jobtech startups, spotlighting their growth potential, traction to date, and compelling investment opportunities.

Why Back the Jobtech Alliance Portfolio?

- **Market opportunity:** Africa's digital economy is projected to reach \$712 billion by 2050, with the jobtech sector poised to capture a significant share, fueled by a population that's 70% under the age of 30 and rapidly coming online.
- **Proven traction:** Our portfolio platforms already support **73k active earners** and have created **18k jobs**—gaining momentum across African markets.
- **Scalable growth:** Many of our startups are demonstrating double-digit revenue growth, strong user expansion, and are primed for scale-up capital.
- **Diverse entry points:** From gig platforms and fintech-enabled work to AI-driven skilling and worker enablement, there are opportunities tailored to a range of investor interests.

What's Inside This Book:

- **Portfolio overview:** A snapshot of our portfolio's collective impact—covering total ventures, revenue generated, capital raised, and jobs created.
- **Startup spotlights:** Deep dives into high-potential startups—featuring business models, traction, growth milestones, and capital needs.
- **Thematic structure:** A breakdown of ventures across strategic themes such as *Platforms for Offline Work*, *Digital Work Platforms*, *Digital Services for micro enterprises & solopreneurs*, *Tech-Enabled Skilling*, and *Worker Enablement*
- **Investment pathways:** Clear guidance on how to co-invest and engage with some of Africa's most exciting jobtech ventures.



Our 2025 Portfolio Overview

Offline Work

Offline Work	
Migration	Trades
	Mon Artisan Jipamba Fitted
Cleaning & Care	Jobmatching
GoodayOn shaare	scalein afriwork CATALYZ
Ride Hailing & Logistics	Green Jobs
SafeBoda YOUR CITY RIDE	greenwheels ecoplastile Instollar Your Green Energy Workforce Scrapays

Digital Work

Digital Work
GBS
EQUAL Reach tana iTalanta hugo ROBIN AfricaAI
Microwork & Freelancing
rwazi avala Rafiki
Digital Creative Industries
aktiviate Filmmakers Mart Selar WOMANI TWIVA

Digitising MSE's

Digitising MSE's
Agent Models & Social Commerce
MWINGI Everywhere for Everyone opareta JUMIA FORCE tendo EzyAgric "Endless farming possibilities" Tanda Kamel INFIBRANCHES AVUNJA
Revenue & Sales Enablement
sukhiba
Verticalised Platforms
orda mafalia JEMLA
Operational Tools
LEJA

Training & Enablement

Training & Enablement
LEARN INK
BAG
Power



EQUAL Reach  tammwe



 mafalia



 Mon Artisan



 Power  Scrapays
 scalein1  Instollar  Kamel
 Fitted  rwazi  INFIBRANCHES  tendo
 Selar hugo  Filmmakers Mart  orda  aktivate

No Portco's



 Rafiki CATALYZ



 BAG



 GoodayOn  JEMLA  afriwork



 AfricaAI  tana
 greenwheels  ROBIN  TWIVA Jipamba
 sukhiba  Tanda  LEJA  WONZI
 avala  iTalanta  MWINGI
 LEARN INK  AVUNJA



 SafeBoda  Kyosk
 EzyAgric  ecoplastile  JUMIA FORCE
 opareta



Platforms for Offline work:

Where the work is mediated online but delivered offline



Overview

Greenwheels is a sustainable mobility company focused on providing clean, efficient, and affordable electric transport solutions across Africa by leveraging electric vehicle technology.



Problem

Internal combustion engine (ICE) motorbikes poses significant environmental challenges. Additionally, ride-hailing platforms face difficulties in acquiring, managing, and retaining an efficient fleet of drivers.



Solution

The company provides fully managed electric motorbike fleets to platforms like Uber—solving fleet management issues, cutting emissions, and creating meaningful jobs for drivers.



Headquarter: Kenya

Operations: Kenya

Founded: 2023

Founder: Nabil Anjarwalla

[Website Link](#)



Data Room

Portfolio Admission Date:
Aug 2024

Jobs created: : N/A

Funding raised: N/A

Revenue growth: N/A



Headquarter: Uganda

Operations: Uganda

Founded: 2014

CEO: Rob Sanford

[Website Link](#)



Data Room

Portfolio Admission

Date: Jan 2024

Jobs created: 274

Funding raised: N/A

Revenue growth: N/A

Logistics & Mobility



Overview

SafeBoda is a technology-driven transportation and fintech company operating in Uganda and Kenya, offering safe and reliable motorcycle and car ride-hailing services



Problem

The lack of safe, reliable motorcycle transportation and delivery services leaves customers underserved, while drivers face safety risks and inconsistent income opportunities, highlighting a significant gap in the market



Solution

SafeBoda enhances motorcycle safety by providing drivers with safety gear and comprehensive training, leading to increased business and higher income potential. The platform also promotes inclusivity by onboarding refugees, creating economic opportunities for underserved communities





Headquarter: Ethiopia

Operations: Ethiopia

Founded: 2018

Founder: Semegn Tadesse

[Website Link](#)



Data Room

Portfolio Admission Date:
Oct 2023

Jobs created: 7,755

Funding raised: N/A

Revenue growth: 276%

Job Boards & Recruitment Platforms



Overview

Afriwork is a leading Ethiopian job-matching platform that connects employers with job seekers through an accessible and user-friendly digital ecosystem.



