

Africa AgriFoodTech

Investment Report 2022



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Our partners



AgFunder is one of the world’s most active foodtech and agtech VCs. We’re rethinking venture capital for the 21st century. Our news site, AFN, is dedicated to publishing daily, original news about the burgeoning foodtech and agtech startup and venture capital industry.

British International Investment (formerly CDC Group) is the UK’s impact investor with over 70 years of experience of successfully supporting the sustainable, long-term growth of businesses in South Asia and Africa.

FMO is the Dutch entrepreneurial development bank. As a leading impact investor, FMO supports sustainable private sector growth in developing countries and emerging markets by investing in ambitious projects and entrepreneurs.

Africa agrifoodtech investing in 2022



Venture capital investing is on fire, and it's showing up in investment trends all over the world – even in Africa, which has the lowest levels of VC investment of any region, despite being home to a sixth of the global population. In 2021, VC investment on the continent grew four-fold from 2020, largely because of Africa's booming fintech sector. In the agrifoodtech sector, it increased 250%.

A sneak peek at 2022 investment volumes shows that the sector is maturing quickly. Agrifoodtech startups raised nearly as much investment capital in H1 2022 as they did in all of 2021.

Agrifood challenges and opportunities in Africa differ from Europe, the U.S., Asia and Latin America. African entrepreneurs are focusing their efforts on tech that can solve, bridge or circumvent poor infrastructure and fragmented supply chains. Hot global categories, like alternative proteins, are a blip in Africa's agrifoodtech scene. eGrocery claimed just 9% of investment on the continent, compared to 36% worldwide.

AgFunder's first Africa investment report, in partnership with FMO and British International Investment, aims to contextualize trends on

the continent with global trends. Investments that fit into well-defined categories in the U.S. and Europe are less clear cut in Africa, where supply chains are shorter, markets more nascent, and entrepreneurs' success requires tackling numerous obstacles in the value chain simultaneously.

In this report, we added a new category – Agrifood Fintech – in light of Africa's unique investment trends. The category encompasses startups whose primary objective is advancing financial inclusion for farmers, retailers and other agrifood businesses.

We hope to shed light on the nuances of some these issues and leave readers with a sense of the agrifoodtech opportunity on the world's youngest and fast-growing continent.

Happy reading!

Louisa Burwood-Taylor,
Jessica Pothering, and the AgFunder
Media and Research Team



Key insights



Agrifoodtech investment in Africa hit \$482.3 million in 2021, up from \$185 million in 2020.

African agrifoodtech companies have collectively raised \$1.1 billion since 2017.

Agrifoodtech accounted for just about 10% of all VC investment on the continent last year, where fintech startups dominated fundraising.

African agrifoodtech VC accounts for less than 1% of global agrifoodtech VC, despite the fact that Africa is home to a sixth of the world's population. This is partly because of the relative nascency of Africa's startup ecosystem, as well as investors' historical risk perceptions.

Agrifoodtech's proportionate share is slightly higher than Africa's share of overall VC worldwide in 2021. Africa raised \$4.3 billion in VC funding (Africa: The Big Deal), compared to \$621 billion in VC worldwide (CB Insights).

119 agrifoodtech companies in Africa raised funding in 2021.

Deal count has risen consistently in Africa over the past five years, growing from just 51 deals in 2017, to 99 in 2020, to 150 last year.

Agrifoodtech in Africa remains a very early-stage market, with 80% of deals being seed stage.

Promisingly, the sector is fast growing: African agrifoodtech startups raised an estimated \$400 million in H1 2022. Some companies that raised in 2021 have already inked bigger rounds in 2022.

The biggest category in Africa was Midstream Tech, which claimed \$293.7 million, or 61% of all agrifoodtech VC funding. Globally, Midstream Tech accounted for just over 7% of VC funding.

The strongest upstream sector was Farm Robotics and Mechanization. Solar irrigation maker SunCulture, in Kenya, raised \$11 million in debt.

As globally, funding for upstream tech in Africa lags downstream tech. Innovative Foods, which include ever-popular alt-proteins, raised just 0.6% of VC funding in Africa compared to 9% globally.

Cloud retail infrastructure, which includes on-demand enabling tech and last-mile delivery services, claimed close to 12% of funding. e-Grocery claimed 9.2%, compared to 36% worldwide.

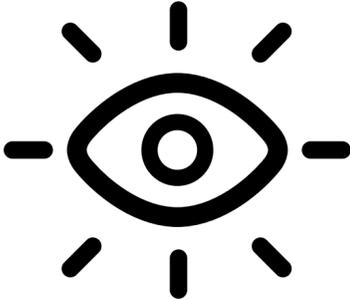
Overall, Africa's B2B e-commerce ventures have gained more traction with investors than their B2C peers.

Farm Management Software claimed just 0.1% and Novel Farming Systems claimed even less. Africa had no Agbiotechnology deals in 2021.

Our new category, Agrifood Fintech, which we categorize within the broader midstream sector, claimed \$5.5 million, or 5% of all capital raised in Africa.



Key insights



BIGGEST CATEGORY Midstream Technologies

CLAIMED 61%
of African agrifoodtech
VC funding in 2021

BIGGEST MARKETS

Africa's 'Big Four'

**EGYPT, NIGERIA, KENYA
+ SOUTH AFRICA RAISED
92.2% OF CAPITAL**
(South Africa claimed just 4.6%)

BIGGEST DEAL

\$68 million

DEBT ROUND FOR NIGERIA'S TRADE DEPOT

a Midstream Tech company connecting
informal retailers to food and FMCG supplies

BIGGEST EQUITY DEAL

\$55 million

SERIES A FOR EGYPT'S MAXAB

a Midstream Tech company solving
similar challenges to TradeDepot

INVESTING IN WOMEN

31 of 119

COMPANIES ARE WOMEN-LED

they raised \$27.7 million or
just 5.7% of investment capital

6 of 119

COMPANIES HAVE FEMALE-ONLY LEADERSHIP TEAMS

they raised \$3.5 million or
just 0.7% of all capital



Partner FMO



FMO, the Dutch entrepreneurial development bank, has supported the agriculture industry since its inception more than 50 years ago. The organization understands the critical role of agriculture in the economic development, poverty alleviation and food security of emerging markets, particularly in Africa.

[fmo.nl](https://www.fmo.nl)



In 2021, FMO established a dedicated Agri, Food & Water department and in 2020, launched the FMO's Ventures Program and corresponding technical assistance facility. The program, which is funded by FMO, the European Commission and the Dutch government, focusses on fintech, access to energy, and agrifoodtech.

Many new promising innovations to secure and improve the world's food supply are starting to gain traction globally, as well in African markets. We've seen how these solutions could greatly improve economic livelihoods, food security and climate resilience on the continent.

Africa's persistent dependence on food imports and food insecurity stems from low levels of productivity from its majority smallholder farmers and inefficiencies in supply chains. The continent needs more cost- and resource-efficient ways of producing and distributing food. We believe that technology will be a driver for positive change and long-term sustainable development.

Global investors appear reticent to back African ventures, however, because of their early stage of development, long-standing perceptions of market risk, and general lack of information on market conditions and opportunities. For agrifood technologies to achieve meaningful scale and impact, they will require substantial early-stage and follow-on investments.

FMO has invested in South Africa-based Aerobotics, a company using satellite and drone imagery and machine learning to help farmers monitor their crops and improve



yields. We also invested in Farmerline, a marketplace for African farmers that combines digital tools, logistics, field agents, farm resources and agribusiness partnerships to support African farmers. We have also invested in agri-focused funds Acumen Resilient Agriculture Fund and Novastar Ventures.

Accelerating the development and adoption of technology requires more than investing in it, however; it requires ecosystem-level support. Better information sharing and collaboration among Africa's agrifood actors support the flow of capital to the sector and advances this important space on the continent. Research and media coverage are also important components to establishing Africa's agrifoodtech market and achieving broad-scale, sustainable impact.

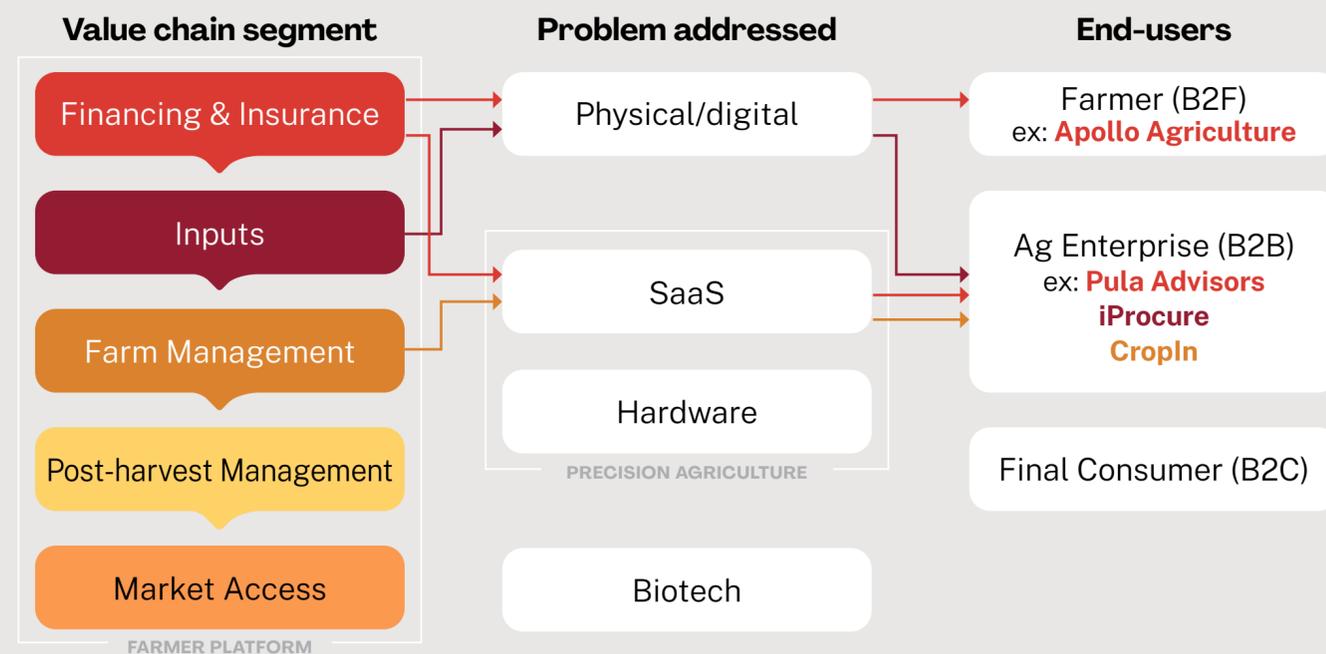
Partner British International Investment



