RDB | RWANDA
DEVELOPMENT BOARD

Investor Deal Book

Rwanda Technology and Technology-Enabled Ecosystem Snapshot

November 2023

About RDB

The Rwanda Development Board (RDB) is a government institution, mandated to accelerate Rwanda's economic development by enabling private sector growth. Under the supervision of the Office of the President, RDB is governed by a Board of Directors made up of global entrepreneurs and experts.

RDB was established in 2008 out of a merger of 8 government institutions, primarily to create a one-stop shop for business and investments. Since then, RDB has been built with global expertise and modelled on international best practices.

RDB is here to provide support to you throughout the entire investment journey and to ensure that Rwanda remains one of the most competitive places to do business in Africa and the world.

RDB is also the implementing partner of the Rwanda Innovation Fund, a government-backed investment fund working with venture capital firms to deploy early-stage financing in Rwanda and the rest of Africa.
Beyond this, RDB is building an investment matchmaking platform to facilitate companies based in Rwanda raising capital.

Learn more about Rwanda-based technology and technology-enabled companies in this deal book developed for stakeholders interested in the Rwandan technology and innovation ecosystem.

Acknowledgment

The Rwanda Development Board would like to acknowledge our core partners, the Ministry of ICT and Innovation, the ICT Chamber and Rwanda Finance Limited, for their collaboration in organising the IFF Investors Dealroom.

Disclaimer

The material provided herein is for informational purposes only. It includes information collected by the Rwanda Development Board (RDB) in pursuit of its mandate to drive investment into the Rwandan economy.

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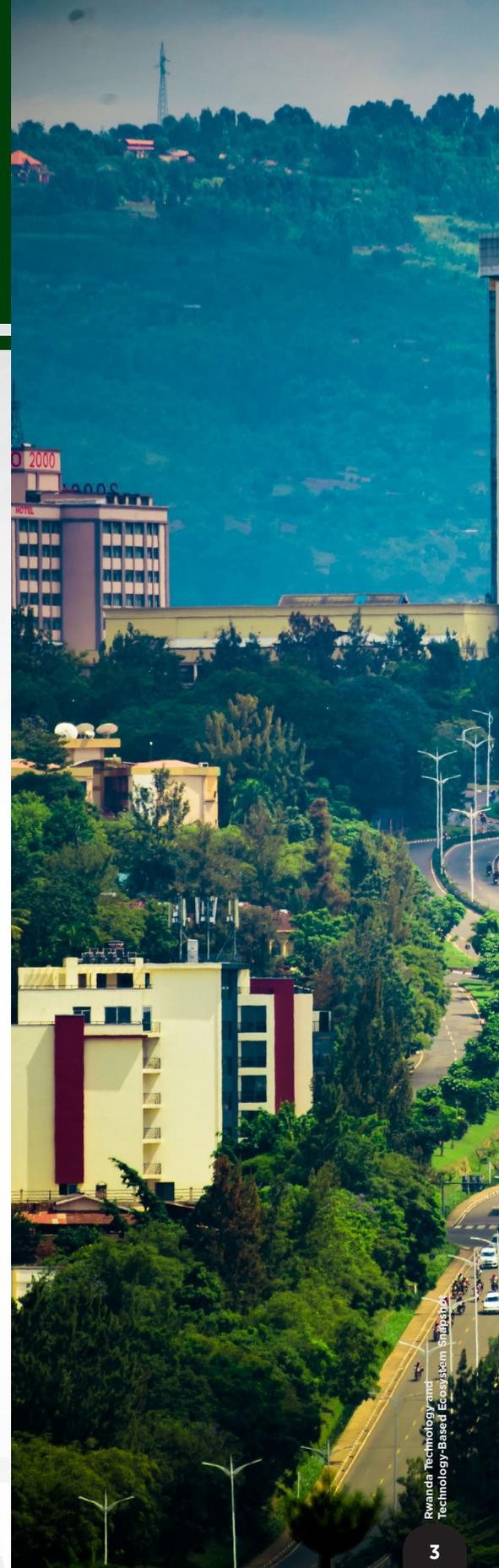
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Investment opportunities in technology and technology-enabled companies in Rwanda

A Overview of Companies Raising Capital in the Rwandan Ecosystem

Company Name	Sector	Geographic Presence	Fundraising Amount	Page
Esicia Ltd	EdTech FinTech e-Commerce	Rwanda	$50,000,000	24
Irembo	GovTech	Rwanda	$30,000,000	40
Helium Health	FinTech HealthTech	Rwanda, Nigeria, Kenya, Uganda, Sierra Leone, Cameroon, Ghana, Liberia, Senegal, Qatar, UAE	$30,000,000	32
Sawa Energy	ClimateTech	Rwanda, Uganda	$25,000,000	63
CSG Holding Ltd	FinTech ClimateTech	Canada, UK, South Africa, Rwanda	$20,000,000	19
Nexford University	EdTech	USA, UK, Philippines, Egypt, South Africa, Kenya, Rwanda	$17,000,000	54
Bboxx	ClimateTech e-Commerce Utility Services	Rwanda, Kenya, D.R.Congo, Togo, Nigeria, Ghana, Senegal, Côte d'Ivoire, Burkina Faso, Mali	$15,000,000	13
BK TecHouse	EdTech AgTech FinTech	Rwanda	$10,000,000	15
Watu Credit Rwanda	e-Mobility	East Africa (except South Sudan and Burundi), Nigeria, Sierra Leone	$5,000,000	78
Transafrica Communications	Connectivity	Rwanda, DRC, Kenya, Burundi	$5,000,000	70
Veneka	FinTech	30 Sub-Saharan Countries	$5,000,000	75
Charis UAS	AgTech ClimateTech HealthTech Drone Manufacturing	Rwanda, Ivory Coast, Tanzania, Congo, Gabon, Senegal, Uganda	$3,000,000	16
BioMassters	ClimateTech	Rwanda, Kenya, DRC	$2,600,000	14
Digital Realm Entertainment	AR, VR, XR, MR, Gaming, e-Sports	Rwanda, (Africa)	$2,500,000	20
Zuri	e-Commerce FinTech	Rwanda, DR Congo, Uganda, Belgium, France	$2,000,000	81

Company Name	Sector	Geographic Presence	Fundraising Amount	Page
Greenrev Gr	AgTech	Rwanda, Uganda, Tanzania	$2,000,000	28
Q-Lana Inc	FinTech	Rwanda, South Africa, India, Kenya, Luxembourg	$2,000,000	61
Neo-Realm Aerospace Technologies	Space Exploration R&D	Rwanda, Africa	$2,000,000	52
Neo-Troniks Systems	ClimateTech e-Commerce e-Mobility	Rwanda	$1,500,000	53
PesaChoice Group Inc	FinTech	Rwanda, Uganda, Kenya, Ghana	$1,500,000	60
Kapsule	HealthTech	Rwanda, UK, South Africa, Zimbabwe, Kenya, Uganda	$1,200,000	44
Urukundo Initiative	EdTech HealthTech	Rwanda, Burundi	$1,000,000	74
Tabiri Analytics Inc	Cybersecurity	Rwanda, Uganda, Kenya, United States	$1,000,000	67
VIEBEG Medical	HealthTech	Rwanda, Kenya and DRC	$900,000	76
Uplus Mutual Partners	FinTech	Rwanda	$600,000	72
Three Mountains Learning Advisors	EdTech	Rwanda	$500,000	69
NjordFrey	AgTech ClimateTech	Rwanda	$500,000	55
e-Mentor	EdTech	Rwanda and Cameroon	$500,000	23
Laina Finance Ltd	FinTech	Tanzania and Rwanda	$500,000	47
Afri-Farmers Market Ltd	AgTech e-Commerce	Rwanda	$500,000	10
PAYWS LTD	FinTech	Rwanda, Cameroon	$500,000	59
UrID Technologies Ltd	FinTech	Rwanda	$500,000	73
Smart Ikigega	AgTech FinTech	Rwanda	$400,000	66
iGiTREE	HealthTech	Rwanda	$370,000	39
Karisimbi Technology Solutions Ltd	FinTech HealthTech InsurTech	Rwanda, Uganda	$350,000	45
Highview Tech Group	FinTech ClimateTech e-Mobility	Rwanda and Kenya	$300,000	34
OneBasket Online	e-Commerce	Rwanda	$300,000	57
Cover Soko ltd	FinTech e-Commerce InsureTech	Rwanda	$300,000	18
HealthEdu Ltd	HealthTech	Rwanda	$300,000	31
HOVA AI	FinTech e-Commerce	Rwanda	$250,000	37

Company Name	Sector	Geographic Presence	Fundraising Amount	Page
The HappiNess	e-Commerce Leather Accessories Manufacturing	Rwanda	$250,000	68
SAN TECH	EdTech e-Mobility Product Development	Rwanda	$200,000	62
Umurava	EdTech HR Tech	Rwanda	$200,000	71
Yagibaze Ltd	EdTech e-Commerce	Rwanda	$200,000	80
OPINA LTD	AgTech	Rwanda	$150,000	58
Hub-In Rides	e-Mobility	Rwanda	$150,000	38
HiQ Africa	FinTech	Rwanda	$150,000	36
Nord Sud Finance	FinTech	Rwanda	$100,000	56
Happiness Fashion	Sustainable Fashion	Rwanda, Canada, USA, Belgium, Germany, Sweden	$100,000	30
DIOSOL Ltd	AgTech ClimateTech e-Commerce	Rwanda, DRC, Burundi, Tanzania	$100,000	21
Afrimart	FinTech e-Commerce	Nigeria and Rwanda	$100,000	11
mine app Ltd	FinTech	Rwanda	$100,000	50
Agriresearch Unguka	AgTech	Rwanda and East African Region	$60,000	12
Kapiten	e-Mobility	Rwanda	$50,000	43
Lightm Group	Software Development	Rwanda	$50,000	48
HiNia	EdTech Fintech	Rwanda	$50,000	35
Monga	HealthTech	Rwanda Uganda	$50,000	51
Hanoah's Simulations	Entertainment Multimedia Innovation	Rwanda	$28,300	29
ISS	Construction Building Materials Manufacturing	Rwanda	$25,000	40
Ewawe Real Estate Ltd	Proptech Fintech	Rwanda, Tanzania	$21,000	25
Doctor AI Ltd	HealthTech	Rwanda	$20,000	22
Vizion Bot Ltd	AgTech HealthTech	Rwanda	$17,000	77