Problem

Traditional job portals charge high fees, making them inaccessible to SMEs, which make up ~90% of businesses in Africa and are key drivers of employment.



Solution

With a focus on SME recruitment and offering fully automated, self-service job-matching through Telegram bots. With Telegram's widespread use in Ethiopia, the platform ensures inclusive access to opportunities across sectors like accounting, construction, software development, marketing, and sales





Headquarter: Uganda

Operations: Uganda

Founded: 2014

CEO: Chris Otundo

[Website Link](#)



Data Room

Portfolio Admission Date:
N/A

Jobs created : N/A

Funding raised: N/A

Revenue growth: N/A

Job Boards & Recruitment Platforms



Overview

BrighterMonday Uganda is an online recruitment platform, connecting qualified job seekers with verified employers across various industries



Problem

Qualified job seekers struggle to connect with verified employers, while businesses face significant challenges in efficiently finding the right talent, creating a gap in the recruitment process



Solution

It offers an online platform that seamlessly connects job seekers with employers, providing career development tools and tailored HR solutions to optimize recruitment and improve hiring outcomes





 Headquarter: Ethiopia

Operations: Ethiopia

Founded: 2021

Founders: Al Abreha

[Website Link](#)



Data Room

Portfolio Admission Date:
Sept 2023

Jobs created: 193

Funding raised: N/A

Revenue growth: N/A

Blue Collar Skilled Trades



Overview

GoodayOn is a digital platform that connects individuals and businesses with vetted professionals for domestic help, home maintenance, renovation e.t.c



Problem

With a nascent gig economy and limited supporting infrastructure, there remains a significant gap in accessible, trustworthy platforms that connect skilled workers to job opportunities



Solution

GoodayOn provides a digital marketplace that connects gig workers to customers, offering standardized pricing and end-to-end support for workers, while ensuring skill and experience verification for customers



Headquarter: Nigeria

Operations: Nigeria

Founded: 2022

Founders: Chinwe
Udo-Davis & Paul Casey

[Website Link](#)



Data Room

Portfolio Admission Date:
Feb 2024

Jobs created: 19

Funding raised: \$50,000

Revenue growth: N/A

Blue Collar Skilled Trades



Overview

Instollar is a company that connects renewable energy companies with a vetted network of freelance solar professionals across Africa



Problem

Solar energy companies in Africa struggle to scale into rural markets due to a shortage of skilled installation talent, resulting in high labor costs, inconsistent quality, and delayed project execution



Solution

They bridge the rural workforce gap by providing solar companies with access to trained, vetted, and geographically distributed network of freelance solar installers across Nigeria. This on-demand talent model lowers costs, ensures quality installations, and enables scalable expansion into underserved regions



Mon Artisan



Headquarter: Ivory Coast

Operations: Ivory Coast
& Burkina Faso & Senegal

Founded: 2019

Founders: Kevin Sesse

[Website Link](#)



Data Room

Portfolio Admission Date:
April 2023

Jobs created: 40

Funding raised: \$110,000

Revenue growth: 65%



Blue Collar Skilled Trades



Overview

Mon Artisan is a digital platform that connects individuals and businesses with certified artisans for a wide range of services, including plumbing, electrical work, carpentry, and home renovations



Problem

In West Africa, most households rely on word-of-mouth or informal roadside signs to find service providers, making it difficult to access reliable, skilled craftsmen



Solution

Through its digital skills-on-demand platform, it connects households and businesses with vetted artisans and gig workers across 12 service categories, including plumbing, and electrical work

*Job Created numbers are attributed to JTA calculations



Domestic Work



Overview

Shaaré is a platform that connects households and businesses with vetted cleaning professionals for on-demand services



Problem

Nigeria's cleaning services market remains largely informal and fragmented, making it difficult for customers to find reliable, vetted professionals. At the same time, gig workers face inconsistent income, long travel times, and limited job security



Solution

Shaaré's on demand platform connects customers with vetted cleaning professionals, offering standardized, affordable services through location-based pricing. Shaaré enhances reliability, trust, and efficiency in Nigeria's cleaning services market



Headquarter: Nigeria

Operations: Nigeria

Founded: 2023

Founders: Awazi
Angbalaga

[Website Link](#)



Data Room

Portfolio Admission Date:
Jun 2024

Jobs created: 59

Funding raised: N/A

Revenue growth: 68%



Jipamba



Headquarter: Kenya

Operations: Kenya

Founded: 2021

Founders: Joshua Mwaniki & Dennis Kayeli

[Website Link](#)



Data Room

Portfolio Admission Date:
Nov 2023

Jobs created: 10

Funding raised: \$15,000

Revenue growth: N/A



Beauty & Wellness



Overview

Jipamba is a digital platform that connects customers with vetted personal care and beauty professionals, offering services such as hairstyling, makeup, and grooming



Problem

Africa's personal care sector remains largely informal and underserved within the gig economy. Existing platforms lack vertical integration—failing to provide tailored support such as training, tools, and supply chain solutions—leaving professionals without the structure needed to deliver consistent, high-quality services to clients



Solution

Connects business owners with vetted personal care professionals through a dedicated platform. By integrating business management tools, it enhances operational efficiency, improves service quality, and drives long-term engagement across the ecosystem.

