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DIGITAL FOR TANZANIA



PesaTech
Accelerator



Impact
Capital
for
Development

START-UP PROFILES

PesaTech Accelerator

ABOUT UNCDF

The UN Capital Development Fund assists developing countries in the development of their economies by supplementing existing sources of capital assistance by means of grants, loans and guarantees, first and foremost for the least developed among the developing countries.

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ABOUT PESATECH

Pesatech Accelerator is a fintech accelerator program designed to support post-MVP and growth-stage fintech startups in Tanzania. The accelerator aims to build fintech’s capacity to raise investment through an Investor-Readiness Program (IRP) and act as a marketplace between startups, strategic partners, and investors.

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FOR MORE

<https://pesatech.africa/>





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EL-DIZER FINANCIAL SERVICE

EMPOWERING STUDENTS, ENABLING SUCCESS (WE ARE STUDENTS' FINANCIAL PLAN B!)



Founded in 2021 by Elibariki David, El-dizer Financial Service is dedicated to supporting Tanzanian students with crucial financial needs (lending services).



Customers:
1,240+



Potential Market:
800,000 students



Ask:
\$400,000

- **SOLUTION:** El-dizer addresses significant financial barriers that hinder academic progress by offering emergency loans, internship loans, and digital wallets. Emergency loans provide immediate relief for unexpected expenses, preventing disruptions in students' education. Internship loans enable students to gain valuable work experience without financial strain, thus enhancing their employability upon graduation. Digital wallets facilitate easy management of funds, promoting financial literacy and independence among students. In Tanzania, where 60 percent of students face financial difficulties (HESLB study), these services are crucial for academic success and retention.
- **FUTURE MILESTONES:** Plans include expanding services to 10 additional universities, increasing the team by 60 percent, expanding the customer base by 80 percent, and boosting the digital wallet user base by 30 percent within 18 months.
- **RAISE:** El-dizer is seeking TSh1 billion (\$400,000) to fuel expansion plans. This strategic investment will empower them to reach more students, enhance their technology, and grow their team, all with the goal of becoming the leading student financial services provider in Tanzania.
- **IMPACT & MARKET POTENTIAL:** Targeting a market valued at over TSh654 billion annually, El-dizer has a potential to reach over 800,000 students and generate revenue through loan interest and digital wallet fees. Secure loan systems, supported by partnerships with HESLB and NMB Bank. The company also ensured a 100 percent repayment rate.



KiasiApp

SAVE, KIASI AT A TIME!



Established by Emans Kiula in 2022, KiasiApp aims to help users achieve their financial goals through disciplined saving.



Customers:
200+ subscribers



Potential Market:
44 million users



Ask:
\$220,000

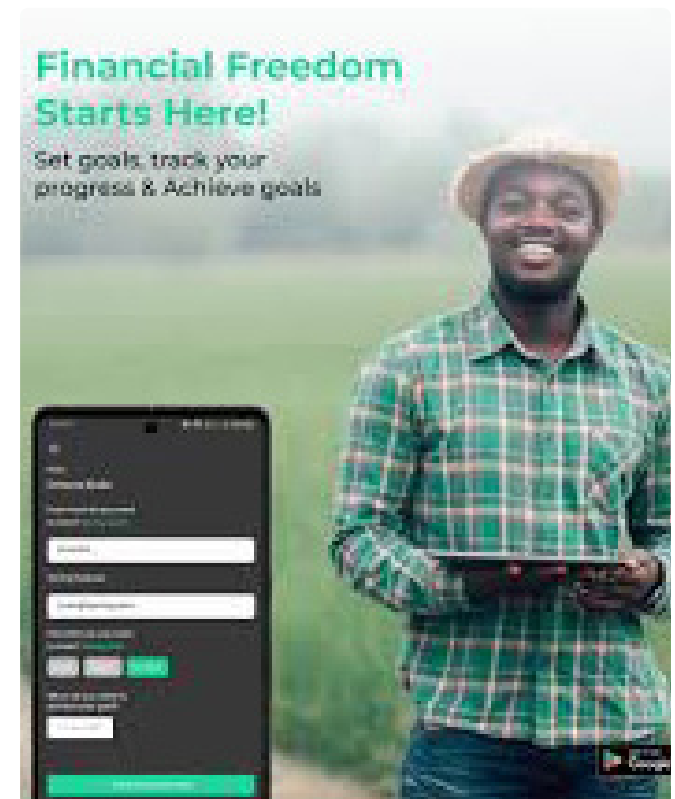
► **SOLUTION:** KiasiApp offers a user-friendly platform for setting financial goals and saving regularly via mobile money accounts. In a country where financial exclusion is prevalent and saving habits are poor, this service promotes financial stability and security. By encouraging regular savings, KiasiApp helps users build a financial cushion for emergencies and future investments. The platform's integration with mobile money accounts leverages the widespread use of mobile technology in Tanzania, making it accessible to a broad audience. According to the OECD, regular saving behavior is essential for financial security and reducing vulnerability to financial shocks.