Company Name	Sector	Geographic Presence	Fundraising Amount	Page
Kimu Technologies Ltd	EdTech AgTech HealthTech	Rwanda	$15,000	46
Kacafix Technology	ClimateTech HealthTech	Rwanda	Not clear	42
63 Inc	Digital Marketing	Rwanda	N/A	
Codeanya	Agriculture	Rwanda, DR Congo, Burundi	N/A	17
Exibine Ltd	e-Commerce	Global	Not clear	26
Hence	Data & AI	Rwanda,United Kingdom, United States, Canada, Europe	Not currently fundraising	33
Locus Dynamics Ltd	IT and Cyber Security Satellite Ground Station Services Drone Services	Rwanda	Not currently fundraising	49
SLS Energy	ClimateTech, Clean Energy	Rwanda Nigeria	Not currently fundraising	65
WiredIn	FinTech, Software Development Services	Rwanda,Japan, the Netherlands, Germany, the United States of America, Mozambique and Benin	Not currently fundraising	79

Sector: **AgTech, e-Commerce**
Round: **USD 500,000**
Website: **afrifarmersmarket.com/about**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Contact: **Norman Mugisha (CEO)**
Email: **afrifarmersmarket1@gmail.com**

Overview

Company description: Afri-Farmers Market leverages technology to support rural smallholder farmers access stable markets for their agricultural produce, enhancing their farm production and enabling consumers access quality and low-cost fresh produce at their doorsteps.

Market opportunity and problem being addressed: Across Sub-Saharan Africa, rural smallholder farmers lack access to a stable market for their agricultural produce yet there is a significant growing market demand for fresh produce in cities. Their approach is to bridge the gap between farmers and consumers.

Target customers: Their customers are segmented into two: B2B which are hotels, restaurants, organizations, and schools. B2C which are households living in cities (middle income).

Revenue model: Their business model is sourcing agricultural produce from farm to fork and they take a 25% profit margin on each product sold on their platform. They also have shops for walk-in customers.

AFRIMART

Sector: **FinTech, e-Commerce**
Round: **USD 100,000**
Website: **afrimart.com.ng**
Countries of operation: **Nigeria and Rwanda**
Business model: **B2C, B2B2C**
Contact: **Olajide Ojeniyi (Founder)**
Email: **bigjydo@gmail.com**

Overview

Company description: Afrimart offers distribution and exportation of agro-allied products, African arts and crafts as well as African literature via e-Commerce.

Market opportunity and problem being addressed: There is high demand for agro-allied products in the European market. Afrimart's business model is creating direct and indirect jobs along the value chain and bringing in foreign exchange into Rwanda.

Target customers: Distributors of agro-allied products in Europe, North America and Asia.

Revenue model: Revenue is generated through sales made on our e-Commerce platform.

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AGRIRESEARCH UNGUKA

Sector: **AgTech**
Round: **USD 60,000**
Website: **agriresearchunguka.rw**
Countries of operation: **Rwanda**
Business model: **B2B, B2C, B2B2C**
Contact: **Abdu Usanase (Founder and CEO)**
Email: **abdusanase@gmail.com**

Overview

Company description: Agriresearch Unguka Ltd is a youth-led private company that is renowned as an award winning innovative agritech and does market-oriented agricultural research and private services with embedded (sensor powered automated irrigation system, SmartInput and AGRITrials mobile applications) technology (IoT) ensuring mitigation and adaptation of climate change effects.

The company is the winner of the best exhibitor award of National Agrishow organized by MINAGRI, two times in a row (2022 & 2023) in both research and youth category respectively.

Market opportunity and problem being addressed: Inefficient applications of water during farming where 60% of agricultural water withdrawals globally is lost.
Poor inefficient use of agricultural inputs such as water, fertilizers and pesticides that lead to poor and costly food production in Rwanda, where a significant number of smallholder farmers live below the poverty line and almost one fifth is food insecure.

Target customers: Rwanda and East African Region

Revenue model: Installation costs: 1000$/ha, download fees: 0.99$, annual subscription fee: 0.99$, maintenance costs

Bboxx

Sector: **ClimateTech, e-Commerce, Utility Services**
Round: **USD 15,000,000**
Website: **bboxx.com**
Countries of operation: **Rwanda, Kenya, D.R.Congo, Togo, Nigeria, Ghana, Senegal, Côte d'Ivoire, Burkina Faso, Mali**
Business model: **B2C**
Contact: **Natasha Cooper (Chief of Staff)**
Email: **n.cooper@bboxx.com**

Overview

Company description: Bboxx is a data-driven super platform, transforming lives and unlocking potential by connecting consumers with clean energy, clean cooking, smartphones, e-mobility and selected financial products – many for the first time.

Market opportunity and problem being addressed: Hundreds of millions of people across Africa lack access to essential services due to lack of access and affordability.

Target customers: Underserved customers across Africa.

Revenue model: Bboxx offers true PAYG capability to its customers, allowing for daily payments. Switch off and repossession incentivise payment.

BioMassters
The Clean Cooking Solution

Sector: **ClimateTech**
Round: **USD 2,600,000**
Website: **biomassters.co**
Countries of operation: **Rwanda with exports to Kenya and DRC**
Business model: **B2C, B2B**
Contact: **Claudia Muench (CEO)**
Email: **claudia.muench@biomassters.co**

Overview

Company description: BioMassters is a woman-led, climate-tech company in Rwanda that pioneers the introduction of locally produced, modern, affordable, low-carbon, sustainable fuel solutions to charcoal-using households as well as industries in East Africa.

Market opportunity and problem being addressed: Market size of USD 118mn in Rwanda and USD 2bn in Uganda, Tanzania and Kenya in replacing charcoal cooking.

Target customers: Urban households, schools, prisons, hotels, manufacturing industry requiring heat.

Revenue model: The company has three revenue streams: 1) Pellet fuel sales to households and industry, 2) stove sales, and 3) carbon credit revenue.

Sector: **EdTech, AgTech, FinTech**
Round: **USD 5-10,000,000**
Website: **bktechouse.rw**
Countries of operation: **Rwanda**
Business model: **B2B, B2C, B2B2C**
Contact: **Iris Vanessa Kayisire (Marketing & Business Development Officer)**
Email: **vkayisire@bk.rw**

Overview

Company description: BK TecHouse is an innovative technology engine, driving change through cutting-edge solutions. Our product suite includes UrubutoPay, Urubuto Education System, Smart Nkunganire System (SNS), Smart Kungahara System (SKS) and Kiliziya Yacu (KY), complemented by our extensive software development (SOD) and data-as-a-service (DaaS) portfolio.

Through USSD application development, mobile money platform integration, and core banking system integration, the company empowers businesses and financial institutions to enhance their financial services.

Market opportunity and problem being addressed: BK TecHouse tackles Rwanda's financial inclusion and operational inefficiency challenges by offering a suite of advanced technology solutions.

Target customers: Financial institutions, businesses, government agencies, NGOs, and educational institutions.

Revenue model: Revenue primarily generated through in-house products, software development, digital payments platform integration, and data services, offering tailored solutions to clients.

CHARIS
UNMANNED AERIAL SOLUTIONS

Sector: **AgTech, ClimateTech, HealthTech, Manufacturing of Drones**
Round: **USD 3,000,000**
Website: **charisuas.com**
Countries of operation: **Rwanda, Ivory Coast, Tanzania, Congo, Gabon, Senegal, Uganda**
Business model: **B2B**
Contact: **Mamy Ingabire Muziga (Managing Director)**
Email: **ingabire.mamy@charisuas.com**

Overview

Company description: Charis UAS employs artificial intelligence, drones, ground robots, and its proprietary platform, Charis Analytics, to provide its clients with high precision, near real-time, easily accessible 3D digital twin of physical assets which enables intelligent decision making.

Market opportunity and problem being addressed: 3D-digitization for malaria vector control, infrastructure monitoring, precision agriculture and climate-change mitigation.

Target customers: Private companies and public sector.

Revenue model: Online software-as-a-service (SaaS) with a subscription or transactional revenue model based on services provided.

CODEANYA

Sector: **Agriculture**
Round: **Not currently raising**
Website: **codeanya.com**
Countries of operation: **Rwanda, DR Congo, Burundi**
Business model: **B2B**
Contact: **Fidèle Ngirinshuti (President of Cooperative)**
Email: **codeanyacop@gmail.com**

Overview

Company description: CODEANYA Kotanirubwiyunge is short for Cooperative pour la promotion de l'Elevage et de l'Agriculture de Nyabitekeri. It is a registered farmers' cooperative with its head office in Ntango Cell, Nyabitekeri Sector, Nyamasheke District, in the Western Province of Rwanda. The cooperative was established with the main focus of improving the livelihood of its members through growing tomatoes but they do other activities such as livestock, agriculture transformation and training farmers.

Market opportunity and problem being addressed: CODEANYA's mission is to promote the development and welfare of its members who are mainly tomato growers and farmers of cattle (frisians), hence improve their livelihood. The cooperative is aiming at improving the production of tomatoes and expanding its business going forward. Commendable achievements have been realized since its inception, and the cooperative is looking forward to a brighter future. The following objectives will allow the cooperative to achieve this course: to improve social development based on modern agriculture and improved livestock; to enhance the introduced irrigation system in their farming system; to increase the surface area cultivated from the current 2.5 hectares to 6 hectares in the next 5 years; to acquire effective means of transport for a more efficient supply chain in the country and other countries such as DR Congo; to put in place a storage facility and a cold room for effective and post-harvest losses prevention

Target customers: Traveling wholesale traders retailers (often small shop owners and owners of supermarkets), restaurant owners

Revenue model: Not specified

Cover Soko

Sector: **FinTech, e-Commerce, InsureTech**
Round: **USD 300,000**
Website: **coversoko.rw**
Countries of operation: **Rwanda**
Business model: **B2B2C**
Contact: **Elie Tuyizere (Founder/Director)**
Email: **ely@coversoko.rw**

Overview

Company description: Cover Soko Ltd's mission is to leverage technology to digitize and optimize insurance services as well as to offer accessibility and affordability to all, especially the middle and lower income communities in Africa.