*Job Created numbers are attributed to JTA calculations



Headquarter: Uganda

Operations: Uganda

Founded: 2020

Founders: Franc Kamugyisha

[Website Link](#)



Data Room

Portfolio Admission Date:
March 2025

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A

Blue Collar Skilled Trades



Overview

Ecoplastile is a clean-tech startup that converts hard to recycle plastic waste into durable, low carbon building materials; like roofing tiles, poles, lumber, and floor tiles using chemical free technologies



Problem

Africa faces a growing plastic waste crisis and a shortage of affordable, durable building materials. Traditional construction materials are costly and unsustainable, while most plastic waste remains unrecycled, harming both communities and the environment



Solution

Ecoplastile deploys a decentralized, tech enabled collection network empowering youth, women, and low-income communities (including refugees) to collect post-consumer plastic waste through its WastePays/WasteInsure app



Additional Platforms for Offline Work

CATEGORY	DESCRIPTION	OUR PLATFORMS
Logistics & Mobility	Platforms connecting individuals to offline delivery or mobility services, increasingly electric, including taxi, ride-hailing, parcel delivery, or transport logistics	
Jobs boards & Recruitment platforms	Platforms hosting offline job vacancies (full-time, part-time, apprenticeships). May include candidate recruitment or vetting services	 
Blue Collar Skilled Trades	Platforms connecting certified or skilled technicians (mechanics, electricians, plumbers, solar installers, carpenters) to short-term or gig-based offline tasks	 
Domestic Work	Platforms matching workers to domestic household services such as cleaning, cooking, housekeeping, and laundry tasks.	
Beauty & Wellness	Platforms matching workers to domestic household services such as cleaning, cooking, housekeeping, and laundry tasks.	



Platforms for Digitally Delivered work:

Platforms where the work is mediated and delivered
online



Headquarter: USA

Operations: Nigeria,
Kenya & Senegal

Founded: 2017

Founder: Orinola
Gbadebo-Smith

[Website Link](#)



Data Room

Portfolio Admission Date:
Aug 2024

Jobs created: 11

Funding raised: N/A

Revenue growth: N/A



Overview

Hugo is an outsourcing provider that offers customer support, digital operations, and AI data services, leveraging a globally distributed workforce to major tech firms



Problem

As businesses scale in an increasingly competitive, service-driven economy, the demand for efficient customer support and streamlined operations grows. However, many companies face challenges in maintaining high-quality service while controlling costs



Solution

Hugo offers tailored outsourcing solutions by building customized teams that meet the unique needs of each client. Their services include omnichannel customer support, digital operations, trust and safety, and data & AI, providing a comprehensive and scalable approach to enhance business efficiency and performance



Headquarter: USA

Operations: Kenya

Founded: 2021

Founder: Emal Alwis

[Website Link](#)



Data Room

Portfolio Admission Date:
Dec 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A



Overview

Avala AI is redefining data annotation through a tech-driven platform that delivers high-quality training data faster and more efficiently



Problem

The growth of AI has exposed major gaps in the data labeling industry, with traditional providers struggling to deliver efficient, high-quality, and scalable solutions. At the same time, there are concerns around worker welfare and ethical practices highlight an urgent need for a more agile, responsible approach to supporting AI development



Solution

The platform delivers a seamless, end-to-end solution for creating and managing high-quality training data. By leveraging a mobile, distributed workforce with automated training and streamlined payouts, they enable faster, more efficient data labeling while providing remote job opportunities at scale



 **Headquarter:** Nairobi

Operations: Kenya
Founded: 2020

Founder: Peter N. Kironji, Joy Mwangi & Esther Kimani

[Website Link](#)

 **Data Room**
Portfolio Admission Date: March 2025

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A

Influencer & Digital Creator Marketplaces

Overview

Twiva is an influencer powered social commerce platform that enables MSMEs to list products and connect them with nano and micro-influencers who promote and sell directly via their social media networks

Problem

The growth of social commerce in Africa has exposed major gaps in how MSMEs access digital marketing, distribution, and sales support often lacking the tools, talent, and trust to scale online. At the same time, young content creators remain underutilized, facing limited opportunities to monetize their influence

Solution

Twiva provides a seamless, end-to-end social commerce solution that connects MSMEs with a distributed network of nano- and micro-influencers to market and sell products online. By leveraging mobile technology, automated influencer onboarding, and commission-based payouts, the platform enables cost-effective digital marketing while creating income-generating opportunities for young content creators at scale



Headquarter: Kenya

Operations: Kenya

Founded: 2021

Founders: Evan McElwain
& John Mucoki

[Website Link](#)



Data Room
Portfolio Admission Date:
Oct 2023

Jobs created: 501

Funding raised: \$124,000

Revenue growth: 257%

Managed Services: GBS & BPO



Overview

Africa AI is a Kenya-based technology company that provides secure, scalable, and high-quality data annotation and AI operations services through a managed workforce model



Problem

Advancement of artificial intelligence has triggered an urgent need for high-quality data labeling and scalable AI support services. However, traditional service providers often fall short—plagued by inefficiencies, inconsistent quality, and limited flexibility



Solution

Africa AI provides a scalable, high-precision solution through its managed workforce platform labeling by harnessing a skilled talent pool in Kenya and integrating generative AI tools enabling them to deliver ethical, cost-effective, and high-quality support services



