

BLOG POST

1. **The Funding Gap Persists: Why We Need More Women Investors (August 20, 2024)**

This article highlights the ongoing challenges female founders face in securing funding. It emphasizes the necessity for increased participation of women as investors to bridge the gender gap in startup financing. The piece underscores that despite the growth of female entrepreneurship, significant disparities in funding persist, advocating for more women to engage in angel investing to support female-led ventures.

2. **Yemi Keri: Pioneering the Clean Tech Movement (June 6, 2023)**

This post profiles Yemi Keri, co-founder of Rising Tide Africa, recognizing her as a trailblazer in the clean technology sector. It details her contributions to promoting sustainable energy solutions and her role in fostering innovation within the clean tech industry. The article also highlights her efforts in mentoring and supporting startups focused on environmental sustainability.

3. **Chekkit's Seven Figure Investment (June 6, 2023)**

Announcing a significant milestone, this article reveals that Chekkit, a portfolio company of Rising Tide Africa, has secured a seven-figure investment. Chekkit specializes in product authentication and consumer engagement solutions, and this funding is set to enhance their technological infrastructure and expand their market reach, aiming to combat counterfeit products effectively.

4. **Shuttlers Raises \$4 Million in Recent Funding to Support Its Shared Mobility Solution in Nigeria (June 6, 2023)**

This piece reports on Shuttlers, a Nigerian shared mobility platform and portfolio company of Rising Tide Africa, successfully raising \$4 million in funding. The investment is intended to scale their operations, improve their technology offerings, and provide more efficient and affordable transportation solutions in urban areas, addressing the challenges of daily commuting in Nigeria.

5. **Gricd Rebrands as Figorr: Revolutionizing Last Mile Delivery and Securing Seed Funding (June 6, 2023)**

The article covers the rebranding of Gricd to Figorr, marking a strategic shift in the company's focus towards revolutionizing last-mile delivery services. It also announces the securing of seed funding to support this transition, aiming to enhance the efficiency and reliability of delivery services, particularly in the perishable goods sector.

6. **Seso Global Partners with First National Bank to Launch E-Mortgage Platform (October 18, 2022)**

This post discusses the collaboration between Seso Global, Africa's leading digital property marketplace, and First National Bank Ghana to launch an e-mortgage platform. This initiative aims to streamline the property purchasing process by providing digital solutions that simplify mortgage applications and approvals, enhancing accessibility to property financing.

7. Paris-based Koolboks Closes \$2.5M Seed Round to Scale Solar Refrigeration Across Africa (October 18, 2022)

Announcing a significant funding achievement, this article details how Koolboks, a Paris-based company, closed a \$2.5 million seed round led by Aruwa Capital Management. The investment is targeted at scaling their solar refrigeration solutions across Africa, providing sustainable and energy-efficient cooling options, particularly in off-grid areas

8. Bankly Closes \$2 Million Seed Round (April 15, 2021)

This piece reports on Bankly, a Nigerian fintech company specializing in serving the unbanked and underbanked populations, closing a \$2 million seed funding round. The funds are intended to expand their digital financial services, enhance financial inclusion, and provide secure and convenient solutions for savings and transactions

9. OZE, Ghana-based Fintech Startup Raises \$700k Seed Round from Investors, Including Rising Tide Africa (January 15, 2021)

This article highlights OZE, a Ghana-based fintech startup focused on assisting small businesses, raising a \$700,000 seed round with participation from investors including Rising Tide Africa. The funding aims to support OZE's mission to provide digital tools and resources that empower small enterprises to improve their operations and access to finance.

10. COVID-19, Remote Working and Talent Retention (April 17, 2020)

In her article *"COVID-19, Remote Working and Talent Retention,"* Ivana Osagie explores how the COVID-19 pandemic has permanently transformed workplace dynamics, compelling businesses to adopt remote working as a core strategy rather than a stopgap measure. She notes that organizations previously resistant to remote work are now adapting, and this change is likely to persist as employees increasingly demand work-life balance. Remote working, when executed correctly, boosts employee morale, reduces absenteeism, and significantly increases productivity—as much as 35–40% according to studies by Stanford, Gallup, Harvard, and Global Workplace Analytics. In cities like Lagos, where commuting is a major drain on time and energy, remote work presents a critical opportunity for productivity gains. A South African study found remote work could add \$0.9 billion to its economy annually, with Nigeria's impact expected to be even greater due to its economic size. The shift has also catalyzed a massive surge in the use of virtual communication tools like Zoom—which jumped from 10 million to 200 million daily users between December 2019 and March 2020—as well as Microsoft Teams, Slack, Skype, and others, enabling seamless collaboration across locations. In Nigeria, power supply remains a challenge, but inverters and solar energy solutions are helping employees stay connected from home.

