

Rising Tide Africa - Company Overview

Mission & Vision

Rising Tide Africa's (RTA) mission is to harness the collective power, network, passion, and capital of women to positively impact and actively create a New Africa.

Focus areas:

- Investment : Providing access to high-potential early-stage co-investment opportunities.
- Education : Empowering women through investment literacy and training programs.
- Networking : Engaging key ecosystem players through events and partnerships.
- Mentoring : Supporting and guiding young women entrepreneurs.

Organizational Structure

- Founders : Ndidi Nnoli-Edozien and Yemi Keri.
- Chairman : Evelyn Oputu.
- Secretary-General : Ivana Osagie.
- Board Members : Rebecca Enonchong, Hedda Pahlson-Moller, Olayemi Wonuola Keri, Clementine Vervelde, and Isabelle de Melo.
- Investment Committee : Brigitte Baumann, Candace Johnson, Audrey Mothupi, and Lexi Novitske.

Key Metrics

- RTA was Founded 2016.
- Headquarters: 70 Adetokunbo Ademola St, Lagos, Nigeria.
- Revenue: Approximately \$5.6 million.

- Employees: Around 10.
- Investments: Over 33 investments in early-stage startups.
- Recent Investment: Awari, an application software company, in October 2023.

Investment Focus

RTA primarily invests in digitally and technology-enabled companies improving lives across Africa.

Sectors of interest:

- Health
- Education
- Energy
- Water
- Agriculture
- Commerce
- Transport
- Communications services and infrastructure

Partnerships

RTA partners with several organizations to strengthen its mission:

- ARM Securities Limited and ARM Trustees Limited (financial advisory and support)
- Go Beyond early stage Investing (investment training and best practices)
- Next Wave Foundation
- African Business Angel Network (ABAN)
- European Business Angel Network (EBAN)

Portfolio Highlights

RTA has invested in a wide range of startups, including:

- Afrikrea (African businesses global marketplace)
- Amayi Foods (Convenient authentic African cuisine)
- Aruwa Capital (Female-founded impact investment fund)
- Bankly (Digital financial services for the unbanked)
- Big Cabal Media (Engaging content for African youth)
- Chekkit (Authentication technology against counterfeit products)
- Eden Life (Domestic chores concierge service)
- Gradely (AI-powered education support)
- LifeBank (Healthcare logistics company)
- Migo (Embedded lending platform)
- Shuttlers (Ride-sharing platform for professionals)
- Uncover (Skincare brand using African botanicals and K-beauty technology)

(*And over 30 additional startups!*)

Recent Developments

- November 2024 : RTA secured \$10 million to boost women's angel investing initiatives across Africa.
- Early 2025 : Launched Cohort 6 of its accelerator programs for women-led startups.