



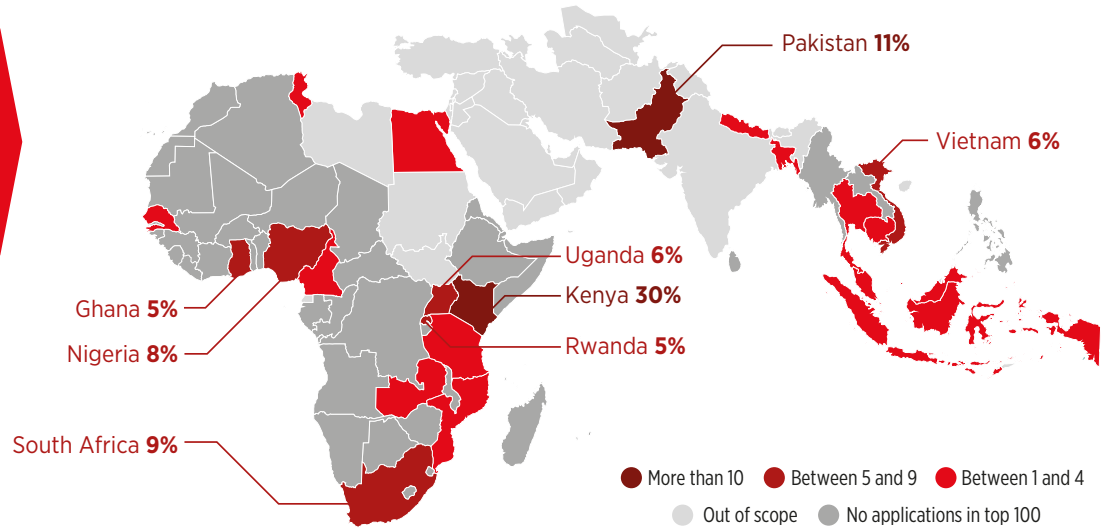
In July 2016, we launched our [Innovation Fund](#). For its first round, we were looking to support start-ups in Africa and Asia active in the areas of sharing economy, or services for Small and Medium Enterprises (SMEs). **We received 400+ pitches from 41 countries by the deadline** (18 September). This infographic highlights the learnings from the best 100.

What we looked for

What we learned from the top 100 start-ups that applied

Local mobile start-ups operating in Africa and selected countries in Asia

They are located in...



That launched a product or service that has active users and generates revenue

They have the following profile



Operating in 2 Innovation Focus Areas:
Sharing Economy
Services for SMEs

They operate in the following areas



“A rickshaw mobile aggregator focused on providing affordable on-demand transportation to the masses while increasing the driver’s efficiency and earnings.”



“A simple mobile record-keeping application that helps small businesses make better business decisions and access growth financing”

Generating relevant socio-economic impact locally

They tackle 9 of the 17 Sustainable Development Goals

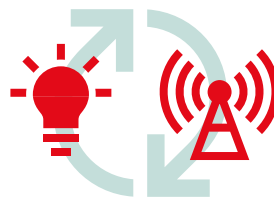
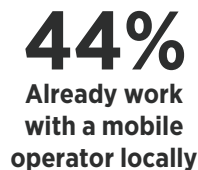


“We will have a significant impact by directly providing jobs, with the on demand tasks”

“We directly impact two low-income groups of people through our model: small shopkeepers and our distribution agents”

And have the potential/appetite to form strategic partnerships with mobile operators

They need mobile operator support



“We would be willing to get more support from the mobile operators to enable mobile money and airtime integration to pay our contributors”

NEXT STEPS

The 27 finalist start-ups are now building full proposals and undergoing a due diligence process. The start-ups selected to receive funding (£100K-£250K) and support from the programme will be announced in March 2017