Osagie emphasizes that women, in particular, benefit from remote work, as it makes it easier to manage both professional and domestic responsibilities. It allows them to care for children and household needs without sacrificing career progress. Citing McKinsey, she explains that increasing female participation in the workforce could add \$316 billion to Africa's GDP by 2025. Research also shows that companies with more women in leadership—especially at board and executive levels—perform better, make more balanced decisions, and represent broader stakeholder interests. African companies with at least 25% female board representation see EBIT margins 20% higher than the industry average. However, despite these clear advantages, many companies still struggle with female retention. A global trend known as the “missing middle” reveals that while women hold 73% of entry-level jobs, their presence drops to just over 40% at middle management levels. Furthermore, 43% of highly qualified women with children eventually leave the workforce, often due to burnout and the pressures of juggling home and work responsibilities. This exodus of women not only drains talent from the corporate pipeline but also wastes companies' investments in training and development. According to KPMG, the global cost of replacing women who leave due to work-life imbalance is about \$47 billion annually—an unsustainable loss, especially in a time of global economic uncertainty.

Osagie argues that remote working offers a powerful solution to these challenges and should be institutionalized beyond the pandemic. However, adopting remote work effectively will require cultural and structural shifts within organizations, including updates to communication methods and performance management systems. While these changes may be uncomfortable, the long-term benefits—higher operating margins, better returns on equity, and enhanced shareholder value—are substantial. The article concludes that COVID-19 has demonstrated that remote work is not only feasible but essential, and organizations must now choose to embrace this evolution intentionally. “COVID-19 has proven that working from home can work—if we want to make it work,” she writes, reinforcing her core message that remote work is here to stay and critical to both talent retention and future business success.

11. Rising Tide Africa: The All-Female Angel Investors Group Focused on Building Entrepreneur Success Stories (February 22, 2020)

Yemi Keri, Co-founder of Rising Tide Africa, was recently featured in the Forbes-Women section of Forbes, where she discussed the state of angel investing in Africa, the importance of increasing female participation in the investor ecosystem, and the mission driving Rising Tide Africa. She emphasized that while angel investing already exists culturally across the continent, it is mostly informal. Many Africans frequently provide financial support to friends or family starting businesses without identifying as angel investors. Keri believes that formalizing these informal financial contributions is essential to easing capital access for entrepreneurs. This vision, along with her deep passion for supporting women-led businesses, sparked the creation of Rising Tide Africa—a network designed to bridge the gender gap in funding and mentorship. She shared that many female entrepreneurs struggle not because their businesses lack potential, but because they aren't coached on how to pitch in ways that appeal to traditional investors. Recognizing this gap, she stepped in to help change the narrative and structure. Rising Tide Africa not only provides capital but also emphasizes mentorship as a core pillar.

Every member is actively involved in a committee and contributes to the network's objectives, particularly in mentoring female CEOs. Their collective goal is to build a generation of globally successful women-led businesses that will, in turn, inspire and empower more female entrepreneurs to confidently seek the funding they need to scale.

12. Does the Combination of a Startup CEO Plus a Multi-million Dollar Corporate CEO Result in Better Return on Investment? (Feb 20, 2020)

The post highlights the complementary strengths of startup and corporate CEOs—startups bring innovation and tech-savviness, while corporate leaders offer strategic structure and team-building expertise. Though context may favor one over the other, the key to a sustainable business lies not in the individual leader, but in building a strong, collaborative team. Ultimately, success depends on the people surrounding the vision.