Market opportunity and problem being addressed: The insurance penetration in Rwanda is less than 1% and Cover Soko's mission is to make it 10% in 5 years.

Target customers: Insurance companies, insurance buyers, intermediaries and bancassurance establishments.

Revenue model: They use revenue sharing and subscription model

Sector: **FinTech, ClimateTech**
Round: **USD 20,000,000**
Website: **csgafrica.com**
Countries of operation: **Rwanda, Canada, United Kingdom, South Africa**
Business model: **B2B**
Contact: **Adam Bradford (CEO)**
Email: **adam@csgafrica.com**

Overview

Company description: CSG Holding provides outsourced business operations solutions. It owns proprietary green blockchain and AI technology used for large scale compliance, climate mitigation and client projects.

CSG houses CO2 Cap Projects Africa, a fintech approach to forest carbon offsets using blockchain technology that uses drone scanning to verify carbon capture.

Market opportunity and problem being addressed: The size of the market is USD 6bn for carbon credit programmes in Africa alone. However, CSG Holding's carbon negative blockchain technology could have adaptations in the market worth over USD 2.3tn globally.

Target customers: Government, private clients.

Revenue model: Sale of carbon credits.

Sector: **Emerging technologies for interactive experiences (AR, VR, XR, MR, Gaming, e-Sports)**
Round: **USD 2,500,000**
Website: **digitalrealm-entertainment.com**
Countries of operation: **Rwanda, (Africa)**
Business model: **B2B, B2C, B2B2C, C2C**
Contact: **Thomas Shiva (CEO, Founder)**
Email: **thomasshiva@digitalrealm-entertainment.com**

Overview

Company description: By fusing technology and creativity, Digital Realm Entertainment provides Africans easy access to African games and gaming services with content that reflects African cultural identity, traditional heritage and interests. Digital Realm Entertainment partners with gaming centers and e-sports arenas to expand their reach and community engagement. They emphasize user-friendliness and inclusivity to cater to a broad audience.

Market opportunity and problem being addressed: Over 99% of all games in existence are western oriented in narrative, story and experience. African users have low purchasing power and African creators continue to face significant barriers to monetize their work. Global: >USD 250bn (TAM), Africa: USD 1.05bn (SAM), East Africa: USD 0.1bn (SOM) target market.

Target customers: African games, creators/developers, businesses

Revenue model: Subscriptions, commissions, ads and licensing.

Sector: **AgTech, ClimateTech, e-Commerce**
Round: **USD 100,000**
Website: **diosol.rw**
Countries of operation: **Rwanda, DRC, Burundi, Tanzania and soon South Sudan**
Business model: **B2B, B2C, B2B2C, C2C**
Contact: **Diogene Gold Rwema (CEO & Founder)**
Email: **diogenego@gmail.com**

Overview

Company description: DIOSOL Ltd specializes in professional poultry farming, hatchery operations, and horticulture services, providing high-quality poultry products, eggs, and a diverse range of horticultural produce to meet diverse market demands.

Market opportunity and problem being addressed: Poultry Farming and Hatchery.

Target customers: High-end hotels in Rwanda, VIP Restaurants

Revenue model: Subscription-based with enterprise licensing for businesses and developers; optional premium tiers for advanced features and support.
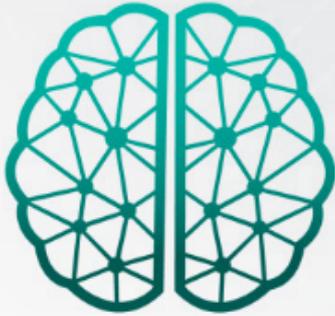
Sector: **HealthTech**
Round: **USD 20,000**
Website: **doctoraicompany.com**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Contact: **Kevin Muragijimana (Founder & CEO)**
Email: **info@doctoraicompany.com**

Overview

Company description: DoctorAI Ltd is leveraging Artificial Intelligence to bridge the gap between healthcare and technology by building intelligent clinical decision support systems.

Market opportunity and problem being addressed: Medical errors, a leading cause of mortality and morbidity, are predominantly attributed to human factors such as fatigue, workload, and burnout. Legal actions against doctors may instill fear or deter them from their profession potentially exacerbating these issues.

Target customers: Healthcare facilities (private & public)

Revenue model: Their business model is providing a software-as-a-service (SaaS) platform to healthcare facilities (private & public). Doctor AI generates revenue through subscription-based pricing and additional fees for premium features and customization.

Sector: **EdTech**
Round: **USD 500,000**
Website: **N/A**
Countries of operation: **Rwanda, Cameroon**
Business model: **B2B**
Contact: **Maluyane Titus Abongdoh (Founder)**
Email: **abongdohtitus5@gmail.com**

Overview

Company description: e-Mentor, an innovative education technology company, provides an immersive STEM learning solution that leverages headsets to deliver engaging and comprehensible lessons to science-oriented high schools in Rwanda and Sub-Saharan Africa.

Market opportunity and problem being addressed: e-Mentor identifies and tackles the challenge of ineffective STEM teaching methods in African high schools, with the goal of significantly increasing STEM enrollment and addressing the wider issue of reduced innovation, productivity, and employment in the region.

Target customers: Our primary target customers are science-oriented high schools in Rwanda and Sub-Saharan Africa.

Revenue model: e-Mentor's revenue model is subscription-based, where schools pay an annual fee to access and integrate a set number of e-Mentor headsets into their STEM curricula.

ESICIA Ltd

Sector: **EdTech, FinTech, e-Commerce**
Round: **USD 50,000,000**
Website: **esicia.rw**
Countries of operation: **Rwanda**
Business model: **B2B, B2C, B2B2C**
Contact: **Odille Umuhoze (Chief Technical Support Officer) Lucie Irabukunda (Technical Officer)**
Email: **odile@esicia.com, lucie@esicia.rw**

Overview

Company description: Esicia Ltd is a Rwanda-based company that specializes in software development and system integration. Their products are a payment gateway, SMS gateway, utility API, domain name and hosting service and they act as an IT consultant.

Market opportunity and problem being addressed: The digitalization age offers a big opportunity for a tech company such as Esicia. The biggest problem in their view is online fraud and hackers.

Target customers: Companies seeking effective business process flow and convenient payment solutions.

Revenue model: Revenue share

EWAWE
DIGITAL REAL ESTATE SOLUTIONS

Sector: **Proptech, Fintech**
Round: **USD 21,000**
Website: **ewawe.com**
Countries of operation: **Rwanda , Tanzania**
Business model: **B2B, B2C, B2B2C**
Contact: **Irasubiza Patrick (CEO)**
Email: **irasubizapatrick@gmail.com**

Overview

Company description: Ewawe Group helps you turn critical and complex real estate issues into opportunities for growth. From business owners and investors to lenders and corporate groups, we offer our clients the experience, know-how, and the strategic planning that helps lead to better decisions.

Market opportunity and problem being addressed: High costs of real estate construction and owning property. The industry, especially in Africa, lacks the integration of data and analytics. Mismatch in tenant management, communication, and poor financial management.

Target customers: Property managers, property owners, property developers, insurance companies.

Revenue model: Subscription model

Sector: **e-Commerce**
Round: **Not clear**
Website: **exibine.com**
Countries of operation: **Global (Headquarters in Rwanda)**
Business model: **B2B, B2C, B2B2C, C2C**
Contact: **Thierry Ishimwe Leon (CEO & Founder)**
Email: **thierryx10@gmail.com**

Overview

Company description: Exibine's vision is to connect B2C, B2B, B2B2C, and C2C, across the world. The Exibine app is a hub for global business where you can find or buy any product or business information from any categories across the world through the app. Exibine is all in one app you need everyday and everywhere .

Market opportunity and problem being addressed: Exibine is targeting worldwide markets especially those under AfCFTA. The problem that the Exibine app addresses is the lack of information on marketable products and business opportunities in the world particularly in Africa.

Target customers: Exibine is targeting businesses from all over the world including governments.

Revenue model: Revenue from customers listing their products & services on the app revenue from ads. They plan to diversify their revenue sources.

Sector: **AgTech**
Round: **USD 2,000,000**
Website: **greenrevgr.com**
Contact: **Joseph Niyomukiza (Managing Directo**r)
Email: **joseniyo4@gmail.com**
Countries of operation: **Rwanda, Uganda, Tanzania**
Business model: **B2B, B2B2C**

Overview

Company description: GreenRev Gr focuses on controlled environment agriculture and urban farming to make fresh and nutritious food available in the city, arid and semi-arid areas through technological adaptation in the agriculture sector and circular economy for sustainable production and consumption, especially in vegetable and seed value chain.

Market opportunity and problem being addressed: The problem being addressed is the need for sustainable and efficient agriculture practices to meet the growing demand for food, mitigate the impact of climate change and reduce the reliance on traditional farming methods via controlled environment agriculture, urban farming and technological adaptation in the agriculture sector.

Target customers: Commercial growers, fresh produce suppliers, retailers, research institutions, universities, food service industry, entrepreneurs, urban and community initiatives.

Revenue model: Clients select the required services/products from the full range on offer and the services are priced accordingly. Services are charged by one-time payment and termly. The target profit ratio per service is 25%, which can be reduced down to 15% for enterprise and B2C clients.

Sector: **Entertainment, Multimedia, Innovation**
Round: **USD 28,300**
Website: **N/A**
Countries of operation: **Rwanda**
Business model: **B2C**
Contact: **Hanoah CJA Boudoungou (CEO)**
Email: **hanoahboudoungou@gmail.com**

Overview

Company description: Hanoah's Simulations is 3D modeling & rendering, Simulations, VR, Video games and serious games.

Market opportunity and problem being addressed: Contribute to the local innovation and tourism sector while providing jobs.

Target customers: Video game players

Revenue model: Design video games and sell them in online stores.

Sector: **Sustainable Fashion**
Round: **USD 100,000**
Website:**N/A**
Countries of operation: **Rwanda, Canada, USA, Belgium, Germany, Sweden**
Business model: **B2B2C**
Contact: **Evelyne Mukeshimana (CEO**)
Email: **evelymukesha@gmail.com**

Overview

Company description: Happiness Fashion Ltd, rooted in Rwanda, crafts sustainable clothing, bags, shoes, accessories, and interior designs. It is committed to recycling fabric remnants and materials to boost eco-friendliness.

