

PRESENTATION OF #AFRIK MARKETPLACE

PAN AFRICAN #FINTECH NEWS FEED



► **#ADMP: Prime African #FINTECH News Feed**

► **#ADMP: Facebook Group created in January 2015**

► To inform, educate, inspire, and motivate entrepreneurs throughout Africa to create **#Fintech** start-ups..

- To create a Pan-African Virtual **#Fintech** Incubator.

OUR MISSION

#ADMP2016 - MarKeT Doc.



2

CURRENT FEATURES

- Find our Virtual #Fintech incubator Here : <https://goo.gl/tjvLgn>
- > Find our unique #Fintech news Feed (#ADMP) here too: <https://goo.gl/fncqI0>



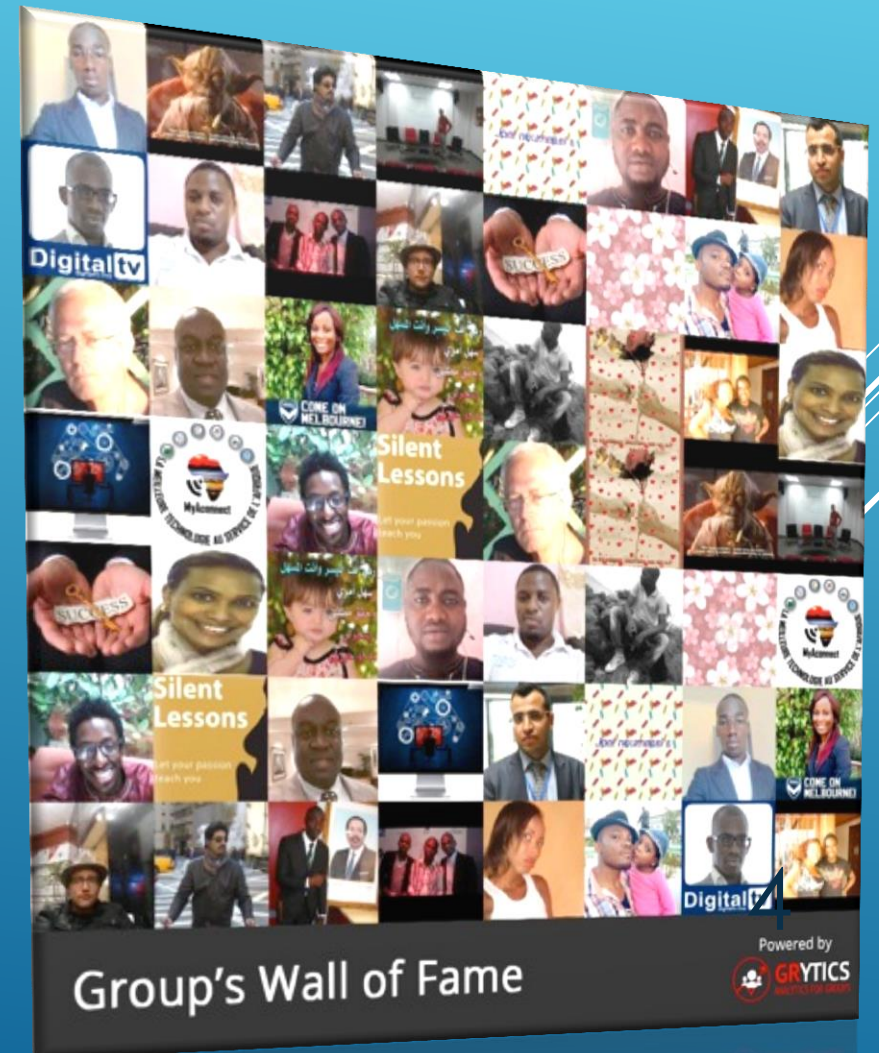
- ▶ (Source: Sociograph.io → Social Media Group Measuring Tool -/#Analytics/-)

► **3000** Start-Uppers & Fintech specialists are gathering, like 'Citizen-Journalists' ...All Datas, Posts, Content, related to **#FINTECH**, in their part of Africa.

► Based all over the continent, the **#ADMPers** work from **Tunisia**, Algeria, **Morocco**, South-Africa, Nigeria, Ghana, Ivory-Coast, Cameroon, ChaD, **Senegal**, Togo, Benin, Congo, Sudan, **Uganda**, Ethiopia, Kenya, **Egypt** and the Diaspora in the **UK**, **France** and the **US**.

HOW WE WORK?

#ADMP2016 - MarKeT Doc.



- **10 ADMINS** from all over **AFRICA** -> **Ethiopia, Ivory Coast, Togo, Philippine, Tunisia, France, United Kingdom, Madagascar, Nigeria** running the **Content Curation** process.



