

AfricArena VC Unconference West Africa 22 Feedback

May 2022





Summary of Action Items

		DC/	ECO	4 R	
	Education and Change Management: Raise awareness to startups on the importance of trust, transparency and governance from early stages of setting up Education to startups on differences in funding vehicles, geographies, valuations and impact on transparency and compliance Educate on transparency required and degree of planning, governance and corporate structuring at each life stage Create 'How to Guides' on avoiding pitfalls for startups, including how to create alignment in the startup teams and beyond	\frac{1}{4}			
Race to fundraising vs building sustainable businesses	Ecosystem Collaboration: ✓ Create bridges between investors and enterprises support organisations (ESO) to assist with education to startups ✓ Capacitate accelerators / incubators with information to raise awareness with startups on compliance and governance ✓ Share simplified principles of good governance across ecosystem ✓ Share success stories with ecosystem players ✓ Develop an approach to create links with major companies to offer maximum backup for startup support (comms through DCA)	\ \ \ \ \	√M54		
	Roadmap to Greatness: ✓ Develop a guideline from DFIs to VCs on compliance requirements as part of making funding decisions by DFIs ✓ Develop training for VCs on both finance and technical assistance requirements from DFIs ✓ Share good startup governance success stories across ecosystem (Call for stories once a quarter) ✓ Develop governance matrix between VCs, BAs and independent board members	✓	√FMO √FMO		Sign Pledge
Building an ecosystem	Regional Approach: Structure to accommodate strong regional hubs, feeding into overall African ecosystem to accommodate regional nuances Enable improved discovery of stakeholders in Francophone Africa by fostering collaboration between regional ecosystem Showcase the work done by DER through roadshow / best practice sharing to other key regional hubs DER to assist where possible in lobbying banks to enabling accepting currency into Senegal from foreign funders Identify and connect foreign initiatives in Senegal with DER for exponential impact potential		√DER √DER √DER √DER	√	Sis
bridge between African regions	Co-investments: ✓ Intentionally drive for co-investments between regions to prove successes across hubs and ecosystem at large ✓ Determine an approach to maximise investment from donors into African regions by presenting information holistically on regions		√DER		
•	Data Transparency: ✓ Agree basic metrics and parameters across regions to share ✓ Broadly define and agree on bands of valuation and funding instruments across stages ✓ Commitment use and continuously jointly improve on available data			√ ✓	

Summary of Action Items

	Best Practice Sharing ✓ Collaborative fellowship creation to benefit all in recruiting new fund managers and bundling some fund management services ✓ Jointly explore fund structures that are relevant for the continent ✓ Democratise access to investment opportunities for retail investors ✓ Share best practices in the ecosystem where gender diverse strategies for recruitment and funding prove successful	\ \ \ \			
Future of	 Diversity: ✓ Investigate data on number of females aspiring to enter fund management roles, and work with relevant global parties to support different Africa funds ✓ Develop an intentional strategy on how to include gender equality into VC teams, as well as into investee companies with milestones to reach over 5-10 years ✓ Develop an intentional strategy on how to include balanced race diversity into VC teams, as well as into investee companies 	√ √ √	√TR	√ √	lge
Venture Capital in Africa	 PR Successes: ✓ Have an intentional, consolidated approach to sharing African startup successes, including gender and race diversity successes through relevant channels ✓ Structure an approach to make international landscape aware of successes through VC in Africa, including exits, serial entrepreneurship, etc. ✓ Have as a medium term aim to have Africa inspire the rest of the world on how an ecosystem can function together well, and to inspire future startup generations 	√ √ √			Sign Pledge
	Education / Lobbying: ✓ Be intentional in developing approach to educate potential LPs on investing in African GPs through workshops, roadshows, workgroups, etc. ✓ Develop a proactive campaign to entice more African capital into African VC funds ✓ Drive capital flows further to grass root level as opposed to keeping at the top of the funnel ✓ Share targets defining 'The Future of Venture Capital' to those concerned and do ceremonial commitment to agreement with shared KPIs across the ecosystem	√ √ √		√ √ √	