Headquarter: United Kingdom

Operations: Kenya & Ethiopia

Founded: 2023

Founders: Giselle Gonzales

[Website Link](#)



Data Room

Portfolio Admission Date: Apr 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A



Overview

EqualReach is an impact-driven freelancing marketplace that connects businesses with highly skilled tech teams from refugee communities worldwide



Problem

Millions of displaced refugees across Africa possess valuable digital skills and are eager to work, yet their refugee status presents significant barriers to entering the formal workforce. Without access to meaningful employment, many are forced to rely on short-term humanitarian aid



Solution

EqualReach offers an impact sourcing platform that connects businesses with vetted refugee teams for digital microtasks and project-based work. Operating as a B2B agency, EqualReach partners with trusted delivery organizations that manage and support refugee communities

*Job Created numbers are attributed to JTA calculations



Headquarter: Kenya

Operations: Kenya

Founded: 2023

Founders: Ava Zhang & Saagar Shah

[Website Link](#)



Data Room

Portfolio Admission Date:
Feb 2023

Jobs created: 84

Funding raised: \$280,000

Revenue growth: 1,700%

Managed Services: GBS & BPO



Overview

Tana's aims to unlock the world's talent pool by providing companies with access to Africa's rapidly growing and tech-savvy workforce



Problem

The global talent shortage is worsening, with no signs of slowing down. The digital skills gap alone is projected to cost G20 countries over \$11.5 trillion in lost GDP growth, as 75% of employers continue to face challenges finding qualified talent



Solution

A tech-enabled marketplace that connects global companies to vetted & trained remote team members on the African continent - the world's fastest-growing workforce



Headquarter: Kenya

Operations: Kenya & Belgium

Founded: 2015

Founders: Jente Roseel

[Website Link](#)



Data Room

Portfolio Admission Date:
Oct 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A

Managed Services: GBS & BPO



Overview

iTalanta is a software agency and talent accelerator that discovers, trains, and deploys top-tier African tech talent through its academy and apprenticeship programs



Problem

Global startups and SMEs face increasing difficulty accessing high-quality, affordable tech talent due to local shortages, rising costs, and the demand for turnkey digital solutions. At the same time, Kenya's growing pool of skilled tech graduates remains underutilized, constrained by limited employment pathways and a lack of industry experience



Solution

iTalanta bridges the global tech talent gap by providing European startups and SMEs with access to vetted Kenyan developers through a managed outsourcing model. Their end-to-end service delivery ensures quality, reliability, and impact—empowering businesses to scale while creating meaningful careers for Kenya's untapped tech workforce





Skilled Online Freelancing



Overview

Rafiki is a platform that streamlines collaboration, compliance, and instant payments for Africa's freelance and fractional workforce



Problem

Businesses face growing challenges in sourcing and managing specialized talent on a fractional basis, especially for team-based and collaborative projects. Traditional freelance platforms fail to address these needs, while over 50% of freelancers report issues like scope creep, delayed payments, and income instability—undermining trust and productivity on both sides



Solution

Through its SaaS enabled marketplace, it helps international startups and SMBs build and manage high-skill, fractional teams for flexible, project-based work. By streamlining the collaboration and oversight of GenAI-augmented freelance talent, Rafiki offers a scalable, structured solution to unlock Africa's growing pool of skilled professionals



Headquarter: United Kingdom

Operations: South Africa

Founded: 2023

Founders: Nick Boswell & Greg Cooke



Data Room

Portfolio Admission Date: Dec 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A

[Website Link](#)



Headquarter: USA

Operations: 60+ globally
(40+ Africa)

Founded: 2021

Founders: Joseph
Rutakangwa & Eric
Sewankambo

[Website Link](#)



Data Room

Portfolio Admission Date:
Dec 2022

Jobs created: 2098

Funding raised:
\$4,000,000

Revenue growth: 89%

Microwork & Play to Earn Platforms



Overview

Rwazi is a hyper-local market intelligence platform that leverages AI and a network of over 60,000 local data collectors, or “mappers,” to provide real-time consumer insights from emerging markets across Africa, Asia, and Latin America.



Problem

Collecting reliable consumer data in emerging markets remains a major challenge, as most transactions are cash-based and occur outside formal retail channels. This limits the ability of multinational and CPG companies to access actionable insights needed to understand market trends, assess competition, and make informed decisions for growth and scale



Solution

Rwazi provides multinational and CPG companies with verified, real-time insights on product performance and consumer behavior in emerging markets. Leveraging a network of local “mappers” who collect on-the-ground data via a mobile/web app

 Headquarter: Nigeria	 Data Room Portfolio Admission Date: Oct 2024
Operations: Nigeria	
Founded: 2023	Jobs created: N/A
Founders: Akinbola Asalu & Eronmosele A	Funding raised: N/A
Website Link	Revenue growth: N/A

Influencer & Digital Creator Marketplaces



Overview

Ativate is an all-in-one influencer marketing platform that enables brands to discover, collaborate with, and pay African content creators seamlessly



Problem

While nano-influencers offer strong ROI through authentic engagement, managing them—from discovery and vetting to content delivery and payment—is highly fragmented and inefficient. Most influencer marketing platforms fail to serve Africa’s MSMEs effectively due to high costs, poor ROI visibility, and the need for localized, scalable solutions