HOW WE WORK II ?

HOW III ?

#BORDERLINE CREATIVES HAS A NETWORK OF MORE THAN 15 000 SOCIAL MEDIA PROFESSIONALS, GLOBALLY ->
[HTTPS://GOO.GL/TJVLGN](https://goo.gl/TJVLGN)

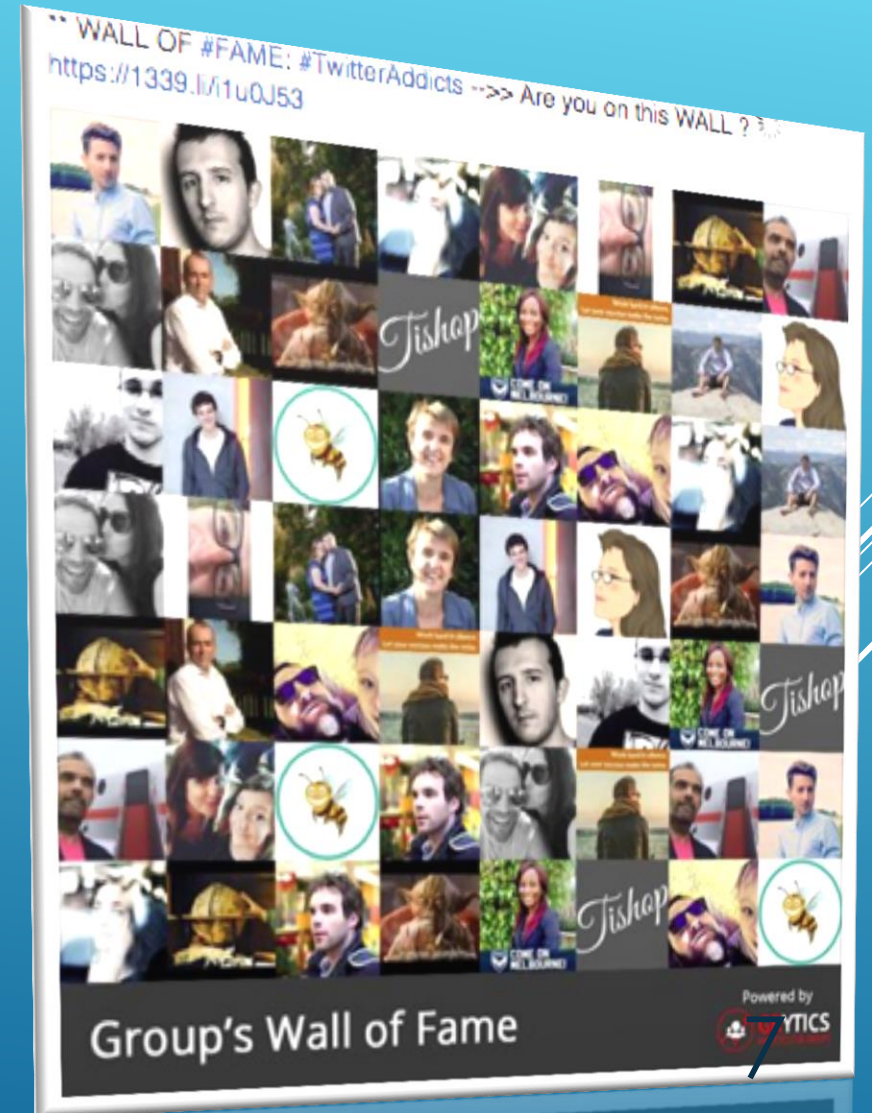
- ▶ **BorderlineTV** : **12 000** Social Media professionals from the UK, US, France, Germany & Belgium -> @Borderlinetv
- ▶ **#Afrik Digital Market-Place**
- ▶ **#Twitter Addicts**: Twitter news Feed of **300 Twitter** practioners & devellopers from US, UK, France, Belgium -> <https://goo.gl/DQRo0w>



HOW IV ?

#BORDERLINE CREATIVES' has a network of more than 15 000 Social Media professionals, globally -> <https://goo.gl/tjvLgn>

- ▶ **#LiveStreaM Addicts: 200 Livestream** Applications professionals (#Periscope, Facebook Live, Meerkat ..) in US, UK, Columbia → <https://goo.gl/93xkHM>
- ▶ **#Place au M+Commerce: 300 M+Commerce** developers, owner and Social media professionals gathered around 'Digital Monetizing' & Social Selling - > <https://goo.gl/VlfM6g>



- ▶ **#ADMP** post at least **6 Times a Day**, filtered posts from all over the African continent, followed by the relevant **HASHTAGS (#)** to qualify the country of origin and the Topic covered.
- ▶ Peak Time (Period) : 10:00-3:00 PM (**Cairo Time**) 165 Members active @

