



Proud Hustlers Welcoming the World

KENYA'S STARTUP ECOSYSTEM FACT SHEET

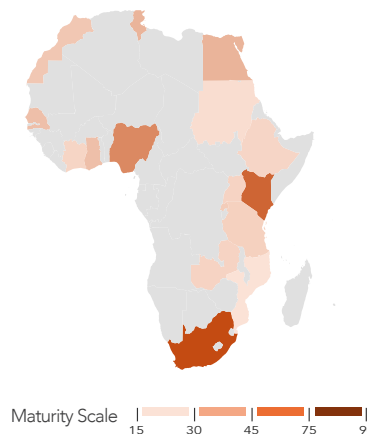
Kenya has hustle, an openness to the world and a maturing confidence that makes it a great place to tour, live and build startups. The country is the birthplace of the largest digital payment platform on the continent, M-PESA, and has positioned itself as a hub of diverse innovation and entrepreneurship for all of Africa. Kenya's startup ecosystem, known as the "Silicon Savannah," is the second highest funded in Africa after Nigeria, with \$3.3B raised since 2019. The country also leads in startup climate tech funding, securing \$2.1B since 2019. Two active angel networks, Viktoria Business Angel Network (VBAN) and Nairobi Business Angel Network (NAIBAN), provide vital support to early-stage ventures alongside a large network of tech hubs, accelerators, incubators and co-working spaces. This robust support system fosters innovation and entrepreneurial growth.

LEGAL LANDSCAPE

- **The Startup Act may be implemented soon:** The Kenyan government finalized the Startup Bill in 2022. In late 2023, President Ruto committed to its implementation but has yet to sign the final bill. When implemented, the Startup Act will streamline regulations and provide tax breaks for startups to encourage entrepreneurship.
- **Some Kenyan counties provide unified business permits to promote the ease of doing business:** In Kenya, business permits are issued by county governments. In Nairobi, companies may obtain a unified business permit that consolidates other business licenses such as a trading license, a fire clearance certificate, an advertising signage license, a health certificate, and a food hygiene license.
- **Private foreign companies must appoint a contact person:** A contact person is a natural person with a permanent residence in Kenya. This requirement does not apply to private foreign companies with a company secretary or a resident director.
- **Only locals can own agricultural land:** Foreigners and foreign-owned companies cannot own agricultural land, but they can own other types of land for business and private purposes.

KENYA'S MOMENTUM

- The East African country has attracted the highest amount of funding for climate tech startups in Africa, raising \$2.1B since 2019.
- With 18 total startup exits, Kenya has the fourth-highest number of startup exits on the African continent since 2019.
- Kenya has the fourth-highest median startup deal size in Africa since 2019, after Tunisia, Nigeria and Egypt.
- It has the second-highest number of angel investor startup deals in Africa since 2019, after Tunisia, but above South Africa.



OVERVIEW

- 54 Million**
Population
- \$104B**
2024 GDP Forecast
- 5.0%**
2024 Real GDP Growth Forecast
- 21.2**
Median Age

EXPORT REVENUES

- \$1.24B**
Tea
- \$1.23B**
Horticulture
- \$298.01M**
Apparel and Clothing
- \$226.62M**
Coffee
- \$211.55M**
Iron and Steel

2023 Statistics

STARTUP STATS SINCE 2019

Total Deals: **581**
Total Invested: **\$3.26B**
Median Deal Size: **\$750K**

TOP SECTORS SINCE 2019

- \$1.41B**
Energy
- \$793.86M**
Technology
- \$467.18M**
Financial Services

Source: Renew Capital Analysis of Africa: The Big Deal