



GreenTec

Supporting African entrepreneurs since 2015

Your Partner for Entrepreneurship
Programs and Investment
Activities in Africa

With the Dedication
of a Changemaker

With the Experience
of an Entrepreneur





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GreenTec Capital:

Your Partner for Entrepreneurship
Programs and Investment
Activities in Africa

Investor



Founder

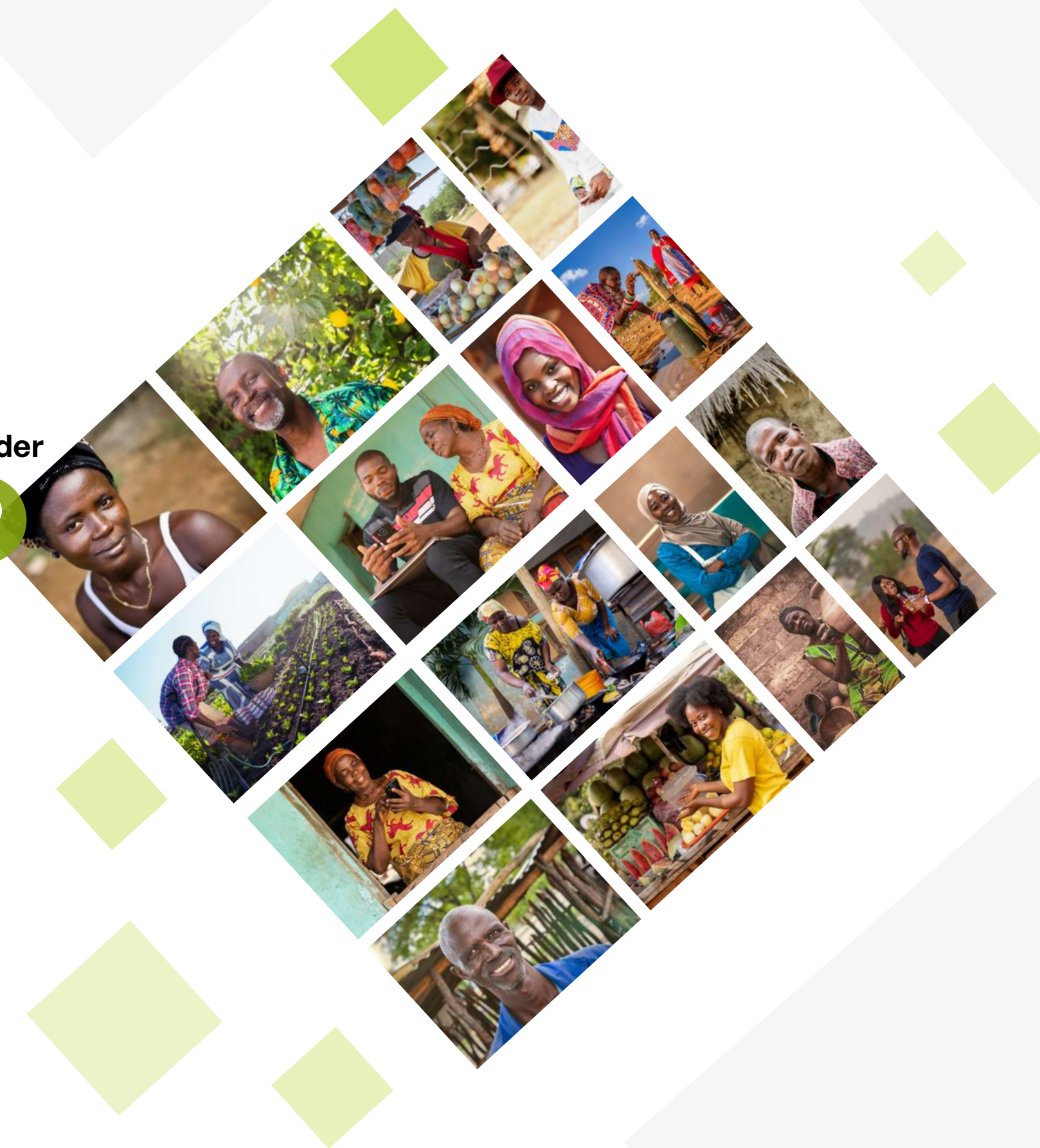


Problem

Many African entrepreneurs struggle to access the necessary resources, networks, and investment to grow and scale their businesses.

Solution

GreenTec combines investment expertise with operational support, offering tailored technical and investment assistance to founders.



GreenTec provides strategic, operational, and financial support across the development stages of African ventures

Experience & Accomplishments

- Proven track record in sourcing, analysing and steering African companies to become revenue generating and growing businesses
- Raised over €5 million in startup support in the form of operating and investment capital
- 8 years of building entrepreneurship programs for organisations like GIZ, UNDP, EIB, AFD, etc.
- Winner of the German Entrepreneurship Award for Development by the German Ministry

