



# AFRICA FINTECH SUMMIT

**EVENT  
SPONSORSHIP**

**April 14, 2023**  
**WASHINGTON, D.C., USA**

**AFTS 2023**  
**NOVEMBER 2023**  
LOCATION: TBD

An event by:



**DEDALUS**  
GLOBAL

## INTRO

Join us for the 9th and 10th Africa Fintech Summits taking place on April 14, 2023 in Washington DC and November 2023 in a new African host city.

Supported by an advisory board of thought leaders and fintech pioneers, the AFTS is a unique space where ideas are explored, investments mobilized, and collaborations formed across sectors and geographies.

Twice a year, we bring the issues, entrepreneurs, and opportunities revolutionizing finance in Africa to the world's stage. The AFTS takes place in Washington, D.C., every April—in line with the spring meetings of the World Bank Group—and each November in a different African city, with our most recent summits being in Cape Town, South Africa; Addis Ababa, Ethiopia; Lagos, Nigeria; and Cairo, Egypt.

The AFTS is more than a conference—it's an ecosystem building initiative, with bilateral meetings, collaborative partnerships, workshops, demos, pitch competitions, ecosystem tours, whitepapers, awards, and plenty of opportunities to collaborate with the investors and entrepreneurs shaping the future of African fintech.

Over the past 8 summits, the AFTS has supported:

- **Over \$100 million in capital** raise efforts for African startups
- **Market entry** for multinational corporations seeking to enter the regional fintech market
- The launch of **strategic partnerships** and **new businesses**
- **Brand building** for event sponsors
- **Policy guideline creation**
- The **growth of local tech and startup** ecosystems
- **Knowledge sharing** for African banking/fintech operators and regulators

## PAST SPONSORS



# THE AFTS SERIES

## AFTS CAPE TOWN 2022

Cape Town International Convention Centre // Cape Town, South Africa // November 2-4 2022

**57**  
COUNTRIES

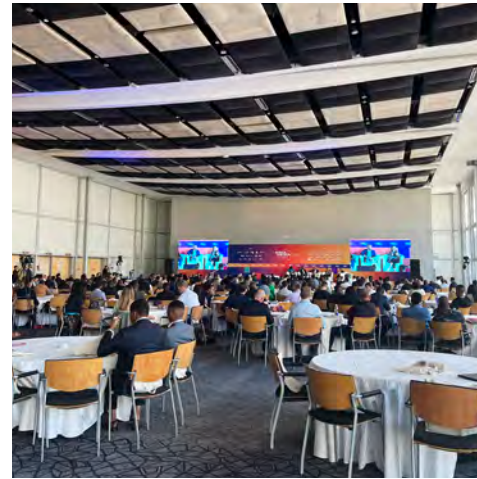
**532**  
IN-PERSON  
DELEGATES

**+\$5B**  
USD CAPITAL  
REPRESENTED

**16**  
PANELS

**25**  
EXHIBITORS

**80+**  
THOUGHT PROVOKING  
SPEAKERS



### Highlighted Speakers



**Lyle Horsley**  
Head of Fintech Unit,  
South African Reserve Bank  
and Chairperson,  
Intergovernmental Fintech  
Working Group