► **IMPACT & MARKET POTENTIAL:** KiasiApp leverages Tanzania's booming mobile money market, currently estimated to serve over 44 million users. This vast potential translates to millions of potential KiasiApp users seeking to cultivate healthy saving habits. The platform generates revenue through strategic service fees for premium features and transaction charges. Strong partnerships with established Tanzania mobile money providers and reputable

financial institutions solidify KiasiApp's robust platform as a trusted solution. Demonstrating early traction, the company has already garnered over 200 subscribers, showcasing its potential to empower a wider audience.

► **FUTURE MILESTONES:** Future plans include expanding the user base across East Africa, introducing new features, and forming more partnerships with financial institutions and mobile network operators.

► **RAISE:** KiasiApp is seeking TSh500 million (\$220,000) to scale their mobile saving platform. This strategic investment will fuel user base growth, new feature development, and partnerships with financial institutions and mobile operators.



SHULE YETU

TRANSFORMING EDUCATION THROUGH TECHNOLOGY



Co-founded by Nasra Ally since 2021, ShuleYetu offers a digital school management system and e-learning platform, transforming education.



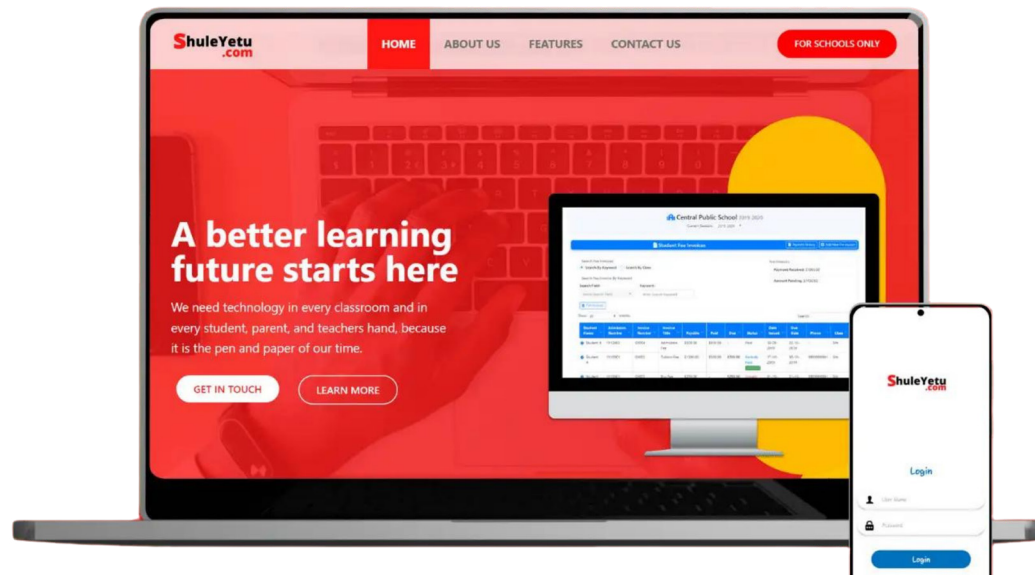
Customers:
**135 schools and
79,000 users**



Potential Market:
**300 schools and
178,000 users**



Ask:
\$660,000



► **SOLUTION:** Shule Yetu integrates Artificial Intelligence, data science, and machine learning to address financial barriers to quality education. Their digital school management system enhances administrative efficiency by reducing operational

costs and enabling schools to allocate more resources towards improving educational quality. In a context where many Tanzanian schools struggle with resource constraints, these innovations are critical for enhancing educational outcomes.