Solution

Aktivate simplifies influencer marketing for Africa’s MSMEs by offering cost-effective, tailored solutions and partnering with marketing agencies to scale impact. Its platform streamlines campaign management while creating consistent earning opportunities for nano-influencers through a trusted, collaborative ecosystem

*Job Created numbers are attributed to JTA calculations



Filmmakers Mart



Headquarter: Nigeria

Operations: Nigeria

Founded: 2021

Founders: Eric Kafui
Okyerefo

[Website Link](#)



Data Room

Portfolio Admission Date:
Oct 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A



Influencer & Digital Creator Marketplaces



Overview

Filmmakers Mart (FMM) is a one-stop marketplace that streamlines film production by providing on-demand access to vetted equipment, talent, services, and distribution channels



Problem

Africa's film industry remains highly fragmented, with limited access to verified talent, production resources, and reliable distribution channels. This makes it costly and inefficient for filmmakers—especially global studios and creators—to produce and scale content across the continent



Solution

By consolidating the resources needed for film production in one platform, FMM reduces costs, simplify logistics, and enables creators to produce and scale films more efficiently across Africa

*Job Created numbers are attributed to JTA calculations

Selar



Headquarter: Nigeria

Operations: Nigeria,
Kenya, Senegal &
Uganda

Founded: 2016

Founders: Douglas
Kendyson

[Website Link](#)



Data Room

Portfolio Admission Date:
Apr 2024

Jobs created: 9,400

Funding raised: N/A

Revenue growth: N/A

Influencer & Digital Creator Marketplaces



Overview

Selar is an all-in-one e-commerce platform enabling creators and entrepreneurs to sell digital products, services, and subscriptions globally



Problem

Africa's creative economy is rapidly gaining global influence, yet millions of creators remain underserved by fragmented infrastructure. Limited access to markets, inefficient cross-border payments, and a lack of scalable digital tools constrain their ability to monetize, scale, and fully participate in the digital economy



Solution

The company provides built-in tools for marketing, tipping, and affiliate sales, which simplifies monetization and expands reach. The platform removes operational barriers, unlocking new income streams and driving scalable growth across Africa's creative economy

*Job Created numbers are attributed to JTA calculations





 **Headquarter:** Nigeria
Operations: Kenya & Uganda

Founded: 2019

Founders: Mike Otieno & Brian Mogeni

[Website Link](#)

 **Data Room**
Portfolio Admission Date: Apr 2024

Jobs created: 75

Funding raised: \$4,130,000

Revenue growth: N/A



Influencer & Digital Creator Marketplaces



Overview

Wowzi is an end-to-end influencer marketing platform that enables brands to easily launch, manage, and scale campaigns with nano and micro-influencers across Africa



Problem

Brands are adopting influencer marketing to drive authentic engagement, especially through nano-influencers known for their trust and higher ROI. Yet, the process of managing campaigns—from sourcing and vetting creators to handling contracts, content approvals, and cross-border payments—remains fragmented and time-consuming, limiting scalability and efficiency for marketing teams



Solution

Through its self-service, on-demand platform, Wowzi handles everything from influencer sourcing and pricing to content quality control and performance tracking—maximizing ROI and campaign efficiency for marketing teams

*Job Created numbers are attributed to JTA calculations



Additional Platforms for Digitally Delivered Work

CATEGORY	DESCRIPTION	OUR PLATFORMS
Skilled Online Freelancing	Platforms connecting skilled professionals (e.g., designers, software developers, translators, accountants) directly to digitally delivered freelance or project-based gigs	
Managed Services: GBS & BPO	Platforms managing digital workflows or service delivery teams—includes front & back office, call centers, AI tagging, virtual assistants, outsourced operations & business process management	
Microwork & Play to Earn	Platforms distributing incentivised small, digitally-completed tasks (data annotation, transcription, surveys) or rewarding users financially for specific digital activities, games, or tasks completed	
Influencer & Digital Creator Marketplaces	Platforms that connect creators and influencers to monetisation opportunities—such as brand deals, content licensing, or collaborations, by acting as a marketplace for creative services & reach	

Digital services for microenterprises & Solopreneurs:

**Platforms that improve access to market, business performance,
or productivity of self-employed individuals or microenterprises**



 Headquarter: Nigeria

Operations: Nigeria

Founded: 2022

Founders: Aminu Ibrahim
Hashim

[Website Link](#)

 **Data Room**
Portfolio Admission Date:
Aug 2024

Jobs created: 20

Additional Earners: 22

Funding raised: N/A

Revenue growth: N/A

Social Commerce & Digitally-enabled Agent models



Overview

Kamel is a social commerce platform empowering SMEs and entrepreneurs to launch and scale online businesses with minimal capital



Problem

MSMEs across Africa struggle to tap into the growing social commerce wave due to limited access to working capital, lack of digital tools to manage retail operations, and inefficient distribution networks—hindering their ability to scale and compete in the digital economy



Solution

Kamel combines digital storefronts with group buying, access to a diverse product marketplace from over 1,500 vendors, and a growing network of 4,000+ independent resellers. This integrated model drives both digitization and distribution, empowering small retailers to grow efficiently and competitively

*Job Created numbers are attributed to JTA calculations



Headquarter: Ghana
Operations: Ghana &
Nigeria

Founded: 2022

Founders: Felix Manford &
Primrose Katena

[Website Link](#)



