



PRESS RELEASE

THE 2017 PROMOTION OF TOP "100 AFRICAN START-UPS IN WHICH TO INVEST " DEMONSTRATES THE DYNAMISM OF INNOVATION IN AFRICA

Paris, February 22, 2017 - MyAfricanStartup.com will publish the 1st edition of the annual list of 100 innovative African start-ups in which to invest. The initiative aims to increase the visibility of high-potential start-ups among African and international investors.

The annual list of 100 African start-ups responds to the needs of international investors who want to identify entrepreneurs who will be key players in innovation and the African private sector in the coming years. "Investors have great difficulty finding African start-ups in which to invest. With our record, we respond to this need and provide an indispensable tool for investors who understand the market and makes capital gains, " underlines Christian Kamayou, founder of MyAfricanStartup.com.

22 African countries are represented in the 100 start-ups, including two Portuguese-speaking countries, five French-speaking countries, nine English-speaking countries and four Arabic-speaking countries. Innovative start-ups innovate in very dynamic sectors such as: Fintech (financial services and financial inclusion), services and commerce, telecom & technology, biotech & health, edtech, tourism & transport, development Sustainable development and Agribusiness. "Visibility and investors identification are two major concerns for a start-up. This initiative enables them to achieve these two important objectives", analyses Professor Étienne Krieger, member of the selection panel and the scientific director of HEC Paris Entrepreneurship Centre.

MyAfricanStartUp.com was supported by the African Development Bank (AfDB) as well as strategic partners who put in place the evaluation and selection team: HEC Paris, Orrick, Emerging Capital Partners (ECP), Air France, CFAO and LelapaFund. The 100 start-ups were identified by a team of fourteen people who were mobilized over an eight-month period and endeavored to analyze 780 start-ups according to a rigorous and precise methodology.

Samba Bathily, a partner of this initiative and a Malian investor and founding CEO of the ADS group, adds: *«For us investors, it is important to have reliable tools that can motivate a decision. The universe*

of start-ups is extremely dynamic and responds to unique codes. The charts allow investors to identify the next trends in the market ".

To support the financing of the 100 start-ups, an event that will take place today will bring together key players in venture capital, impact investing and training. This meeting will also be an opportunity to bring together the key actors of the African digital ecosystem in Paris.

About MyAfricanStartUp

Created in 2015, MyAfricanStartUp is an African private sector support initiative. Its objective is to support the creation and development of start-ups, innovative young companies with high growth potential.

The modus operandi of MyAfricanStartUp is based on three distinct principles designed to accompany African entrepreneurs.

The first is an **online platform dedicated to start-ups in Africa** (www.myafricanstartup.com). This platform offers registered start-ups a digital visibility to media partners, the general public and potential investors.

MyAfricanStartUp also organizes the annual international reference event dedicated to African start-ups. This "annual meeting of African start-ups", co-organized with the African Development Bank, takes place in a different country each year.

Finally, having an excellent knowledge of this ecosystem, **MyAfricanStartUp launches, in February 2017 MyAfricanStartUp 100, "the annual prize of the 100 innovative African start-ups in which to invest"**.

Commentary of the members of the jury (video): <http://bit.ly/2kdKcbQ>

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