Selection of Partners



Company Profile



Thomas
FESTERLING



Bienvenue
ANGUI



Erick
YONG



Emmanuel
BOCQUET

Our Focus Areas



Agri & Food



HealthTech



Tech Platforms



Clean Tech

Our Track Record

1000+
MSMEs

Sourced &
pre-evaluated

350+
Founders

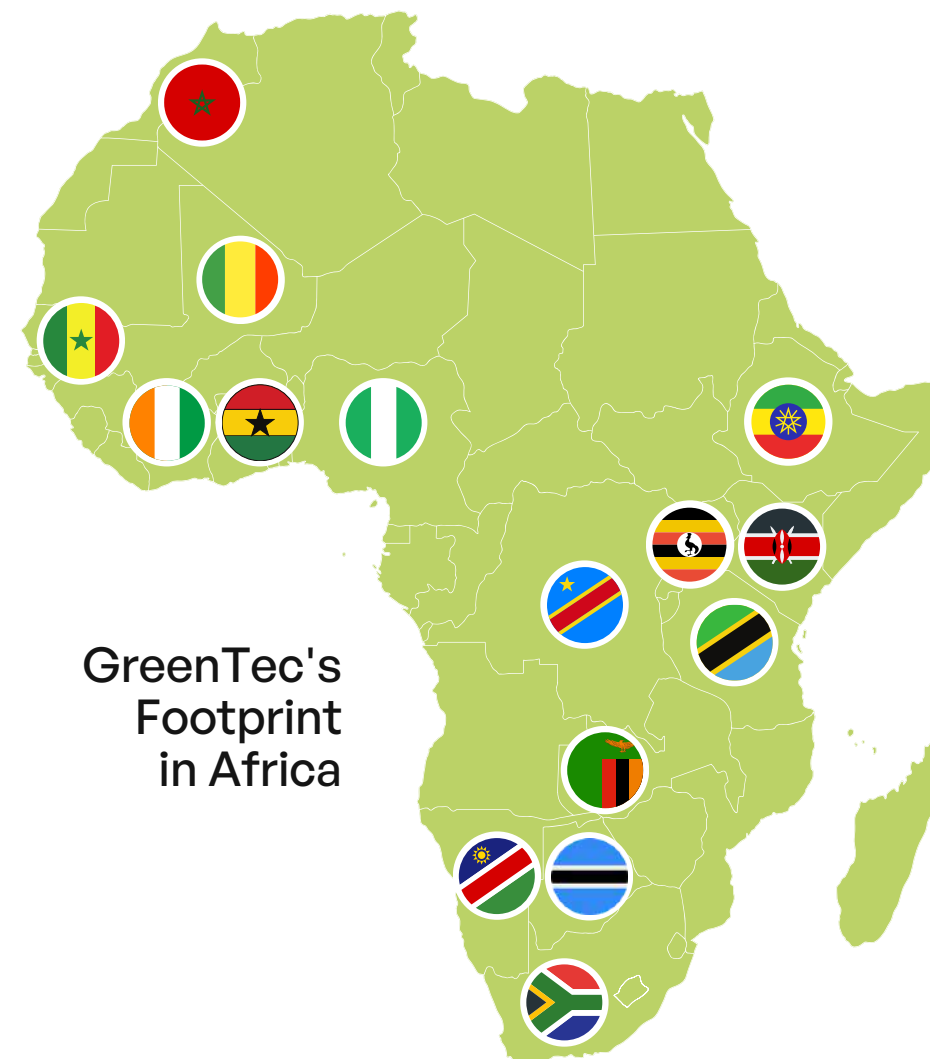
Received
assistance

1000+
Network

In our
database

30+
Ventures

In our
portfolio





? Looking to implement a project in Africa

Dev agencies & NGOs



- Project implementation
- Partnership development
- Ecosystem strengthening
- Programme building
- Impact strategy & assessment

Investors



- Due diligence support
- Venture assessment
- Market research
- Deals & matchmaking
- Investor/delegation trips to Africa & Europe

Entrepreneurs



- Technical assistance
- Investment readiness
- Pitch refinement
- Venture building
- Access to funding & investment networks

Corporates



- Strategic advisory
- Ecosystem mapping
- Portfolio monitoring
- Networks & partners
- Entry/growth strategy in African markets



75% costs covered.
Learn more [here](#)



Recent Projects



Tailored technical assistance and digital support to 110 MSMEs in the tourism sector followed by venture building for top-performing Senegalese MSMEs.

**TUI Futureshapers
Senegal Program**
2023-2024



ACHIEVEMENTS

€12.5m Equity funding	€6m Debt funding
2m Lives impacted	> 210.000 tCO2 mitigated
42 MSMEs Coached	72% MSMEs Still active

**SPTA Investment
Readiness Program**
2019-2023



Venture building and zero loan provision to early-stage African MSMEs operating in the following sectors: cleantech, biotech, agritech, and renewables.

**Technical Assistance
and Loan Program**
2019-2023



Establishment of a pan-African venture fund, technical assistance, and fund-raising support to early-stage MSMEs in the green, climate and energy sectors.

**Fund Structuring and
Advisory for timbuktoo**
2022-2024



Building innovation-driven partnerships between European and African makers and makers spaces and fostering the creation of impactful prototypes.

**mAke African-EU Maker
Innovation Ecosystem**
2021-2024



Developing innovative trainings on the topics of business, just transition, and female job creation to promote energy efficiency and foster female inclusion.