**Shola Akinlade**  
Co-Founder & CEO, Paystack



**Gbenga Ajayi**  
Partner, QED Investors



**Sekai Ndemanga**  
Fintech VC & Startup  
Business Development,  
Amazon Web Services



**Wiza Jalakasi**  
VP of Merchant Business,  
Chipper Cash



**Zachariah George**  
Co-Founder & CIO,  
Startupbootcamp Africa

# THE AFTS SERIES

## AFTS WASHINGTON DC 2022

Ronald Reagan Building & World Trade Center // Washington DC // April 21 2022

**308**

IN-PERSON  
ATTENDEES

**109**

VIRTUAL  
ATTENDEES

**17**

PANELS

**2**

WORKSHOPS

**9**

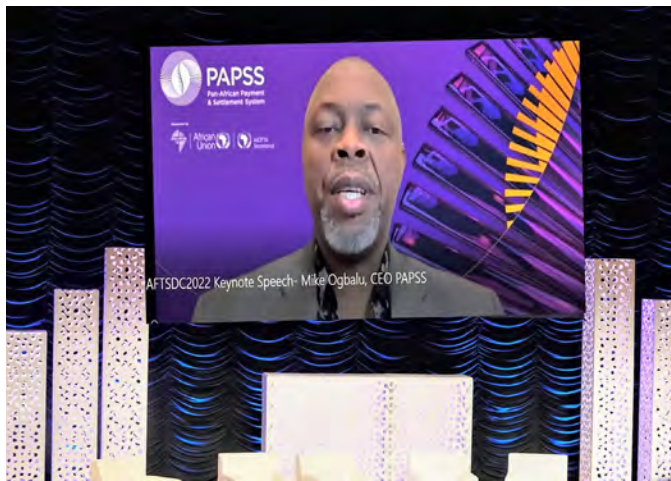
PITCHES

**14**

AWARDS

**22**

COUNTRIES  
REPRESENTED



### Highlighted Speakers



**Deniece Laurent-Mantley**  
Director for Africa,  
The National Security Council,  
The White House, USA



**Mike Ogbalu**  
CEO, Pan Africa Payment  
& Settlement System (PAPSS)



**Mukwandi Chibesakunda**  
CEO, Zanaco



**Chike Ukaegbu**  
Head of Crypto Strategy  
for Emerging Markets, Visa



**Tosin Eniolorunda**  
Founder & CEO, TeamAp



**Ray Youssef**  
Co-Founder & CEO, Paxful



**Margo Tank**  
Partner, US Co-Chair, Financial  
Services Sector & Co-Chair, Financial  
Regulation and Technology, DLA Piper



**Dr. Tomisin Fashina**  
Group Executive - Operations  
& Technology, Ecobank

## AFTS Cairo 2021

Cairo, Egypt // Nile St. Regis // Nov. 16 + 17, 2021

# 391

IN-PERSON  
ATTENDEES

representing over  
200 companies

# 959

VIRTUAL  
ATTENDEES

from 31 different  
countries

# 783

VIRTUAL STUDENT  
ATTENDEES

from 17 partner  
universities

# 15

INSIGHT-DRIVEN  
PANELS

with 79  
thought-leading  
speakers

### Highlighted Speakers



**H.E. Joe Mucheru**  
Cabinet Secretary of the  
Ministry of Information and  
Communications of Kenya



**Dr. Rasha Negm**  
Fintech & Innovation,  
Central Bank of Egypt



**Ashraf Sabry**  
Co-founder & CEO, Fawry



**Hossam Abou Moussa**  
Partner, APIS Partners



**Omosalewa "O" Adeyemi**  
Global Head of Partnerships  
& Expansion, Flutterwave



**Dina El Shenoufy**  
Chief Investment Officer,  
Flat6Labs



**Joshua Kaplan**  
Partner, Wilson Sonsini



## #AFTS2020 - Virtual Summit

November 8-10, 2020

**1,700**

attendees  
from around  
the world

**15**

exhibitors

**28**

sessions

**3**

AI-powered speed  
networking  
sessions

**14**

startups  
pitched for a  
chance to win  
\$1mn



**Jack Dorsey,**  
CEO & Co-Founder,  
Square Inc



**Hon. Cina Lawson,**  
Minister of Digital  
Economy & Digital  
Transformation of Togo



**Admassu Tadesse,**  
President & CEO, Trade &  
Development Bank (TDB)



**Michael Seibel,**  
CEO, Y Combinator



**Barbara Iyayi,**  
Chief Growth Officer & Managing  
Director for Africa, Element, Inc



**Olugbenga Agboola,**  
Co-Founder & CEO,  
Flutterwave



**Dare Okoudjou,**  
Founder & CEO,  
MFS Africa



**Eran Feinstein,**  
CEO, DPO Group

# THE AFTS SERIES

## AFTS Addis 2019

Addis Ababa, Ethiopia // Sheraton Hotel // Nov. 21, 2019

**419**  
attendees

**30**  
countries  
represented

**19**  
high-level  
sessions

**10**  
Alpha Expo  
exhibitors

**3**  
pitch  
finalists



## AFTS DC 2019

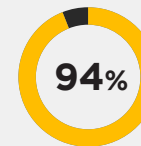
Washington, DC // U.S. Institute of Peace // Apr. 11, 2019

