Africa's #1 **Social Start-up Studio**

Janngo

Janngo builds, grows and invests in pan-African digital champions with proven business models and inclusive social impact. We build digital ecosystems in high growth sectors by providing business support and digital platforms allowing Small and Medium Enterprises (SMEs) to scale and contribute to the economic empowerment of youth and women through job creation and capacity building.

Janngo

"Houston, we have a problem!"

In Africa, fragmented industries are yet to emerge and deliver their full economic potential

Public and private sector focus on extractive industries has left other industries with limited resources to grow.

Businesses face challenges with under-optimized supply chains, lack of sufficient market-readiness (whether local or export) and limited customer centricity

Youth and women remain the most vivid yet less employed forces in the formal economy

900 million jobs are needed in Africa by 2030 across all classes of age

Youth are entering a labour force that is unable to absorb them
Women are still underrepresented in the formal economy.

Africa is still unable to capitalize on huge talent pool to drive economic growth.

A growing paradox around the availability of capital : scarce yet hard to deploy [2]

African SMEs complain about lack of capital to grow their business, especially when women-led

Investors complain about entrepreneurs lacking track-record or inability to execute on their vision

African startups complain about limited supply of funding and persisting bias (stage, sector, geography and gender)

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They see challenges ?
We see opportunities !

Untapped potential with large number of SMEs

17 million SMEs represent up to 85% of jobs and 17% of the GDP on average

In Côte d'Ivoire, they represent 98% of all companies created

Booming middle class and strong GDP growth

Africa has already the same population and GDP as India

17 African countries are demonstrating a GDP growth higher than 6%, with countries such as Côte d'Ivoire skyrocketing at 7-8%

From smartphone penetration to digital revolution

400 million Africans were internet users in June 2017, from only 4 million in 2000

Nigeria has the highest share of mobile Internet users in the world while 50% of Kenya's GDP transits through mobile phones

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Janngo's mission is to empower African consumers & SMEs while creating jobs

African consumers

Provide access to African consumers to quality and affordable services, products and content

SMEs

Enable SMEs to leverage technology to capture further growth opportunities

Women & Youth

Create sustainable jobs at scale, directly and indirectly with a focus on Women & Youth

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Janngo is based on 3 critical pillars to boost Africa's development through digital ecosystems

Startup studio

SME's growth

Impact Fund

Build

Start-ups to address platform needs in high growth industries along the full value chain.

Capacity for women and youth to access employment through technology

Grow

SMEs by providing access to market, capital and capacity building to scale their business

Invest

In start-ups and SMEs within our ecosystem with potential to scale

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How can technology solve SMEs pain points in Africa ?

Access to market

Access to capital

Capacity Building

Jexport

Enabling farmers and SMEs in Côte d'Ivoire to trade globally through an international door-to-door logistics platform

Twiga Foods

Enabling farmers and SMEs in Kenya to access working capital financing


Janngo Academy

Enabling farmers and SMEs with low online literacy to build capacity while creating jobs for women & youth

Janngo

Janngo's double bottom line approach is sector agnostic to maximize its impact

High Growth Sectors

Fashion
Agribusiness
Media

Education
Finance
Healthcare

Revenue Generation

Capacity Building

Key Partners
Small and Medium Enterprises

Employment Creation

Target People
Women and Youth

Janngo leverages technology & capital to build ecosystems in high growth sectors.
This inclusive approach targets key sectors of the economy yet to be fully structured and digitized, with a potential to provide business opportunities and create sustainable jobs
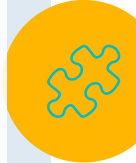
Janngo,
Building African digital global champions while achieving a social impact

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