

Capital

Description

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Experiential Capital with the Founders at Heart



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Our Strategy/Thesis

We are industry agnostic investors that invest in early-stage sustainable and scalable business models driving digital economy transition in key sectors of middle market economies in Africa.

[Read More](#)



Mission Driven

We invest in all teams but due to the scarce access of capital and support for female founders and entrepreneurs in Africa when compared to the rest of the world, we have a preference for businesses with at least one female founder with significant equity.

[Read More](#)



Our Purpose

We provide funding to enable entrepreneurs create scalable products and revenue generating businesses. Our focus is on underserved founders who intuitively understand the dominant African market and are tackling systematic problems and creating long lasting solutions, so that at the earliest stage, they can start right and build with readiness and confidence.

[Read More](#)



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Get Funded

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We provide a diversified range of financing options to fit our founder's needs

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Venture Financing

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Pre-Seed Funding

We invest up to \$20,000 in the best founders at a pre-product, pre-revenue stage. Nothing is too early for us to consider, apply for a chance to meet our investment team.

[Download Pitch Deck Structure](#)

[APPLY NOW](#)



Seed Funding

Already working on an early-stage company? We invest up to \$100,000 seed funding in businesses past the MVP Stage with proven traction. Share your pitch deck for review with the investment team.
[Download Pitch Deck Structure](#)

[SHARE DECK](#)

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Alternative Growth Financing

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Use your income receivables to fund your marketing, inventory, and day to day expenses from Working Capital Finance to Revenue Financing and Invoice Factoring. No need to give away equity to get to your next big financing round.

ETHICAL FINANCING | NO EQUITY | NO INTEREST | NO PERSONAL GUARANTEE

[Get In Touch With Us](#)

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The PennPromise offering

We refuse to be just another investor that invests and shows up at meetings to provide mere “advice.” We are there to accelerate our founder’s building process by becoming their partners. All our portfolio companies have access to the PennPromise studio which is equipped with a team of startup growth experts to provide strategic advice and executional support from ground level all the way to board level. All our portfolio companies also have access to personalized support from the PennPromise Network.



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