13. How to Successfully Pitch Your Business Idea in 10 minutes (September 9, 2019)

The blog post titled "How to Successfully Pitch Your Business Idea in 10 Minutes" emphasizes the importance of delivering a concise and compelling pitch to potential investors or clients. It highlights that startup CEOs often bring fresh perspectives and innovative ideas, while seasoned corporate CEOs offer valuable experience in strategy development and team management. The article suggests that integrating elements from both backgrounds can enhance a pitch's effectiveness. It also underscores the necessity of storytelling in pitches, advocating for clear and simple messaging that encapsulates the core value proposition. Additionally, the post recommends focusing on key aspects such as the problem being addressed, the proposed solution, market potential, and the team's capabilities to create a compelling narrative that resonates with the audience.

14. A Call To Be More Involved (February 12, 2019)

The blog post, "A Call to Be More Involved," calls for increased participation from female angel investors to address the gender funding gap in entrepreneurship. It highlights gender biases women face in business settings and their challenges in securing funding. The article advocates for more female investors to help bridge this gap, noting that a higher number of women in investment roles leads to better representation and diversity in funded businesses. Rising Tide Africa encourages women to become involved in their mentorship, investment, networking, and education pillars.

15. Exploring The Potential Hidden in our Creative Industry (November 12, 2018)

The blog post titled "Exploring the Potential Hidden in Our Creative Industry" delves into the vast opportunities within Africa's creative sector, emphasizing its capacity to drive economic growth and reshape global perceptions of the continent. It highlights the rich cultural heritage and storytelling traditions that position Africa to become a dominant force in global creative industries, akin to Hollywood's influence on the U.S. economy. To harness this potential, the post advocates for cross-border collaborations among filmmakers, robust distribution networks, and strategic investment incentives. Initiatives like the African Audiovisual and Cinema Commission and the development of new film studios in countries such as Ghana and Tanzania are pivotal steps toward realizing this vision. In summary, the blog post calls for a concerted

effort from governments, private sector leaders, and international partners to invest in Africa's creative economy. Such investments promise not only economic growth but also a redefined global narrative that celebrates and understands Africa's rich cultural tapestry.

16. Why Government Should Put More Effort In Angel Investment In Nigeria (October 9, 2018)

The blog post emphasizes the pivotal role of angel investors in fostering innovation and economic growth in Nigeria. It advocates for increased government involvement to enhance the effectiveness of angel investing through two primary avenues:

Promoting Angel Investor Education:

The post suggests that organizing masterclasses, seminars, and workshops can boost public understanding of angel investing. Such educational initiatives would build investor confidence and encourage more active investment, leading to better-informed decisions. The government is encouraged to collaborate with established angel networks, like Rising Tide Africa, to offer these educational programs, either free of charge or at subsidized rates.

Promoting Entrepreneur Education:

Improving the quality of early-stage businesses is seen as essential for attracting angel investors. The article proposes that the government enhance entrepreneurs' access to information and education, equipping them with skills in business strategy development, market analysis, and financial modeling. This could be achieved through regular training programs or partnerships with accredited angel investors.

In addition, the post recommends that the government provide financial incentives, such as grants, and non-financial incentives, like tax exemptions on expenditures related to innovative activities or research and development. Establishing formal angel networks across states and implementing systems for data collection and analysis on angel investing activities are also proposed to monitor and evaluate the impact of angel investing on the economy.

By adopting these measures, the blog argues that the government can significantly bolster the angel investment landscape, leading to enhanced economic development and innovation in Nigeria.

17. Why Africa Needs Angel Investors (September 22, 2018)

The blog post titled "Why Africa Needs Angel Investors" highlights the crucial role angel investors play in fostering innovation and economic growth across the continent. It emphasizes that entrepreneurial ventures often face challenges in securing capital, as traditional financial institutions may perceive them as too risky. Angel investors, typically high-net-worth individuals with diverse business or technological expertise, address this gap by providing essential funding, mentorship, and networking opportunities to early-stage businesses.

The post also notes the emergence of structured angel investor groups, such as the American Business Angel Network, European Business Angel Network, Lagos Angel Network, and Rising Tide Africa, which offer advantages like diversified investment portfolios, increased deal flow,

and collaborative due diligence. These groups play a pivotal role in reducing the need for startups to seek foreign funding, thereby strengthening the local investment ecosystem.