British International Investment (formerly CDC Group) has a rich history of investing in the food and agriculture sector. A core pillar of our strategy is supporting innovations that are increasing food systems' sustainability and improving smallholder farmers' profitability and resilience in markets like Africa and South Asia. These markets grapple with low farm productivity, post-harvest food loss, and quality issues for consumers.

bii.co.uk

BII investee business models in Africa



Through our **VC Scale-Up** program, we strive to invest in startups developing breakthrough technologies to disrupt agricultural value chains. Examples from our portfolio include:

Apollo Agriculture. One-stop solutions that bundle goods and services from seed to sale see greater commercial traction and impact potential than single offerings. Embedded finance is critical for these bundled services, as it eases farmers' working capital challenges and enables timely access to inputs. BII portfolio company Apollo Agriculture bundles financing, climate-smart inputs and advisory services to help farmers improve yields, profitability and climate resilience.

CropIn. The cost of precision agriculture can be challenging for smallholder farmers. SaaS-based B2B revenue models targeting farmers indirectly through off-take enterprises have shown monetization success. BII investee CropIn uses remote sensing, artificial intelligence and machine learning to help farmers digitize their operations and leverage real-time farm data to drive actionable insights. CropIn's work in Africa has provided farmers with advice to manage weather risks, pest infestations and crop disease, thus improving resilience and crop yields.



iProcure. Agri-marketplaces supplying inputs to farmers or providing access to markets are gaining traction in Africa. B2B models offer relatively better unit economics given the challenges of serving a disaggregated smallholder-farmer base. BII recently invested in iProcure to help connect smallholder farmers with the right inputs at the right time. iProcure optimizes input distribution by leveraging existing agri-retailers as rural touch points to reach smallholder farmers in any given area.

“We believe emerging agtech solutions have the potential to address challenges in current food production and distribution, and target end users ranging from the smallholder farmer to ag enterprises to the final consumer.”



Investment highlights

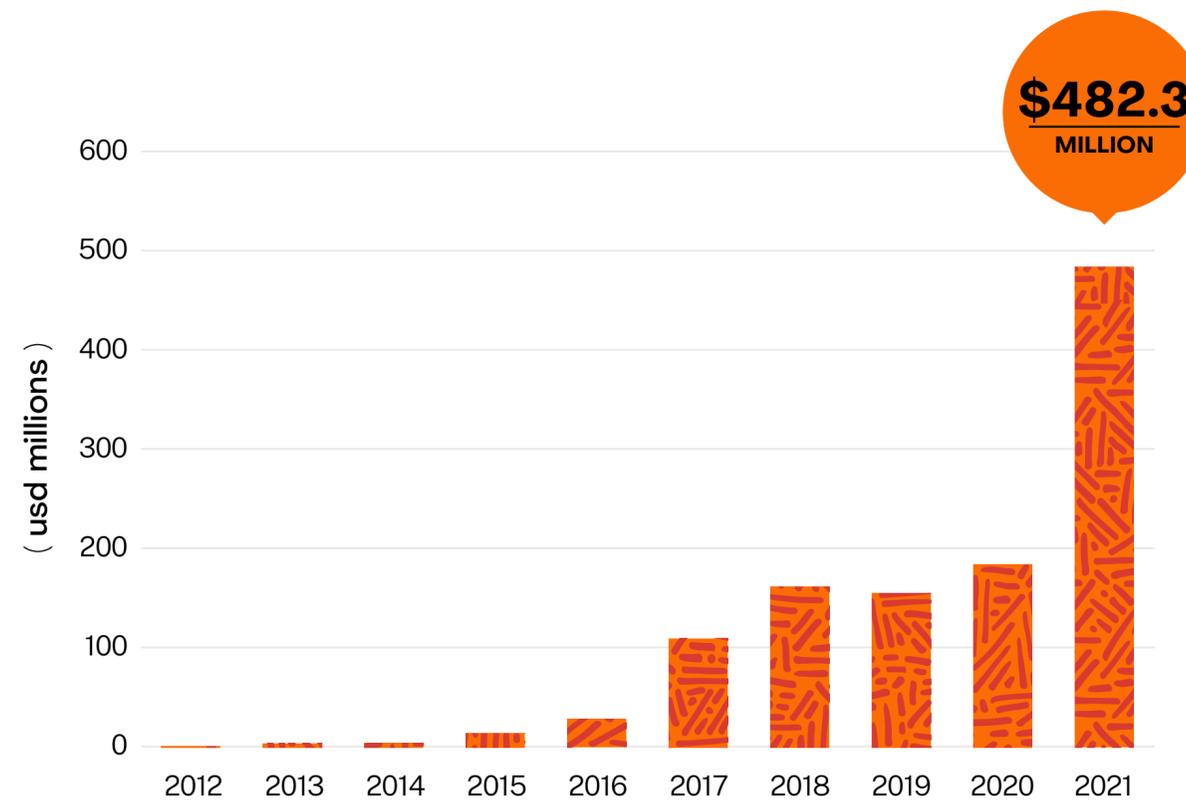
Investments by year

\$482.3 million
raised in Africa in 2021

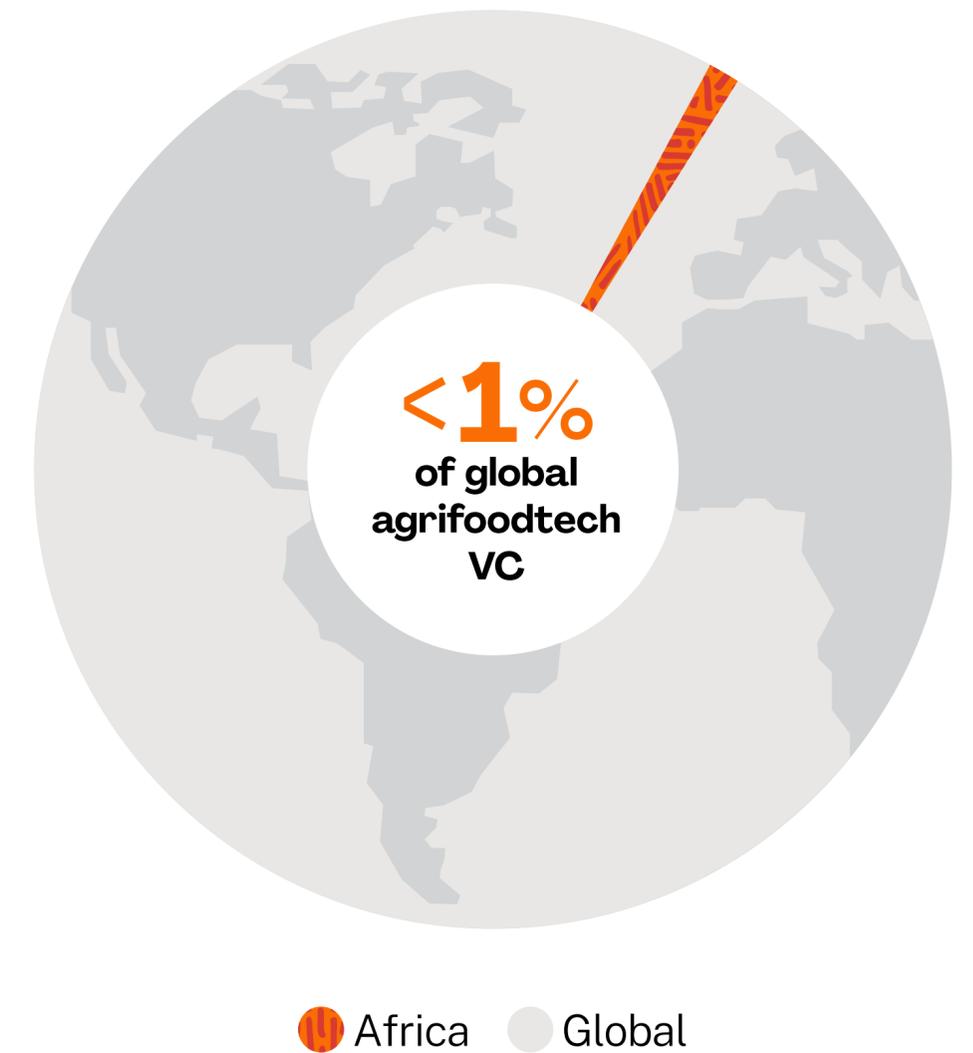
\$1.1 billion
raised in Africa since 2017

