

Reinventing Tech Talent Policies for African Startups

Tanzania Annual ICT Conference
27th October 2022



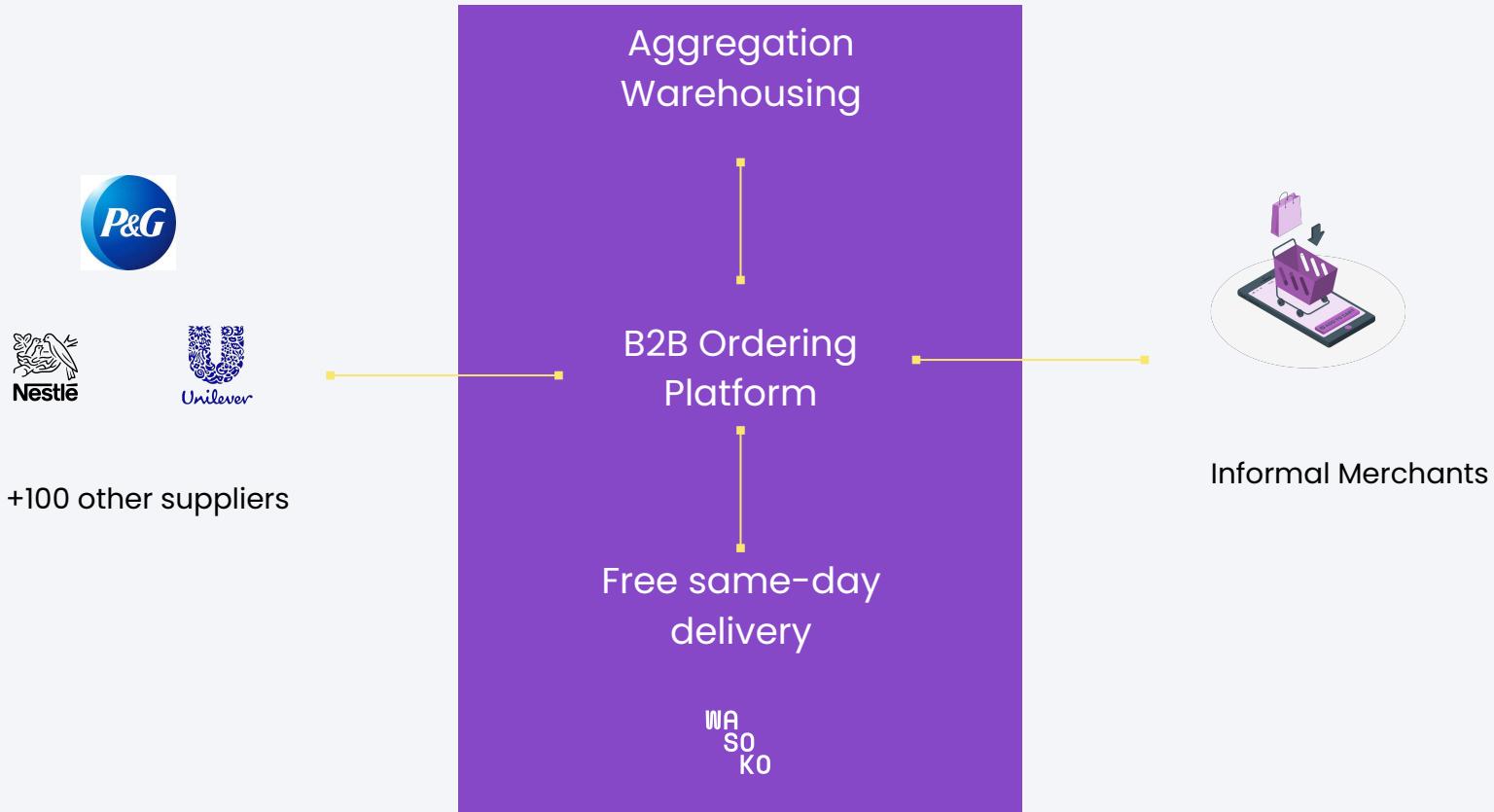
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About me