▶ - (Source: Grytics Groups Analytics : Tool measuring analytics for #Facebook Groups) -

CONNECT





- ▶ **#ADMP: Prime African #FINTECH Virtual Incubator !**
- ▶ Use the followig #HASHTAGS to collect documents & strategic Datas on #Fintech & #FINTECH Start-Ups & Incubators all over Africa! With the country's HASHTAG.
- ▶ **Ex: #Fintech #Algeria**





	KEY HASHTAGS	
#ADMP	For all Datas posted by Us!	#AFRICA
#FINTECH	All posts & Datas related Exclusively to #FINTECH	#TECH
#START-UP	All posts & Datas related Exclusively to #START-UP	#ENTREPRENEUR
#BLOCKCHAIN	All posts & Datas related Exclusively to #BLOCKCHAIN	#BLOCKCHAIN
#CRYPTO/#CRYPTOCURRENCIES	All posts & Datas related Exclusively to #CRYPTO	#CRYPTO/#CRYPTOCURRENCIES

- ▶ **#We post mostly (70%) in English, 20% in French and 10% in Arabic, which means that we TRULY cover the mainstream African Start-Ups spectrum**

WHY WE ARE PRIME?





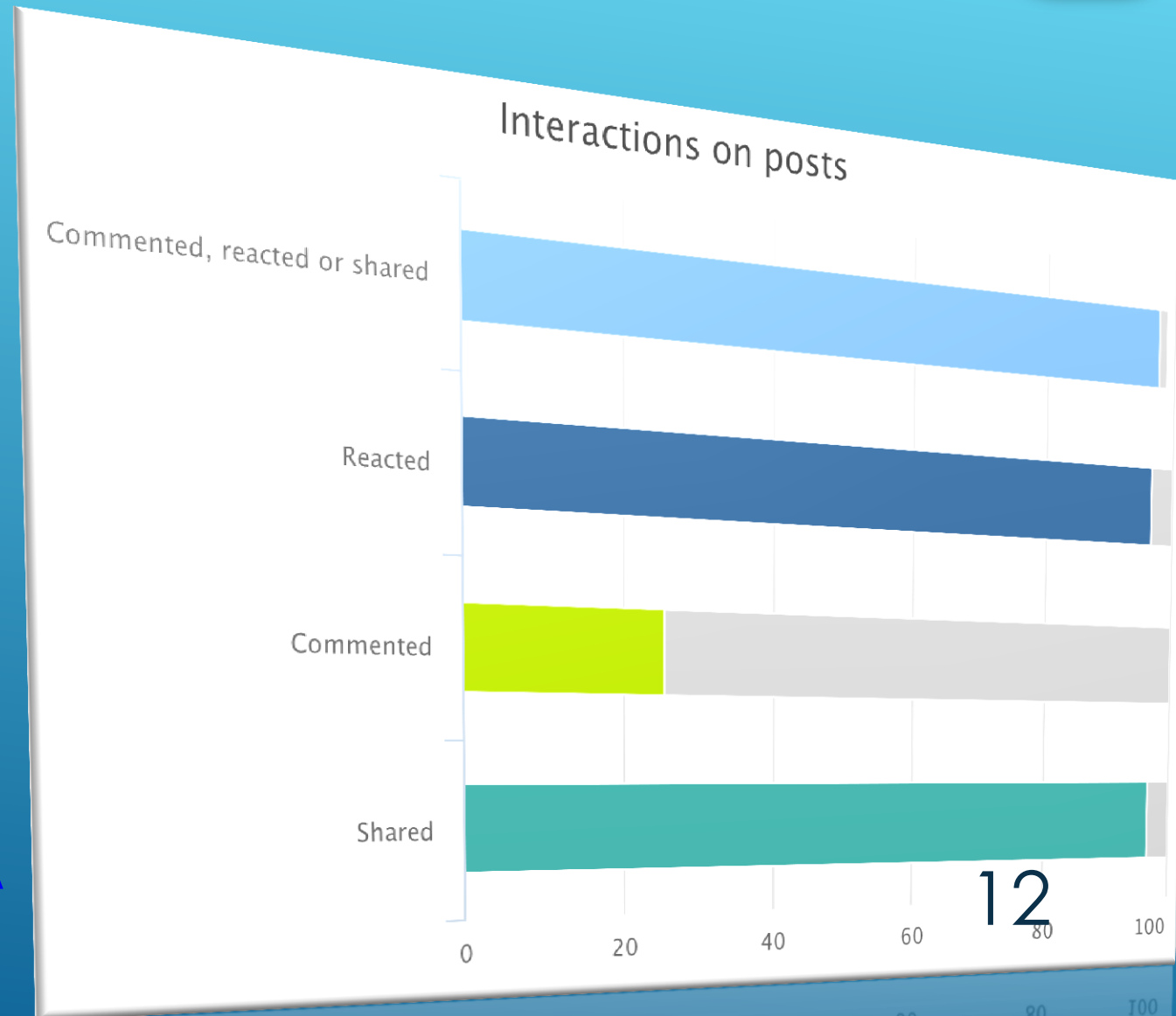
- ▶ **Facebook** remains the **fastest growing Social Media Network in Africa** with more than **100 M. Monthly Mobile users** Facebook, even has projects of **free internet via Drones & Satellites** all over the **Continent!**