► **IMPACT & MARKET POTENTIAL:** Shule Yetu is addressing a critical need in Tanzania's educational sector. With more than 18,550 public and private primary schools, the market potential for a school management system is vast. Serving 135 schools and 79,000 users, Shule Yetu generates revenue through subscription fees, payment processing fees, and loan facilitation commissions. Partnerships with banks and educational institutions enhance their mission.

► **FUTURE MILESTONES:** Plans include expanding to over 300 schools, enhancing AI and machine learning capabilities, and increasing the user base to 178,000.

► **RAISE:** ShuleYetu is seeking TSh1.5 billion (\$660,000) to fuel expansion, enhance AI features, and reach over 300 schools. This strategic investment will empower Tanzanian education by improving efficiency, bridging the resource gap, and fostering a future of innovation in schools.

HASHTECH TANZANIA LIMITED

REVOLUTIONIZING URBAN TRANSPORTATION



Founded by Zena Msonde in 2021, Hashtech Tanzania Limited focuses on revolutionizing urban transportation through innovative solutions.



Customers:
300 Transportation companies



Potential Market:
300+ Transportation companies



Ask:
\$880,000

► **SOLUTION:** Hashtech offers IoT and electronic ticketing systems to combat ticket fraud and improve efficiency in public transportation. These technologies streamline the ticketing process, reducing the incidence of fraud and ensuring transparent revenue collection for transportation authorities. Improved efficiency in public transport

can lead to better service quality and reliability, which are critical for urban mobility in rapidly growing cities. By addressing these challenges, Hashtech enhances the overall commuter experience and supports the development of sustainable urban transportation systems.

► **IMPACT & MARKET POTENTIAL:** Operating in urban areas with growing transportation needs, Hashtech generates revenue from ticket sales and service fees. Collaborations with transportation authorities and technology providers support their mission. To date over 300 transportation companies have registered on the Hashtech platform.

► **FUTURE MILESTONES:** Plans include expanding electronic ticketing to more cities, enhancing IoT capabilities, and growing the team to support increased operations.

► **RAISE:** Hashtech is seeking TSh2 billion (\$880,000), to expand their reach beyond the 300 existing partnerships, to enhance IoT capabilities, and to grow the team. This strategic investment will fuel Hashtech's mission to combat ticketing fraud, ensure transparent revenue collection for authorities, and ultimately, improve public transportation efficiency in Tanzania's rapidly growing cities.



LINDAPESA

FUELING SME GROWTH



Founded by Ayu Yamaguchi in 2014, Lindapesa empowers SMEs by offering advanced business management applications and financial services.