4 Regional Champions

CA Comms Resource

Summary of Action Items

Digital Collective Africa	Standards and Regulations: ✓ Agree and share standards on how we will regulate ourselves as an ecosystem to enable collaboration and sharing ✓ Agree on early stage and startup applicable ESG and Impact measures to create a baseline standard to build trust for African ecosystem ✓ Develop a phased approach to capture regulatory frameworks and key data guiding the ecosystem across all African regions over time and share across regions	√ √ √		√ √	
	 Ecosystem Collaboration Structured approach to rally more and new ecosystem players behind DCA and share widely; facilitate direct links with hubs Continuously solicit new content from ecosystem players in a structured way, with topics relevant to the changing environment Continue to develop and maintain deals database and have a structured approach to updating deals and collaborate with proprietary deals platforms to supply them with data Develop a phased approach to capture regulatory frameworks and key data guiding the ecosystem across all African regions over time Create a PR approach to share success stories and good news forum for African ecosystem through the DCA DCA group to investigate collaboration with Senegalese government 	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \			Sign Pledge
	Funding DCA: ✓ Seek sponsorship to fund at least one full time resource within DCA ✓ Consider subscription model for DCA members to help continued resourcing ✓ Identify shared resources across ecosystem players to assist with work if not able to fund through sponsorship or subscription		√AII √AII √AII		
	Accessibility: √ Resources should be accessible in French and Arabic over time, and sponsorship to be secured to fund this ongoing activity	✓			

4 Regional Champions

DCA Comms Resource

Ecosystem Players

Attendees:

Over 60 participants:

(across 10 countries of birth and 13 countries of residence)





(VCs, Impact Investors, Angels, LPs)

Breega; DER Investment Fund; Enza Capital; FMO; Founders Factory Africa; Grindstone Ventures; LaunchAfrica Ventures; Mobility 54; P1 Ventures; Saviu Ventures; Startup Bootcamp.



CFAO Corporate Invenfin Mobility 54



Founders Factory Africa FSAT Labs

0.1.1

Grindstone

Startup Bootcamp



AfricArena
Digital Collective Africa
BriterBridges



Group Pulse

How are you feeling?



One word thought for the day:





Topics Covered:

(in order of importance, rated by attendees)



1. Race to fundraising versus building a sustainable company



2. Building the ecosystem bridge between West Africa and the rest of the continent



3. The future of Venture Capital in Africa



4. Resources available on Digital Collective Africa

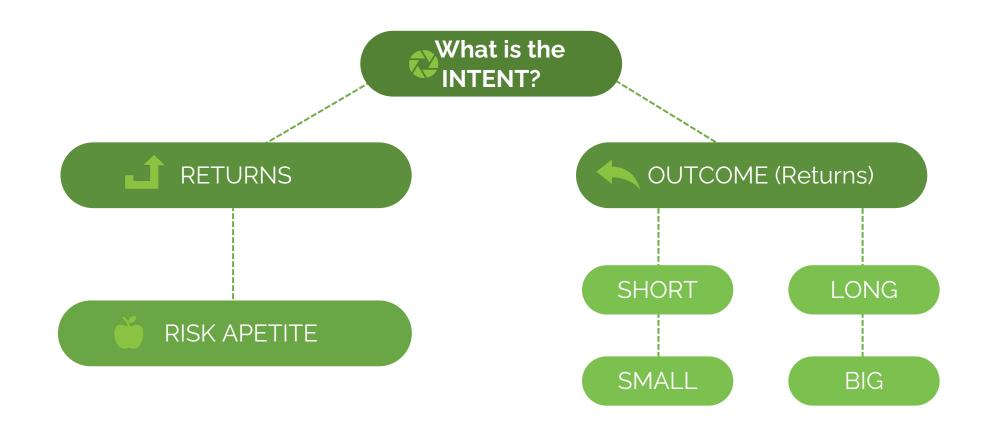




sustainable company

Facilitated by Rajiv Daya

Race to fundraising versus building a stable company



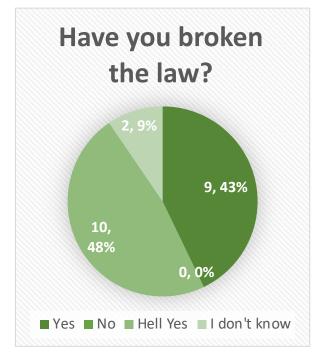


Race to fundraising versus building a stable company

To bring the point home, the session was opened with the question to the participants: Have you ever broken the law. Over 90% responded **YES**. The key point here is that the non-compliance observed with startups cannot, in a blanket fashion, be attributed to dishonestly without context. The key theme for the session focused on the utmost importance of building a culture of **transparency and integrity** throughout for both startups and funders at large, as we continue to grow the success and reputation of the African startup ecosystem.

