

Use the following questions to support you in conducting a self SWOT analysis:

ANDELA

Is an African company that identifies and develops Africa’s most talented software developers to help companies scale with high-perfoming teams.

It was founded May 21, 2013 by four professional who were working in the online education and recruitment. The founders were. Jeremy Johnson who is the co-founder and CEO, Christina Sass co-founder and COO lyinoluwa Aboyeji, nadar enegesi, Brice nkenga and Ian carnevale. Its headquarters is based New York City, New York and unite state.

In June 2016 the company received funds from the Chan zuckerberg initiave, in 2017 Andela raised $40 million in series C funding.the investment came from CRE ventures capital,DBL partners, Amplo,salesforce ventures and TLCOM capital.in January 2019 it raised $100 million in the next round of funding.

It has attracted the attention and money of people like Mark zuckerburg , blue-chip companies like Mastercard and Viacom.

CELLULANT

Cellulant Corparation develops and provides one\_stop mobile payment platform for connecting business an companies in Africa

It was founded in 2004 by Mr.Ken Njoroge, Mr.Bolaji Akinboro ,Ms. Milkah Wachiuri, Mr.Mohamed Faiza Hafiz.

Cellulant has received $47.5m from a consortium of investors that include the Rise Fund,the impact fund run by private equity group TPG growth, Endeavour Catalyst and Satsya capital.

The main customers of cellulant include zuku and barcleys. They partner with Huddah cosmetics.

FARM CROWDY

Is a Nigerian digital agritech startup that is revolutionizing the local agriculture sector by connecting small-scale farmers with Nigerian sponsors from locally, from the us and uk who invest in farm cycles.

It was established in November 2016 founded by onyeka AKuma.

It received $ 1million from investors including,Techstars, Cox Ventures and Social capital.

PIGGY BANK

Piggy bank is an online savings platform that enables savers to put away funds that they don’t want to withdraw easily.

It was founded on date feb 15,2016 in Lagos Nigeria., its founders are: Ayo Akinola, Joshua Chibueze, Nonso Eagle, Odunyo Eweniyi and Somto Ifezue.

Piggy bank received $1.1 million in seed funding and announced a new product.

COWRY WISE

Cowry wise is a free digital personal finance app for saving and investment,it helps customers save and invest money easily.

It was founded in 2017 in lagos Nigeria by Razaq Ahmed and Edward popoola .

Cowry main customers are the large population of Nigeria.

It receives funding from new York based investment fund

PEZESHA

Pezesha is a leading Africa \_focused and digital financial market, it aims to be the first Africa\_focused digital financial market place that converges leading amongst other financial services for both borrowers, lenders and investors.

It was founded in 2016 its headquarters is located in Nairobi, its was founder by Hilda Moraa.

It has secured a seed investment from consonance investment manage which has help it scale to East and West Africa . Before the seed investment, pezesha received pre-seed funding from angels in New York and Kenya and DFS lab.

THRIVE AGRIC

Is designed to crowd fund investments for smallholder farmers and provide to them in the form of inputs, tech driven advisory and access to markets.

It was founded on 2016 by Uka Eja.

Thrive Agric raised funding from the Abuja-based ventures platform accelerator to expand other markets.

SURE REMIT

Sure Remit has launched a crypto-token aimed at money sent home by global immigrants.

It was founded by Samuel Biyi , Adeoye Ojo.

At the end o last year Sure Remit had launched the ICO raise funds for blockchain-based remittance service.

SureRemit, a global blockchain-based non-cash remittance serve announced a token sale event to allow

investors to contribute to Sure Remit and receive RMT tokens at 40% bonus.

GROWSEL

Growsel was formed in 2016 to help empower and support millions of smallholder farmers across who cannot reconcile the enormous cultivatable farmland and farm yield available to them.

Growsel is located in Maryland, lagos, Nigeria founded by Jerry Oche

Their initial seed capital was funded by their own founders and fundraising.

Growsel major clients are the supporters, investors and grand donors, also they are finally presently working with investors across Europe to seal major fundraising round to support and expand their operations across local communities in Nigeria.