\$51.7 billion
raised globally in 2021

Africa's agrifoodtech startup funding by year



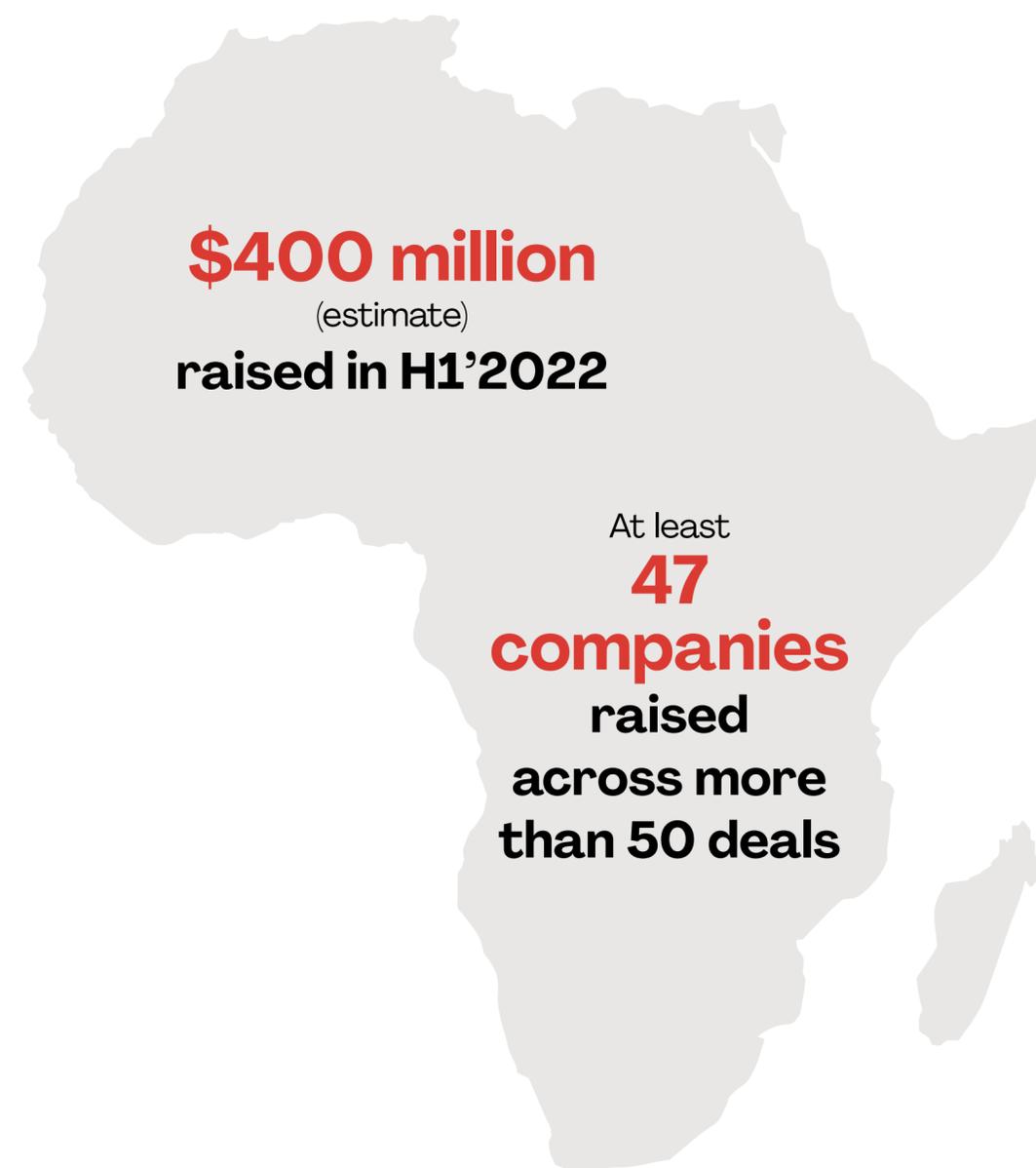
2021 agrifoodtech funding in Africa



2022 Investment spotlight

Top deals

Agrifoodtech investing in 2022 got off to a roaring start, with startups raising roughly \$400 million in the first half of the year — more than 80% of what was raised in all of 2021. Kenya's Wasoko claimed about 30% of the funding with its \$125 million Series B round. It remains to be seen how startups in the sector have been affected by the global tech and VC downturn.



Wasoko Kenya

WASOKO

MIDSTREAM TECH

Wasoko is transforming access to essential goods and services by connecting small shops to the digital economy.

\$125 million SERIES B



Thrive Agric Nigeria



AGRIBUSINESS MARKETPLACES

Thrive Agric is an agricultural technology providing access to finance, premium markets and data-driven advisory services for smallholder farmers.

\$54.7 million DEBT



Apollo Agriculture Kenya



AGRIFOOD FINTECH

Apollo Agriculture is an agtech company that helps small-scale farmers access markets, financing, and inputs.

\$40 million SERIES B



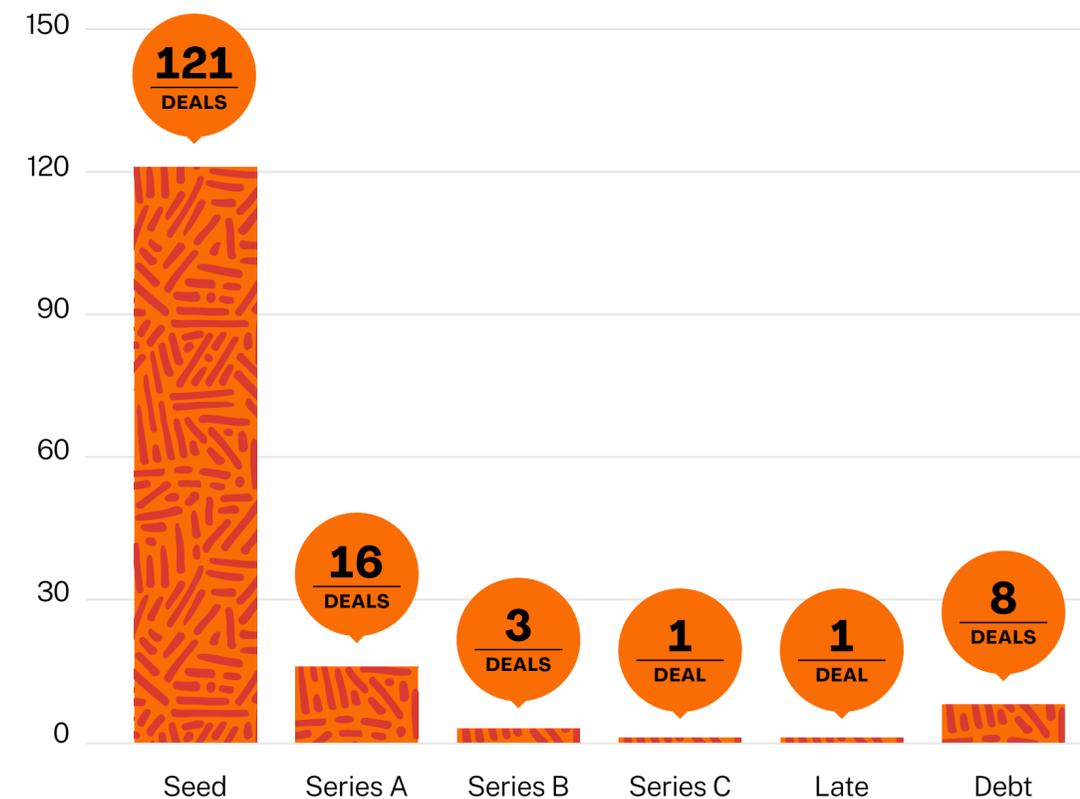


Investment trends

Investments by stage

Deal counts have risen consistently in Africa over the past five years, growing to 150 deals in 2021, from just 51 deals in 2017 and 99 in 2020. Agrifoodtech in Africa remains a very early-stage market, with 80% of deals closing at the seed stage. The sole “late stage” deal in 2021 was South African Agrifood Fintech venture Nomanini, which has raised many small rounds over the years.