Data Room
Portfolio Admission Date:
Feb 2023

Jobs created: 124

Funding raised: N/A

Revenue growth:



Social Commerce & Digitally-enabled Agent models



Overview

Tendo is a social commerce platform that empowers individuals across Africa to launch online businesses without upfront capital



Problem

An estimated 32% of e-commerce sales in Africa occur via Facebook, yet millions are unable to capitalize on this opportunity due to a lack of trusted suppliers, limited access to inventory, and the upfront capital required to start and scale online businesses



Solution

Tendo enables allow users to launch and grow an online business with zero upfront capital by providing access to a curated product catalog, ready-to-use marketing content, and end-to-end logistics support—all powered by social selling through trusted personal networks



 Headquarter: Germany

Operations: Uganda

Founded: 2012

CEO: Vinod Goel

[Website Link](#)



Data Room

Portfolio Admission Date:
Feb 2023

Jobs created: 30

Funding raised: N/A

Revenue growth: N/A

E-commerce marketplaces



Overview

Jumia Uganda is a leading e-commerce platform offering a wide range of products, including electronics, fashion, home appliances, and groceries, with convenient online shopping and delivery services



Problem

A large share of retail sales in Uganda still happens offline, leaving substantial room for digital platforms to grow while traditional agent-driven models struggle with inefficient recruitment, training, and management processes—hindering their ability to scale and effectively transition offline consumers to online commerce



Solution

Through J-Force, Jumia has refined the agent-led sales model by streamlining recruitment, strengthening training, and optimizing agent management hence unlocking growth in underserved markets and boosting digital marketplace adoption

*Job Created numbers are attributed to JTA calculations





Headquarter: Kenya

Operations: Kenya

Founded: 2019

Founders: Marianne
Mwaniki & Gateri Kinuthia

[Website Link](#)



Data Room

Portfolio Admission Date:
Oct 2023

Jobs created: 158

Funding raised: N/A

Revenue growth: N/A



Social Commerce & Digitally-enabled Agent models



Overview

Avunja is a mobile based platform that empowers youth and women across Africa to earn income by becoming independent sales agents, offering products and services directly within their communities



Problem

Limited access to capital and structured income opportunities perpetuate unemployment, preventing many from achieving financial independence, particularly in underserved communities



Solution

Avunja connects corporates offering digital goods and services with unemployed youth, particularly women (70% of Agents), by leveraging community-based sales agents. By targeting underserved areas, Avunja provides capital-free earning opportunities while helping corporates scale their sales models efficiently



InfiBranches



Headquarter: Nigeria

Operations: Nigeria

Founded: 2019

Founders: Ayotunde Farinu & Adebola Sanni

[Website Link](#)



Data Room

Portfolio Admission Date: Aug 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A

Social Commerce & Digitally-enabled Agent models



Overview

InfiBranches Technologies is a Nigerian company committed to extending renewable energy and financial access to underserved communities through innovative technology and agent networks



Problem

In Nigeria, millions in rural and peri-urban areas lack reliable access to financial and energy services, with inefficient and untrustworthy distribution networks. This leaves underserved communities dependent on expensive, unsustainable energy solutions and excluded from financial inclusion opportunities



Solution

The company connects underserved communities to financial and energy services through a rapidly expanding, interoperable agent network. With over 18,000 agents across Nigeria, the platform enables seamless digital financial services, renewable energy solutions, and sustainable income opportunities, driving financial inclusion and energy access.

*Job Created numbers are attributed to JTA calculations



Headquarter: Ethiopia

Operations: Ethiopia
Founded: 2021

Founders: Estephanos
Zewdie, Lwam Berhane,
Michael Mekonnen &
Kaland Getahun

[Website Link](#)



Data Room

Portfolio Admission Date:
Dec 2022

Jobs created: 204

Funding raised: \$46,500

Revenue growth: 960%



Social Commerce & Digitally-enabled Agent models



Overview

Jemla is a B2B e-commerce platform that helps retailers easily get access to Fast Moving Consumer Goods at affordable prices and have it delivered to their doorsteps



Problem

Retailers face limited access to FMCG products due to low coverage of sales agents and high wholesale margins, squeezing their profitability. To source products, they are forced to close their shops and travel to wholesalers, resulting in lost sales and operational inefficiencies



Solution

Jemla enables retailers to boost margins and reduce operational effort by providing fast-moving consumer goods (FMCG) inventory at affordable prices, delivered directly to their shops within 24 hours. Retailers can easily place orders via the app or through a Jemla agent, eliminating the need to leave their businesses



Headquarter: Uganda

Operations: Uganda,
Kenya, Tanzania, Nigeria

Founded: 2022

Founders: Raphael
Afaedor

[Website Link](#)



Data Room

Portfolio Admission Date:
Aug 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A



Social Commerce & Digitally-enabled Agent models



Overview

Kyosk is a digital-first, data-driven distribution platform that connects informal retailers, local eateries, and smallholder farmers directly to suppliers of fast-moving consumer goods (FMCGs), farm inputs, and financial services



Problem

Retailers in Uganda struggle with inefficiencies in accessing FMCG products, facing high operational costs, fluctuating prices, and time-consuming processes such as negotiation and transportation. These challenges erode profitability and disrupt supply chains, highlighting the need for more streamlined, cost-effective solutions



