

PayFlow Africa

Digital Payment Infrastructure for West Africa

FinTech

Series A

Company Overview

PayFlow Africa is revolutionizing digital payments for small and medium businesses across West Africa. Our comprehensive payment infrastructure connects traditional cash-based economies with modern digital financial services, enabling economic growth and financial inclusion for underserved communities.

Mission Statement: To democratize access to digital financial services by providing simple, secure, and affordable payment solutions that empower African businesses to participate fully in the digital economy.

Key Metrics

500K+

ACTIVE
USERS

\$2M

ANNUAL
RECURRING
REVENUE

+150%

YEAR-OVER-
YEAR
GROWTH

15K+

MERCHANT
PARTNERS

\$50M+

PAYMENTS
PROCESSED

6

COUNTRIES

98.9%

UPTIME

4.8/5

USER
RATING

Product Portfolio

PayFlow Mobile

Mobile money platform enabling peer-to-peer transfers, bill payments, and merchant transactions through USSD and smartphone app interfaces.

PayFlow Business

Comprehensive payment acceptance solution for SMEs including POS systems, payment links, and e-commerce integration tools.

PayFlow API

Developer-friendly payment infrastructure enabling fintech innovation and custom payment solutions for enterprise clients.

PayFlow Credit

AI-powered micro-lending platform providing working capital to small businesses based on transaction history and behavioral data.

Leadership Team

Kwame Asante

Chief Executive Officer

Former MTN Mobile Money executive with 12+ years in African fintech. Stanford MBA with extensive experience scaling payment platforms across emerging markets.

Amina Diallo

Chief Technology Officer

Former Google software engineer specializing in distributed systems and financial technology. MIT graduate with expertise in blockchain and mobile payment infrastructure.

Olumide Adebayo

Chief Financial Officer

Former EY financial advisory partner with deep experience in African banking and fintech. CPA and INSEAD MBA with track record in fintech scaling and fundraising.

Fatima Ibrahim

Head of Operations

Former Interswitch operations director with expertise in payment processing and regulatory compliance across West African markets. Lagos Business School MBA.

Investment Details

TOTAL FUNDING
RAISED

\$1.2M

CURRENT VALUATION

\$12M

FOUNDED

2022

HEADQUARTERS

Lagos, Nigeria

EMPLOYEES

45

NEXT FUNDING ROUND

Series A: \$5M

Market Opportunity

Total Addressable Market

- West African digital payments market: \$15B by 2027
- SME banking services market: \$8B across target markets
- Mobile money transactions growing at 25% annually
- Financial inclusion gap: 60% of adults remain unbanked

Competitive Advantages

- Multi-country regulatory compliance and licensing
- Proprietary fraud detection and risk management systems
- Local language support and culturally relevant UX design
- Strategic partnerships with major banks and telecom operators
- Robust offline-to-online payment bridge technology

Key Milestones & Achievements

- **Q4 2024:** Reached 500K+ active users milestone
- **Q3 2024:** Launched in Ghana and Senegal markets
- **Q2 2024:** Secured Central Bank of Nigeria payment license
- **Q1 2024:** Achieved \$2M ARR and positive unit economics
- **Q4 2023:** Completed integration with 5 major Nigerian banks
- **Q3 2023:** Launched PayFlow Credit micro-lending product
- **Q2 2023:** Secured seed funding from TRON Ventures
- **Q1 2023:** Beta launch with 1,000 merchant partners

Growth Strategy

2025 Expansion Plans

- Launch in Ivory Coast and Burkina Faso
- Introduce cryptocurrency payment options
- Launch PayFlow Insurance and savings products
- Expand API partnerships with 50+ fintech companies
- Target 1M+ active users by end of 2025

Strategic Partnerships

- Visa Africa partnership for card processing
- Orange Money integration across Francophone Africa
- Mastercard collaboration on financial inclusion initiatives
- Local bank partnerships for cash-in/cash-out services

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