What this look like was then discussed in more detail.

WHO	Incubators/accelerators, investors, founders, startups
WHAT	Transparency
WHY	It is essential from offtake to exit to ensure company integrity
WHEN	1) Day 1 (VC); 2) When first external capital is received
WHERE	Internally and externally





Race to fundraising versus building a stable company

Action Items

EDUCATION / CHANGE MNGT

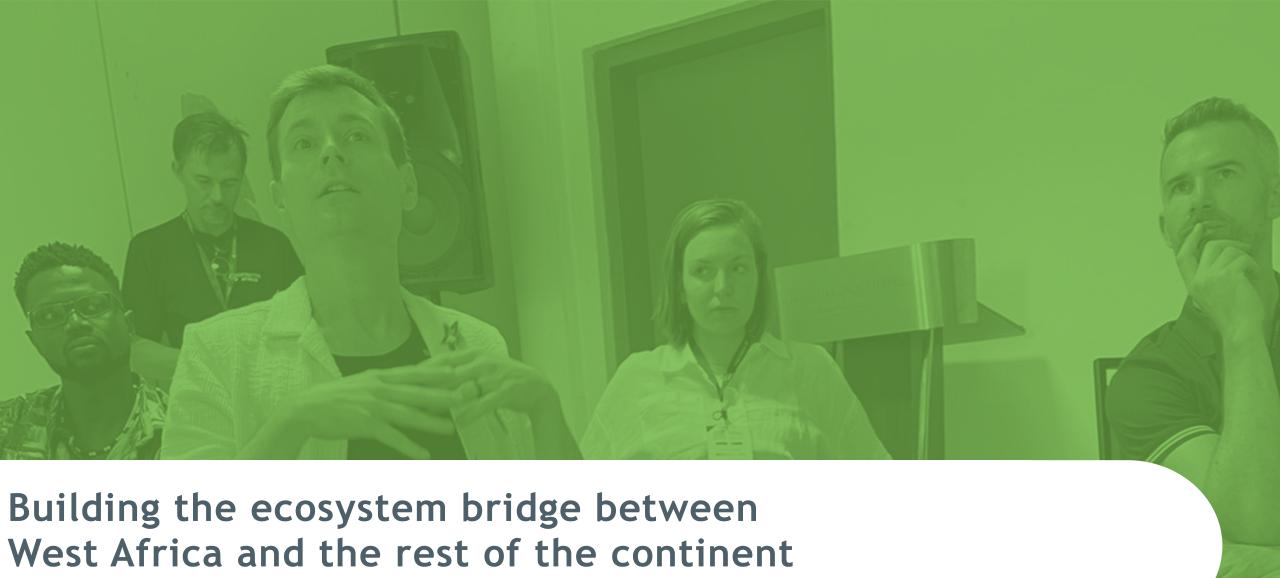
Raise awareness campaign and continuous comms to startups on the importance of trust, transparency and governance from early stages of setting up	DCA Comms	
Education to startups on differences in funding vehicles, regions, global geographies and valuations and impact on transparency and compliance and the right equity story	DCA Comms	
Educate on the transparency required and degree of planning, governance and corporate structuring required at each life stage of the business, and asking for help if expectations are not clear. Create a favourable atmosphere for startups to build companies whilst driving governance	DCA Comms	
Create 'How to Guides' on avoiding pitfalls for startups, including how to create alignment in the startup teams and beyond	DCA Comms	

ECOSYSTEM COLLABORATION

Create bridges between investors and enterprises support organisations (ESO) to assist with education to startups	DCA Comms	
Capacitate accelerators and incubators with information (through DCA vehicle?) to raise awareness with startups on compliance and governance	DCA Comms	
Share simplified principles of good governance across ecosystem (from content on Roadmap to Greatness)	DCA Comms	
Share success stories with ecosystem players (from content on Roadmap to Greatness)	DCA Comms	
Increase links with major companies to offer maximum backup for startup support (Develop an approach, comms through DCA resource)	Thinkroom	

ROADMAP TO GREATNESS

Develop a guideline from DFIs to VCs on compliance requirements as part of making funding decisions by DFIs	FMO	
Develop training for VCs on both finance and technical assistance requirements from DFIs	FMO	
Share good startup governance success stories across ecosystem (Call for stories once a quarter)	DCA Comms	
Develop governance matrix between VCs, BAs and independent board members	FMO	