Market opportunity and problem being addressed: Happiness Fashion capitalizes on the growing eco-friendly fashion market, reducing textile waste and tapping into expanding sustainability trends.

Target customers: Fashion-conscious consumers seeking sustainable, eco-friendly clothing and accessories.

Revenue model: Happiness Fashion generates revenue through direct sales of eco-friendly fashion and accessories, along with potential collaborations and licensing.

HAVITY

Sector: **FinTech**
Round: **USD 500,000**
Website: **havity.com**
Countries of operation: **Rwanda**
Business model: **B2B2C**
Contact: **Benilde Rosalie Kabanyana (CEO)**
Email: **benilde@havity.com**

Overview

Company description: Havity Group is a company that offers Havity Pay, a secure payment gateway that simplifies digital transactions. Our services include Buy Now Pay Later (BNPL) and Save Now Buy Later (SNBL), driving financial inclusion across African developing countries.

Market opportunity and problem being addressed: Havity Pay aims to solve the issue of unreliable payment systems and the lack of affordable and efficient payment solutions for SMEs and e-commerce platforms in Africa, capitalizing on the growing demand for secure and flexible payment options.

Target customers: Small and medium-sized enterprises, e-commerce platforms, and individual consumers in Africa's developing countries.

Revenue model: Their revenue model includes transactional fees, subscription plans for BNPL, interest fees, and value-added services.

HealthEdu™

Sector: **HealthTech**
Round: **USD 300,000**
Website: **www.helthedu.rw**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Contact: **Mr. Jean Damascene Bigirimana (Chief Executive Officer)**
Email: **jdamascene@gmail.com**

Overview

Company description: HealthEdu Ltd is a Rwandan organization dedicated to promoting healthcare education and awareness. They offer comprehensive health education programs and resources to empower health professionals, individuals and communities in Rwanda with valuable health knowledge and skills.

Market opportunity and problem being addressed: HealthEdu Ltd addresses the need for accessible healthcare education in Rwanda, serving 32,000 health professionals and 50,000 community health workers, enhancing healthcare knowledge and delivery.

Target customers: Health care professionals and community health workers in East Africa

Revenue model: Their revenue model is based on annual subscriptions: $30 per year for health professionals and $5 per year for community health workers, providing continuous access to all content.

Helium Health

Sector: **FinTech, HealthTech**
Round: **USD 30,000,000 (Series B)**
Website: **heliumhealth.com**
Countries of operation: **Nigeria, Kenya, Uganda, Sierra Leone, Cameroon, Ghana, Liberia, Senegal, Qatar, UAE, partners in Rwanda**
Business model: **B2B**
Contact: **Jean Kyula (Ag Head of Growth, HeliumOS East and West Africa)**
Email: **jean@heliumhealth.com**

Overview

Company description: Helium Health is a healthcare software provider in West Africa which has digitized healthcare facilities and disbursed over one million dollars in loans to health facilities and improved the operational efficiency of 400+ health facilities.

Market opportunity and problem being addressed: Helium Health addresses the fragmentation of data which leads to silos in the healthcare space, and the financing gap in healthcare.

Target customers: Healthcare facilities, central and local governments, development partners

Revenue model: Helium charges facilities an annual license fee or give credits depending on their size. Loans are paid back with interest on a monthly basis.

HENCE

Sector: **Data & AI**
Round: **Not currently fundraising**
Website: **hence.ai**
Countries of operation: **Rwanda, United Kingdom, United States, Canada, Europe**
Business model: **B2B**
Contact: **Victoire Akaniwabo (Managing Director)**
Email: **vicky@hence.ai**

Overview

Company description: Hence, headquartered in the UK and with offices in Rwanda and the United States, builds data-driven & AI-powered software solutions principally to enable large enterprises to transform how they run their legal operations.

Market opportunity and problem being addressed: The opportunity size is in the many billions of dollars

Target customers: Legal departments of companies, especially large enterprises

Revenue model: Customers typically pay an annual license fee as well as additional costs for pilots, implementation & hosting

HviewTech Group

The cradle of innovations

Sector: **FinTech**
Round: **USD 300,000**
Website: **hviewtech.com**
Countries of operation: **Rwanda and Kenya**
Business model: **B2B2C**
Contact: **Patrice Nostalgie (CEO)**
Email: **nostalgie@hviewtech.com**

Overview

Company description: Highview Tech Group is a software company specialized in providing telematics for fleet for efficiency and reliability

Market opportunity and problem being addressed: Optimizing efficiency of fleets and providing reliable public transport for Africa

Target customers: Fleet owners, public transport operators

Revenue model: Subscription based model

Sector: **EdTech, FinTech**
Round: **USD 50,000 (at 5% equity)**
Website: **hinia.app**
Contact: **Jean Hubert Nkurayija Ishimwe (Founder & CEO)**
Email: **nkurayijah@hinia.app**
Countries of operation: **Rwanda**
Business model: **B2C**

Overview

Company description: HiNia is helping parents to raise financially responsible children who value work, earning money and preserving wealth from an early age.

Market opportunity and problem being addressed: In Africa, there are about 650 million people less than 17 years old, and it is projected that in 2050, Africa will be the youngest continent. According to a report, South Africa loses $6.7 billion a year due to financial illiteracy.

You can imagine how much more is lost in other sub-Saharan African markets. We aim to address financial illiteracy among youth in Africa.

Target customers: We are targeting parents who have children between 7 - 18 years old

Revenue model: Our business model is freemium-based. Some contents are to be paid for.

Sector: **FinTech**
Round: **USD 150,000**
Website: **hiq.africa**
Countries of operation: **Rwanda**
Business model: **B2B**
Contact: Romain Gabiro **(Co-founder & Chief Operating Officer)**
Email: **gabiro@hiq.africa**

Overview

Company description: HiQ is creating a credit scoring model for informal businesses to be financially included. The product is called Datapoint. HiQ scores the merchants by capturing the value of their transactions in conjunction with their tax records. They've developed an ePOS with an advanced AI model that scores informal merchants based on their business performance data. Their approach allows informal businesses to be fairly credited based on how much tax they pay hence enabling them to be financially included as well as simplifying their tax filing requirements.

Market opportunity and problem being addressed: While ⅔ of Africa's consumer spending is on fast-moving consumer goods, projected to reach 2.5 trillion USD by 2030, 80% of African merchants have trouble getting loans because their businesses are not properly rated for credit; this accounts for a $ 331 billion financial gap. This is a problem for informal merchants who mainly do business directly with each other, as traditional lending systems don't account for these transactions. For the companies trying to solve this problem, their technologies have been blocked by the fact that the majority of these businesses do not want to pay tax, because of complicated tax systems, high tax rates, and their reliance on very small profit margins, which in the end doesn't favor the adoption.

Target customers: FMCG Merchants in Africa in Food & Beverages, Household Items & Personal care, and Pharmaceuticals.

Revenue model: Saas Subscription, Brokerage Fees

HOVA

Sector: **FinTech, e-Commerce**
Round: **USD 250,000**
Website: **hova.ai**
Countries of operation: **Rwanda**
Business model: **B2B**
Contact: **Arsene I. Muhire (Co-Founder & CEO)**
Email: **arsene@hova.ai**

Overview

Company description: HOVA AI offers advanced, user-friendly data analytics and inventory management tools specifically designed to transform and enhance decision-making processes for small and medium-sized enterprises (SMEs) across Africa, fostering economic empowerment and growth.

Market opportunity and problem being addressed: Addressing Africa SMEs' lack of access to transformative data insights, opening growth opportunities in the retail sector.

Target customers: Small and medium-sized retail enterprises in Africa

Revenue model: HOVA AI offers tiered subscriptions, sells POS devices, and generates extra income through payment processing fees.

Sector: **e-Mobility**
Round: **USD 150,000**
Website: **www.hub-in-rides.co.rw**
Countries of operation: **Rwanda**
Business model: **B2C**
Contact: **Habiyambere Muhire (CEO)**
Email: **hubert.muhire@hub-in-rides.co.rw**

Overview

Company description: Hub-In Rides provides safe, reliable and easy rides to hail and share via our platform.

Market opportunity and problem being addressed: 65% of accidents in Rwanda are caused by taxis.

Target customers: Daily employees and Expats/Tourists.

Revenue model: We collect 12.5% off fares, 12% off insurance premiums and 70% off sldata sales.

Sector: **HealthTech**
Round: **USD 370,000**
Website: **igitree.com**
Contact: **Deexon Muhizi (Founder)**
Email: **muhizidee@gmail.com**
Countries of operation: **Globally, with a primary focus on Rwanda, due to the history of Genocide Against the Tutsi and other African nations with unresolved war pain.**
Business model: **B2B, B2C, B2B2C**

Overview

Company description: iGiTREE is a revolutionary genealogy platform empowering users to build family trees, connect with relatives, and leverage AI to reunite refugees. Exploring lineage and reconnecting with loved ones.

Market opportunity and problem being addressed: iGiTREE seizes the global opportunity to unite fragmented families, using DNA, AI, and genealogy to address the challenge of separation.

Target customers: Individuals, families, and refugees seeking to reunite and build connections.

Revenue model: Subscription-based with free and premium tiers, genealogy services, and partnerships.

irembo

Sector: **GovTech**
Round: **USD 15-30,000,000**
Website: **irembo.com**
Contact: **Arthur Franzon (Director of Strategy)**
Email: **a.franzon@irembo.com**
Countries of operation: **Rwanda**
Business model: **B2B**

Overview

Company description: Irembo is a Rwandan software company that develops platforms to help governments and companies manage digital workflows for services management, payments, and operations.

Market opportunity and problem being addressed: We digitize and automate siloed processes for organizations to provide services on a one-stop platform. This improves the efficiency of institutions in the services they provide and improves the experience of citizens.

Target customers: Public institutions and private organizations

Revenue model: Revenue sharing model

ISSB LTD

Own Your Home

Sector: **Construction & Building Materials Manufacturing**
Round: **USD 25,000**
Website: **N/A**
Contact: **Pascal Niyomuremyil (Co-Founder)**
Email: **pascalniyomuremyi@gmail.com**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**

Overview

Company description: ISSB Ltd provides construction services and production of building materials and its techniques for affordable housing in order to build sustainable communities.