- ▶ **#ADMP**, the Network should settle around **10 000 Members by 2018 !**

▶ - (Source: Grytics Groups Analytics : Tool measuring analytics for #Facebook Groups) -

TOPICS: #FINTECH / INSURTECH IN AFRICA

#ADMP2016 - MarKeT Doc.



POSTS

#ADMP2016 - MarKeT Doc.

#AFRIK+DIGITAL MARKETPLACE


ArabNet Conference

20 July at 15:02

Like Page

What's 1864 Accelerator?

Meet the first #FinTech #startup accelerator program of its kind in #Egypt, powered by Flat6Labs in partnership with Barclays Egypt.



1864 Accelerator - Cairo Fintech Hackathon 2016

Introducing the first FinTech hackathon to take on the FinTech challenges the Egyptian market face. Join us for three days of coding, programming and hacking.

EVENTBRITE.COM

You, Mireille Kooh and 1 other

Wow Comment Share Buffer Hootlet


Hermann Djoumessi


1 August at 18:13

watching X-Men: Apocalypse.

Thoughts ??

#ADMP #FinTech






KETPLACE

#EGYPT: BEWARE! #DopaY is Coming !! In #Ghana Too, by the way !

#ADMP #FinTech #Money #Crypto



Fintech startup Dopay raises \$2.4M to take on Egypt, Ghana

Dopay will use the funding to roll out its payroll and Visa prepaid card services. (Images via Dopay) Egypt-focused fintech startup Dopay has raised a \$2.4 million...

WAMDA.COM

You, Mireille Kooh and 1 other

1 Share


Like Comment Share Buffer Hootlet


Mireille Kooh

17 June

Barclays bank and MENA accelerator are focused: Accelerating Egyptian Fintech!!

#Fintech - #Egypt- #BARCLAYS







#HOUSE OF FIN'

London – Paris –
Silicon Valley



Pole Technologique
Manouba – (Tunisia)



Social Media Partner:

Borderline Creatives for
Social Media 360° Bureau



SETI: Incubator
Start-Up – Douala
(Cameroon)

Academic partners:

INSEEC Incubator
London (UK)



PARTNERS

DIGITAL TV : Tech-
based TV Channel
in Senegal (Dakar)



Tech Magazine in Senegal
(Dakar)

Winner of Jambar Awards 2016





AS PARTNER – IT. Training
in TOGO



#INFINITY Space /
WeCashUp → #Fintech
(France)



Cameroonian startUp
incubator (Cameroon)



ESEN (Tunisia) : Ecole
Supérieure d'Economie
Numérique / Digital
Economy school



Cameroonian's streaming TV
(Cameroon)

PARTNERS



Satoshi
centre(Botswana)



Media magazine in
fintech (France-Paris)

buzigo.

P2P StartUp
(Cameroon)

Our first startup
incubated (Orange)



FINTECH (diaspora)
#WUDAY



Afrohair StartUp in
Cameroon (2nd StartUp
incubated)



DJOUMAN
(investment
&Partners (Paris)



ACACIA startUp (Ivory
coast) 3rd incubated

WE OFFER #FACEBOOK ADVERTS CONSULTANCY

- Tell us about your future **Facebook Adverts** Campaign → We will tell you how to get quick growth and qualified profiles too!
- Let's create for you an **efficient & Cost-effective, Social Media Strategy**.
- We also **Optimise Social Media Campaign on #LinkedIn Adverts** and **#Twitter Adverts**: Certified growth. Qualified profiles. Analytic-based targeting. All over Africa & Europe!
- **CONTACT US FOR A QUICK QUOTE !**

Watch the webinar through this link: <http://www.youtube.com/watch?v=9CYKqg-kUf4>



#ADMP

THANK YOU !

→ Join the incubator through this link:
<https://goo.gl/tjvLgn>

-> Find our unique #Fintech news Feed
(#ADMP) here too: <https://goo.gl/fncqI0>

-> Contact: borderlinetv2013@gmail.com (UK)
teamadmp@gmail.com