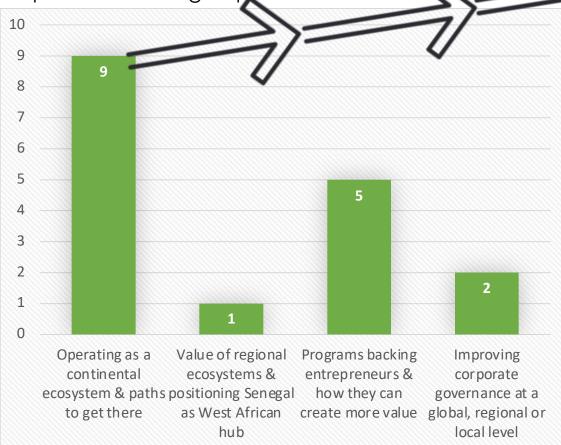


Facilitated by Robert Haynie

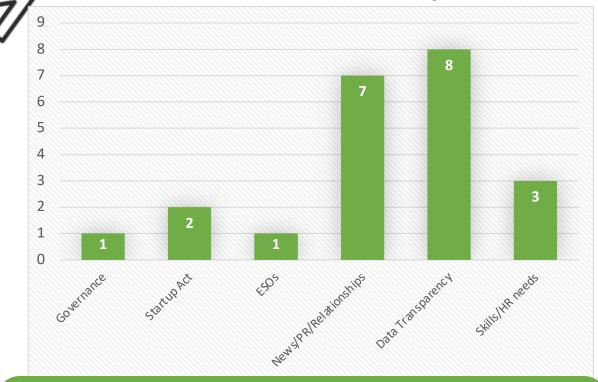
Building the ecosystem bridge between West Africa and the rest of the continent

The following elements were listed and ranked to

What areas of bridging the ecosystem were most important for the group to focus on?



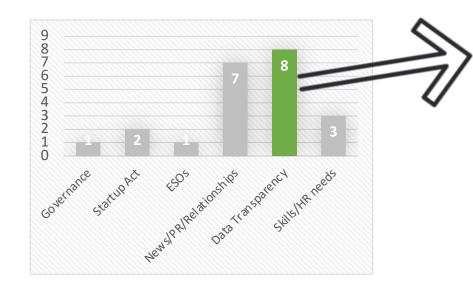
The following elements were listed and ranked to indicate what should be considered to operate as a continental ecosystem and paths to get there



BUILDING TRUST UNDERPINS ALL THESE PILLARS



Building the ecosystem bridge between West Africa and the rest of the continent



Looking at the priority pillar of data transparency, the following key points were highlighted as important to enable this pillar:

PARTNERSHIPS

FOCUSING ON CONSISTENT METRICS

CONSISTENCY IN DATA

BANDS OF VALUATION

USE AND IMPROVE TOOLS

DIGITAL COLLECTIVE AFRICA PLATFORM

NEED RESOURCES TO SUPPORT DCA

NEED TO FOCUS MORE ON SUCCESSES



Building the ecosystem bridge between West Africa and the rest of the continent

Action Items

REGIONAL APPROACH

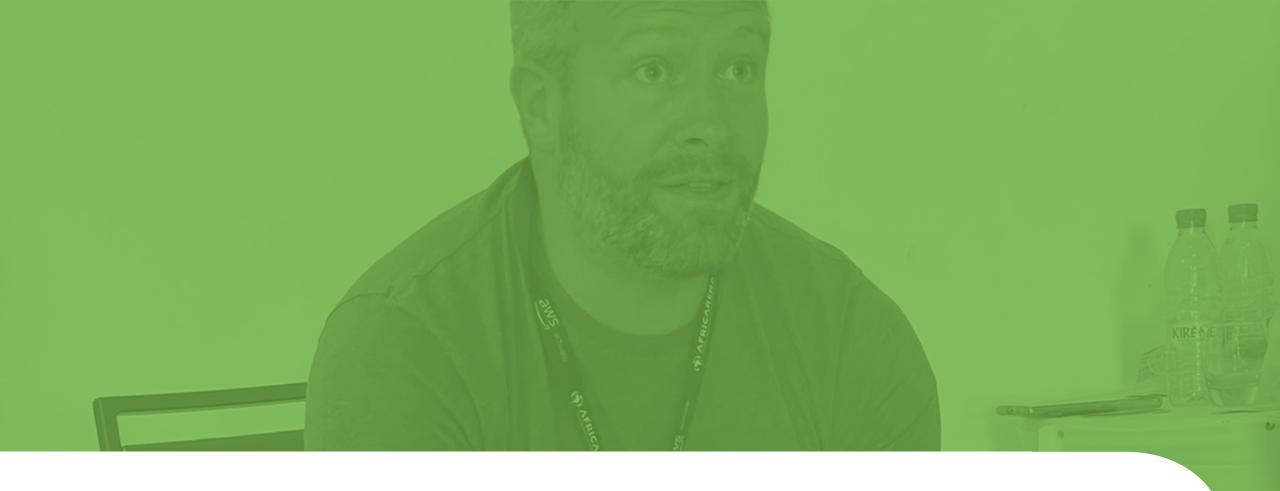
Create a structure to accommodate strong regional hubs, feeding into overall African ecosystem. This will allow for regional nuances, whilst driving overall ecosystem collaboration	4 Regional Champions	
Enable improved discovery of stakeholders in Francophone Africa by fostering collaboration between ecosystem players across the regions	DER? AA?	
Showcase the work done by DER through roadshow / best practice sharing to other key regional hubs to drive ecosystem collaboration across the regions	DER	
DER to assist where possible in lobbying banks to enabling accepting currency into Senegal to smooth path to funding from funders outside of the country	DER	
Identify and connect foreign initiatives in Senegal with DER for exponential impact potential	DER	

CO-INVESTMENTS

Intentionally drive for co-investments between regions to prove successes across hubs and ecosystem at large	4 Regional Champions	
Determine an approach to maximise investment into African regions by preparing information on regional nuances and focus areas to standardise and entice donors to further support regional initiatives holistically, rather than once offs.	4 Regional Champions	

DATA TRANSPARENCY

Focus on consistent metrics and consistency in data – agree basic metrics and parameters		
Drive partnerships / collaboration where applicable with co-investment opportunities and other areas of collaboration	4 Regional Champions	
Broadly define and agree on bands of valuation and funding instruments across stages	VC workgroup?	
Commitment to DCA to use and continuously jointly improve on available data	4 Regional Champions	
Share data, including successes to enable continent wide success story sharing and awareness creation	DCA Comms	



The Future of Venture Capital in Africa Facilitated by Ben Marrell

The future of venture capital in Africa

Definitions (decided collectively):

FUTURE

VENTURE CAPITAL

AFRICA

The next 5 to 15 years

Includes equity finance

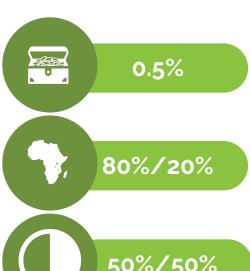
54 countries





The future of venture capital in Africa

Targets for the next 15 - 25 years:



Project 0.5% of GDP for Africa to be spend in VC, which will equate to \$30 billion for Africa in five years

80% of the funding deployed in Africa must be managed by African fund managers to enable the growth of the African ecosystem



There must be an equal balance of investment into African and non-African startups



Aim for gender equality in investments made into African startups by years five to ten



The Future of Venture Capital in Africa Action Items

BEST PRACTICE SHARING

Consider collaborative fellowship creation to benefit all parties in recruiting new fund managers and bundle some fund management services to help new fund managers gain traction quicker	
Jointly explore fund structures that are relevant for the continent	
Democratise access to investment opportunities for retail investors	
Share projects and best practices that are existing in the ecosystem where gender diverse strategies of recruitment and funding prove successful	

DIVERSITY

Investigate data on number of females aspiring to enter fund management roles, and work with relevant global parties to support different Africa funds	GSV	
Develop an intentional strategy on how to include gender equality into VC teams, as well as into investee companies with milestones to reach over 5-10 years	GSV	
Develop an intentional strategy on how to include balanced race diversity into VC teams, as well as into investee companies	GSV	

PR / SUCCESSES

Have an intentional, consolidated approach to sharing African startup successes, including gender and race diversity successes through relevant channels	DCA Comms	
Structure an approach to make international landscape aware of successes through VC in Africa, including exits, serial entrepreneurship, etc.		
Have as a medium term aim to have Africa inspire the rest of the world on how an ecosystem can function together well, and to inspire future startup generations		

EDUCATION / LOBBYING

Be intentional in developing an approach to educate potential LPs on investing in African GPs through workshops, roadshows, work groups, etc.	DCA Comms	
Develop a proactive campaign to entice more African capital into African VC funds	DCA Comms	
Drive capital flows further to grass root level as opposed to keeping at the top of the funnel		
Share targets defining 'The Future of Venture Capital' to those concerned and do ceremonial commitment to agreement with shared KPIs across the ecosystem		



Digital Collective Africa

AfricArena introduced digitalcollective.africa as a resource for collective use by ecosystem players such as investors, accelerators, and start ups.

These resources include:









Main call to action is for people to use appropriate resources such as those provided by digitalcollective.africa as well as continue to contribute to the growth of the resource bank.

A drive to have at least one resource dedicated to the DCA work was discussed by the group.



Digital Collective Africa

Action Items

STANDARDS & REGULATIONS

Agree and share standards on how we will regulate ourselves as an ecosystem to enable collaboration and sharing	
Agree on early stage and startup applicable ESG and Impact measures to create a baseline standard to build trust for African ecosystem	
Develop a phased approach to capture regulatory frameworks and key data guiding the ecosystem across all African regions over time and share across regions	

ECOSYSTEM COLLABORATION

Structured approach to rally more and new ecosystem players behind DCA and share widely; facilitate direct links with hubs	
Continuously solicit new content from ecosystem players in a structured way, with topics relevant to the changing environment	
Continue to develop and maintain deals database and have a structured approach to updating deals and collaborate with proprietary deals platforms to supply them with data	
Develop a phased approach to capture regulatory frameworks and key data guiding the ecosystem across all African regions over time	
Create a PR approach to share success stories and good news forum for African ecosystem through the DCA	
DCA group to investigate collaboration with Senegalese government	

FUNDING DCA

Seek sponsorship to fund at least one full time resource within DCA	
Consider subscription model for DCA members to help continued resourcing	
Identify shared resources across ecosystem players to assist with work if not able to fund through sponsorship or subscription	

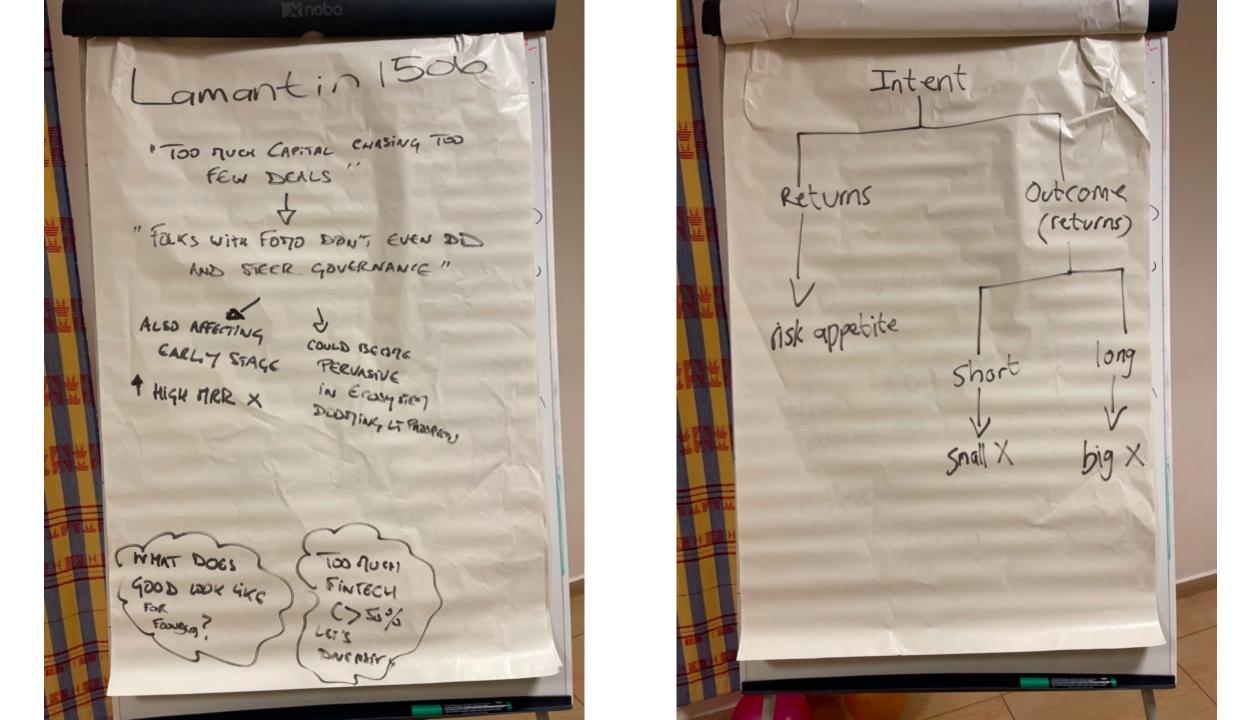
ACCESSIBILITY

Resources should be accessible in French and Arabic over time, and sponsorship to be secured to fund this ongoing activity



Rough Notes

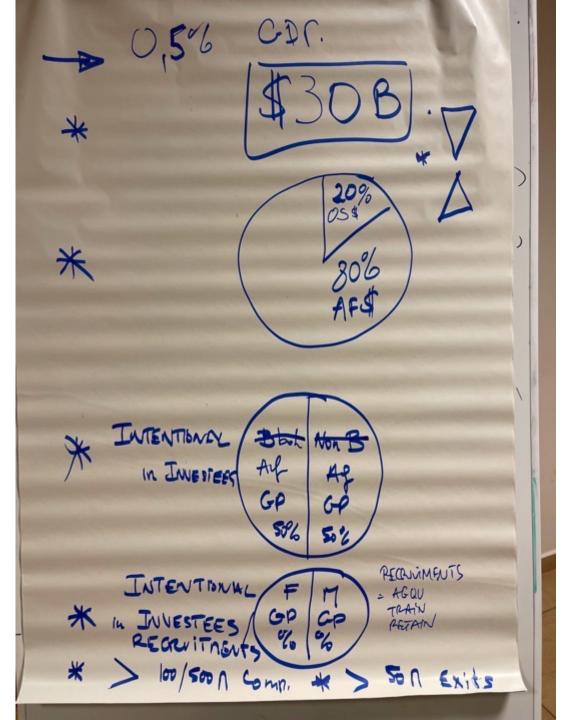
Flip chart notes



Who: 1) incubators / accelerators 2) investors 3) formules don't know? What: transparely *** Mhy: 1) off take / exit 2) When: 1) Day 1 (vc), 2) first external capital Where

Africa-wide ecosyster Governance Start-up Act News/PR/Relationships Data / transporency Skills/HR needs (trust) How to build?

Data Hansparences breaking & siles - focus on metrics? - consistency Moreonsuccesses too15? Bands of Valuation Volunteen led-resources to support? VENTURECAP! "EQUITY" FINANCING



Action Items captured from group & themed

Action items: How to build a bridge between West Africa and the rest of the continent?

Mentimeter

Can the DER do an African roadshow and show other African states how to do it??

Regional Approach

More co investments between west vc and east vc players

Co-investments

Connect foreign initiatives in Senegal with the DER

Regional Approach V

Regional Approach 🗸

- Take into cognisance the local contexts of the local ecosystems in West Africa - Enable better discovery of stakeholders and opportunities in Francophone Africa- Foster collaboration between ecosystem players among the regions

Integrate VC and max investors on donor entrepreneurship program

Co-investments

Regional Approach

EventsCommunity building and bridgingBuilding one strong regional hub that can con'ect to others

Regional Approach

Create funds for exportation/development in others country of startups to push them

Policy / Statutory

Enable banks to accept transfer of funds from other countries. We have struggled to send money INTO Senegal from South Africa

Mentimeter

Action items: How to build a bridge between West Africa and the rest of the continent?

PARTNERSHIPS

FOCUSING ON CONSISTENT METRICS

CONSISTENCY IN DATA

BANDS OF VALUATION

USE AND IMPROVE TOOLS

DIGITAL COLLECTIVE AFRICA PLATFORM

NEED RESOURCES TO SUPPORT DCA

NEED TO FOCUS MORE ON SUCCESSES



Action items: Future of VC in Africa

Mentimeter

More women

goal

Diversity

Include diversity as an intensional

Diversity

Share successes, particularly highlighting women led success

Diversity

PR / Successes 🗸

Best Practice Sharing .

Share projects and best practices that are setup in ecosystem and with FM to encourage female entrepreneurship and female investors.

Develop initiatives that better educated potential LPs on investing in African GPs.

Education / Lobbying

Education / Lobbying

Education material targeted at potential African LPs

Have more African capital investments in VC funds

Education / Lobbying

Would like to get the data on the number of women aspiring to get into fund management

Diversity

Speak more about successful Africa startups - make noise

Best Practice Sharing

Working with each other on the recruitment of fund managers and benefitting from other fellowships

Pushing capital flow more to the groundroots as opposed to top of funnel

Education / Lobbying

Diversity

Drive development of new black investment manager individuals.