**200**  
attendees

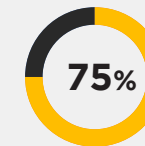
**57**  
speakers  
& panelists

At least **8** JVs  
or investments  
linked to AFTS

### SURVEY STATS



of attendees  
"very likely" to  
return next year



reported "new  
connections that  
directly benefited their  
businesses"



# THE AFTS SERIES

## AFTS Lagos 2018

Lagos, Nigeria // Civic Centre // Nov. 8, 2019

**522**  
attendees

**98**  
fintech founders  
represented

**11**  
award  
recipients

**4**  
closed-door  
policy  
roundtables

**1**  
tech tour &  
investor  
mission



## AFTS DC 2018

Washington, DC // National Press Club // Apr. 19, 2018

**150**  
attendees

**36**  
speakers

**14**  
international  
partners

**#1 rank**

among attendees for *Most Engaging Event*  
of the World Bank Spring Meetings

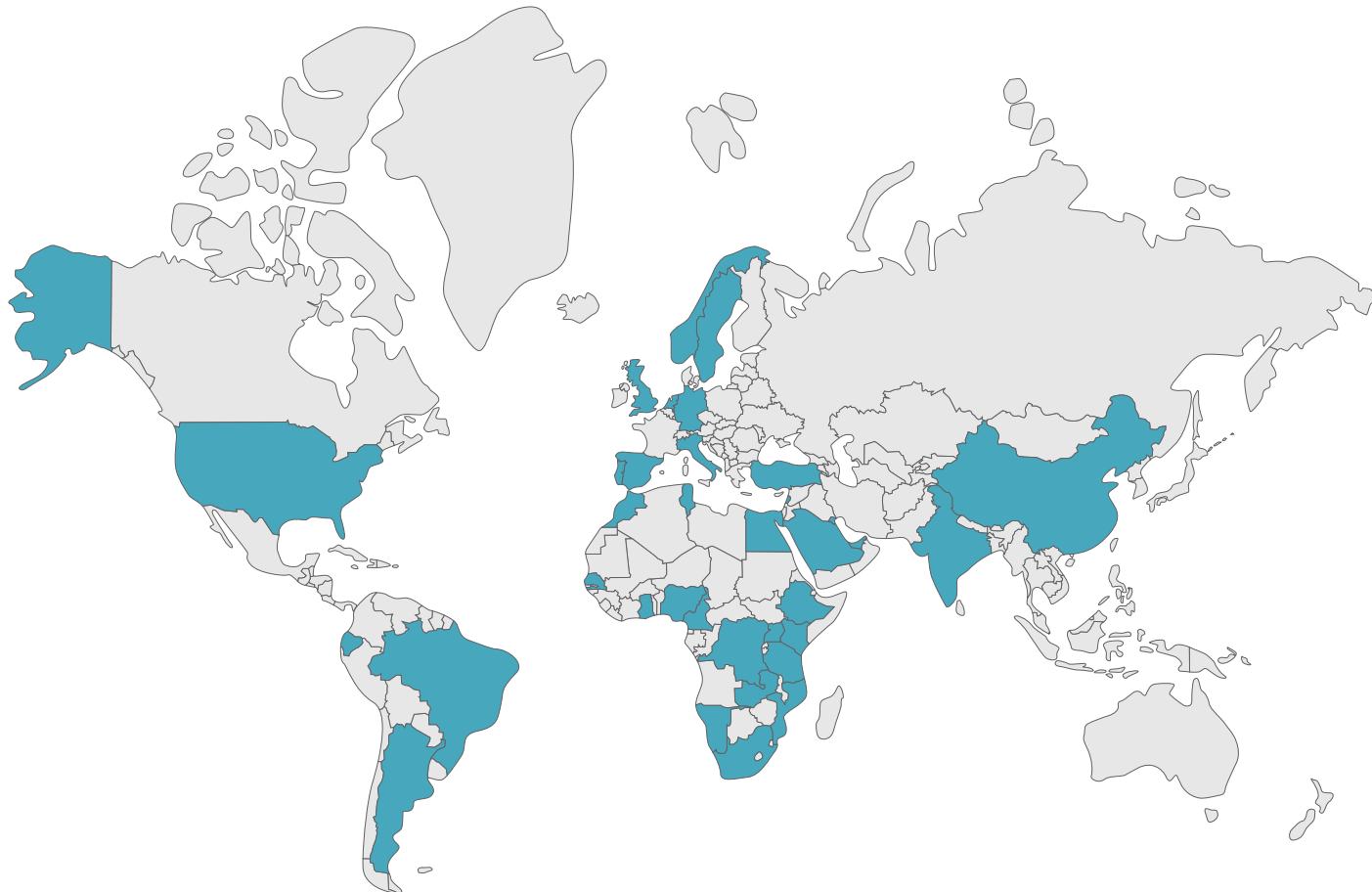




## WHO ATTENDED AFTS IN 2022?



**OUR ATTENDEES COME FROM ACROSS THE WORLD.**

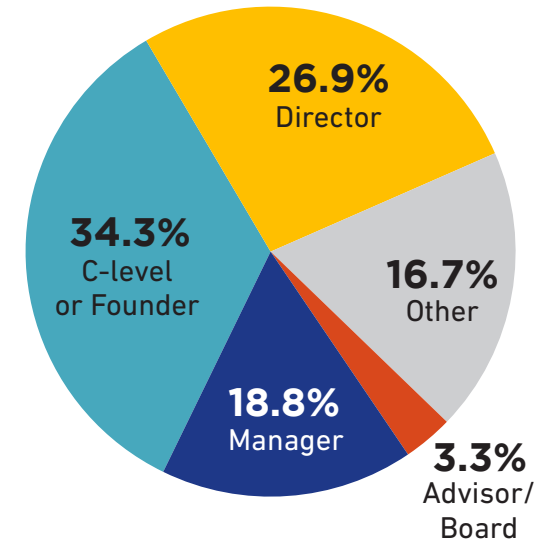


# WHO ATTENDED AFTS IN 2022?

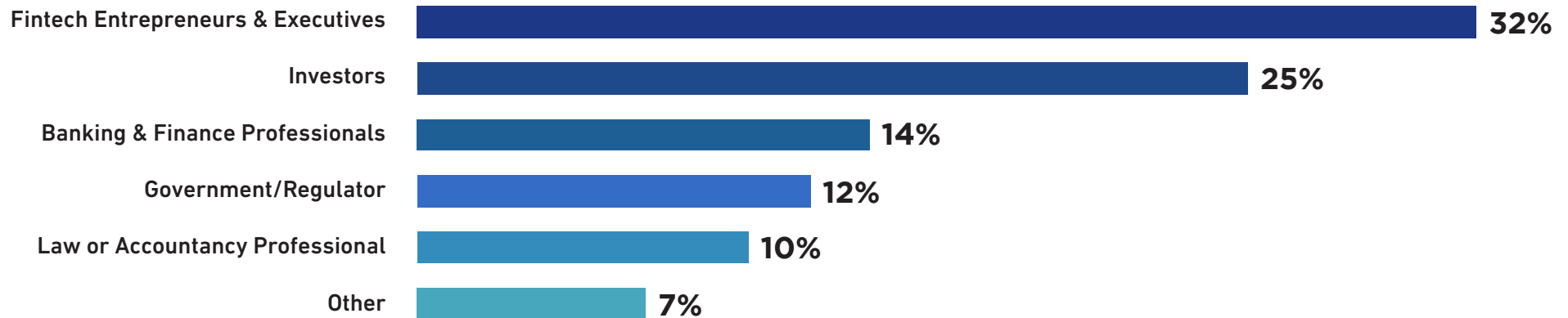
## TOP COUNTRIES REPRESENTED



## ATTENDEES BY TITLE



## ATTENDEES PROFILE



## 2022 MARKETING & ENGAGEMENT STATISTICS



### 19.5k Followers

15.3K Followers  
Gained in 2022

364% Increase

### 1.75M Total Impressions

25,916 reactions

11,733.8% growth

735 comments

4,493.8% growth

1,634 reposts

14,754.5% growth

**30,707**

Unique Visitors\*

6,004.8% growth

**11,868**

Unique Visitors\*

5,717.6% growth

**1,997**

Custom button clicks\*

14,164.3% growth

\*Over the last 1 year



**6.6k**

Total Followers

**3.45M**

Impressions

**101.1k**

Profile Visits



**1,013,535**

Page Reach

**40,938**

Video Minute Views

**2,150**

Reactions, Comments,  
and Shares

## 2022 THOUGHT LEADERSHIP CONTENT

### Annual Reports & White Papers



#### 2022 State of the Industry: African Fintech

Publication Dec. 2022  
