

Briter Bridges partners with ABAN

Mapping Africa's Startup Funding Landscape

While the number of start-ups and funders across the continent keeps growing fast, the lack of transparency and access to basic information on investments remains a problem. Providing intuitive and insightful analysis built on thorough data collection can increase the understanding of underlying trends and support investors and other stakeholders make critical decisions. [Briter Bridges](#), a data-driven research firm that specialises in organising and visualising innovation data across emerging markets, is collaborating with the [African Business Angel Network](#) (ABAN), to map Africa's investment landscape, with a specific focus on the funding dedicated to technology startups.

This collaboration aims to be a further step in making reliable data available to the different stakeholders involved early-stage investing across African markets. Despite the rapid growth in African early-stage investment, the \$1 billion capital deployed across Africa in 2018 remains a limited figure compared to the [\\$11B+ raised](#) in India in the same year or the [\\$130B+ raised](#) across the US, and a small fraction of the global total.

Mapping exercises are valuable tools when it comes to outlining the state of development of a specific industry or market. Briter Bridges, after releasing [50+ visual maps](#) providing extensive snapshots of technology ecosystems in Africa, MENA, and South Asia, including a comprehensive **Investment Landscape** published in early 2018, are looking to build a **publicly accessible library of data and maps**, to dramatically cut the cost associated with preliminary market search. Throughout Briter Bridges' research work, partnerships and crowdsourcing have proven an effective approach to gathering information scattered across the different ecosystem players, and the only real way to decentralise the research while maintaining granularity.

The partnership with ABAN will allow far-reaching **access to angel investors and angel investment networks** on the continent and beyond, which will help to extend the research beyond the conventional venture capital space. It will also constitute a first step towards increasing the dialogue with angel investors and it will do so by putting forward more informative sets of data. The team will look to present initial findings at the [Africa Early Stage Investor Summit in Cape Town](#).

If you invest or represent an organisation investing in the continent, [register yourself here](#) to list on our database. Were you interested in learning more, please answer YES on the last question and our team will be in touch to learn more about your work and understand how to support your investments and strategy.