18. Common Mistakes You Should Avoid When Taking Your Business Online (August 1, 2018)

The blog post "Common Mistakes You Should Avoid When Taking Your Business Online" outlines key errors businesses should avoid:

- **Not Having a Website:** A website is crucial for credibility. Invest in a user-friendly, mobile-compatible one.
- **Poor Search Engine Visibility:** Ensure your website ranks well on search engines using tools like Google Analytics.
- **Weak Social Media Presence:** Be active on social media platforms relevant to your audience.
- **Outdated or Incomplete Contact Information:** Keep your contact details accurate and updated for customer trust.

By addressing these issues, businesses can enhance their online presence and boost growth.

19. About The RTA Masterclass (July 19, 2018)

The RTA Entrepreneurs' Masterclass, organized by Rising Tide Africa (RTA), offers training for new and existing business owners to navigate the complexities of running a successful business in Nigeria and attracting capital. The masterclass covers topics such as angel investing in Africa, cross-border investing, valuation and diligence, entrepreneurial ecosystems, evaluation criteria for selecting investments, exit strategies, fundraising rounds, and funding for entrepreneurs and startups. To stay informed about upcoming masterclasses and RTA activities, interested individuals are encouraged to subscribe to RTA's monthly newsletters.

20. Challenges You Will Face As A Female Entrepreneur And How You Can Overcome Them (July 18, 2018)

The blog post highlights key challenges female entrepreneurs face and ways to overcome them:

- **Working with Male Counterparts:** Female entrepreneurs often struggle to gain respect in a male-dominated field. Overcome this by staying confident and trusting your instincts.
- **Limited Access to Funding:** Women often receive less funding due to lack of collateral. Increasing female investors can help address this.
- **Balancing Business and Family:** Traditional roles can cause burnout. Effective time management and clear boundaries can help.
- **Fear of Failure:** Fear of failure is common; viewing it as a learning opportunity and building a support network can help overcome it.
- **Lack of Support System:** Female mentors are scarce. Networking and joining support groups can provide guidance and encouragement.

By tackling these challenges, female entrepreneurs can thrive and contribute to economic growth.

21. About Our Deal Day Event (July 4, 2018)

Rising Tide Africa's Deal Day is a bi-annual event where early-stage startups present their businesses to potential investors. Entrepreneurs have the opportunity to pitch their ideas, aiming to secure investments and mentorship from angel investors. This event also facilitates networking among industry professionals, fostering growth and collaboration within the entrepreneurial ecosystem.

22. Do You Have An Understanding of Intellectual Property (IP) Laws That Impact Nigerian Businesses? (July 4, 2018)

The blog post discusses the importance of understanding Intellectual Property (IP) laws for Nigerian businesses. It explains different types of IP rights:

- **Industrial Property:** Covers patents, trademarks, and industrial designs.
- **Copyright:** Protects literary, artistic, and musical works.
- **Territorial Nature of IP:** Protection in one country doesn't extend automatically to others.

It highlights key IP laws in Nigeria, including the Copyrights Act, Trade Marks Act, and Patents and Designs Act, emphasizing the need for businesses to secure their innovations to maintain competitiveness.

23. Understanding Early-stage Investing (Part II) (May 30, 2018)

The blog post "Understanding Early-stage Investing (Part II)" explains two types of early-stage investments:

- **Equity Investment:** Investors get shares in the business. They share the risks and rewards, with higher-risk ordinary shares.
- **Debt Investment:** Investors lend money, which is either repaid or converted into equity in future rounds.

Key considerations for investors include investment duration, risk tolerance, and expected returns. These factors are essential in making informed decisions.

24. Understanding Early-stage Investing (Part I) (May 29, 2018)

Rising Tide Africa's blog post, "Understanding Early-stage Investing (Part I)", outlines three essential considerations for potential investors:

- **Assess Your Risk Level:** Angel investments are high-risk, as they often involve nascent businesses. It's crucial to evaluate your risk tolerance and gain a solid understanding of the industry to mitigate unforeseen challenges.
- **Evaluate the Investment Opportunity:** Not all investment opportunities are equal. Key factors to consider include whether the business addresses a genuine problem, the growth potential of the market, susceptibility to industry disruptions, barriers to entry, and scalability.
- **Assess the Entrepreneur:** The entrepreneur's passion and commitment are vital indicators of potential success. It's important to understand their motivations, review their track record, evaluate their competence beyond formal qualifications, and consider their integrity and openness to feedback.

By focusing on these areas, investors can make more informed decisions in the early-stage investment landscape.