Solution

Kyosk empowers Uganda's underserved communities by directly delivering FMCG products to retailers and small-scale traders. By reducing costs and improving product availability, Kyosk strengthens traditional retail networks, enabling them to better meet local demand and enhance profitability

*Job Created numbers are attributed to JTA calculations



Headquarter: Uganda
Operations: Uganda &
Gambia

Founded: 2021

Founders: Michael
Schwartz

[Website Link](#)



Data Room
Portfolio Admission Date:
Feb 2024

Jobs created: 220

Funding raised: N/A

Revenue growth: 144%



Digitally-enabled Agent models



Overview

Opareta is a Ugandan fintech company revolutionizing mobile money agent networks through a comprehensive digital platform



Problem

Africa's agent networks are vital for delivering financial and digital services, but they remain largely analog and inefficient. Poor cash management, limited visibility, and scalability challenges contribute to transaction failure rates above 20% and an \$80B liquidity gap—severely constraining last-mile service delivery and business growth



Solution

Through a mobile app, agents access real-time reporting, cash and float management, and embedded financial tools—reducing inefficiencies and unlocking growth across mobile money, retail, and financial services. Their suite of tools—including float management, performance analytics, digital onboarding, and field team coordination



 Headquarter: Nigeria

Operations: Nigeria

Founded: 2019

Founders: Tope Sulaimon
& Boluwatife Arewa

[Website Link](#)

 **Data Room**

Portfolio Admission Date:
Dec 2022

Jobs created: 275

Funding raised: \$550,000

Revenue growth: 54%

Social Commerce & Digitally-enabled Agent models



Overview

Scrapays is a cleantech startup transforming waste management by digitizing the recovery of recyclable materials through a decentralized, agent-driven model



Problem

Nigeria's waste management system is highly fragmented and informal, resulting in poor tracking, low recycling rates, and inefficient material recovery. Waste collectors are underpaid and unrecognized, while producers face costly, unreliable disposal options with limited visibility and accountability



Solution

Scrapays provide waste collectors with IoT-enabled scales, a mobile app, and logistics support to ensure accurate pricing and timely payments. Waste producers can easily schedule pickups via USSD or WhatsApp, enabling efficient, transparent, and scalable recycling operations





Headquarter: Kenya

Operations: Kenya

Founded: 2020

Founders: Geoffrey Mulei & Alex Wilson

[Website Link](#)



Data Room

Portfolio Admission Date: Aug 2024

Jobs created: 334

Funding raised: N/A

Revenue growth: N/A



Overview

Tanda is a Kenyan fintech startup transforming micro-retailers into access points for essential digital financial services



Problem

Financial service agents struggle with issues like poor liquidity management, lack of interoperability between providers, and the absence of scalable solutions to optimize operations and boost earnings



Solution

Tanda provides an interoperable agent network and super app, offering over 40 financial services such as inventory credit, airtime, utility payments, and insurance. By addressing liquidity management and optimizing operations

*Job Created numbers are attributed to JTA calculations



Headquarter: Kenya

Operations: Kenya

Founded: 2019

Founders: Manuela Raith,
Andreas Spiess & Brenda
Mideva

[Website Link](#)



Data Room

Portfolio Admission Date:
May 2024

Jobs created: 160

Funding raised: N/A

Revenue growth: 3%

Social Commerce & Digitally-enabled Agent models



Overview

Mwingi is a social enterprise focused on building a scalable, tech-enabled last-mile distribution network for essential FMCGs in rural Africa



Problem

Rural small retailers, or dukas, across Africa face persistent barriers to growth—including limited working capital, poor access to affordable goods, unreliable supply chains, and lack of financial management tools—hindering their ability to serve their communities efficiently and sustainably



Solution

Through a simplified, scalable model that focuses on essential FMCG products at fair prices. By addressing working capital constraints via a franchise approach and aggregating demand across communities, Mwingi enables dukas to operate efficiently, profitably, and sustainably





End-to-End Verticalised Platforms



Overview

EzyAgric is a Ugandan agtech company digitizing the agricultural value chain to enhance productivity and profitability for smallholder farmers



Problem

Refugee farmers face low productivity and limited income due to poor access to quality agricultural inputs and reliable markets. Without the tools to improve yields or pathways to sell their produce, they remain trapped in a cycle of subsistence farming and economic vulnerability



Solution

Through its digital platform, it connects farmers to quality inputs, advisory services, inclusive financing, and reliable markets. By integrating these key agricultural verticals, EzyAgric boosts farm productivity and profitability, especially for underserved communities like refugee farmers



Headquarter: Uganda

Operations: Uganda

Founded: 2015

Founders: William Luyinda & Esther Karwera

[Website Link](#)



Data Room

Portfolio Admission Date:
Aug 2024

Jobs created: 12

Funding raised: \$430,000

Revenue growth: N/A



 Headquarter: Senegal

Operations: Senegal

Founded: 2024

Founders: Pape Amadou Kane Diop

[Website Link](#)



Data Room
Portfolio Admission Date:
Jun 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A



Productivity & Operational Tools



Overview

Mafalia is a digital platform dedicated to transforming the agri-food supply chain for micro and small food businesses



Problem

Restaurants and small food businesses in Francophone Africa struggle with fragmented operations—facing challenges in inventory tracking, inefficient sourcing, delayed service delivery, and cash management risks—ultimately limiting their growth, profitability, and ability to serve customers effectively