437 Web Downloads  
1,000+ Likes & Reposts via LinkedIn

#### The Role of Cloud Computing in Africa's Burgeoning Fintech Sector (Sponsored by AWS)

Publication Dec. 2022  
527 Web Downloads  
400+ Likes & Reposts via LinkedIn

### Africa's Weekly Fintech Review Newsletter



49 Editions  
21,000+ Followers

Distribution  
**MailChimp**  
14,000 Subscribers

Distribution  
**LinkedIn Newsletters**  
7,400 Subscribers  
Added in June 2022

### Africa Fintech Rising Podcast



10 Episodes  
9,287 Plays  
Top Cities  
**Lagos, Accra, Johannesburg**

Guests Included  
**Flutterwave, AFEX, Accelerex, Plug & Play, etc.**

# COMPANIES & ORGANIZATIONS REPRESENTED



## WHAT PEOPLE SAY



AFTS is an important platform for us to build our name globally and connect with partners across Africa and the world. **SPONSORING THE AFTS DELIVERS A CLEAR ROI**, and we're proud to partner with an initiative that is actively contributing to Africa's tech ecosystems.

**OLUGBENGA AGBOOLA**

*Co-founder & CEO of Flutterwave*



Great event!! It was well organized with the right discussion topics with great speakers in all panels... **KEY WAS THE COVERING OF REAL ISSUES IN EMERGING MARKETS** and addressing them from an African perspective.

**PRAVEEN SADALAGE**

*Vice President Commercial Operations Africa, Emergent Technologies*



The Africa Fintech Summit in Addis in 2019 was a huge success. The timing was superb as Ethiopia begins its digital transformation, and the attendance was impressive. There was a great variety of high caliber content, and the organizers were diligent, and professional. Overall, I felt it was the **BEST FINTECH CONFERENCE ORGANIZED IN ETHIOPIA TO DATE.**

