# Female-led startups driving innovation in African entrepreneurship



The landscape of African entrepreneurship is witnessing a remarkable shift as several female-led startups carve their niche in various sectors, ranging from e-commerce to edtech and artificial intelligence. These innovative ventures are not only addressing existing market gaps but are also setting the pace for future trends in business automation and technology integration. A recent report from Businessday highlights some of these pioneering companies that are projected to make a significant impact by 2025.

Middleman, co-founded by Omolara Sanni in 2023, operates as an e-commerce platform that acts as an intermediary between vendors and customers, addressing the vital issue of trust in online transactions. The unique business model retains customer payments until the completion and successful delivery of purchases, a feature that has resonated well with users. Since its inception, the platform has recorded a transaction value exceeding N1 billion and has garnered several prestigious grants, including from First City Monument Bank’s HERccelerate programme and the First Bank Fintech Innovators Pitch competition.

In the realm of B2B operations, Sabi, co-founded by Anu Adedoyin Adasolum in 2021, is revolutionising trade in Africa by utilising market intelligence tools. The platform has processed over $1 billion in Gross Merchandise Value since launch and has established itself as a dominant force in Nigeria's e-commerce sector while moving into South Africa and planning expansion into Tanzania and Senegal. Its asset-light business model effectively supports various stakeholders in the supply chain, including manufacturers and farmers, by offering tailored solutions that enhance efficiency and connectivity within informal networks.

Messenger, co-founded by Amanda Etuk, is addressing the logistics challenges in Nigeria by providing a comprehensive platform for financing and aggregation of supply chain operations. The application connects businesses with available logistics resources, allowing for more efficient customer delivery and operational support for logistics providers.

Product Hub Africa, established by Victoria Oladosu in 2022, focuses on edtech solutions aimed at empowering individuals in product management through accessible training and mentorship programmes. This initiative is part of a broader mission to increase representation of Africans within the tech industry, offering boot camps, accelerator programmes, and employment opportunities to thousands of students.

Meanwhile, Guestnhost, founded by Rebecca Adedire in 2023, is setting a new standard in event management through its cloud-based hospitality software. The platform connects guests and hosts while streamlining event planning, offering crucial information and ticketing solutions all in one place.

Fintech innovations are also making strides with startups like Regxta, led by Rukayat Bello. This company focuses on empowering unbanked individuals by providing micro-loans and savings accounts through a mobile application that leverages data science and AI for quick loan underwriting.

Towntalk Solutions, co-founded by Folake Edun, is utilising data intelligence to assist individuals, businesses, and government entities in making informed decisions. Its platform incorporates features like real-time alerts and security insights, aiming to enhance safety for users in Nigeria.

Lastly, Tyms, co-founded by Chineye Ochem in 2021, is modernising the bookkeeping landscape for African businesses. An exciting announcement from Ochem on LinkedIn indicates plans for integrating AI into Tyms Book, which would allow users to generate income statements directly from uploaded PDF bank statements, transforming the accounting processes for its users.

The growth of these female-led startups signifies a transformative phase in several industries, underpinned by technology and innovation, as they contribute to what is forecasted to be a significant trend in AI and automation in business practices across Africa.

Source: [Noah Wire Services](https://www.noahwire.com)

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