Solution

Through integrating inventory management, business analytics, credit access, and product sourcing, the company enables food businesses to reduce costs, improve efficiency, and build stronger supply chain links with farmers and wholesalers

*Job Created numbers are attributed to JTA calculations



Fitted[®]



Headquarter: Nigeria

Operations: Nigeria

Founded: 2021

Founders: Ibi Cookey

[Website Link](#)



Data Room

Portfolio Admission Date:
Feb 2023

Jobs created: 8

Funding raised: \$53,600

Revenue growth: N/A



Distributed Manufacturing



Overview

Fitted is a fashion-tech platform revolutionizing custom apparel in frontier markets by connecting customers with thousands of tailors across Africa



Problem

In Africa, small and medium-sized apparel businesses face major inefficiencies across the supply chain—from sourcing quality fabrics to accessing skilled tailors and ensuring timely production and delivery—hindering their ability to scale and meet growing demand



Solution

Fitted offers a product that simplifies apparel production for African businesses by connecting them with trusted suppliers and skilled tailors, while providing digital tools for managing orders, tracking production, and ensuring timely delivery

*Job Created numbers are attributed to JTA calculations

Additional Platforms for Digital Services for Microenterprises & Solopreneurs



CATEGORY	DESCRIPTION	OUR PLATFORMS
E-commerce Marketplaces	Platforms which enable microenterprises to more easily earn income from selling products, including virtual assets, through centralised listing platforms or marketplaces	
Revenue & Growth Tools	Elevate MSE & solopreneurs top-line through digital selling channels, social commerce, marketing automation, and customer engagement, expanding reach and maximising sales, including virtual good trading	
Productivity & Operational Tools	Optimise MSE & solopreneur efficiency by digitising supply, distribution, and administrative workflows, reducing costs and improving daily operations	
End-to-End Verticalised Platforms	Platforms integrating multiple aspects of business operations (from sourcing to selling) to streamline or enhance productivity and profitability specifically tailored for a vertical of microenterprises	
Creators as Businesses	Platforms that enable digital creators & influencer to operate as structured microenterprises—offering tools for sales, monetisation, audience engagement, business management beyond just content creation	
Social Commerce & Digitally-enabled Agent Models	Platforms empowering individuals as agents or micro-entrepreneurs to distribute products, deliver services, or manage direct sales digitally, typically through agent-based network structures	
Distributed Manufacturing	Platforms managing decentralised manufacturing or production activities through a digitally-connected network of small-scale makers or producers	



Tech-enabled Skilling & Work Readiness:

Edtech platforms that equip people for the world of work



Headquarter: South Africa

Operations: Pan-African

Founded: 2023

Founders: Karl Nchite & Luke Mostert

[Website Link](#)



Data Room

Portfolio Admission Date:
Dec 2023

Jobs created: 25

Funding raised: \$148,500

Revenue growth: N/A



Credentialing & Assessment



Overview

CatalyzU is a talent-tech startup dedicated to shaping the future careers of Africa's leading non-technical talent



Problem

Africa is set to add over 700 million people to the global workforce by 2050, yet non-technical talent across the continent faces limited access to opportunities. Even for those who secure positions, compensation remains significantly lower compared to peers in Europe and America



Solution

CatalyzU vets, trains, and places non-technical talent in global startups, VC funds, and impact investors. Through specialized fellowships in areas like 'Sales Success,' 'How to Startup,' and 'Venture Capital,' it equips talent with the skills needed to succeed in the global market



Credentialing & Assessment



Overview

Learn.ink is a mobile-first microlearning platform designed to digitize agent and frontline worker training across Africa



Problem

Traditional training methods across Africa are costly, difficult to scale, and often fail to reach last-mile workers due to poor connectivity, limited resources, and low digital literacy



Solution

Learn.ink is a mobile-first training platform that helps organizations deliver interactive, bite-sized learning to distributed agents and frontline teams—ensuring scalable, engaging, and effective training even in low-resource environments



Headquarter: Kenya

Operations: Kenya

Founded: 2020

Founders: Georgia Barrie & Adam Wills

[Website Link](#)



Data Room

Portfolio Admission Date:
Nov 2024

Jobs created: N/A

Funding raised: N/A

Revenue growth: N/A

*Job Created numbers are attributed to JTA calculations



Digital Tools for Worker Enablement:

Provide workers with tools that enhance their rights, benefits and protections



Worker Rights & Benefits Platforms



Overview

Power Financial Wellness is a platform that empowers workers across Africa to take control of their financial health through a suite of digital tools



Problem

Gig workers across Africa remain financially excluded due to fragmented income data and inconsistent earnings. Traditional financial institutions struggle to verify gig work as credible income, limiting access to credit, savings, and insurance for this growing workforce



Solution

Power unlocks financial access for gig workers by aggregating their income data across platforms to offer tailored services like Earned Wage Access, credit, savings, and insurance. Powered by Unveel's data-scraping API, the platform seamlessly connects workers to financial products without requiring negotiations with multiple providers



Headquarter: Kenya

Operations: Kenya

Founded: 2019

Founders: Brian Dempsey
& Chandramanshu Singh

[Website Link](#)



Data Room

Portfolio Admission Date:
Feb 2023

Jobs created: N/A

Funding raised:
\$5,550,000

Revenue growth: 178%



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