JAMBO PAY

Jambo pay is an innovative payments service provieder,that helps Government organizations to collect and disburse money electronically.It also processes payments for Kenyan e-commerce sites, billers, ticketing companies, retailers and government.

It was formed in 2009 by Danson Muchemi in Nairobi Kenya

Some of jambopay’s client include the Nairobi City County, Standard Group, Integrating Cognition Emotion and Autonomy Insurance.

s SAFE BODA

Is a community of enrepenuers and boda drivers working together to improve professioinal standards across the urban transportation.they aim at improving the industry for both the drivers and passengers by increasing the number of safe trips taken per day and by making travel around cities convenient and stress-free.

Was formed by maxime Diedonne, Thomson Ricky and Alastair Sussock.

Safe boda has been fuinding by world bank.

KENYA BUZZ

Kenya buzz is a leading provider of event and lifestyle information in Kenya it also it is the first an only website in Kenya that offers an end-to end online movie ticketing solution.The system ,which was launched in 2014, offers users convience of booking seats and buying movie tickets online.

It was founded on 2007 by Alix Grubel

KISAFI

‘Kisafi’ meaning it’s clean in Swahili,aims to be a convenient tech platform for instant booking of high quality ,reliable laundry and home cleaning with 100.

It was launchedin mid 2016 in NairobiFounded by four partners from diversted country who were out in the need to find a convenient and reliable way to get their laundry done.

FLUTTERWAVE

Flutterwave provides a payment service for global merchants,payments service providers and pan African banks.

Founded in 2016 by a team of ex-bankers,entrepreneurs and engineers, their headquarters is in san Francisco with offices in lagos, Nairobi, Accra and Johannesburg.

The company has processed over $2.5 billion for clients such as Uber, facebook , Transferwise,booking,com and wakanow.

Fluttwerwave has raised a total of $20.4 MILLION IN FUNDING OVER 6 rounds ,their latest funding was raised on oct 15 2018 from series around

MOOKH

Mookh is designed to allow users to sell products ticket and digital contents,mookh is actively using 14 technologies for its website.

Founded by Eric Thimba, Porgie Gachui and Theuri mwangi. Mookh won $5oooo in fundig from visa thet were awarded the main prize

ABACUS

Abucus builds web and mobile software to help investors across the globe access African financial state. It was founded in 1987 by the current president, Mr. Asad Ali Khan

SENDY

Sendy is an uber like door-to –door delivery service available to both individual business customers. Through the app their web platform customers can request a network of drivers to all types of vehicles including motorcycle,pick up,trucks, cabs and vans.

Sendy was launched in Kenya in 2014 with the mission is to build partnership that unlock new possibilities for business and individuals.Meshack Alloys is the Co-founder and CEO at sendy Ltd.

Sendy has worked with over 5000 business clients and over 50,000 individual clients.some of the clients are unilever,Bidco, Chandaria, Multichoice, Toyota, safaricom among others.

In November 2015 ,the logistics startup was a beneficiary of safaricom spark venture fund that set asude million for loacal techprenuers to get acess to financing, mentorship and resources to scale their business. It also raised $2m from DOD Equity to broaden its services offerings team and expand into east Africa.

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**Strengths (don’t be modest):**

* How do your education, skills, talents, certifications, and connections / networks set you apart from your peers?
* What would your boss or coworkers say are your strengths?
* What resources do you have at your disposal?
* What contributed the most to your past victories?
* What values or ethics do you have that your peers often lack?
* What achievements are you most proud of?

**Weaknesses (be honest):**

* Where are your education, training, or skills lacking? What’s missing and needs improvement?
* What would your boss or coworkers say are your weaknesses or areas of improvement?
* What are your negative work habits and personality traits?  
   What do you avoid because you lack confidence?

**Opportunities:**

* Which opportunities are you not exploiting at the moment?
* What trends are affecting your industry – the industry you belong to or wish to be in?
* In what areas is your industry growing?
* How could new technology help you advance?
* How could your connections and networks help you?

**Threats:**

* What obstacles do you currently face in your career and life?
* Who is your competition?
* Will new technology or certifications demands slow your progress in achieving your goals?
* How is your job or industry changing in ways that could affect your advancement?

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| Strengths | Weaknesses |
| Opportunities | Threats |