Deal count 2021



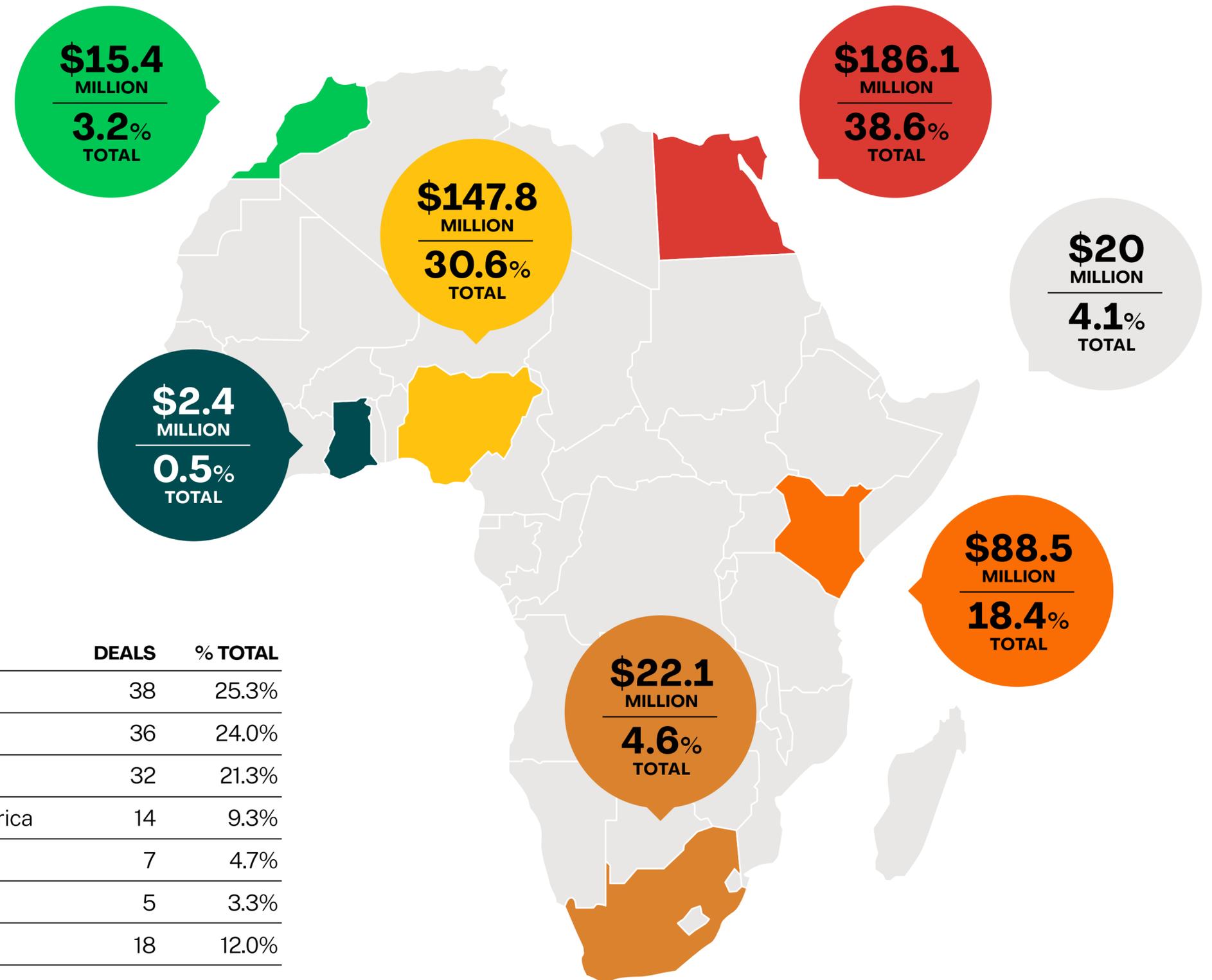
Biggest raises 2021

STAGE	RAISES	COMPANIES FUNDED
Seed	\$11m	Egypt's Rabbit (eGrocer)
Series A	\$55m	Egypt's MaxAB (Midstream Tech.)
Series B	\$42m	Nigeria's TradeDepot (Midstream Tech.)
Series C	\$50m	Kenya's Twiga Foods (Midstream Tech.)
Late	\$15m	South Africa's Nomanini (Agrifood Fintech)
Debt	\$68m	Nigeria's TradeDepot (Midstream Tech.)



Investments by geography

119 companies
raised funds across
150 rounds
in 2021



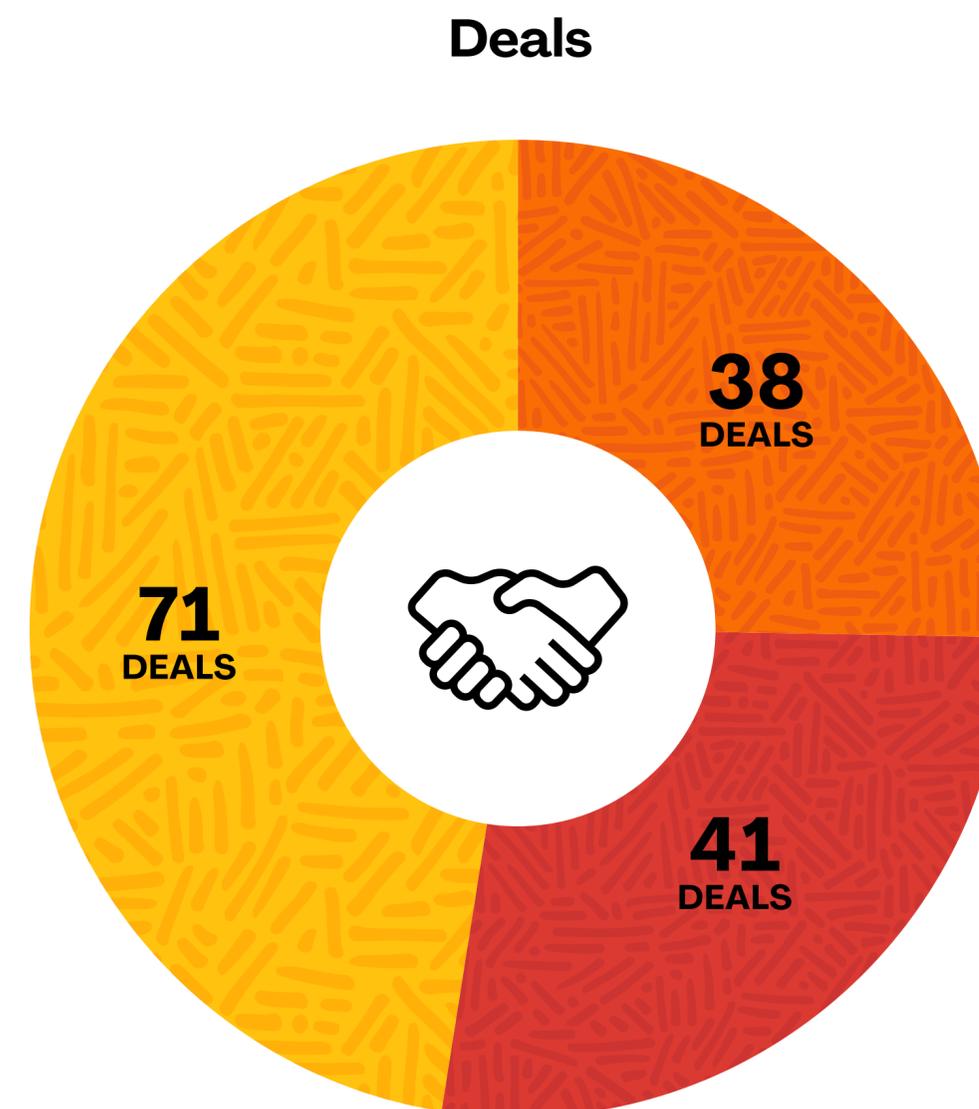
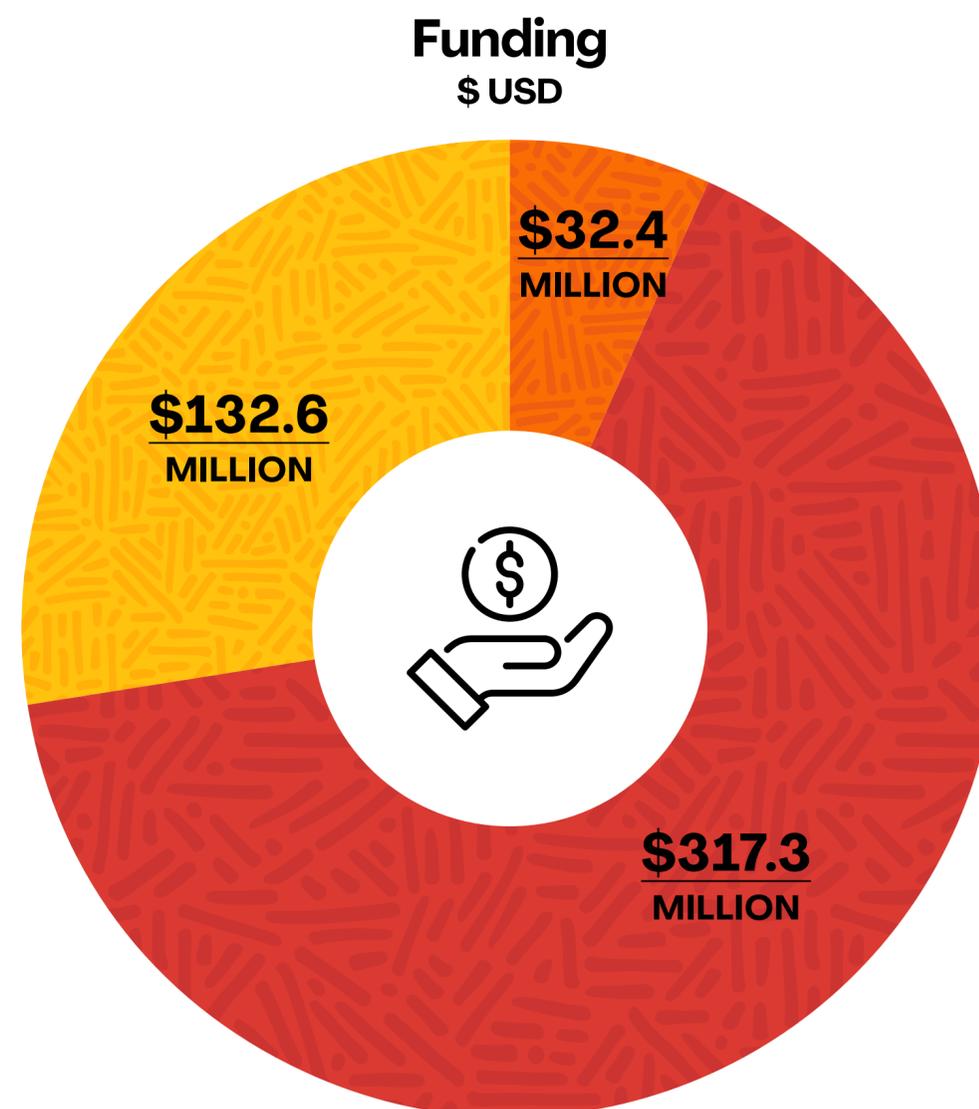
COUNTRY	DEALS	% TOTAL
Nigeria	38	25.3%
Egypt	36	24.0%
Kenya	32	21.3%
South Africa	14	9.3%
Morocco	7	4.7%
Ghana	5	3.3%
Rest	18	12.0%



Investments in the supply chain

Africa Funding (\$ USD) & Deals 2021

Globally, agrifoodtech entrepreneurs are innovating across the supply chain. In Africa, innovation is centered in the challenging middle. The majority of capital was allocated to Midstream Tech startups — companies bridging logistics, financing and other obstacles to the movement of food between farmers and consumers. The flow of capital to Africa’s midstream categories stands out from global trends, where only 8.6% of capital went to midstream sectors.