Market opportunity and problem being addressed: Construction industry growth was 9% CAGR in 2021 with expected continued growth of 12.3% Y-O-Y. Construction investments are worth increasing year by year.

Target customers: Middle and low-income earners (46.5% of Rwandese), rural and sustainable housing communities, hospitals and healthcare centers, schools and libraries.

Revenue model: Building construction services, bricks supplies, training programs.

Sector: **ClimateTech, HealthTech**
Round: **Not clear**
Website: **N/A**
Countries of operation: **Rwanda**
Business model: **C2C**
Contact: **Dieudonne Dufitimana (CEO & Co-Founder)**
Email: **dieudufinnovation@gmail.com**

Overview

Company description: Kacafix Technology Company Ltd is a Rwanda-based company specializing in digitized solutions. Their flagship product, the Kacafix mobile application, serves as a bridge between drivers and local garage owners, streamlining the automotive service industry in Rwanda and fostering innovation in the ICT sector.

Market opportunity and problem being addressed: Kacafix addresses the market need for convenient automotive services by connecting drivers with local garages in Rwanda.

Target customers: Drivers and garage owners in Rwanda seeking automotive services and visibility.

Revenue model: Garage owners and drivers are charged a subscription fee of 500 Rwandan Francs (RWF) to be listed on the platform and gain access to the service base.

Kapiten

Sector: **e-Mobility**
Round: **USD 50,000 (pre-seed)**
Website: **kapitenapp.com**
Countries of operation: **Rwanda**
Business model: **B2B, B2C, B2B2C, C2C**
Contact: **Serge Adamu Niyonkuru (CEO)**
Email: **hello@kapitenapp.com**

Overview

Company description: Kapiten is a consumer-to-consumer delivery platform in which customers send packages to one another and Kapiten facilitates the distribution.

You're probably wondering in which scenario you would use Kapiten. You're just moving out and looking for a dedicated car to transport your belongings to your new apartment or perhaps you forget your important documents at home that you are supposed to present in a meeting or interview. It is expensive, stressful and time consuming to drive back home and be back to the workplace knowing all the traffic jams en route.

Market opportunity and problem being addressed: Kapiten is re-defining the way people send or receive goods. Shop that new sofa from your local furniture store and let us pick it up and deliver it into your home, right where you want it. with the push of a button

Target customers: Package senders and drivers

Revenue model: Mainly, Kapiten makes money by charging commissions from drivers on trips. They receive it on Kapiten's platform. 15% of the trip revenue is considered trip commission, and the remaining 85% is entitled to the driver.

Sector: **HealthTech**
Round: **USD 1,200,000**
Website: **kapsuletech.com**
Countries of operation: **Rwanda, UK, South Africa, Zimbabwe, Kenya and Uganda**
Business model: **B2B**
Contact: **David Chen (Co-CEO)**
Email: **david@kapsuletech.com**

Overview

Company description: Kapsule is a one-stop-shop data platform for Africa. We provide site selection, real-world evidence, and patient data, by pooling information from hospitals, pharmacies, clinics, and EHR and ERP software vendors. Kapsule sells aggregated data in over 10 therapeutic domains, including oncology, immunology, and cardiovascular, from 14 million patients in six countries. This aids clients in site selection, patient recruitment, and obtaining comprehensive data for real-world evidence and feasibility studies.

Market opportunity and problem being addressed: Kapsule looks to increase the already USD 2bn that is currently spent on Africa data by helping to drive commercial investment into the continent and highlighting sites that could run clinical trials, patients that could participate in trials, and provide market analytics to sales and marketing teams. This market already has a 10% CAGR.

Target customers: Pharmaceutical companies, CROs, and NGOs

Revenue model: Partners provide Kapsule with data because i) Kapsule turns their cost center of data centers into revenue generators through revenue shares, ii) Kapsule helps them analyze their data, and iii) Kapsule provides software that digitizes manual processes.

Karisimbi

Sector: **FinTech, HealthTech, InsureTech**
Round: **USD 350,000**
Website: **karisimbitech.rw**
Countries of operation: **Rwanda, Uganda**
Business model: **B2B**
Contact: **Angelo Igitego (Founder/CEO)**
Email: **angelo@karisimbitech.rw**

Overview

Company description: Karisimbi Tech is at the forefront of healthcare innovation, enabling healthcare service providers to seamlessly transition into digital patient management, encompassing every aspect from consultations to processing insurance claims.

Market opportunity and problem being addressed: Paper-based systems are holding back healthcare advancement in emerging markets, especially Africa. Healthcare providers incur high costs and long wait times, while insurance providers face the following challenges:
a) High loss ratio due to overprescribing, care overuse, fraud (~500m USD in EAC)

b) Long turn-around-time to process claims
c) High cost (staff, logistics)

Target customers: Healthcare facilities, pharmacies, and insurance providers in Africa

Revenue model: "Healthcare facilities + pharmacies: Monthly subscription

Insurance providers: transactional fees

Sector: **EdTech, AgTech, HealthTech**
Round: **USD 15,000**
Website: **N/A**
Countries of operation: **Rwanda**
Business model: **B2B**
Contact: **Bruce Nshuti Bruce (Project and Finance Manager)**
Email: **nshutibruce26@gmail.com**

Overview

Company description: KIMU Technologies Ltd is a dynamic software development company dedicated to addressing operational gaps across various industries. With one successful product attracting potential customers and ongoing development of others, we are committed to innovation and optimization.

Market opportunity and problem being addressed: KIMU Technologies Ltd addresses operational inefficiencies in various industries, offering software solutions that enhance efficiency and competitiveness.

Target customers: Businesses across industries seeking operational efficiency and process optimization.

Revenue model: Revenue generated through software sales, licensing, and ongoing support subscriptions for operational efficiency solutions in various industries.

Laina™ Finance Ltd

Sector: **FinTech**
Round: **$500,000**
Website: **lainafinance.co.tz**
Countries of operation: **Tanzania and Rwanda**
Business model: **B2B2C**
Contact: **Tonny Missokia (Co-Founder)**
Email: **tonny.missokia@lainafinance.com**

Overview

Company description: Laina Finance specializes in enabling digital credit payments for product purchases and service payments such as insurance and smartphones

Market opportunity and problem being addressed: We are addressing affordability challenges, unhealthy competition between banks and insurance agents plus lack of islamic financial products

Target customers: Unbanked and banked consumers

Revenue model: They charge administration fees and share of revenue from interest paying customers

LIGHTMGROUP

Sector: **Software Development**
Round: **USD 50,000**
Website: **lightmgroup.com**
Countries of operation: **Rwanda**
Business model: **B2B2C**
Contact: **Elijah Tuyizere (Chief Executive Officer)**
Email: **elijah@lightmgroup.com**

Overview

Company description: Lightm Group is a software development company based in Kigali, Rwanda. It offers web application development, online systems, UI and UX design services to help businesses earn more customers, differentiate from competitors, and recruit top talent with their websites. Lightm Group has a cloud workplace for customers and employees and provides support and updates for its products. Lightm Group aims to light up the world with its innovative and creative solutions.

Market opportunity and problem being addressed: The company has innovative solutions for SaaS properties manager, telemedicine, e-commerce/mall, and travel agency. These products meet the demand for convenient, efficient, and affordable services in the digital era.

Target customers: Our target customers are people and companies who need convenient and affordable solutions for various aspects of their lives.

Revenue model: Lightm specializes in developing tailor-made software solutions for its clients and charges them according to the scope, complexity and duration of each project. Its revenue model includes earn percentage, subscription and payment on other services.

LOCUS DYNAMICS
CONCEIVE, BUILD, & SECURE SYSTEMS

Sector: **IT and Cyber Security, Satellite Ground Station Services, and Drone Services**
Round: **Not Currently Fundraising**
Website: **locusdynamics.com**
Countries of operation: **Rwanda**
Business model: **B2B**
Contact: **Wilson Kagabo (Managing Director)**
Email: **wilson.kagabo@ngali.com**

Overview

Company description: Locus Dynamics Ltd is a systems engineering and integration company with a specific focus in the areas of: Aerospace, Information Technology and Cyber Security. We offer a host of services to Rwandan Markets, including: Earth Observation Data Analytics Services, Satellite Ground Station Services, IT and Cyber Security Training and Managed Services.

Market opportunity and problem being addressed: Earth Observation using a range of aerial platforms (such as drones, and small satellites) and sensors to serve various markets/use cases such as agriculture, disaster management, urban planning and infrastructure monitoring among others. Additionally, cyber threats are ranked among the major causes of business interruptions globally. LD provides managed services and trains professionals to counter cyber threats.

Target customers: Businesses and Government Agencies

Revenue model: Data Capture, Processing and Analysis Service Contract, Hosting Services, Hardware Sales etc.

mineapp

Sector: **FinTech**
Round: **USD 100,000**
Website: **mineapp.com**
Countries of operation: **Rwanda currently, but soon to go international.**
Business model: **B2C, B2B2C, C2C, C2B**
Contact: **Patrick Mugambi (CEO)**
Email: **patrickmugambi90@gmail.com**

Overview

Company description: Mine app is an African fintech company that facilitates the process of collecting and managing group contributions, by providing a user-friendly, secure, and transparent platform that allows users to pledge, contribute, track, and manage group funds towards a mutual goal.

Market opportunity and problem being addressed: Millions of people rely on group contributions to achieve financial and social goals; such as saving, investing, or organizing events.

Target customers: People generating an income and contributing in groups.

Revenue model: We charge 0.1% percent charge on group contributions.

Monga

Sector: **HealthTech**
Round: **USD 50,000**
Website: **www.usemonga.com**
Countries of operation: **Rwanda & Uganda**
Business model: **B2C**
Contact: **Adamu (CPO)**
Email: **serge@usemonga.com**

Overview

Company description: Monga allows you to schedule appointment with a hairstylist, manicurist & massage therapist

Market opportunity and problem being addressed: Haircutting services are in demand all year round. It is a stable business and its market grows along with the cities' population. Still, life is speeding up. People are constantly moving from one area to another and don't have much time to find a suitable barber to get a haircut.