**GAB II Promotion of
Entrepreneurship**
2022-2024



Our USP & Capabilities

Holistic approach to building the African entrepreneurial ecosystem and bridging the private investment gap by combining the following elements to drive impact and facilitate business growth in Africa:



10+
YEARS

Proven expertise in African markets and local entrepreneurial ecosystems

Strong focus on impact-driven projects, female empowerment and inclusion



50%
FOUNDERS*



8+
YEARS

Proven track record of projects with partners like AFD, GIZ, UNDP, EIB, etc.

Ability to customise our offering to the needs of our Partners & African MSMEs



10+
PACKAGES



30+
COMPANIES

Established investment expertise by investing in Africa ourselves

Established framework of evaluating, building and scaling African ventures



1000+
SOURCED



1000+
NETWORK

Strong regional presence and a unique network of partners and investors

Unique approach of connecting German investors with African startups & SMEs



AIEB
CONCEPT

Africa is primed for impact investing.

Africa holds immense economic potential and is increasingly recognised as a promising frontier for investment and growth. With a population of over 1.3 billion people and a rapidly expanding middle class, Africa offers a vast consumer market and a substantial labor force.

The continent is experiencing a surge in technological innovation and digital entrepreneurship. African tech startups are driving sustainable development through scalable, impactful solutions, gaining exposure and investment in sectors like fintech, e-commerce, e-health, agritech.

Furthermore, the African Continental Free Trade Area (AfCFTA) agreement, which aims to create the world's largest free trade area, holds enormous potential for revolutionising the intra-African trade and facilitating the movement of goods, services and capital across the continent.



Fastest growing
economies



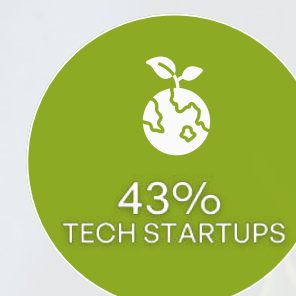
Expansion of
middle class



Growth in
startup funding



World's largest
free trade area



Raised funds (of the
continent's total)



Informal cross-
border traders

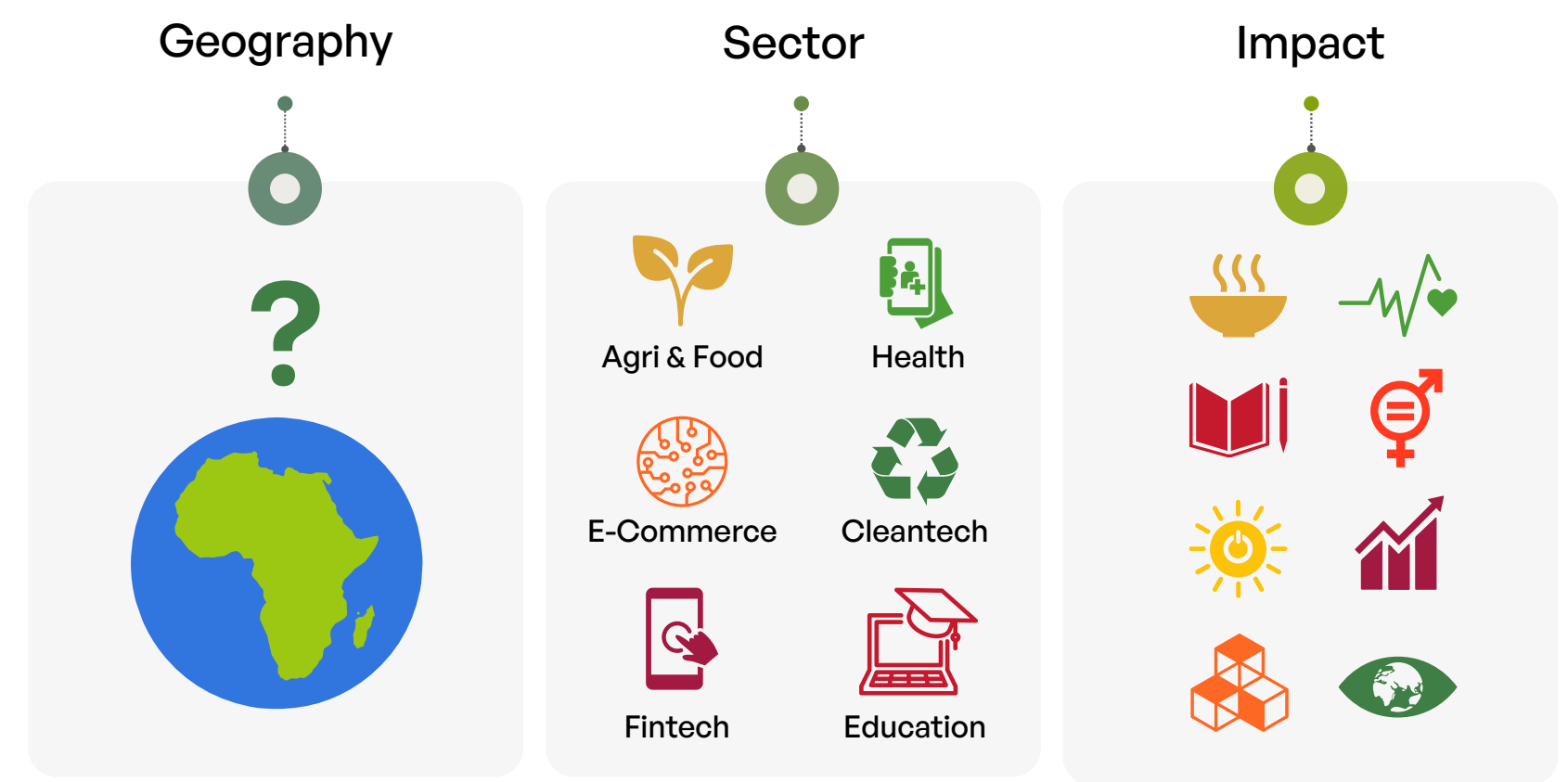


We help you access the best companies that match your profile, programme, or investment criteria via:

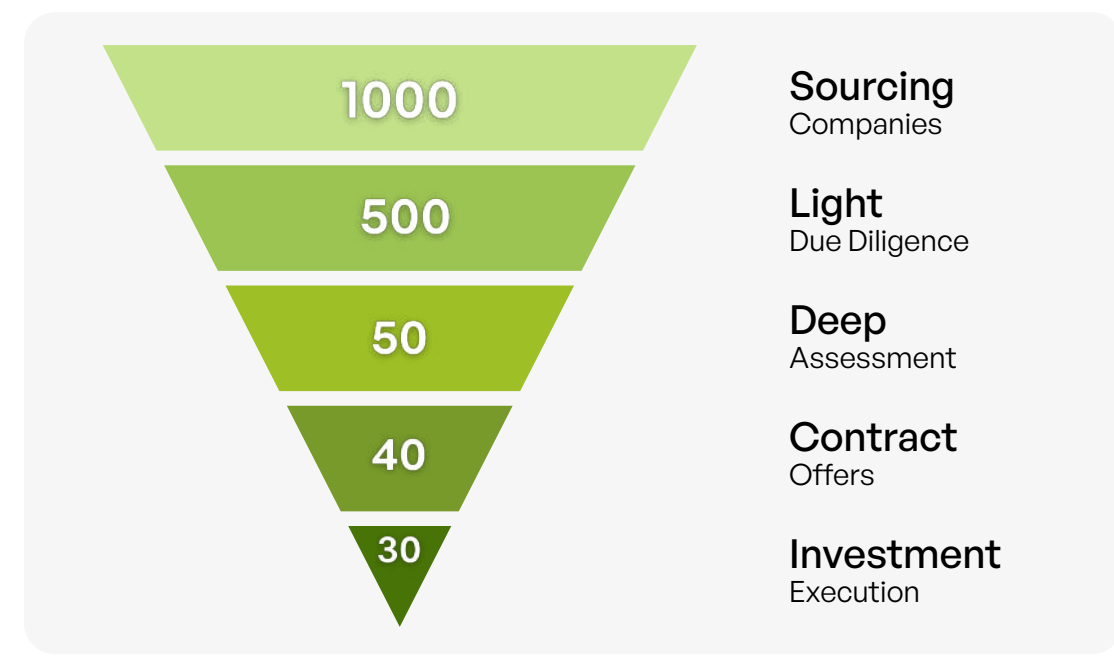


Top 3 Services

Venture Assessment



You choose, we deliver.



see Annex

Our established sourcing approach and effective outreach strategy help us identify the best African MSMEs.

This approach also ensures legitimacy of selected companies prior to grant/investment allocation.

We use a proprietary assessment framework to evaluate ventures and founders with accuracy.

Services & Offering

Our support is customised to the needs of African ventures in several areas of our expertise, including:



Venture Building



Mentorship & Coaching



Strategic Advisory



Access to Networks



Impact Strategy




Investment Readiness

Top 3 Services
Technical Assistance

Examples of Support

Company	Country	Sector	Solution	Support
Farm2Feed	Kenya	Smart Agriculture & Food	Digitally-enabled solution to food and income loss for local farmers	<ul style="list-style-type: none">• Due diligence• Access to networks• Investor readiness• Securing €200k+
REMA	Benin	Digital Health	Improving quality of medical decisions to reduce the rate of medical errors	<ul style="list-style-type: none">• Due diligence• Financial coaching• Investor readiness• Securing €40k+
Uzuri	Rwanda	Eco-Fashion	Eco-friendly shoe production with a focus on circular economy & women	<ul style="list-style-type: none">• Due diligence• Digital marketing• Investor readiness• Securing €270k+
Chako	Zanzibar	Waste Mgmt E-Commerce	Production of up-cycled products and fair trade	<ul style="list-style-type: none">• Due diligence• Business model• Investor readiness• Securing €300k+
WidEnergy	Zambia	Solar Energy	Women’s Initiative for delivering clean energy to Africa	<ul style="list-style-type: none">• Fundraising aid• Impact strategy• Securing €500k+



SPTA Investment Readiness Support
2021-2023 Cohort

RESULTS →

200 startups sourced

2 immersive investor trips

~ €800k funds raised

> 20 startups coached

4 vibrant pitch events

> 50% women-led



We use various techniques and organise vibrant events to bring investors and founders closer:



Ecosystem
Building



Business
Development



Match-
Making



PR
Support



Pitch
Events



Investor
Trips

Nairobi



Abidjan



Exploring the Vibrant African Entrepreneurial Ecosystem

How else can one foster meaningful connections between European investors & African founders if not by immersing them into the world of the dynamic entrepreneurial landscape of the continent?