● Upstream ● Midstream ● Downstream

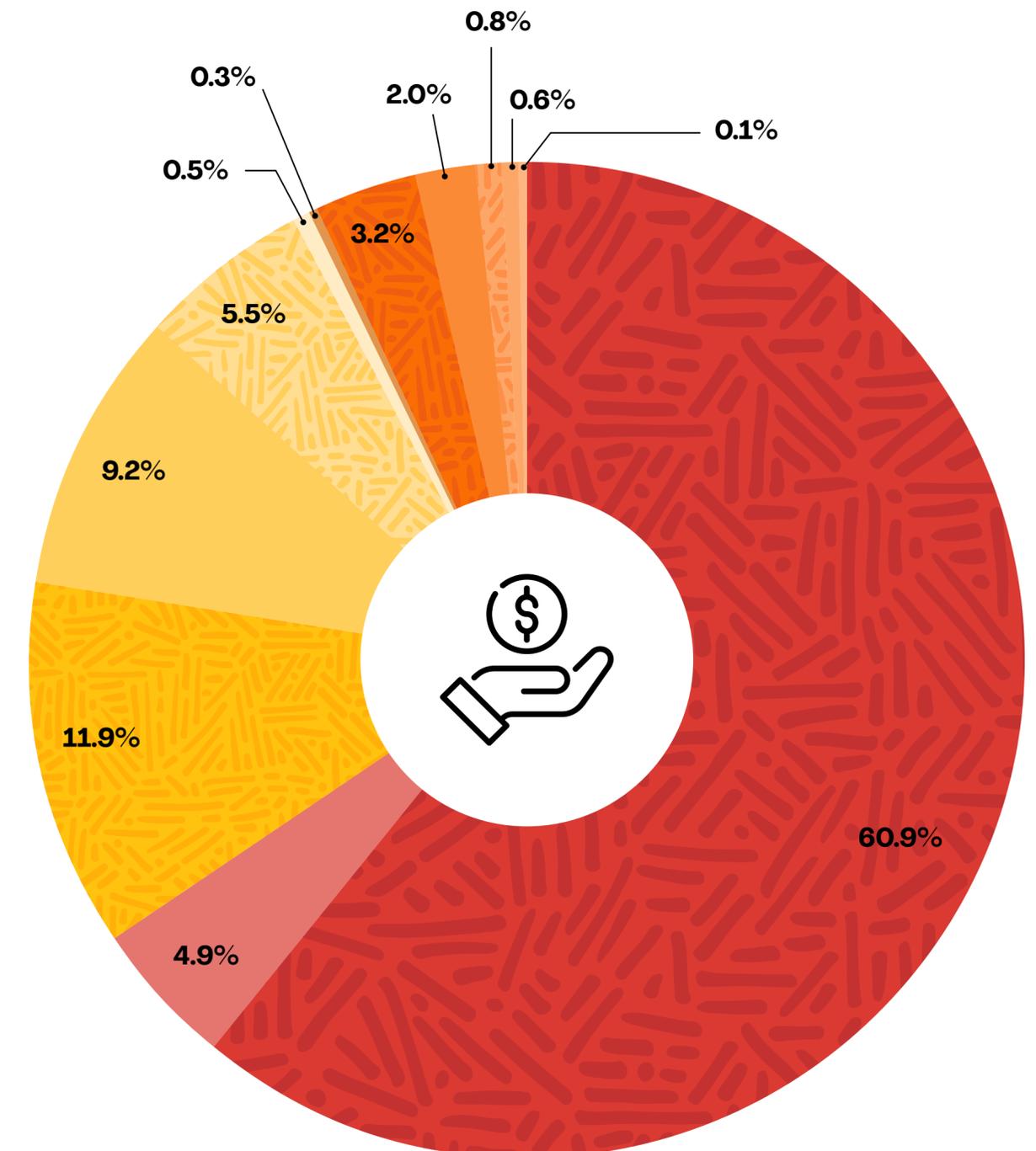


Investments by category

By funding (\$ USD)

In Africa, as globally, investment in tougher upstream technologies trails digital innovations. The focus of Africa's digital innovations differs from global trends. Investment capital on the continent is flowing to startups using software to fill in critical infrastructure gaps, including to Agribusiness Marketplaces that are helping farmers get seeds and training, logistics startups optimizing cold chains and delivery routes, and Retail Tech ventures bringing informal food vendors online.

Midstream Technologies	\$293.7m
Agri-food Fintech	\$23.64m
Cloud Retail Infrastructure	\$57.3m
eGrocery	\$44.3m
In-Store Retail Tech	\$26.575m
Online Restaurants/Mealkits	\$2.3m
Home and Cooking	\$1.5m
Restaurant Marketplaces	\$710k
Farm Robotics, Mechanization + Equipment	\$15.4m
Agribusiness Marketplaces	\$9.5m
Bioenergy/Biomaterials	\$4m
Innovative Food	\$3m
Farm Management Software & Sensing	\$335k
Novel Farming Systems	\$201k
Agbiotechnology	\$0



Midstream technologies

Top deals (\$ USD)

Investors flocked to startups combining physical logistics with supply-chain digitization, route optimization, and business and financing tools for offline informal retailers, which sell more than 80% of food and FMCG products in Africa. All three companies on the top deals list are focused on digitalizing informal retailers. Kenya's Twiga Foods, a relative veteran in the space, has pivoted several times on how to secure its food and products supply.

MaxAB Egypt



MaxAB is a B2B e-commerce platform that connects informal food and grocery retailers to suppliers in the most underserved geographies.

\$55 million SERIES A ROUND



Twiga Foods Kenya



Twiga is a mobile-based supply platform for Africa's retailers, enabling reliable inventory for millions of small vendors in Africa's urban markets.

\$50 million SERIES C ROUND

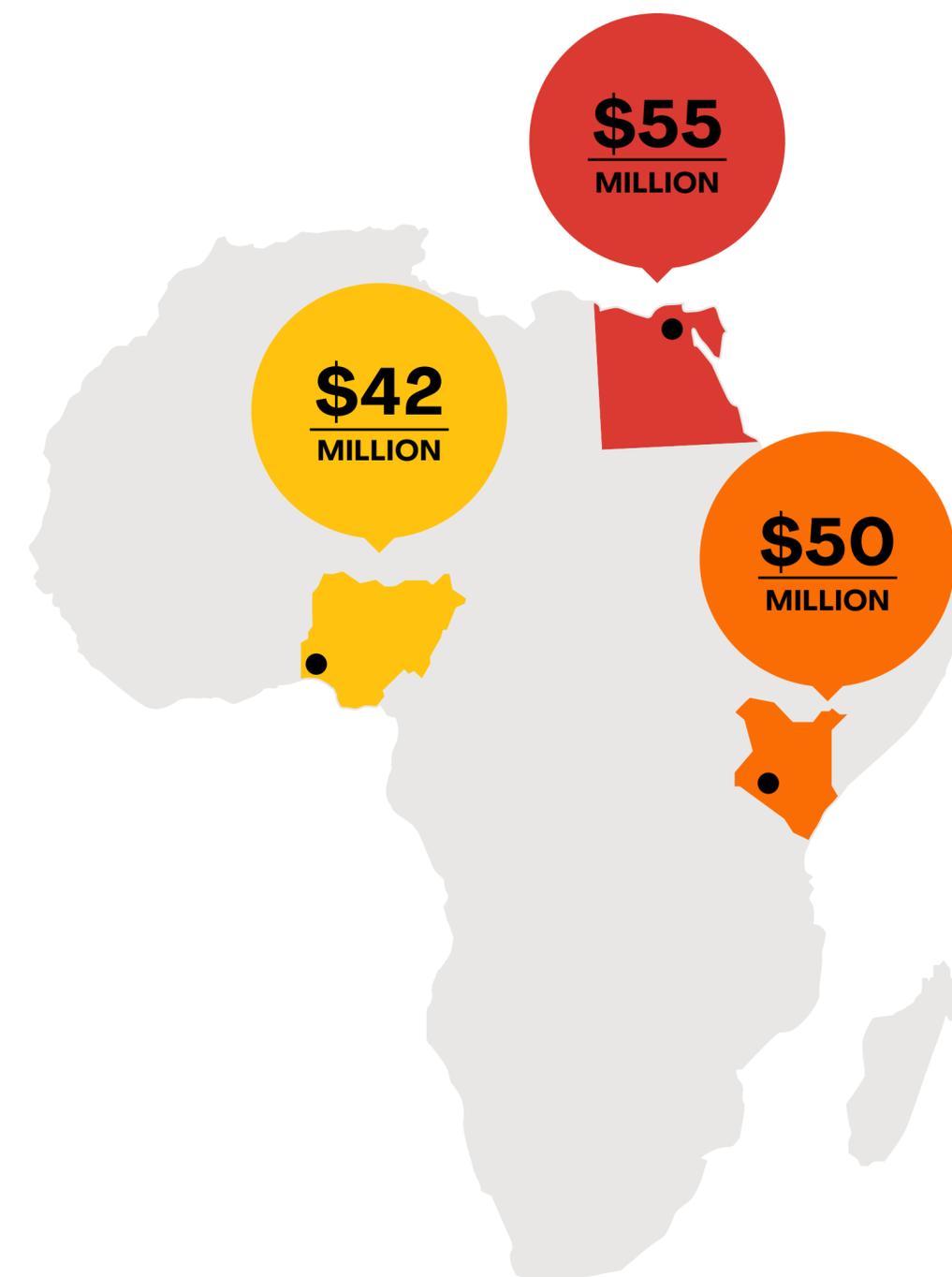


TradeDepot Nigeria



TradeDepot is an end-to-end distribution platform that connects the world's top consumer goods companies directly to retailers on the streets of Africa's cities.

\$42 million SERIES B ROUND
+\$68M DEBT ROUND



Agrifood fintech

Top deals (\$ USD)

This new category in AgFunder's database includes companies whose primary purpose is enabling financial inclusion for farmers and micro-businesses. Such businesses are not the exclusive financial services providers in our database; Agribusiness Marketplaces and Midstream and Retail Tech providers often embed fintech into their business models. Often the key limitation for farmers to access inputs or for retailers to stock inventory is a lack of access to credit and debt.

Apollo Agriculture Kenya



Apollo Agriculture is an agtech company that helps small-scale farmers access markets, financing, and inputs.

\$10.5 million DEBT ROUND



Pula Advisors Kenya



Pula is an insurance intermediary that assists hundreds of thousands of Africa's smallholder farmers in safeguarding their crops and investing in their farms.