Target customers: We know this. You know this. Busy parents don't have hours to wait for that long."If I was 15 or 16, then I'd go to a barbershop," says Lewis. "But I'm 43, managing properties and working part-time and Parenting, so I don't have time to go to a salon and wait an hour for my turn." Instead I use Monga to Book appointments with my hairstylist in advance.

Revenue model: As a platform, Monga generates revenue from every booking made on the platform. As an intermediary, Monga charges a 10% service fee to every booking made on the platform. What's a service fee?This fee is equal to 10% of the subtotal. There's a Rwf 200 minimum, but never more than Rwf 1000

NEO-REALM
Aero Space Technologies

Sector: **Space Exploration, R&B**
Round: **USD 2,000,000**
Website: **N/A**
Countries of operation: **Rwanda and across Africa**
Business model: **B2B, B2B2C**
Contact: **Thomas Shiva (Co-founder & CEO)**
Email: **thomasshiva3@yahoo.com**

Overview

Company description: Neo Realm Aerospace, a Rwandan space tech startup, offers small satellite prototyping, manufacturing, and advanced space technology solutions, harnessing concepts from STEM universities in the region. Their platform connects these concepts to ride-sharing opportunities with rocket launch companies worldwide.

They are building Rwanda's first stargazing community in collaboration with RiiS, Leos Sky in Kenya, NASA Space Apps, and the ESA's European Rover Challenge. They are soon to debut research in Rwanda, producing liquid rocket fuel propellants using local resources, a pivotal step to enter the space economy value chain.

Market opportunity and problem being addressed: Neo Realm Aerospace taps into the emerging African space market, addressing the lack of affordable, locally-driven space technology solutions.

Target customers: African small businesses, governments, and space enthusiasts in the region and on the continent.

Revenue model: Revenue generated from satellite services, research collaborations, and educational programs on space technology, along with grants and investments

Sector: **ClimateTech, e-Commerce, e-Mobility**
Round: **USD 1,500,000**
Website: **neo-troniks.com**
Countries of operation: **Rwanda, with plans to expand across the African continent**
Business model: **B2B, B2B2C, C2B**
Contact: **Thomas Shiva (Founder & CEO)**
Email: **thomasshiva3@yahoo.com**

Overview

Company description: Neo-Troniks Systems is a Rwandan tech company specializing in custom computer solutions. They offer high-performance computing, sustainability initiatives, and cutting-edge technology products across various sectors in Africa.

Market opportunity and problem being addressed: Market Opportunity: Filling the technology gap in Africa by providing advanced computing solutions and sustainable practices. Problem Addressed: Limited access to cutting-edge tech and outdated infrastructure in various sectors.

Target customers: Diverse clientele including businesses, government agencies, education, and everyday users.

Revenue model: Custom computer system sales and services, Hardware as a Service (HaaS), render farm tailored to the needs of creative professionals, AI training platform, subscriptions to innovative platforms such as E-LooP, E-RooF, and NTK SYS Mobility 250.

Sector: **EdTech**
Round: **USD 2,000,000 (Bridge in Q2 2024), USD 15,000,000 (Series B in Q3/Q4 2024)**
Website: **nexford.edu**
Contact: **Fadl Al Tarzi (Chief Executive Officer)**
Email: **faltarzi@nexford.org**
Countries of operation: **Rwanda, USA, UK, Philippines, Egypt, South Africa, Kenya**
Business model: **B2B, B2C, B2B2C**

Overview

Company description: Nexford is a next-generation US-accredited university delivering future-focused and competency-based education 100% online. By leveraging technology, Nexford delivers world-class education at a fraction of the cost of traditional universities.

Market opportunity and problem being addressed: Nexford University meets the demand for skill-based education and growing demand for flexible, affordable, and globally recognized higher education.

Target customers: Those seeking to up-skill or re-skill themselves to qualify for local or remote jobs.

Revenue model: Tuition fees from students and corporate partnership

NJORDFREY

Sector: **AgTech, ClimateTech**
Round: **USD 500,000**
Website: **njordfrey.com**
Countries of operation: **Rwanda with the target to deliver 2000 farms across SSA in 5+ years.**
Business model: **B2C**
Contact: **Faisal Razzaq**
Email: **faisal.razzaq@njordfrey.com**

Overview

Company description: NjordFrey provides smallholder farmers with high-yield aquaponic farming solutions to significantly increase income while being sustainable.

Market opportunity and problem being addressed: FAO estimates there are 50 million smallholder farmers in Sub-Saharan Africa, 2 million of which reside in Rwanda. The majority of these farmers live under the poverty line ($1.25 ppp) due to no access to finance, technology and training. NjordFrey provides a comprehensive model that increases fish (+3000%) and crop production (+700%) while removing all of the barriers mentioned for this underserved group. In turn, it results in farmers gaining a 10x in income, all while using 90% less water than traditional farming.

Target customers: In Rwanda, 2 million smallholder farmers, majority of which are female (+70%) and live in rural Rwanda earning on average $125/year.

Revenue model: Njordfrey sells aquaponic farming kits with a competitive mark-up on the initial hardware and operational inputs. They then offer users a long term service contract (linked to the production of the farm) that gives the users access to their digital monitoring system (that allows for data-driven decisions to be made) and sales channels to maximize production & revenue at all times.

NORD SUD FINANCE

Sector: **FinTech**
Round: **100,000 USD**
Website: **nordsud-finance.com**
Countries of Operation: **Rwanda**
 Business Model: **B2B, B2C**
Contact: **Alain Maniraguha, CEO**
Email: **alain.maniraguha@gmail.com**

Overview

Company description: Nord Sud Finance strives to avail affordable funding to MSMEs and SMEs.

Market opportunity and problem being addressed: They wish to contribute in addressing the issue of cost of finance for small projects.

Target customers: Small project promoters, MSMEs and SMEs.

Revenue model: Interest rates, fees and commissions

Sector: **e-Commerce**
Round: **USD 300,000**
Website: **onebasket.rw**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Contact: **Geoffrey Kamali (Founder & CEO)**
Email: **gkamali@onebasket.rw**

Overview

Company description: A unified platform for e-commerce, mobility, on-demand services and logistics under a super app. Matching businesses with consumers and independent transporters. Offering users convenience and a greater reach for sellers while driving social impact and economic empowerment.

Market opportunity and problem being addressed: OneBasket capitalizes on the fragmented digital service landscape, offering a unified platform for diverse needs, enhancing convenience and fostering economic inclusiveness.

Target customers: Small businesses, farmers, consumers, large enterprises and transporters.

Revenue model: Commissions on sales and logistics, retail and payments markups, advertising, SEO and data analytics.

opina

Sector: **AgTech**
Round: **USD 150,000**
Website: **opinagroup.com**
Countries of operation: **Rwanda**
Business model: **B2C**
Contact: **Christian Rurangwa (Founder and CEO)**
Email: **christian@opinagroup.com, chrirurangwa@gmail.com**

Overview

Company description: Opina Ltd is a pioneering agriculture-focused tech and investment company with 3 main services: 1) Farm Operation Management from crop planning and resource allocation to pest management and harvest optimization, the platform streamlines processes, enhancing productivity and sustainable practices 2) DIFALI for training and connecting seasoned experts with farms in need of specialized knowledge, 3) FARMNET is a digital farmland real estate platform where farmland is connected to professional farmers and investors.

Market opportunity and problem being addressed: Opina is working hard to make use of the unused farmland where more than 120 Millions of hectares of farmland are not in use in the sub-Saharan region while Africa's bill of food imports is $110 billion. The company is also training young professional farmers to be real managers to reduce the 40% of what is being lost because of poor farm management practices. Opina is GAP-certified (Global Agriculture Practice).

Target customers: Farmland owners, investors, farmers, young professional farmers, exporters, NGOs, agro-processors.

Revenue model:
1. Farm Operations Management: they charge a monthly subscription according to the work to be done and the capacity of the farm
2. Diwali: They charge per courses and also by commission
3. Farmnet: They charge commission

Sector: **FinTech**
Round: **USD 500,000**
Website: **aftawallet.com**
Countries of operation: **Rwanda, Cameroon**
Business model: **B2B, B2C, B2B2C**
Contact: **Akah Harvey Nkeng (CEO)**
Email: **akah@aftawallet.com**

Overview

Company description: Afta wallet provides digital forex services to African tourists and merchants, letting them access local currency settlement and payments across African countries at low cost via a WhatsApp chatbot. Currency exchange happens through existing mobile money networks or physical agents.

Market opportunity and problem being addressed: Intra-african trade accounts for about $18 billion USD annually, limited by the friction of local currency exchange between African currencies.

Target customers: Intra-african tourists and merchants

Revenue model: Percentage on cashout and exchange (remittance) transactions.

Sector: **FinTech, SaaS**
Round: **USD 1,500,000**
Website:**pesachoice.com**
Countries of operation: **Rwanda, Uganda, Kenya, Ghana**
Business model: **B2B, B2C**
Contact: **Davis Nteziryayo (Founder & CEO)**
Email: **davis.nteziryayo@pesachoice.com**

Overview

Company description: PesaChoice is an HR-tech company, managing the workforce of Africa businesses. The technology is designed to solve African problems with uniquely African solutions. PesaChoise is committed to driving economic growth, improving access to essential services, and enhancing the quality of life for all Africans.

Market opportunity and problem being addressed: Lack of affordable HR & payroll software and limited to access to finance

Target customers: Small businesses and informal workers in Africa

Revenue model: Monthly subscription on the HR software and interest on loans from earned wage access

QLana

Sector: **FinTech (technology for financial service providers)**
Round: **USD 2,000,000**
Website: **q-lana.com**
Countries of operation: **Rwanda, South Africa, India, Kenya, Luxembourg**
Business model: **B2C**
Contact: **Christian Ruehmer (CEO, Founding Partner)**
Email: **christian@q-lana.com**

Overview

Company description: Q-Lana is a comprehensive digital open banking platform, fully configurable, easy to use, and modular. Q-Lana supports financial service providers in their digital transformation with their low-code-based platform and targeted advisory in a long-term service relationship.

Market opportunity and problem being addressed: Successful financial service providers (FSPs) emphasize customer centricity and risk management, Q-Lana backs this approach with its flexible and focused platform.

Target customers: Small and medium-sized financial institutions and asset managers.