**ADAM ABATE** *CEO Paga Ethiopia*



I haven't been to a more impactful event geared towards facilitating stakeholder conversations, investments and policy frameworks around the fintech space in Africa in a long time. **I WAS ABLE TO TAKE AWAY FRESH PERSPECTIVE, ACTIONABLE INSIGHTS AND NEW BUSINESS RELATIONSHIPS** from the summit. I would highly recommend the AFTS to anyone in this space.

**OLU OYINSAN**

*VP of Investments, Ingressive Capital*



So happy I participated in The Africa Fintech Summit, clearly a **MUST-ATTEND EVENT FOR ANYONE TRYING TO BRING AND SCALE FINANCIAL SERVICES INTO THE FASTEST GROWING DEVELOPING MARKET**—Africa. I met terrific partners and other stakeholders and learned a lot about what is really happening on the ground in several countries.

**STEPHEN HOLLINGSHEAD**

*CEO, ChangeinEx*



The 2019 Africa Fintech Summit was a great avenue to address and subsequently have **CONVERSATIONS WITH GREAT MINDS FOCUSED ON THE GROWTH OF FINTECH IN AFRICA.**

**JIM OVIA**

*Founder & Chairman, Zenith Bank*

## AFTS SUCCESS STORIES



### COLLABORATING CENTRAL BANKS

NOVEMBER 2021

At AFTSCairo, a central bank delegation from the DRC, led by Noel Tshiani of the Congo Business Network, met with Ahmed Monir, Head of Regulatory Sandbox at the Central Bank of Egypt, to discuss building a more collaborative Pan-African fintech regulatory framework.



### PROSPER AFRICA FINTECH STAKEHOLDERS ROUNDTABLE

NOVEMBER 2022

On the sidelines of AFTSCapeTown, the AFTS team hosted a closed-door roundtable bringing together major fintech stakeholders with Prosper Africa, the US government's leading initiative to increase trade and investment between the United States and African countries.



### AFRICA'S TALKING - AMOLE PARTNERSHIP LAUNCH

NOVEMBER 2019

The partnership, which was announced at AFTSAddis2019, tied Africa's Talking API infrastructure around AMOLE's payment service enabling AMOLE's integration with Ethiopia's largest SM platform Telegram that has exponentially increased user adoption.