\$6 million SERIES A ROUND

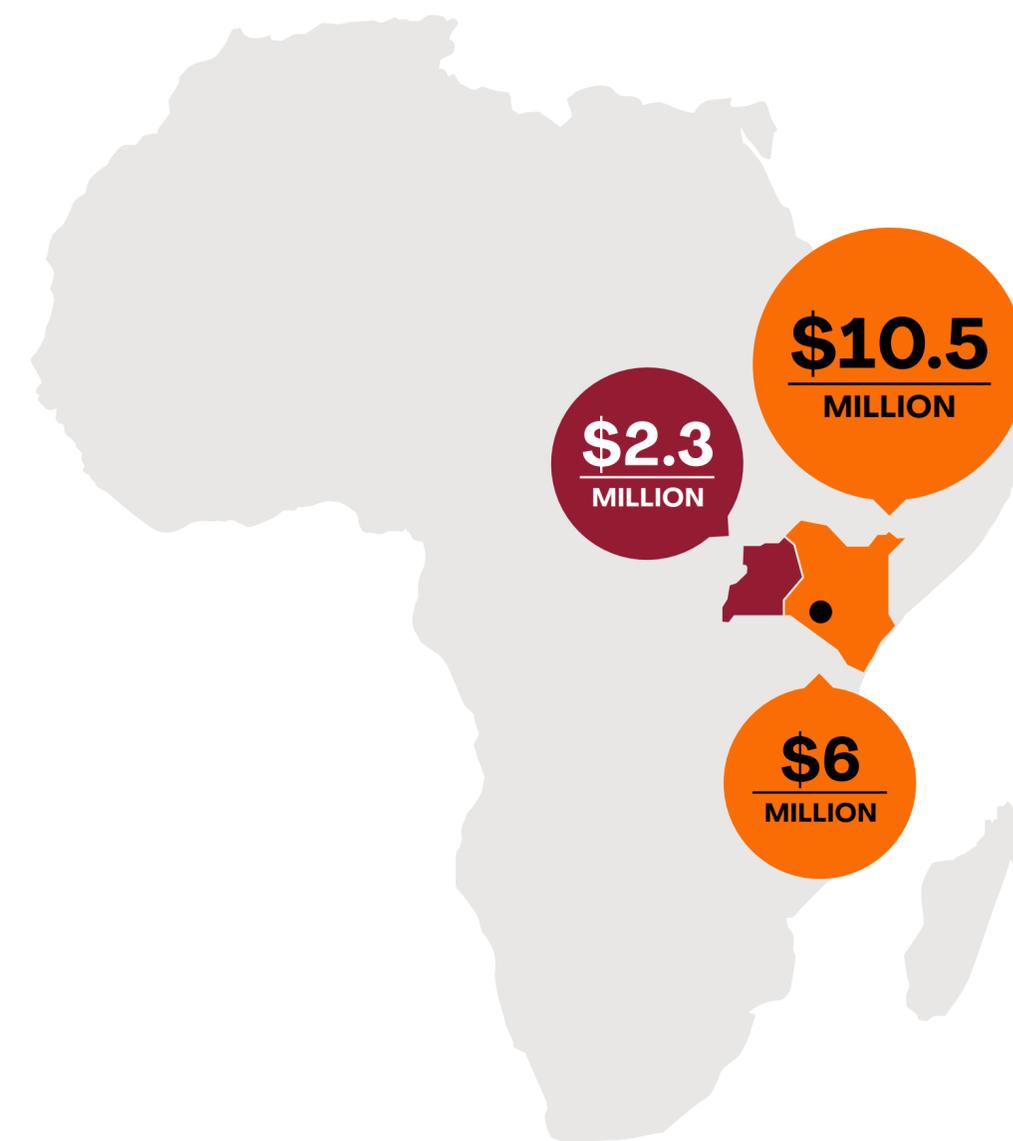


Numida Uganda



Numida provides digital and unsecured working capital to semiformal small businesses in Africa using alternative credit-scoring.

\$2.3 million SEED ROUND



In-store retail tech

Top deals (\$ USD)

In-store Retail Tech in Africa focuses on digitalization of informal, micro and small businesses, which serve as the delivery point of more than 80% of food and FMCG goods to consumers. These startups raised \$26.6 million or 5.5% of African agrifoodtech VC in 2021. It is a relatively small category on its own; however, there is substantial overlap between In-store Retail Tech, Agrifood Fintech and Midstream Tech due to Africa's short agrifood supply chain.

Alerzo Nigeria



Alerzo is a B2B e-commerce retail company providing on-demand inventory distribution and financial services for small informal stores as well real-time trends and purchasing data.

\$10.5 million SERIES A ROUND



Inyad Morocco



Inyad is a retail-tech platform whose mission is to move offline businesses in Africa and the Middle East online.

\$8 million SEED ROUND

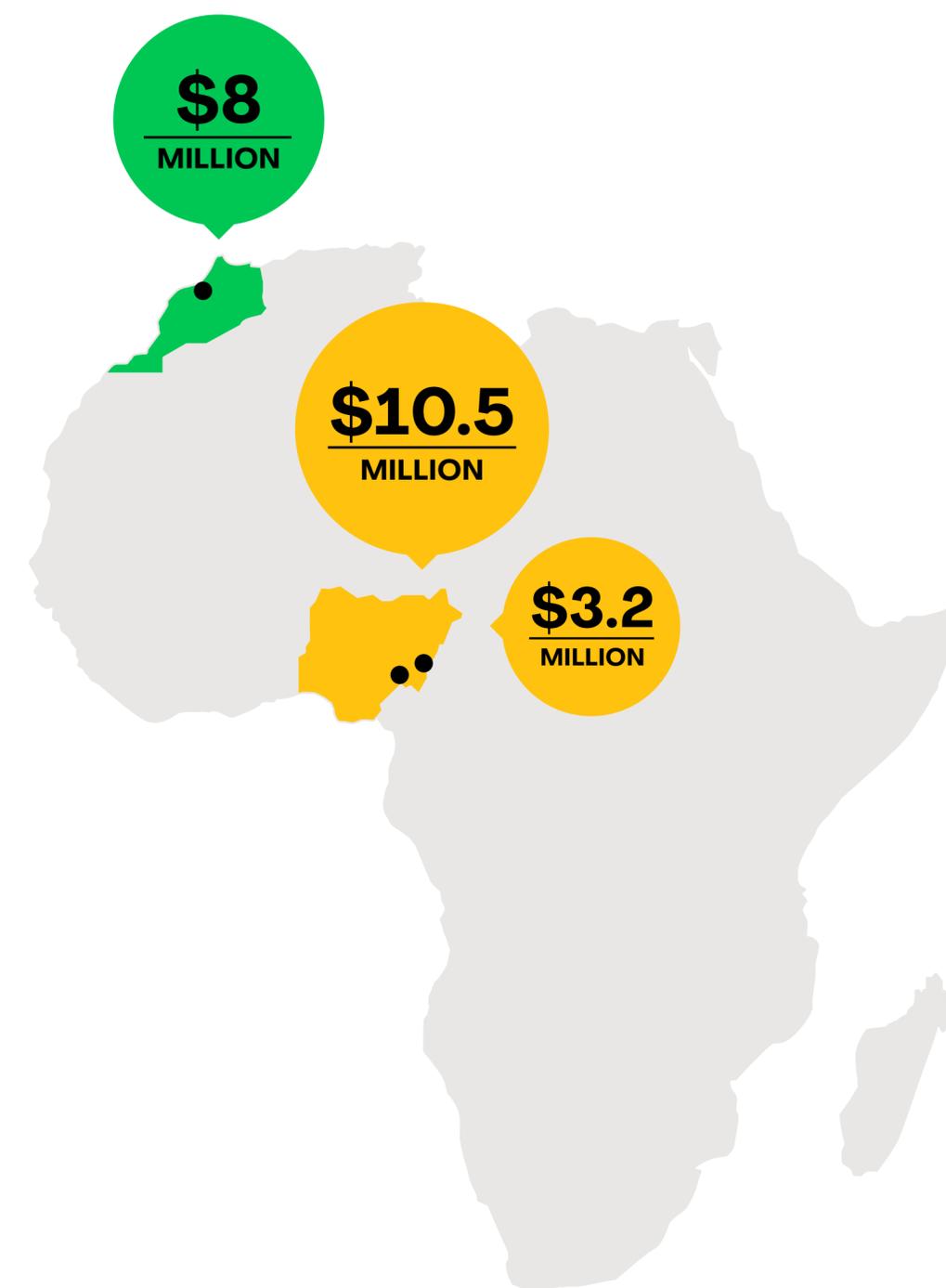


Kippa Nigeria



Kippa is a mobile app that replaces physical record books and provides access to financial services for Africa's micro-business owners.

\$3.2 million SEED ROUND





Startup spotlights

Startup spotlight

Aerobotics South Africa

FARM MANAGEMENT SOFTWARE, SENSING & IOT



James Paterson and Benji Meltzer launched Aerobotics in 2014 to transform everyday farming operations with technology that supports smarter business decisions and ensures a sustainable future. Using industry-leading computer vision for agriculture, the South African startup provides precision farming insights for growers to better measure, manage and protect their yields.

The founders describe Aerobotics as a “farming company, enabled by technology,” rather than a tech company that is focused on farming. The distinction is important in a sector with a growing range of tech solutions promising to support farmers’ livelihoods, Paterson told AFN. “Farming is a specialized industry that requires one to fully understand its intricacies to succeed in serving that niche.”

How it works

Aerobotics collects, processes and analyzes multi-temporal and multispectral imagery from drones, fixed-wing aircraft, satellites, and field-based samples and sensors. This data is used by its proprietary agronomic computer vision-based models to provide decision support for growers.

Aerobotics’ precise insights guide growers to underperforming areas affected by pests, diseases, irrigation issues or nutrient deficiencies. Growers can track the impact of interventions and monitor crop development over time.

The end-to-end yield solution allows fruit farmers, for instance, to digitally count and measure fruit in the field and determine how to take action at the ideal time using Aerobotics’ current and predictive yield reports.