Revenue model: Effort-based implementation + annual service fee (linked to portfolio size) + fees for additional configuration = low churn + high lifetime value

Sector: **EdTech, e-Mobility, Product Development**
Round: **USD 200,000**
Website: **santechrwanda.com**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Contact: **Pacifique Shema (Managing Director)**
Email: **shemapacifique990@gmail.com**

Overview

Company description: SAN TECH is a digital technology service provider that develops technological products to facilitate human daily activities and develop talent for invention and contribution to the Gross Domestic Product (GDP).

The company provides the E-Visitors system (automated attendance monitoring system for visitors, staff and casual workers with equipment at an entrance in a single system using the attendee's card), as well as SAN TECH hub, where young students from high schools and universities as well as researchers are supported in product development and gaining entrepreneurial skills within their respective careers (trades/ faculties)

Market opportunity and problem being addressed: Almost all institutions need data monitoring including attendance recording, either for tracking records of potential customers and movements of employees and equipment, and many more records. They are solving the problem of losing such data and filling the gap of available opportunities in different industries.

Target customers: Industries, schools, hotels, banks, and hospitals are the main target customers.

Revenue model: Revenue is generated in three ways: system installation, subscription (monthly/annually), and other services where they can earn customer's direct fee.

Sector: **ClimateTech**
Round: **USD 25,000,000 over the next five years**
Website: **sawaenergy.com**
Countries of operation: **Rwanda, Uganda**
Business model: **B2B**
Contact: **Eder Munyampenda (Rwanda Country Manager)**
Email: **eder@sawaenergy.com**

Overview

Company description: Sawa Energy is a Rwandan renewable energy firm that builds and finances grid-tied solar projects to provide cheaper electricity for commercial and industrial businesses. The firm installs solar arrays directly on-site for its customers, tailored to the consumption needs of each client.

Market opportunity and problem being addressed: Electricity for businesses is expensive and unreliable. Solar energy allows businesses to save on their electricity bills. Sawa Energy provides a simple pathway to these savings by removing upfront costs and operational headaches.

Target customers: Businesses

Revenue model: Sawa Energy offers energy-as-a-service. The company enters into long-term agreements with its clients, where instead of paying for the system, the client pays for the electricity it consumes from the system at a cheaper price than the grid.

63

Sector: **Digital Marketing**
Round: **We are currently not fundraising any capital**
Website: **63.rw**
Countries of operation: **Rwanda**
Business model: **B2B, B2B2C**
Contact: **Malik Shaffy Lizinde (Lead Strategist and Co-founder)**
Email: **malik@63.rw**

Overview

Company description: 63 Inc is an innovative Rwandan hub of strategists, designers, and project managers dedicated to creating distinctive brands, digital solutions, and product experiences through the power of creative thinking.

Market opportunity and problem being addressed: They tap into the market by addressing the need for innovative branding and design solutions in Rwanda's growing creative industry, advancing economic growth.

Target customers: Businesses, startups, and organizations seeking creative branding and design.

Revenue model: They generate revenue through project-based fees for branding, design, and digital services provided to our clients.

SLS Energy

Sector: **ClimateTech, Clean Energy**
Round: **They are currently building a pipeline and plan to fundraise in Q2 2024.**
Website: **slsenergy.io**
Countries of operation: **Rwanda and Nigeria**
Business model: **B2B**
Contact: **Léandre Berwa, (Co-founder & CEO)**
Email: **leandre@slsenergy.io**

Overview

Company description: SLS Energy provides battery-as-a-service to telecommunication towers and mini-grids using batteries retired from electric vehicles or salvaged from electronic waste.

Market opportunity and problem being addressed: The company is addressing the battery waste problem and the reliance on fossil fuels for energy storage.

Target customers: Telecommunication tower operators and mini-grid operators.

Revenue model: They provide batteries on a battery-as-a-service model. They charge a fee for power backup availability and/or for energy usage.

Sector: **AgTech, FinTech**
Round: **USD 400,000**
Website: **smartikigega.com**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Contact: **Joselyne Nisingizwe (CEO)**
Email: **nesjoselyne@gmail.com**

Overview

Company description: Smart ikigega is building an inclusive agriculture value chain through digitalization by eliminating post-harvest loss and providing access to financial services for farmers. It is a digital farmer service center which helps farmers and different agriculture key players to interact digitally where every stakeholder in the agriculture value chain can easily identify and address their needs, allowing farmers to align their production with consumer demands

Market opportunity and problem being addressed: Smart Ikigega is addressing farmers, financial institutions and research institutions which will need to use farmers real data

Target customers: Farmers, crop buyers (restaurants and hotels), financial institution and research institutions

Revenue model: Subscription and commission fees on financial services and on market

Sector: **Cybersecurity**
Round: **USD 1,000,000**
Website: **tabirianalytics.com**
Countries of operation: **Rwanda, Uganda, Kenya and the United States**
Business model: **B2B**
Contact: **Victor S Kagimu (Co-Founder & COO)**
Email: **victor.kagimu@tabirianalytics.com**

Overview

Company description: Tabiri Analytics Inc. offers a cutting-edge AI-driven cybersecurity solution, providing proactive defense against evolving threats. Its platform offers real-time insights, customized threat detection, and autonomous response capabilities, ensuring the security of businesses and organizations in an increasingly digital world.

Market opportunity and problem being addressed: Tabiri Analytics taps into the growing demand for cost-effective cybersecurity solutions to counteract evolving digital threats across industries.

Target customers: FinTech companies, insurance companies, banks, telecoms, and IT service providers in Africa

Revenue model: Subscription revenue model with a $0 trial, $20 per device/month for business clients, and $25 per device/month for enterprise customers

TheHappyNes

Sector: **e-Commerce, Leather bags and shoes manufacturing**
Round: **USD 250,000**
Website: **shop.thehappynes.com**
Countries of operation: **Rwanda Canada**
Business model: **B2B, B2C, B2B2C**
Contact: **Aline Uwase (Founder and Managing Director)**
Email: **thehappynes20@gmail.com**

Overview

Company description: The HappyNes is a social enterprise which designs and produces premium leather products such as bags and other leather accessories made out of cow , sheep and goat skin with an African twist, for executives and business professionals to provide better working convenience during their daily work whether in the office , during meetings or while traveling.

With our humanitarian vision of a decent life for every woman, The HappyNes empowers women from vulnerable backgrounds personally and economically by building their capacity to engage various stages of the leather products value chain and become self-sufficient.

Market opportunity and problem being addressed: The HappyNes is solving the ecological problem of the increase of tons of fashion waste by providing sustainable and durable products that can be used over the years and recycled and redesigned into other alternative leather products without creating any more waste. They aim to scale their women's tailoring capacity building program.

Target customers: Business professionals and travelers

Revenue model: Sell our premium leather professional bags and shoes

Sector: **EdTech**
Round: **USD 500,000**
Website: **threemountains.academy**
Countries of operation: **Rwanda and other African countries**
Business model: **B2B**
Contact: **Gerry van der Hulst (CEO)**
Email: **gvdhulst@threemountains.academy**

Overview

Company description: Three Mountains Learning Advisors is a Rwandan company with 12 instructional designers and trainers. It has two business units: 1) the E-learning Factory, where they make digital content on demand and the Life Skills Academy where they provide training and coaching programmes tailored to the needs of our customers.

Market opportunity and problem being addressed: The company helps boost the capacity building of people and organizations, improve training curriculums and develop self-paced online courses.

Target customers: Organizations and projects who want to train big groups of people.

Revenue model: Customers pay for our services directly or through donors

Sector: **Connectivity**
Round: **USD 5,000,000**
Website: **trac.africa**
Countries of operation: **Rwanda, DRC, Kenya, Burundi**
Business model: **B2B, B2B2C**
Contact: **Johnny Kayihura (Managing Director)**
Email: **johnny.kayihura@trac.africa**

Overview

Company description: TransAfrica Communications was founded in 2012 with the vision to "Light Africa" by bringing premium internet to African cities and villages alike. TrAC has birthed numerous local and regional ISPs who use the TrAC network and hosting services to serve their local towns, cities, and regions.

Market opportunity and problem being addressed: TrAC aims to bridge the gap in connectivity in Africa by bringing premium internet. Having succeeded in Rwanda, TrAC aims to export the solution and the know-how to various other countries.

Target customers: Beside B2B, TrAC also empowers internet service providers and entrepreneurs who wish to develop their skills in connectivity.

Revenue model: Monthly subscriptions and prepaid tariffs.

Umurava

Sector: **EdTech, HR Tech**
Round: **USD 200,000**
Website: **umurava.africa**
Countries of operation: **Rwanda**
Business model: **B2B2C**
Contact: **Vivens Uwizeyimana**
Email: **vivens@umurava.africa**

Overview

Company description: Umurava is a talent marketplace and workforce outsourcing platform, building and matching Africa's large workforce of digital talent and teams with companies focusing on the in-demand skills of the digital economy like Tech, Digital Media & Marketing, and Research & Data.

Market opportunity and problem being addressed: By 2030, 85 million jobs shall go unfilled due to the in-demand skills gap. We are solving the twin problem of global talent shortage in the in-demand skills and high rate of youth unemployment in Africa.

Target customers: Corporates, NGOs, Startups/ SMEs, Large Agencies, Government, Global Companies.

Revenue model:
1) Workforce-as-a-Service (Matching + Management Service): a 30% service fee is charged on top of the workforce costs
2) Recruitment-as-a-Service: a flat fee ranging from $100 to $1000 per 1 full-time talent placement is charged

Sector: **FinTech**
Round: **USD 600,000**
Website: **uplus.rw**
Countries of operation: **Rwanda**
Business model: **B2C, B2B**
Contact: **Edward Kirenga (Managing Director)**
Email: **edward.kirenga@gmail.com**

Overview

Company description: Uplus Mutual Partners (Uplus) is a digital group financing platform that allows for people from all walks of life to collectively save and invest on the platform, in order to develop their livelihoods. It is for anyone and any organization that is looking for a better way of raising funds and saving with their friends, family, and colleagues.

Market opportunity and problem being addressed: Uplus is providing a secure and transparent platform to groups who are in demand of a better solution for group savings and loans.

Target customers: Uplus targets saving groups, university students and cooperatives.