Our delegation trips provide a hands-on experience of witnessing the innovation and resilience of the local ecosystem, which creates a deeper understanding of the potential and opportunities that Africa has to offer.

Exclusive visits to some of Africa's fastest-growing MSMEs markets in Kenya and Côte d'Ivoire in 2022-2023 saw:

- On-site visits & interactions with local entrepreneurs
- Over 200 participants at our in-person pitch events and networking sessions combined
- Interactions & networking with local investors, tech hubs, and development partners
- Immersive guided tour in Nairobi and Abidjan

2022-2023 Highlights

> 15 events
in 2022-2023

> 15 startups
pitched

> 50 investors
joined the trips

4 vibrant
pitch events

> 250 attendees
of the pitch events

~ 1m USD
invested

Top 3 Services

Network
Activities

Become our partner and bring these exciting concepts to life!
Click below to request a full concept proposal. All concepts can be adjusted to **your needs**.



Customisable



Scalable



Tailored



Impact-oriented



Interviews with accomplished female entrepreneurs from Africa turned into a tangible learning experience via follow-up publications & knowledge transfer events.

**"Women Who Lead"
Interview Series**

Partner



This adjustable concept allows to choose from a variety of support area, including pitch & design, funding & financials, talent sourcing, logistics, gender & inclusion, etc.

**All-Inclusive Investment
Readiness Program**

Partner



Tailored investment readiness, technical assistance, and digital boost to impact-driven businesses to mobilise private sector investment and accelerate growth.

**Technical Assistance &
Digitalisation Support**

Partner

**Request concept
proposal →**

Team & Network

GreenTec is led by a team of experts with diverse cultural and professional backgrounds, located in Europe and Africa. Together, we have a deep understanding of the unique challenges and opportunities present in Africa.

In addition, we have established strong partnerships and collaborations with local agents and stakeholders, enabling us to expand our reach on the ground.



Combined Expertise:

30+ years	Investment management
20+ years	Investing in African MSMEs
20+ years	Project expertise in Africa
20+ years	Working with NGOs and dev agencies
20+ years	Market entry strategy



GreenTec comprises of GreenTec Capital Partners (for-profit) and GreenTec Capital Africa Foundation (non-profit). Within our for-profit branch, we act as both Investor and Venture Builder to provide founders with tailored investment readiness support.

Within our non-profit branch, we support development agencies and NGOs in their efforts to drive social and economic growth in Africa via targeted networking activities.

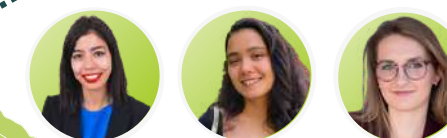
Tomi Davies
Business Angel
West Africa



Emmanuel Bocquet
Senior Venture Builder
West Africa



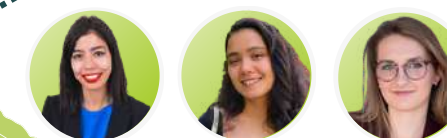
Henri Nyakarundi
Tech Expert & Coach
East Africa



Andrew Gwadiwa
Entrepreneur & Coach
East Africa



Erick Yong
Senior Venture Builder
Africa & Europe



Bienvenue Angui
Managing Director of
the Africa Foundation
Africa & Europe



Thomas Festerling
CEO of GreenTec
Europe & Team



If you are looking for a Partner for:

Let's work together!

✉ t.festerling@greentec-capital.com



Creating



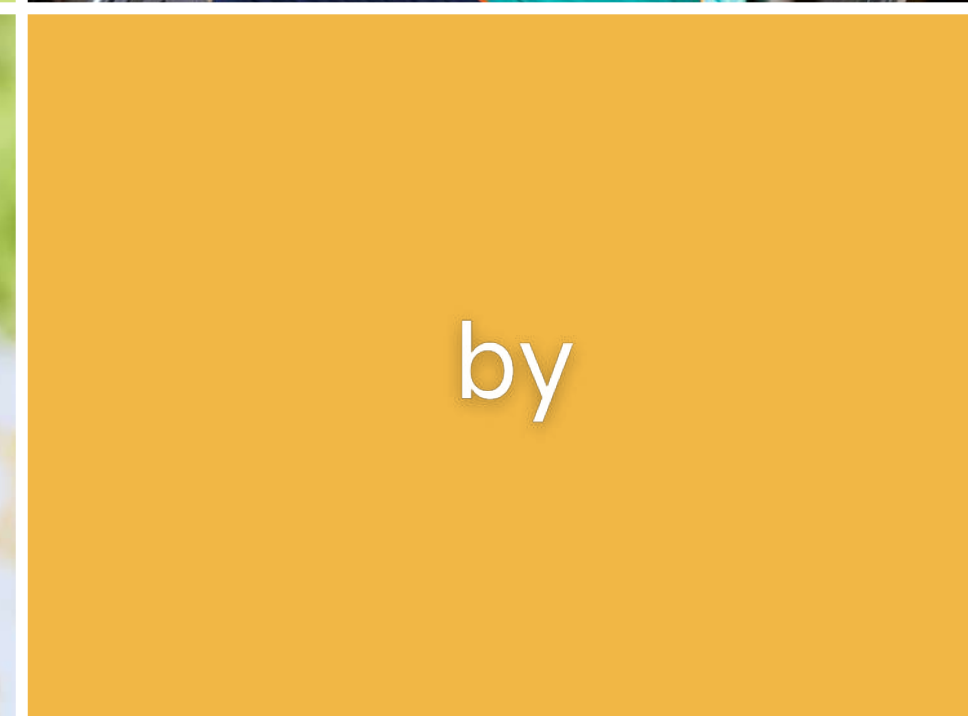
Impact



In Africa



by



Empowering



local
Talent



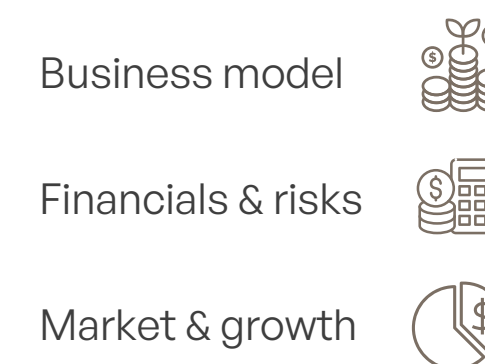
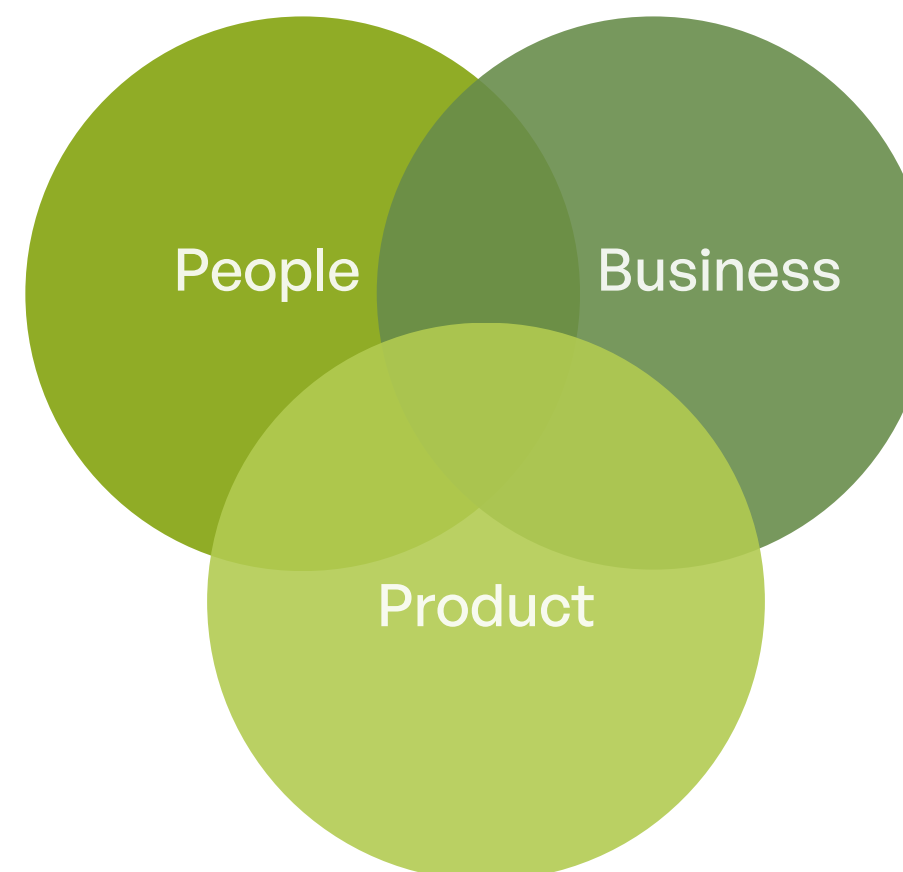
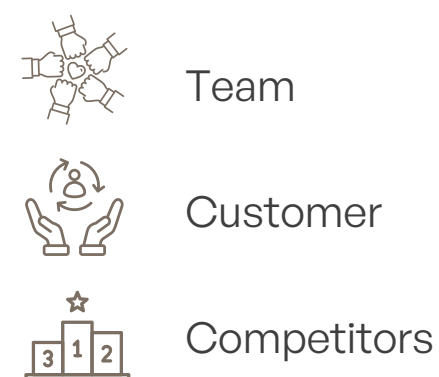
Learning More

We use proven and structured proprietary frameworks to evaluate the strengths and challenges of companies/founders, their impact, and potential for success.

1: Success Matrix (GSM)

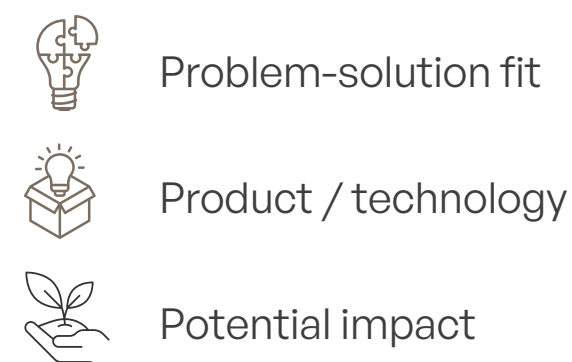
Through GSM, GreenTec ensures a well-rounded & informed approach to selecting and supporting high-potential ventures for financial and operational support.

GSM is based on 100+ questions gathered from 8 years of experience. It evaluates and assigns scores to ventures across 3 key areas: Product, Business and People.



USE CASES

- 1 Due Diligence & Shortlisting
- 2 Opportunity Identification
- 3 Investment Decision



RESULTS

500+ MSMEs evaluated

250+ MSMEs supported

350+ Founders coached

At GreenTec, we believe that impact-driven entrepreneurs have the best chance to unlock economic transformation and sustainable development on the continent.

That is why we actively seek out and support innovative companies that are dedicated to making a positive impact on society and the environment.

Some of our impact results as well as those of our projects are presented below.

2: Impact Framework

OUR CONSULTING OFFER

- Fund Impact Measurement & Management Frameworks (in line with the UN's SDG Impact Standards)
- Startup/SME Theory of Change and Impact Assessment
- Stakeholder Surveys

Our IMPACT

250+ MSMEs supported

72% Startups still active*

€18m Funding secured*

MSMEs' IMPACT

2m Lives impacted*

300k tCO2 mitigated

1m L Clean water daily



Together, we impact.





For a francophone Africa-focused project, we sourced 150 ventures that could benefit from support in improving their digital skills.

3 cohorts of 50 companies were sourced in a timeframe of 2-3 weeks for each cohort.

Thanks to our presence in Senegal, we were able to source with a local focus, ensuring high diversification in other regions.