- Democratise access to investment opportunities for retail investors - SPAcs- More focus on funding female-founded companies, less focus on providing trainings for them

Diversity /

Education / Lobbying

Explore fund structures that are relevant for the continent

Best Practice Sharing

tuna management

Diversity

More women, more women.....!

Prove that VC in Africa works: more exits, more serial entrepreneurs, 100x investments. Share the good news.

PR / Successes V

Reverse the situation and have
African inspire te rest of the world on
their entrepreneurship ecosystem

PR / Successes 🗸



Support more women and local fund managers

Diversity

More successful entrepreneurs would fuel some new generation of entrepreneurs

PR / Successes

Share this vision to those concerned to get te shared agreement and kpis validation and ways of implementing strategy

Education / Lobbying 🗸

Best Practice Sharing

Bundle some fund management services so that new fund Managers can get into the game



Action items: Race to Fundraising vs building a sustainable company

Mentimeter

Raise awareness among startups on the importance of governance specially regarding transparency

Education / Change Management

Need founders to understand that trust is vital, so EMBRACE communication / transparency / SBIC governance. It makes them better.

Education / Change Management

Ecosystem Collab

1) create more bridges between investors and enterprises support organizations (incubators, accelerators...) to takle this

Understand that valuations in US doesn't always apply in Africa.

Education / Change Management

Communicate more to founders the importance of building the right equity story

Education / Change Management

Transparency around degree of planning, governance, and corporate structuring at each stage

Education / Change Management

Action items: Race to Fundraising vs building a sustainable company

Capacitate accelerators and incubators to raise that awareness

Ecosystem Collab 🗸

Share simplified principles of good governance.

Education / Change Management

For VC, choose A couple of financing and technical assistance (aovernance. trainina.etc.) to be sure

Education / Change Management

Provide a more favorable atmosphere to the startups in order for them to build their companies in a total peace of mind

Share good governance startups success stories

Roadmap to greatness

Roadmap to greatness

Create how to guides on avoiding pitfalls

Education / Change Management

Governance mix between VC, BA and independent board members

Education / Change Management

Ask for help if expectations are not clear.

Education / Change Management

Concern re SAFEs kicking issues down the road

Ecosystem Collab

Roadmap to greatness

Education / Change Management

Share success stories of startups with good governance

Roadmap to greatness

Sometimes BC can be guilty of pushing founders to push and race to their next round

Education / Change Management

Governance should provide alignment between everyone on the startup team

Education / Change Management

Increase links with major companies to offer maximum backup for startup

Ecosystem Collab 🗸

Action items: DCA and open source

Mentimeter

Incentives and regs around info sharing to avoid self selection bias

Standards & Regs

Start up and early stage suitable ESG standards to build trust

Standards & Rogs

Other relevant translations ie. Arabic

Accessibility

Rally more ecosystem players behind the collective

Ecosystem Collab 🗸

Continue to maintain and develop deals database

Ecosystem Collab

Shared Ressource to coordinate

Funding DCA

Translate into French documents

Accessibility

Make both English and French documents/sessions

Accessibility

- Have a structured plan for updating platform with deals - Collaborate with proprietary deals platforms to supply them data

Ecosystem Collab



Action items: DCA and open source

Funding DCA

1) Identify new contributors to the content2) Identify sponsors to support the hire or one comited ressource3) translate fr

Accessibility

Ecosystem Collab

Dedicated resource to drive and coordinate

Funding DCA

Facilitate direct links with hubs... incubators and other écosystème players

Ecosystem Collab

Explore a paid model to sustainably fund the platform

Funding DCA

Toolkit accessible in french for

entrepreneurs

Accessibility

Fund sponsors and hire

Funding DCA

Sharing regulation requirements between markets

Standards & Regs

Good news forum / PR

Ecosystem Collab 🗸

Invite more actors in the region to participate in the content

Ecosystem Collab 🗸

Slaughter red tape

Create a subscription for DCA members to help support the continued resourcing le \$100 / month

Funding DCA

Share ressources to coordinate

Funding DCA



To support DCA everyone gains so why not create a subscription model where for example all members pay say \$100 to fund the building and collation of resources

Funding DCA



DCA group on collaboration with

Senegal gov

Ecosystem Collab

Capture regulatory data across the continent

Standards & Regs V