### SODIECO HOLDING PURCHASES 50% OF MAIRSHAPAY

2019 - 2020

On the sidelines of AFTSCapeTown, the AFTS team hosted a closed-door roundtable bringing together major fintech stakeholders with Prosper Africa, the US government's leading initiative to increase trade and investment between the United States and African countries.



### BAMBOO PRODUCT LAUNCH

APRIL 2019

Bamboo, a Nigeria-born InvestTech startup, launched its company and product at AFTSDC2019. Since then, Bamboo has raised a \$4M USD Series A in November of 2019 and now actively enables Nigerians to trade equities on the US Stock Exchange.

# ALPHA EXPO

Alpha Expo is an initiative that focuses on bringing early-stage startups with high potential for positive societal impact to the forefront of the African fintech conversation. Cohort members have repeatedly attributed their participation in the Alpha Expo program as having a substantive impact on fundraising and building partnerships. Over 5 different summits, Alpha Expo startups have raised a collective \$150M USD in venture funding and 5 different startups have taken part in the world-renowned YCombinator program.

## CAPE TOWN 2022



## CAIRO 2021



## VIRTUAL BOOTCAMP 2020



## ADDIS 2019



## LAGOS 2018





## PROGRAM HIGHLIGHTS



### Alpha Expo

A startup exhibition taking place at each November AFTS summit featuring the most exciting early-stage startups operating across Africa. Alpha Expo participants are selected by the AFTS Advisory Board and are awarded free exhibition space and tickets to AFTS.



### AFTS Alpha Expo Pitch Competition

AFTS Alpha Expo is a pitch competition featuring a wide array of Pre-Series-A African startups from all corners of the continent. The winner of the AFTS AE Competition will be selected by an independent panel of judges and receives an award. The live pitching provides visibility to all startups and access to early stage investors.



### VIP Reception

An exclusive, invite-only networking event for VIP attendees, speakers, and regulators to connect and discuss the future of Africa's fintech industry.



### Excellence in Fintech Awards

The "Excellence in Fintech Awards" bring eco-system subject matter experts, successful Founders, academia and tech incubation hubs for a uniquely curated wisdom around the theme of 'from an African start up to a Global scale up.'

## PROGRAM HIGHLIGHTS



### Networking

Interact with fellow attendees using our event app, connect offline across a range of networking sessions, and celebrate together at the closing reception



### Workshops & Demos

AFTS features a range of outcome-driven sideline events, from seminars to partnership signings to new product demonstrations



### Ecosystem Tour

The ecosystem tour is an add-on opportunity for global investors and business development professionals to go around Cape Town to meet with local stakeholders and visit major fintech hubs. Additionally, we have partnered with Wesgro and Africa Tourism Association for global delegate access curated conference tourism packages visiting beautiful South Africa!



### Annual Africa Fintech: State of the Industry Report

The fintech industry on the African continent grows and changes each year; this annual publication culminates stakeholder insight, startup & fundraising data, and news trend analysis into a single report.

## AFTS 2023 DISCUSSION TOPICS

The thesis driving AFTS in 2023 is to **ENHANCE THE GLOBAL CONNECTIVITY OF AFRICA'S FINTECH INDUSTRY & FOSTERING A CONTINENTALLY ENABLED REGULATORY FRAMEWORK**. African fintech has hit its inflection point as investments, partnerships, and business development are actively helping Africans integrate into the global financial system at a faster rate than ever before. The global investing world has realized the opportunity as African startups keep on raising record amount in record time despite global slowdown in VC investments. Tackling pain points in diaspora banking, remittances, international trade, and everything in between requires an international focus and African innovators are some of the first ones to make this realization. Leading the advancement of the continent's technology ecosystem, fintech continues to defy odds and improve the lives of Africans, rural and urban.



# SPONSORSHIP OPTIONS

## Event Sponsorship

Sponsorship opportunities are limited, secure your spot today.