Digital Boost Initiative: Project Results

150 MSMEs supported

9 months duration

€984 revenue per month

18 countries represented

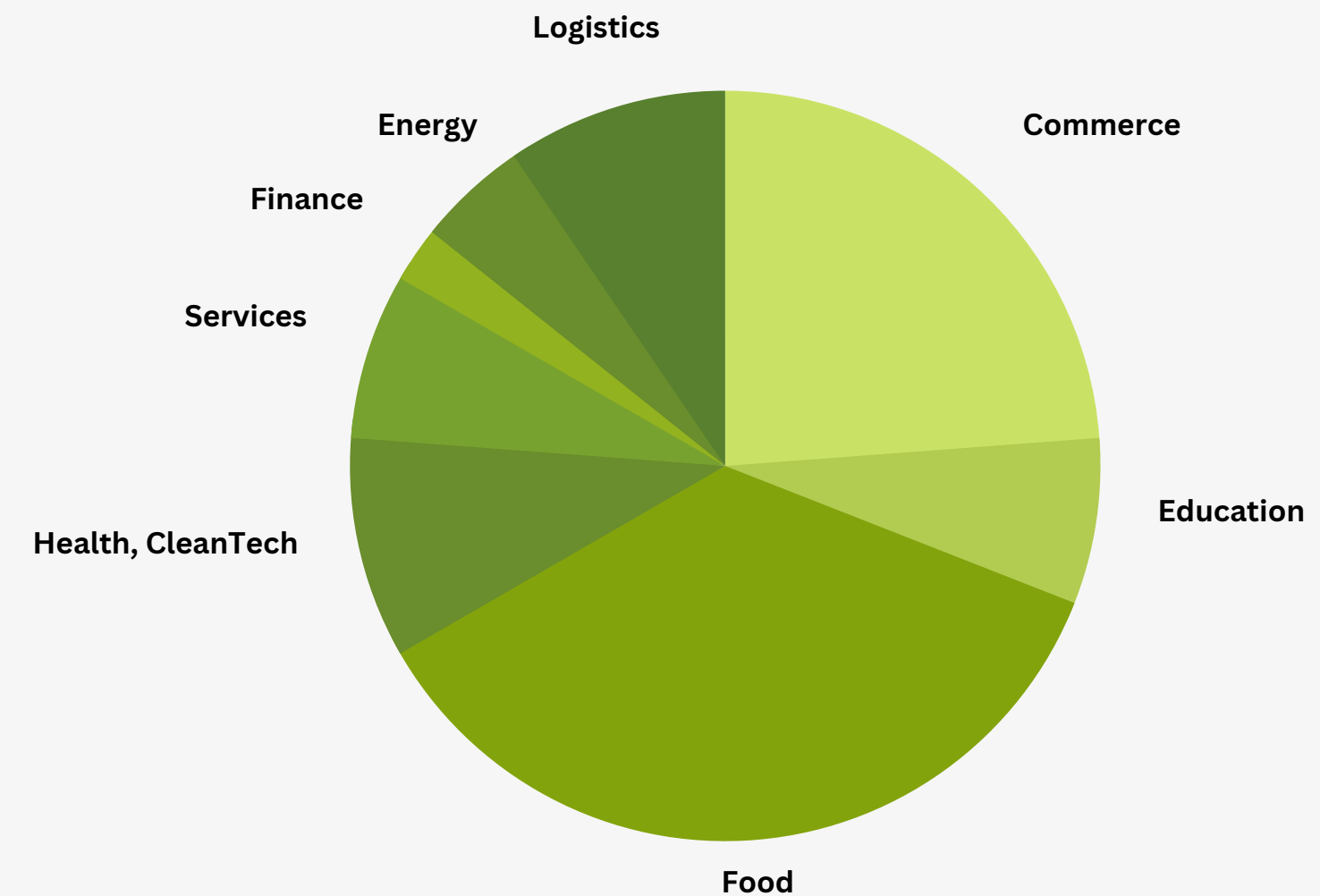
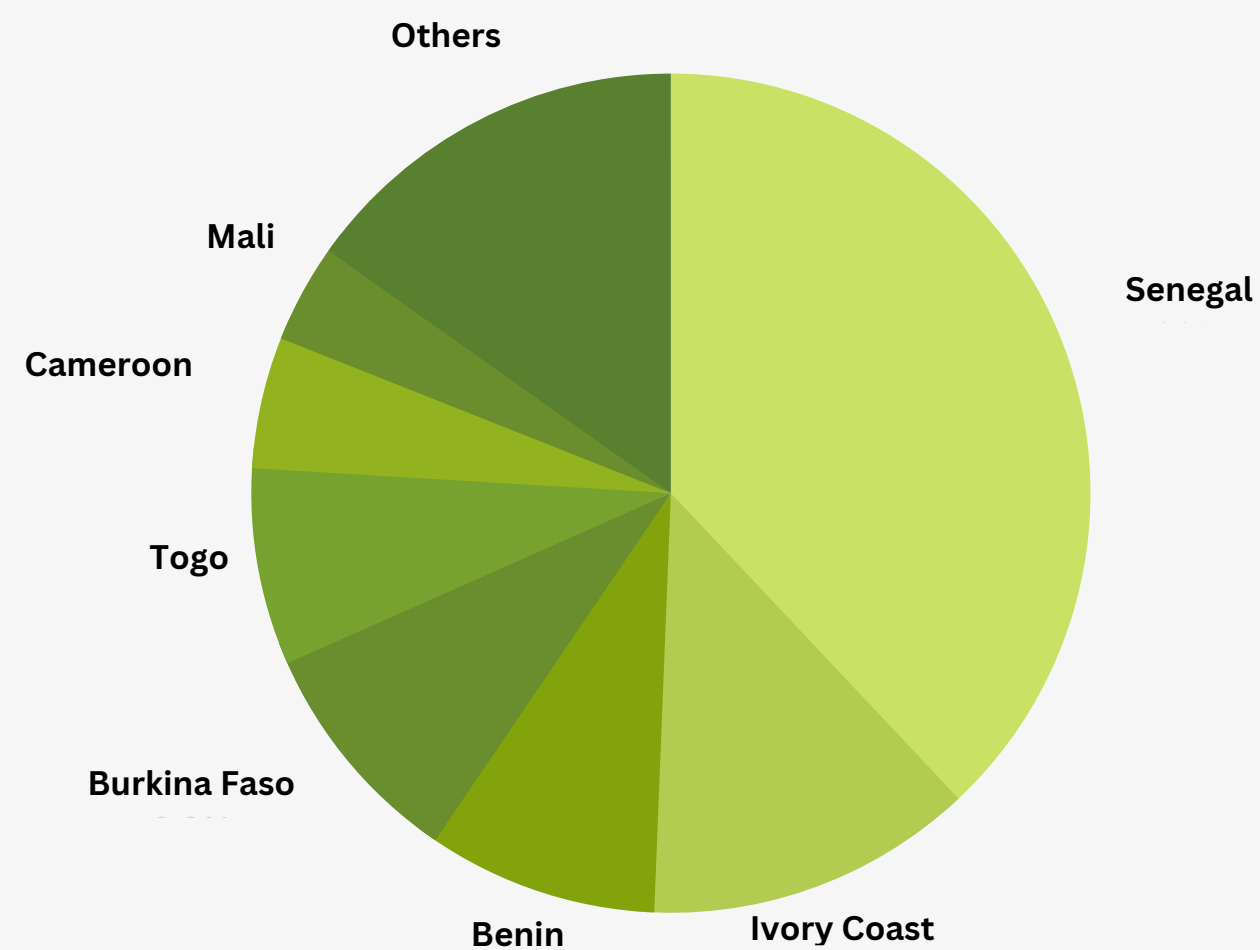
528 jobs created

€600 costs per job created

11 juniors recruited

66% revenue monthly growth

40% women founders



1

Pitch & Design

- Design services and pitch training to help startups present themselves in a more professional and attractive way to investors and partners
- The package can include: pitch design, logo design, website and document design

3

Networking & Investor Relations

- Networking training
- Investor negotiations
- Deal/matchmaking
- Investor exposure via direct contact, investor trips, pitch events, etc.

6

Infrastructure & Logistics

- Access to infrastructure and logistics services, including office space, storage, transportation, and distribution

4: Startup Support Topics



4

Talent Sourcing

- Matching startups with intermediation services to help them source qualified talent at reasonable prices

7

Gender & Inclusion

- Promoting gender equality and social inclusion in startups
- Training, mentorship, and networking opportunities for female entrepreneurs and underrepresented groups

2

Funding & Financials

- Training on basic accounting, controlling, financial statement modelling, growth financing, etc.

5

Market Research & Analysis

- Market research and analysis services
- Guidance on product development, pricing- and marketing strategies

8

Business & Marketing Topics

- Market analysis
- Business model
- Value proposition
- Impact strategy
- Digital presence
- Marketing strategy



Contact

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