Startup progress

The startup supports more than 200 growers and has processed data on more than 180 million plants on 1.4 million acres around the world.

In July 2022, Aerobotics’ announced a new tool that allows farmers to use mobile phones to size fruit in the orchard. The mobile-based platform will help Aerobotics’ customers capture data pertaining to yield at a higher frequency, boosting farmers’ ability to make timely decisions to achieve their targets.

Key mission

“The goal is to help farmers optimize and secure their production and yields,” said Paterson. “We identify where they are getting subpar yields or subpar performance, then we work with farmers to fix those problems and track over time how they are improving.”

Note: Aerobotics is an FMO and AgFunder portfolio company.

Aerobotics

 aerobotics.com



Startup spotlight

Apollo Agriculture Kenya

AGRIFOOD FINTECH



Across most of Africa, average yields of staple crops like maize hover around 20% of global averages. This low level of productivity has a significant impact on both farmer’s financial well-being and food security in rural communities. Apollo Agriculture’s mission is to help small-scale farmers maximise profits and transition to commercial farming.

Apollo operates as a “one-stop-shop” for essential farming products and services, selling inputs like fertilizers and high-quality seeds, offering agronomic advice and farmer training, and providing access to financing, insurance and markets. It leverages its technology to empower small-scale farmers with the tools and the financing they need to succeed.

Milestones

Apollo has several seasons of operating experience in Kenya, serving over 160,000 farmers. In early 2022, it raised a \$40 million Series B funding round to serve farmers in new markets and growing a wider range of crops.

Of concern is the fact that small-scale farmers are disproportionately affected by rising fertilizer prices and climate change-related weather events. The company says it continuously builds upon its technology, agronomic advice and product offerings to help farmers adapt to these challenges and increase their resilience.

Farmer impact

Apollo’s team told AFN that on a recent field visit, a farmer pointed out their field, where half had been planted with Apollo inputs and half without. The farmer remarked that the Apollo half would yield more than the entire farm did last year. “Each time our team goes into the field, we witness the power of Apollo’s work and we realize that happy farmers are the most powerful customer acquisition channel,” the team said.

Market opportunities

Building a large business with strong financial fundamentals is possible with excellent execution, strong technology and a conviction in the African opportunity, the Apollo team said.

“We are excited about opportunities arising from increasing smartphone adoption across Africa and emergence of digitally-enabled, low-cost solutions in agriculture and fintech,” they added. “We are also optimistic about opportunities to take more climate-smart agricultural practices to our customers.”

Note: Apollo Agriculture is a BII portfolio company.



APOLLO
AGRICULTURE

apolloagriculture.com



Startup spotlight

Farmerline Ghana

AGRIBUSINESS MARKETPLACE



Farmerline, headquartered in Ghana, is a marketplace for farmers co-founded in 2013 by Allosyius Attah and Emmanuel Addai. The company's goal is to create lasting wealth for farmers by streamlining a fragmented agrifood supply chain and empowering smallholders with resources, education and services to increase their productivity and incomes.

The company provides West Africa's smallholder farmers with access to high-quality fertilizers and seeds, free education on climate-smart farming practices (via SMS and voice messages in local languages), and connections to international markets. The company has financed roughly \$18 million worth of inputs and crops through franchise shop alliances with agribusinesses and input dealers.

"The challenge of agricultural market access is beyond supply and demand, because the logistics to move food in large quantities while maintaining quality is difficult," Attah told AFN. "Very few startups are able to play in that space."

Data-powered

Farmerline collects farm-level data to

provide farmers with crop-yield prediction, forecasts of fertilizer needs, and product traceability. Its AI-powered platform, called Mergdata, is licensed by global food traders and manufacturers, government agencies and agri-businesses, which use it to support their own decision-making and build customized tools for farmers in their network. Farmerline has built partnerships with over 3,000 such organizations, which collectively support more than one million farmers in 26 countries.

First fundraiser

Attah and Addai bootstrapped the business and grew its reach through revenues until April 2022, when the company raised its first institutional funding round.

April 2022 saw Farmerline receive its first institutional cheque with which it was keen to use on expansion and building its logistics and supply chain operations. The company secured nearly \$13 million in a mixed debt-equity round. The equity portion was backed by Acumen's Resilient Agriculture Fund and Dutch development bank FMO, while debt was provided by DEG, Rabobank, Ceniath, Rippleworks, Kiva and others.

The company recently launched into its second market, Cote d'Ivoire.

"The name of the game is trust and infrastructure," said Attah. "We had to build infrastructure to drive partnership attention to agriculture. Our trust network has helped us to build both the physical and virtual infrastructure we need to support farmers."

Note: Farmerline is a portfolio company of FMO.

FARMERLINE

 farmerline.co





Investments by theme

Gender investing

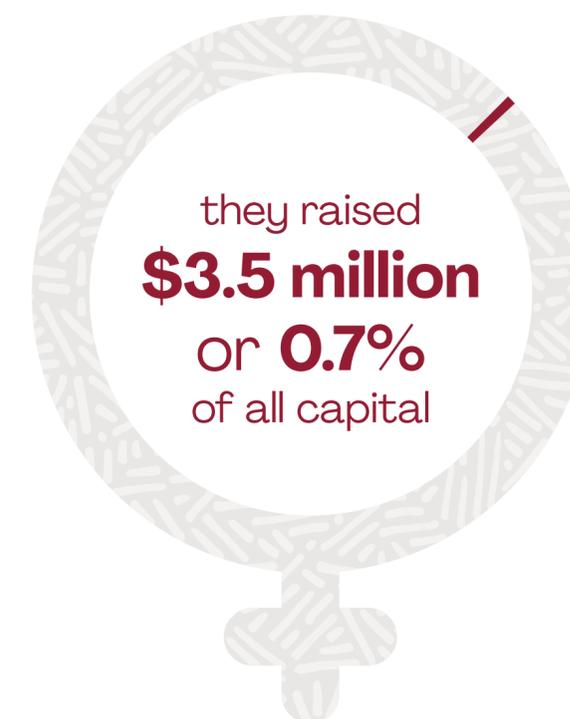
119
companies raised
VC funding in Africa



31 have women founders/
co-founders/CEOs



6 companies have female-
only leadership teams



Gender investing

Top deals (\$ USD)



Pula Advisors Kenya

FOUNDERS:

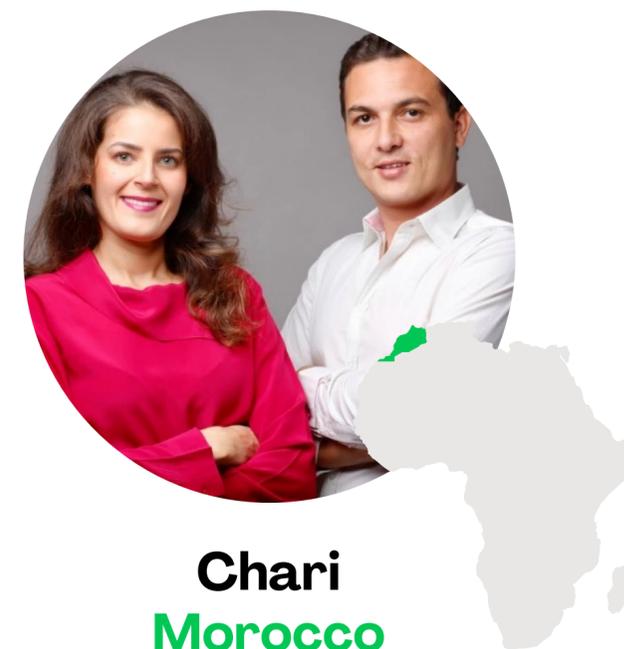
Rose Goslinga and Thomas Njeru

AGRIFOOD FINTECH

Pula is an insurance intermediary that assists hundreds of thousands of Africa's smallholder farmers in safeguarding their crops and investing in their farms.

\$6 million

SERIES A ROUND



Chari Morocco

FOUNDERS:

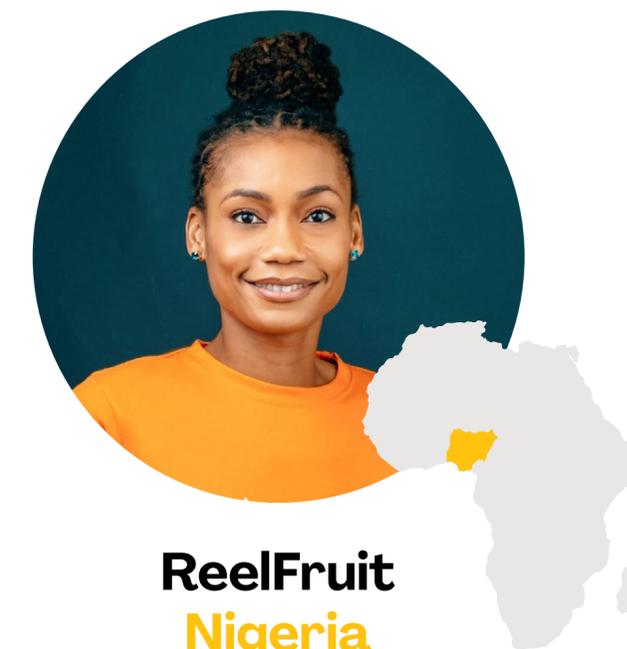
Sophia Alj and Ismael Belkhat

CLOUD RETAIL INFRASTRUCTURE

Chari is a B2B e-commerce and fintech platform for traditional retailers in francophone Africa. The platform allows retailers to order and receive inventory within 24 hours.

\$5.2 million

SEED ROUND



ReelFruit Nigeria

FOUNDERS:

Affiong Williams

NOVEL FOODS

ReelFruit makes dried fruit snacks, in Nigeria to sell around the world. The company calls itself a "first of its kind" snackfood company and launched in 2013 with dried mango and pineapple.