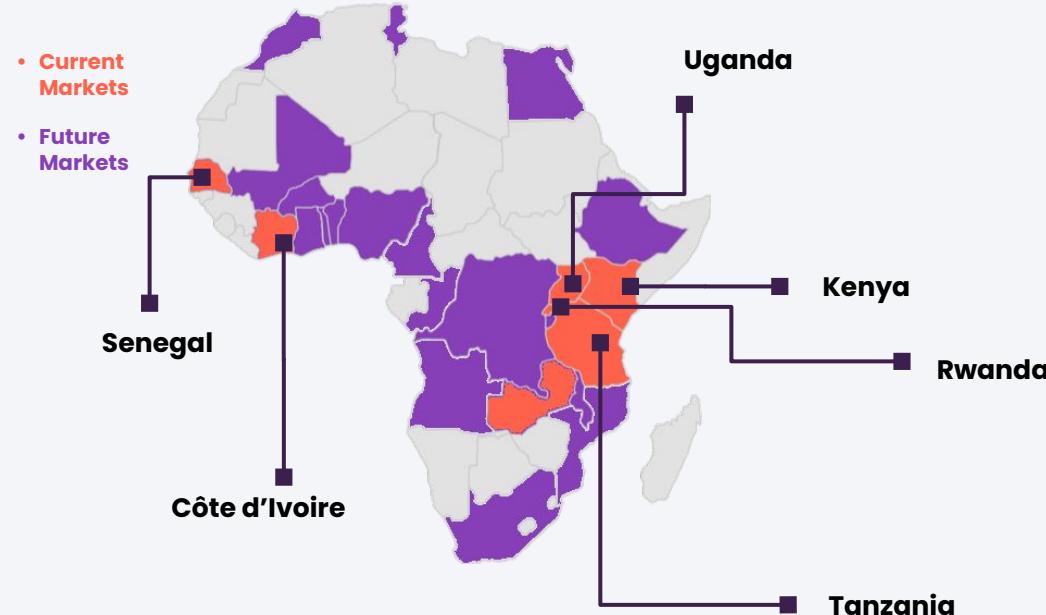
- Founder + CEO of Wasoko, B2B e-commerce company
- Originally from California, living in East Africa since 2016
- Travel & linguistics enthusiast: Been to 68 countries, including 17 across Africa

Wasoko is an e-commerce & logistics platform formalizing African merchants





Operations across **7 countries** in Africa with revenues growing **300% yearly**



#1 Fastest Growing company in Africa, valued at \$625M with over \$145M in funds raised

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Technology **Tiger Global Leads Sokowatch's Fund Raising at \$625 Million Valuation**

- Tiger Global, Avenir invest in Kenyan e-commerce startup
- Sokowatch is expanding platform to Senegal, Ivory Coast

FT ranking: Africa's Fastest Growing Companies 2022

From digitising informal trade to fintech and mining, our inaugural list reflects trends on the continent



African BUSINESS

ENT • ENERGY & RESOURCES • TECHNOLOGY & INFORMATION • AGROBUSINESS & MANUFACTURING

Wasoko plots expansion after \$125m funding round



Current State of African Tech Ecosystem

- Investment into tech companies has accelerated tremendously, to become the **fastest growing industry in Africa**
- Annual investment into African tech companies grew from <\$500M in 2016 to \$5B+ in 2021, **over 10X growth**

How do we maintain the Africa tech momentum?

Two

bigest

constraints:

1. More



Funding

2. More Talent



How do we increase Africa tech funding?

- Ensure macro stability
- Existing Africa tech companies achieving **100X+ exits** for investors
- Increase the interconnectivity of investors & founders, **Your networks = Access to funding**





Why is funding concentrated in 4 countries?

- Over **90%** of current African tech funding concentrated in companies headquartered in **Nigeria, Egypt, South Africa, Kenya**
 - Nigeria: Very large diaspora with work experience or connections to tech companies & investors in the US/UK
 - Egypt: Large diaspora and globally-integrated talent force working for successful tech companies such as Careem, with close ties to investors in the Gulf
 - South Africa: Globally-integrated talent force alongside Naspers, one of the largest tech investors globally
 - Kenya: Large expatriate community with especially strong connections to tech companies & investors in the US
- Core reason for concentration is **internationalized talent + ties to large tech investors**



How do we increase tech talent?

- Unlike other industries, **tech talent can work from anywhere**
- Almost all large African tech companies have experienced tech workers based across **multiple countries across Africa and beyond**
- Currently these workers are paying these taxes and spending their income in their home countries, with no targeted policies to build hubs to bring them together. These workers are already working for their companies, why not actively attract them to **gain the full economic benefits?**
 - Increased tax revenue
 - Increased local spending
 - Increased knowledge sharing
 - Increased global integration

Silicon Zanzibar Initiative

In response to the opportunity, the Government of Zanzibar launched the Silicon Zanzibar Initiative on 30th August 2022, with the aim of **providing an open and enabling environment for all tech companies and their team members to be based in Zanzibar.**



Silicon Zanzibar Initiative: Objectives

- ✓ Attract and relocate tech companies from across Africa on the island.
- ✓ Establish Zanzibar as the leading destination for tech talent in Africa
- ✓ Grow government revenues
- ✓ Provide technology employment and training opportunities to the Zanzibari workforce.



Silicon Zanzibar Initiative: Incentives



With its base in Fumba town, the initiatives are working with tech companies to create an enabling environment with incentives such as:

- ✓ Work and resident visa to skilled workers interested in relocating to Zanzibar
- ✓ Tax and import incentives under the existing Free Economic Zone policy

Silicon Zanzibar Initiative: Partnership

Even with these incentives, there is still a need to develop **policies, processes and systems** to deliver on the objectives of the initiative.

A taskforce pulling from different **government ministries, civil society, and the private sector** are working together to drive this



Wasoko Innovation Hub

**As an official ambassador of the initiative,
Wasoko launched its innovation hub in
Zanzibar.**

- Investing **\$10M+** by 2032 to make Zanzibar host of Wasoko's global tech office
- The Hub is a centre of excellence that gives **immersive, on-site experience** to top global talent to co-create solutions with our customers that will drive Africa's e-commerce sector for years to come.
- The hub strives to **advance software quality, create jobs, drive research** and **enhance knowledge and skills transfer.**



Thank You!