Customers:
**1,000 subscribers,
17 clients, 106
customers served**



Potential Market:
100 new SMEs



Ask:
\$220,000

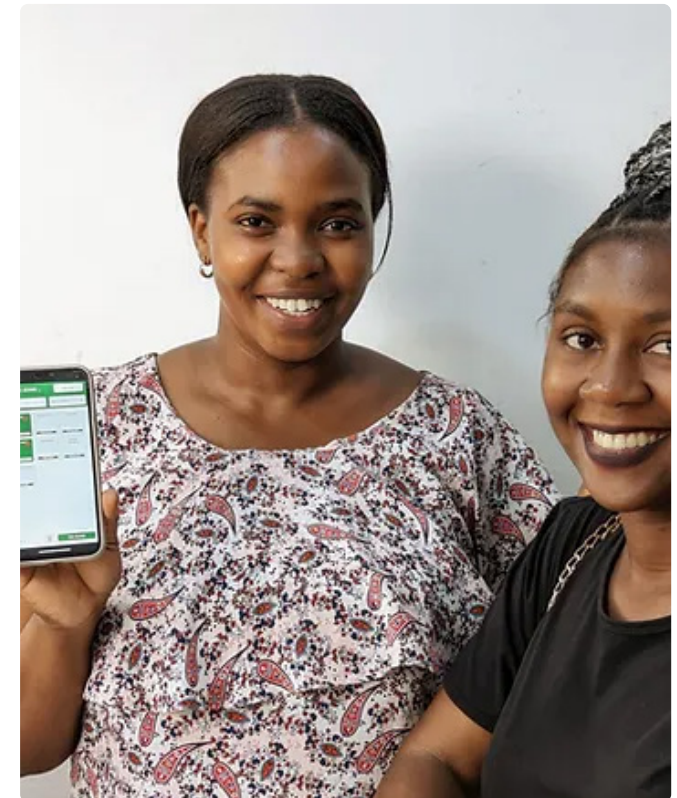
► **SOLUTION:** Lindapesa provides micro-lending solutions that enable swift business decisions and secure loans, addressing the financial service gaps faced by SMEs. By simplifying the loan application process, Lindapesa ensures that even small businesses in underserved communities can access the funds they need for growth. The company's business management applications help SMEs streamline operations, improve efficiency, and make data-driven decisions. In Tanzania, where SMEs are a major driver of economic growth but often struggle with limited access to finance, Lindapesa's services are crucial for supporting business expansion and sustainability. Access to finance is critical for SME growth and economic development, as noted by the IFC.

► **IMPACT & MARKET POTENTIAL:** Operating in a substantial market, Lindapesa generates revenue from loan interest and service fees. Partnerships with financial institutions and business support organizations enhance their platform. Lindapesa has over 1,000 subscribers and has disbursed

TSh48,220,650 in loans to 17 clients and served 106 customers.

► **FUTURE MILESTONES:** Plans include expanding services, enhancing the platform, and growing the customer base to support more SMEs.

► **RAISE:** Lindapesa seeks TSh500 million (\$220,000) to fuel growth. This strategic investment will propel the company to reach a significant portion of the existing 1,000+ subscriber base, translating to potentially serving 100 new SMEs in the next year. The funding will fuel service expansion, platform enhancements, and team growth, ultimately bridging the financial gap for Tanzania's vital SME sector.



MEDPACK

STREAMLINING HEALTHCARE SUPPLY CHAIN



Established by Henry Mathayo in 2020, MedPack focuses on improving the procurement and distribution of medical supplies through advanced financial technology.



Customers:
400 Pharmacies



Potential Market:
6,000+ Pharmacies



Ask:
\$150,000



► **SOLUTION:** MedPack offers an integrated platform that connects suppliers with healthcare providers, ensuring timely and affordable access to medical supplies. This solution addresses inefficiencies and financial barriers in the healthcare supply chain, crucial for improving healthcare delivery in underserved areas. By streamlining procurement processes, MedPack reduces costs and ensures the availability of essential medical supplies, enhancing patient care quality. In a country where healthcare infrastructure often struggles with supply chain challenges, MedPack's services are vital for improving healthcare outcomes.

► **IMPACT & MARKET POTENTIAL:** Targeting a substantial market, MedPack generates revenue from transaction fees and financing options. Collaborations with suppliers, healthcare providers, and financial institutions bolster their platform. Up to date the company has registered over 400 pharmacies.

► **FUTURE MILESTONES:** Plans include expanding the supplier network, enhancing the platform, and increasing monthly sales by 20 percent.

► **RAISE:** MedPack seeks TSh404 million (\$150,000) to support growth in tackling Tanzania's healthcare supply chain challenges. This strategic investment will fuel expansion efforts, enabling the company to connect with a significantly larger network of suppliers beyond the existing 400 pharmacies. Additionally, the funding will support platform enhancements, ultimately ensuring a more efficient and streamlined procurement process for healthcare providers.

AMALA TECHNOLOGIES

ADDING VALUE



Co-Founded by Mexina Daniel in 2023, Amala Technologies provides comprehensive financial technology solutions aimed at digitizing banking operations in Tanzania.



Customers:
20 SACCOS and MFIs
with a portfolio of
32,600+ clients.



Potential Market:
4,000+ Financial
Institutions



Ask:
\$100,000

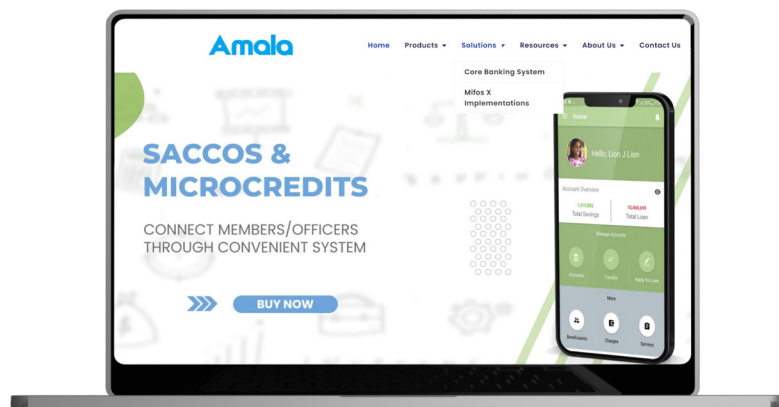
► **SOLUTION:** Amala Technologies offers a core banking system, mobile and internet banking apps that enhance accessibility and efficiency in traditional banking. These solutions address the inefficiencies and accessibility issues that hinder financial inclusion in Tanzania. By digitizing banking operations, Amala reduces financial institutions' operation costs and increases convenience for customers to access financial services, promoting

broader financial participation. In a market with significant demand for digital banking solutions, these innovations are essential for modernizing the banking sector and supporting economic growth. Digital banking has the potential to greatly enhance financial inclusion and efficiency, as indicated by the World Bank and economic development, as noted by the IFC.

► **IMPACT & MARKET POTENTIAL:** Operating in a substantial market, Amala generates revenue from subscription and transaction fees. Strong collaborations with financial institutions and technology providers support their platform. To date Amala has reached 16 regions, serving 20 SACCOS and MFIs with a portfolio of 32,600+ clients.

► **FUTURE MILESTONES:** Plans include expanding services, enhancing the products, and growing the client base to digitize more financial institutions.

► **RAISE:** Amala seeks TSh272 million (\$100,000) to accelerate the mission to digitize SACCOS and MFIs operations. This strategic investment will fuel expansion across all Tanzanian regions, reaching far beyond their current 16 regions and 112,000 clients served through 16 SACCOS and MFIs. The funding will further enhance Amala's digital platform, fostering greater accessibility and efficiency in mobile and internet banking for Tanzanians.



SIMPLITECH LIMITED

SIMPLIFYING AND STREAMLINING TAX AND FINANCIAL COMPLIANCE



Simplitech Limited, founded and led by Baraka Cassian in 2021, specializes in tax compliance and financial solutions for businesses. Their flagship product, Simplify VFD, streamlines tax processes, making compliance effortless.



Customers:
1,500+



Potential Market:
**1.3 million
businesses**



Ask:
\$330,000

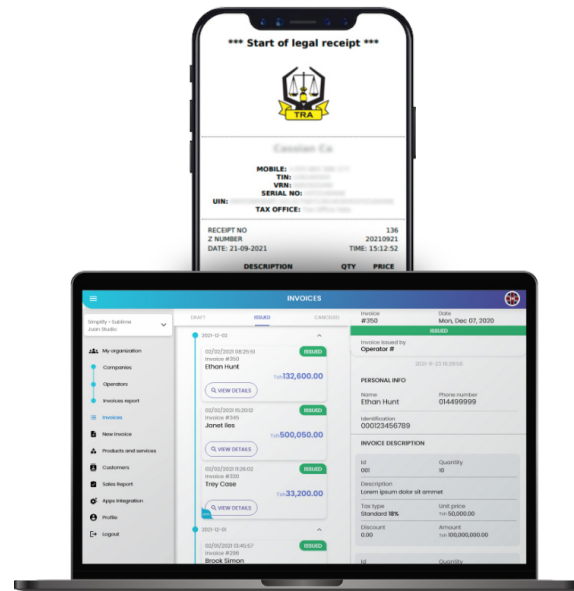
► **SOLUTION:** Simplitech provides a user-friendly tax invoicing solution that streamlines the tax compliance process, reducing compliance burdens, and is designed to address the critical pain points of tax compliance for businesses. This solution is particularly important in Tanzania, where complex and ever-changing tax regulations can be challenging for businesses to navigate. Simplitech helps businesses save time, resources, and cost by ensuring compliance and simplifying tax invoicing, allowing them to focus on growth, innovation, and productivity. Simplitech Limited provides tools and catalysts for change, transforming how businesses operate in a complex regulatory environment. We bridge the gap between traditional fiscal systems and the digital economy, as noted by the OECD.

► **IMPACT & MARKET POTENTIAL:** Targeting over 1.3 million businesses in Tanzania, Simplitech generates revenue from subscription fees. Collaborations with tax authorities and business support organizations bolster their platform. With a deep understanding of the local market and a commitment to continuous

improvement, Simplitech Limited is positioned to occupy the market share of digital transformation of tax compliance across other countries in the continent, delivering unmatched value to businesses.

► **FUTURE MILESTONES:** Simplitech Limited's milestones are quantified as follows: having a successful distribution program that targets business demographics outside major cities, which is approximately 48 percent of our potential customer base. Simplitech aims to attain a minimum 23 percent share of that unserved market. Next is improving Simplitech's platforms to have a low customer effort score, resulting in a better customer experience. In addition to the previous milestone, the Company aims to achieve a stable customer retention rate of 75 percent over the next two years. Lastly, we want to add compliance (Payroll and Bookkeeping Systems) to cater to the current challenges.

► **RAISE:** Simplitech Limited seeks TSh750 million (U\$330,000) to execute the mission of simplifying tax compliance for businesses. This strategic investment will fuel expansion efforts aiming to reach 20 percent of the vast market or approximately 1.3 million businesses.



SWAHILIES

EMPOWERING SMEs WITH DIGITAL TOOLS



Founded by John Haule in 2022, Swahilies provides digital tools that help SMEs manage their operations more efficiently.



Customers:
30,000 SMEs



Potential Market:
1,000,000 SMEs



Ask:
\$250,000

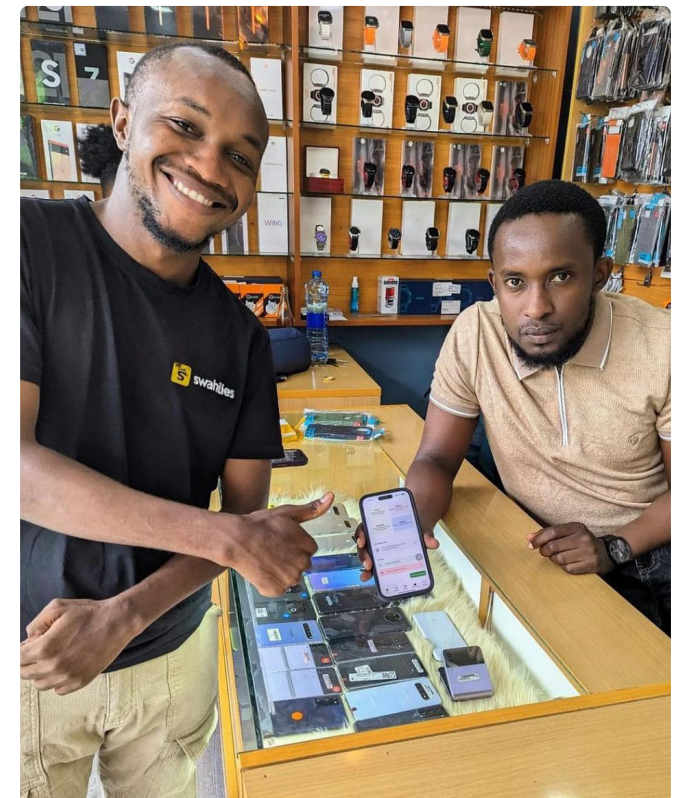
► **SOLUTION:** Swahilies offers a comprehensive financial operating system that includes inventory management, payment solutions, and real-time analytics. These tools enable SMEs to streamline their operations, improve productivity, and make informed decisions. In Tanzania, where many SMEs struggle with manual processes and limited access to business tools, Swahilies' digital solutions are critical for enhancing operational efficiency and supporting growth. By providing these essential tools, Swahilies helps SMEs achieve better financial management and operational control, contributing to their success and sustainability. Digital tools can significantly enhance SME productivity and growth, as highlighted by IDC.

► **IMPACT & MARKET POTENTIAL:** With growing demand for digital business solutions, Swahilies targets a large market, generating revenue from service fees and subscriptions. To date the platform has registered over 30,000 SMEs. Moreover, the company has created partnerships with financial

institutions and business support organizations to enhance their platform.

► **FUTURE MILESTONES:** Plans include expanding services, enhancing the platform, and increasing the customer base.

► **RAISE:** Swahilies seeks TSh700 million (\$250,000) to enhance significant growth. This strategic investment will fuel the mission to reach a substantial portion of the underserved SME market, aiming to onboard an additional 30,000 SMEs and increase the current user base to 50,000. The funding will not only support user acquisition but also fuel technical advancements to Swahilies' comprehensive financial operating system. This translates to enhanced functionalities like advanced inventory management tools, integrated mobile payment solutions, and real-time analytics with deeper data insights.



BIZY TECH

BRIDGING FINANCIAL INCLUSION



Founded by Rahim Shoo in 2015, Bizy Tech is dedicated to providing financial solutions to underserved populations in Tanzania through innovative mobile banking and micro-loan services.



Customers:
1,083 farmers



Potential Market:
10,000 new users



Ask:
\$650,000

► **SOLUTION:** Bizy Tech leverages mobile technology to offer accessible banking and micro-loan services, addressing the financial exclusion of a significant portion of the Tanzanian population. The platform enables users to manage their finances, make transactions, and access credit directly from their mobile devices. By providing these services, Bizy Tech reduces the barriers to financial inclusion, empowering individuals with the tools they need to participate in the formal economy. The company's solutions are particularly impactful in rural areas where traditional banking infrastructure is limited or nonexistent.

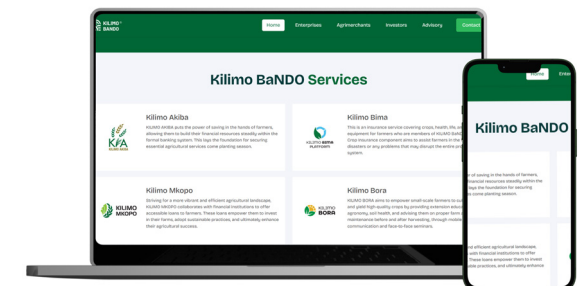
► **IMPACT & MARKET POTENTIAL:** Bizy Tech operates in a substantial and growing market, generating revenue through service fees and loan interest. Collaborations with mobile network operators and financial institutions enhance the platform's capabilities and expand its reach. Bizy Tech has positively impacted the lives of 1,083 farmers, offering them a reliable and convenient way to save, borrow, and invest. The company's services promote

economic growth and development by improving financial literacy and inclusion, enabling more people to start businesses, invest in education, and improve their standard of living.

► **FUTURE MILESTONES:** Future plans for Bizy Tech include expanding services to more rural areas, enhancing mobile app features to offer a broader range of financial products, and increasing the loan portfolio to support more users. The company aims to integrate advanced technologies such as artificial intelligence and data analytics to better assess creditworthiness and tailor services to individual needs. By continuously improving and expanding its offerings, Bizy Tech seeks to deepen its impact on financial inclusion and contribute to the economic empowerment of underserved populations.

► **RAISE:** Bizy Tech seeks TSh1.5 billion (\$650,000) to drive mobile banking and micro-loan services to remote areas. This strategic investment will fuel their ambitious growth plan, aiming to reach at least 10,000 new users within two years, significantly expanding

beyond the 1,083 farmers currently served. The funding will not only support user acquisition but also platform advancements. By integrating AI and data analytics, Bizy Tech anticipates a 30 percent increase in loan approvals through enhanced credit scoring and a 20 percent growth in average loan size with personalized financial products. This user empowerment, coupled with a user-friendly mobile app, is projected to significantly impact financial literacy. Bizy Tech aims to see 75 percent of their users demonstrate improved financial management skills within a year, fostering economic opportunity creation across Tanzania.





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