	LEAD BANK SPONSOR	LEAD FINTECH SPONSOR	PLATINUM	GOLD	SILVER	COLLABORATOR
<b>NOVEMBER AFTS 2023</b>	<b>\$75,000.00</b>	<b>\$75,000.00</b>	<b>\$60,000.00</b>	<b>\$45,000.00</b>	<b>\$35,000.00</b>	<b>\$20,000.00</b>
<b>AFTSDC2023</b>	<b>\$75,000.00</b>	<b>\$75,000.00</b>	<b>\$60,000.00</b>	<b>\$45,000.00</b>	<b>\$35,000.00</b>	<b>\$20,000.00</b>
<b>BOTH 2023 AFTS</b>	<b>\$130,000.00</b>	<b>\$130,000.00</b>	<b>\$100,000.00</b>	<b>\$75,000.00</b>	<b>\$60,000.00</b>	<b>\$35,000.00</b>
Logo on main Backdrop and Virtual Platform	✓	✓	✓	✓	✓	✓
Clickable Logo on AFTS website	✓	✓	✓	✓	✓	✓
Logo in Africa's Weekly Fintech Review Newsletter	✓	✓	✓	✓	✓	✓
Logo in AFTS event program	✓	✓	✓	✓	✓	✓
Advert in AFTS event program	<b>Full-page</b>	<b>Full-page</b>	<b>Full-page</b>	<b>Half-page</b>	<b>Half-page</b>	—
Advert in 2022 Africa Fintech: State of the Industry report	<b>Full-page</b>	<b>Full-page</b>	<b>Full-page</b>	<b>Half-page</b>	<b>Half-page</b>	—
Sponsorship announcement on social media	✓	✓	✓	✓	—	—
# of AFTS tickets	<b>24</b>	<b>24</b>	<b>20</b>	<b>16</b>	<b>12</b>	<b>8</b>
VIP dinner invites	<b>5</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Dedicated press release announcement	✓	✓	✓	✓	—	—
Podcast interview	✓	✓	✓	✓	✓	—
Standing Banner Placement in Main Hall	✓	✓	—	—	—	—
Branded Lanyards	✓	✓	—	—	—	—
Exhibition Space	<b>Large</b>	<b>Large</b>	<b>Large</b>	<b>Standard</b>	<b>Standard</b>	<b>Standard</b>

# SPONSORSHIP OPTIONS

## Brand/Product Promotion

<b>BRAND SPONSORSHIP</b>	<b>COST</b>
Vip Dinner	\$25,000.00
Lunch	\$20,000.00
Alpha Expo & Pitch Competition (November Only)	\$20,000.00
Ecosystem Tour (November Only)	\$15,000.00
Coffee & Refreshment	\$5,000.00
Post Summit Happy Hour	\$10,000.00
Product Launch / Workshop	\$10,000.00
Full Page Advert In 2023 Africa Fintech: State Of The Industry Report	\$7,000.00
Half Page Advert In 2023 Africa Fintech: State Of The Industry Report	\$5,000.00
Full Page Advert In Afts Events Programme	\$4,000.00
Half Page Advert In Afts Events Programme	\$2,000.00
<b>EXHIBITION SPACE</b>	<b>COST</b>
Large Exhibition Space ( To Build Own Booth )	\$12,000.00
Standard Exhibition Space 2x2	\$6,000.00

Sponsorship opportunities are limited, secure your spot today.

## WHY SPONSOR?

AFTS presents diverse sponsorship options to help maximize the impact and presence of your brand. Being a sponsor does not only enhance your company's profile, but also enables the opportunity for business development, networking, hiring, investment discussions, and much more!

### THE AFRICA FINTECH SUMMIT HELPS SPONSORS:

Create and increase **brand awareness**

**Build strategic relationships** with customers & potential partners

**Display and position** your product(s)



Benefit from **highly targeted marketing & brand exposure**

**Maximize your exposure** to Pan-African markets

**Establish thought leadership** across fintech, banking, and financial service sectors

**Connect with regulators and investors** driving dynamic regulatory



**April 14, 2023**  
**WASHINGTON, D.C., USA**

**AFTS 2023**  
**NOVEMBER 2023**  
LOCATION: TBD

**Interested  
in sponsoring?  
Contact us today!**

**Lynsey Elston**

[lynsey@africafintechsummit.com](mailto:lynsey@africafintechsummit.com)

**Sarah Chepkoech**

[sarah@africafintechsummit.com](mailto:sarah@africafintechsummit.com)

**Stella Sata**

[stella@africafintechsummit.com](mailto:stella@africafintechsummit.com)



*General Inquiries:*  
[info@africafintechsummit.com](mailto:info@africafintechsummit.com)

An event by:

