

Microsoft4Afrika selects seven new African startups

Microsoft's 4Afrika initiative has selected seven new African start-ups which will receive funding, technical support and mentorship in an aim to fast-track their growth. This is the second round of grants to be issued under the 4Afrika innovation grant programme.

According to the company one of the goals of the Microsoft 4Afrika Initiative is to accelerate African innovation, ensuring that entrepreneurs continue to grow their businesses and solutions. In turn, they will create jobs, encourage skills development and grow the continent's knowledge economy.

"The world is looking for the next growth pole and Africa is positioned to be exactly that. As investors assess industries and sectors to fund, there is a keen interest in exploring the future multinational companies that will come out of Africa. These are the startups and SMEs of today, which we aim to help grow to their full potential through smart financing," says Fernando de Sousa, General Manager of Africa Initiatives at Microsoft.

Innovation Grant 2nd Round Winners



Startups

- [Ukall](#) (Kenya) - Ukallis an ICT company that automates business processes, allowing companies and businesses to run more efficiently. Its mobile application 'Akida' addresses the challenges of staff attendance verification.
- [Cojengo](#) (East Africa) - Based on the Swahili word 'Kujenga', Cojengocreates mobile and cloud solutions that address animal and human health issues. Its 'VetAfrica' app helps farmers diagnose livestock disease and share disease surveillance data.
- [MobiPay](#) (Kenya) - MobiPay facilitates commerce and trade through mobile devices in the SME, agricultural and remittance sectors. Its AgriLife solution helps farmers access market opportunities, receive financing and get information on how best to grow, manage and market their produce.
- [iTaxi.ma](#) (Morocco) - iTaxi.ma is a mobile application that lets users book, track and rate taxis within Morocco. The app uses geo-location technology, allowing users to send their location and transport details to available taxi drivers in the area and track their progress.
- [AfNov](#) (Rwanda) - AfNovis a software development company. Its mobile application 'Ikayey'umudugudu' allows users to report their community challenges and conflicts to government. In addition, users can track development and progress within government institutions, ensuring accountability and enhanced development.
- [BookNow](#) (Kenya) - BookNow is a mobile system that allows Kenyan's to buy bus tickets online, providing secure mobile money and card payment options and enabling customers to avoid long queues.
- [MMINDZS](#) (Uganda) - MMINDZS develops and exploits technology and technology-driven processes for African SMEs and local businesses. One of its first solutions was a mobile money-ready accounting system for the SME.

Through Microsoft's partnerships with accelerators and innovation hubs - including 88mph and AfriLabs, a pan-Africa hub network which launched a new Microsoft sponsored 'Collaboration Challenge' at DEMO Africa last week

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