\$3 million

SERIES A ROUND



Climate investing

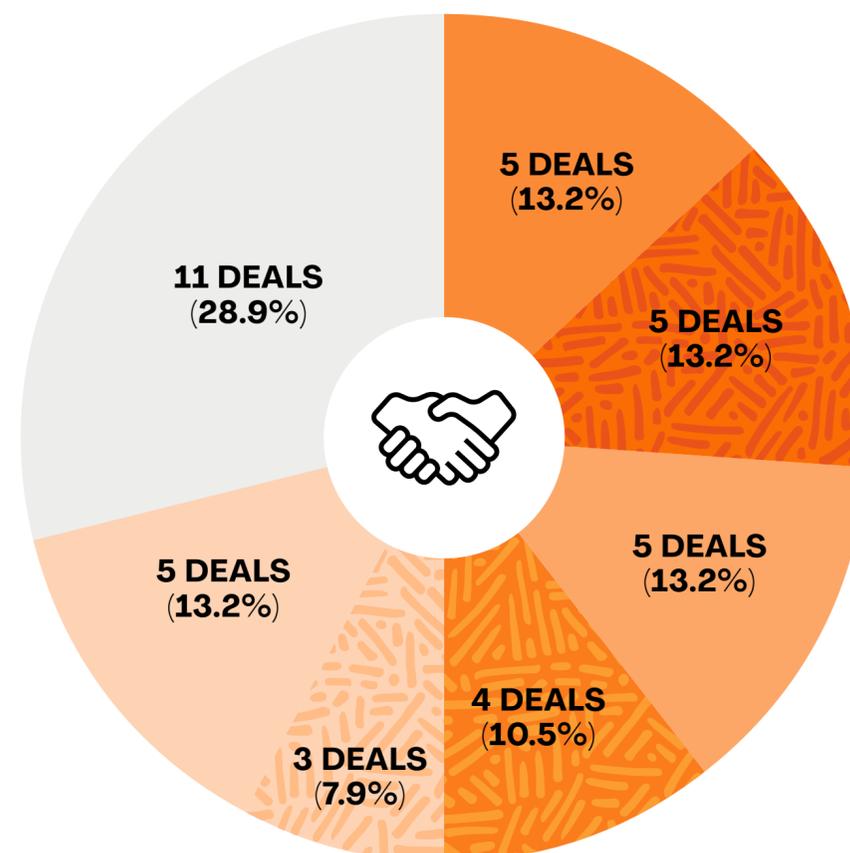
Upstream \$ & deals (\$ USD)

Africa is responsible for just 3% of global carbon emissions. But increasingly extreme and unpredictable weather events are threatening the continent's food value chain, from farmers' yields to consumers' wallets. Upstream technologies are where the greatest climate opportunities are, and investment in these categories will be critical to improving Africa's climate resilience. Nearly 85% of upstream investment dollars went to climate-focused technologies. But such technologies are under-invested.

Upstream deals, 2021

Climate-related **\$27.2M (84.7%)** | Not climate-related **\$4.9M (15.3%)**

*Note: many rounds were undisclosed



- Agribusiness Marketplaces
- Bioenergy & Biomaterials
- Farm Management Software
- Farm Robotics, Mechanization & Equipment
- Innovative Food
- Novel Farming
- Not Climate Related

Mogale Meat Company South Africa



INNOVATIVE FOOD

Mogale Meat Co. is developing cellular meat products from southern Africa's prized wild antelope, poultry and free-roaming livestock. It is among a small number of lab-grown meat companies on the continent.

Cupmena Egypt



NOVEL FARMING SYSTEMS

Cupmena collects spent coffee grounds to grow fungi-based "superfoods" to curb waste in the agrifood value chain and create new value streams.

Hya Bioplastics Uganda



BIOENERGY & BIOMATERIALS

Hya Bioplastics creates biodegradable packaging from re-engineered plant fibers. Its materials are meant to be a cost-competitive alternative to plastic for food packaging.



Top investors by deal count

RANK	INVESTOR	NO. DEALS	COMPANIES FUNDED
01	Launch Africa	10	MarketForce, Omnibiz, Pricepally.com, KUNE, Gozem, Chekkit, GroceryPik, Afrikamart, 1Trolley, Munch Zimbabwe
02	Flat6Labs Cairo	9	Zr3i.com, Lunchies, ElSupplier.com, ILLA, PacknSave, Kokens, Zatona Eats, Kamioun
03	LoftyInc Capital Management	7	PayPecker, Omnibiz, ORDA, Tagaddod, Appetito, ILLA, CashBackApp
04	Y Combinator	6	MarketForce, Vendease, Suplias, Jabu, Chari, Breakfast
05	DFS Lab	5	GoBEBA, ORDA, Ando Foods, Appetito, Tanda
06	Techstars	5	OKO, Hya Bioplastics, Tegarti, Duhqa, ORDA
07	Kepple Africa Ventures	4	Tagaddod, ILLA, Cartona, Numida
08	Endeavor Catalyst	4	Brimore, MaxAB, TradeDepot, Twiga Foods
09	Village Capital	4	Natrify, Plug'n'Grow, Cupmena, Chari
10	FJ Labs	3	Jabu, Alerzo, inyad





Appendix

Agrifoodtech category definitions

	Ag Biotechnology On-farm inputs for crop & animal ag including genetics, microbiome, breeding, animal health		Midstream Technologies Food safety & traceability tech, logistics & transport, processing tech
	Agribusiness Marketplaces Commodities trading platforms, online input procurement, equipment leasing		Agrifood Fintech Tech-enabled financial services for the agrifood value chain
	Bioenergy & Biomaterials Non-food extraction & processing, feedstock technology, cannabis pharmaceuticals		Miscellaneous All other agrifood-related tech
	Farm Management Software, Sensing & IoT Ag data capturing devices, decision support software, big data analytics		In-Store Retail & Restaurant Tech Shelf-stacking robots, 3D food printers, POS systems, food waste monitoring IoT
	Farm Robotics, Mechanization & Equipment On-farm machinery, automation, drone manufacturers, grow equipment		Restaurant Marketplaces Online tech platforms delivering food from a wide range of vendors
	Novel Farming Systems Indoor farms, aquaculture, insect & algae production		eGrocery Online stores + marketplaces for sale and delivery of processed and unprocessed ag products to consumer
	Innovative Food Cultured meat, novel ingredients, plant-based proteins		Home & Cooking Tech Smart kitchen appliances, nutrition technologies, food testing devices
			Online Restaurants & Mealkits Startups offering culinary meals and sending pre-portioned ingredients to cook at home
			Cloud Retail Infrastructure On-demand enabling tech, ghost kitchens, last-mile delivery robots & services

- Upstream
- Midstream/Both
- Downstream



Sources & methodology



Data Sources & Curation

Utilizing new advanced machine-learning algorithms and artificial intelligence to help identify and categorize agrifoodtech startups, our knowledge base has grown to more than 30,000 companies, with new startups and historical data being added each day.

The raw data for our reports comes from Crunchbase, which gathers publicly-available information such as press releases and US Securities and Exchange Commission filings, as well as crowdsourcing directly from the industry. AgFunder contributes data from its own collection methods, including private communications with investors and companies. We also collect data from partners across the globe to ensure we have the most comprehensive, accurate and curated dataset and knowledge base of agrifoodtech companies and investments.

The raw data are painstakingly curated by the AgFunder team to ensure they are relevant, accurate, up-to-date, and categorized according to AgFunder's proprietary tagging system.

We update and improve our dataset continuously throughout the year, meaning total figures from previous years' reports will shift as our dataset becomes more complete.

In 2022, we tightened our definitions of what constitutes an agrifoodtech venture to ensure that the emphasis on food and agriculture is core to the business.

That's had a recalibrating effect on this year's investment figures as well as some past data. Examples include logistics, drones, cloud and any other tech services that may have started in agrifood but have since added other sectors or pivoted away from agrifood. We've maintained historical rounds that were raised on an agrifood focus, where we could.

While we are happy to share our findings, we reserve all rights with respect to AgFunder research and this report and we require it to be fully and accurately cited when any of the data, charts, or commentary are used.

Undisclosed Financings

Of the 150 financings in this report's curated dataset, 41 were undisclosed and could not be determined through research or direct sources. We exclude undisclosed financings when computing averages and median values. In some cases, we're able to confidentially obtain financing figures directly from investors on the condition they're only included in aggregate.

Multiple Financings

In some cases, Crunchbase displays multiple financings for the same company in the same year. This can be because a company closes subsequent rounds in the same year, but it can also be the result of several closes of the same round. We keep them separate unless they are announced as one single round.

DATA POWERED BY



Africa: The Big Deal
Startup Deals Database

Categorization

AgFunder's categorization system is designed to capture broad themes across the complex agrifoodtech value chain. The agrifood sector has a wide supply chain spanning inputs and industrials, farming, logistics, wholesale distribution, processing, retail distribution, and the consumer. In many cases, technologies such as marketplaces connect different links in the supply chain and so in this report we've chosen to focus on high-level themes. To assist with the categorization and to avoid subjectivity, AgFunder first employs over 150 machine learning and artificial intelligence models to suggest category placement and to help tag the company according to the technology and its place in the supply chain. Finally, the AgFunder team manually reviews the suggestions for each company, often with significant research and debate among our team.

Starting with our 2022 Africa Agrifoodtech Investment Report, we added a new category — Agrifood Fintech — in light of Africa's unique investment trends. The category encompasses startups whose primary objective is advancing financial inclusion for farmers, retailers and other agrifood businesses. This category will be applied to global data going forward.

We've also taken a stricter stance on cannabis and CBD-related startups; there needs to be clear proprietary technology involved. We will not include pure consumer packaged goods or pure production, as we wouldn't include pure production in any other crop. If we believe the growing facilities are particularly high tech or utilize proprietary technology, we will still include it in our Novel Farming Systems category. The same goes for processed products; if the extraction technique is particularly innovative, we'll include it as a Biomaterials or Midstream Tech startup. Large vertically-integrated cannabis companies are also excluded.

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Image credits

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