Revenue model: Currently, Uplus' revenue model is transaction-based. Each time a user saves funds in their account, Uplus takes a small percentage of the transaction.

UrID
Technologies

Sector: **FinTech**
Round: **USD 500,000**
Website: **palmkash.com**
Countries of operation: **Rwanda**
Business model: **B2B2C**
Contact: **Livingstone Karamage (Managing Director)**
Email: **karamage@palmkash.com**

Overview

Company description: UrID Technologies Ltd's flagship product PalmKash is a Unified Payment Processing Infrastructure for Sub-Saharan Africa built for Africa. PalmKash enables merchants and shoppers to transact over a single channel, regardless of the issuer. This reduces costs, increases adoption, and fosters inclusiveness. PalmKash enables a user to link their mobile money accounts, digital wallets and cards to their palm biometrics and allows them to transact anywhere.

Market opportunity and problem being addressed: Sub-Saharan Africa is a large and growing market for digital payments, driven by mobile penetration, FinTech innovation, and regulatory reforms. The region's domestic digital payments market is expected to see revenues grow by approximately 20 percent per year, reaching $40 billion by 2025.

Target customers: A growing millennial population that is technologically savvy, international organizations like UNHCR, sports & entertainment venue ticketing & access

Revenue model: Assumption charges and commission on money processed

URUKUNDO Initiative.

Sector: **EdTech, HealthTech**
Round: **USD 1,000,000**
Website: **urukundoinitiative.com**
Contact: **Christelle Giraneza Uwantege (Co-founder & Marketing Director)**
Email: **christelle@urukundoinitiative.com**
Countries of operation: **Rwanda and Burundi**
Business model: **B2B, B2C**

Overview

Company description: Urukundo Initiative is a youth-led social enterprise with an aim of revolutionizing comprehensive sexuality education through edutainment, using the Urukundo Life Skills Board Game.

Market opportunity and problem being addressed: The Africa gaming market size was estimated at USD 1.92bn in 2023. In Rwanda, there are 6 million young people (80% of which have basic education), many of which are immersed in myths and misconceptions around sexual and reproductive health.

Target customers: Individuals, families, schools (rural and urban primary and secondary schools), refugee camps and youth centers through partnerships

Revenue model: Sale of the physical game at USD 20, in-app purchase and in-app advertisements

veneka

Sector**: FinTech**
Round: **USD 5,000,000**
Website: **veneka.com**
Countries of operation: **30 sub-Saharan countries**
Business model: **B2B, B2B2C**
Contact: **Robert Lane (CEO)**
Email: **robert.lane@veneka.com**

Overview

Company description: Veneka is a pan-African FinTech which provides a payment platform to service consumers, agents and merchants. Veneka's platform offers payment services, customer onboarding, cards and wallets via agencies, branches, kiosks, merchants and mobile banking.

Market opportunity and problem being addressed: Sub-Saharan African payments are predominantly cash based, with MNO's offering mobile money and banks offering cards. We bring these two products together for banks and non-banks.

Target customers: Banks, non-bank financial institutions and non-financial institution 3rd parties

Revenue model: Usage based model on SAAS

VIEBEG
Medical

Sector: **HealthTech**
Round: **USD 900,000**
Website: **viebeg.com**
Countries of operation: **Rwanda, Kenya and DRC**
Business model: **B2B**
Contact: **Tobias Reiter (CEO)**
Email: **tobias@viebeg.com**

Overview

Company description: VIEBEG is a data-driven procurement solution for medical equipment and supplies, currently serving 900+ healthcare providers in Rwanda, Kenya and DRC. Our Health Demand Simulation Model identifies healthcare infrastructure investment opportunities, projects the profitability of an equipment in a specific location and then links the clinic directly to the right manufacturers and financing partners.

Market opportunity and problem being addressed: Healthcare providers are not data-driven when it comes to procurement and select health services offered based on gut-feeling, which is very inefficient.

Target customers: Resource-constrained hospitals, clinics and pharmacies that need to optimize their procurement decisions and access financing.

Revenue model: We take an average 35% Gross Margin on each product sold through our platform and offer equipment financing (1.5% interest per month) and maintenance and support, for which we charge a subscription fee.

VIZION BOT

Sector: **AgTech, HealthTech**
Round: **USD 17,000**
Website: **vizionbot.com**
Countries of operation: **Rwanda**
Business model: **B2B, B2C**
Email: **adrienbizi1993@gmail.com**
Contact: **Adrien Biziyaremye (Founder/CEO)**

Overview

Company description: Vizion Bot Ltd has two areas of manufacturing. Manufacturing of the digital walking stick for visually impaired people that detects an obstacle within close proximity using sensors and vibration as well as manufacturing of livestock farming machines like multifunction chopper machines for feed of cows, sheep and grinding maize, soybeans for birds, ect

Market opportunity and problem being addressed: In Healthtech: visually impaired people can't walk without a guardian because they run into obstacles like walls, holes while walking with no sensor stick. In AgTech, high cost of feed of animals, high cost of machines, long time requirement to prepare the feed from the crops, low quantity of the feeding productivity.

Target customers: In Healthtech, the customer target is visually impaired people impaired living in Rwanda; which are 400,000 and include women and men with age range between 7 to 65. In AgTech: in the Rwandan market, 72% of people work in agriculture.

Revenue model: In Health tech, the company makes money from selling the products to individual customers and selling through partners. The company repairs the digital sticks for their clients, sells the spare parts needed for the maintenance and also makes money through deliveries. In AgTech, the company sells the machines directly to customers (B2C) and is planning to start B2B and B2B2C models.

watu

Sector: **e-Mobility**
Round: **USD 5,000,000**
Website: **watuafrica.com/about-watu**
Countries of operation: **East Africa (except South Sudan and Burundi), Nigeria and Sierra Leone)**
Business model: **B2C**
Contact: **Emile Kinuma (CEO)**
Email: **ekinuma@watuafrica.com**

Overview

Company description: Watu Credit Rwanda is bridging the gap between people and accessibility to flexible financing.

Market opportunity and problem being addressed: In Rwanda the challenge for moto taxi riders has been the rising cost of operating petrol bikes and access to flexible financing.

Target customers: Commercial taxi riders
Revenue model: Asset financing

WiredIn

Sector: **FinTech, Software Development Services**
Round**: Not currently fundraising**
Website: **wiredin.rw**
Countries of operation: **Rwanda, Japan, the Netherlands, Germany, the United States of America, Mozambique and Benin**
Business model: **B2B, B2C**
Contact: **Alain Kajangwe (CEO)**
Email: **alain.kajangwe@wiredin.rw**

Overview

Company description: WiredIn is a software development company founded in January 2014, by like-minded software engineers: Alain Kajangwe (Rwanda) and Hidekazu Tanaka (Japan). These two software engineers sought out to tap into the immense global demand for software engineers. Initially focus was put on services to clients in Japan, and has now evolved to providing services to customers in the EU, the US, Rwanda and Mozambique, as well as the creation of a product currently being used in Rwanda. Their services include: Custom Software Development, Software Engineering Resources Augmentation Service, ""Murakoze"" Product.

Market opportunity and problem being addressed: Global demand for tailored solutions, Rwanda's tech boom, growing emphasis on customer experience globally, global tech talent trunch, flexibility and scalability

Target customers: High-ranking executives at mid to large tech companies in the US, startup founders in Japan, Customer Experience Managers at large institutions in Rwanda, an official (CDO) overseeing tech adoption in a Rwandan Government Institution, a tech executive at a mid to large size company in the Netherlands in various sectors

Revenue model: Their custom software development services, where projects are billed based on scope, and the software resource augmentation model, where they bill time and materials. Their ""Murakoze"" product has 2 revenue models, one being a white-label license and the other model is a subscription model to their SaaS product

Yagibaze

Sector: **EdTech, e-Commerce**
Round: **USD 200,000**
Website: **yagibaze.rw**
Countries of operation: **Rwanda**
Business model: **B2B2C**
Contact: **Patrick Ndahayo (Chief Executive Officer)**
Email: **patrick@yagibaze.rw**

Overview

Company description: Yagibaze is a tech company based in Rwanda, offering a comprehensive suite of digital services, including website hosting, expert-led courses, seamless freelancing, as well as AI-powered support and content generation, with the mission of fostering a knowledge-based economy.

Market opportunity and problem being addressed: Yagibaze taps into Rwanda's growing digital landscape, offering accessible web services, courses, and freelance jobs to bridge the digital divide

Target customers: Young Rwandan entrepreneurs, students, and digital enthusiasts seeking online opportunities.

Revenue model: We plan to earn through web hosting, courses, freelancing, Google AdSense, YouTube Videos, and affiliate marketing, ensuring diversified revenue streams.

zuri

Sector: **FinTech, e-Commerce**
Round: **USD 2,000,000**
Website: **myzuri.com**
Countries of operation: **Rwanda, DR Congo, Uganda, Belgium and France**
Business model: **B2B2C**
Contact: **Gisela Van Houcke (Founder & CEO**)
Email: **gisela@myzuri.com**

Overview

Company description: Zuri is a tech-enabled beauty platform, empowering black women. Zuri provides the software, the product range, the brand and the funding to allow black women beauty entrepreneurs to climb up the economic ladder.

Market opportunity and problem being addressed: Black women spend five times more on beauty than their white counterparts, but only 10% of that spending goes to black-owned companies.

Target customers: Black women around the world.

Revenue model: Zuri has a hybrid distribution network, its own hairbars, franchises, resellers and an e-commerce website, all managed on the Zuri tech-enabled platform. Zuri provides discounts and working capital solutions for its franchises and resellers. Zuri has already proven that it's able to multiply by 4 their turnover within the first 3 months of joining Zuri. For its e-commerce business, Zuri works mostly with ambassadors who take a commission on the sales they generate.

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How to Engage

B How to Engage

If you are an investor, financial institution or an individual that is interested in learning more about investment opportunities in the technology sector in Rwanda or interested in understanding the technology landscape or have any other enquiries, please email dealroom@rdb.rw.

If you're interested in reaching out to one or more companies featured in this booklet, you may contact them directly using the email addresses listed on their dedicated page and copy dealroom@rdb.rw for follow-up assistanc

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DEVELOPMENT BOARD