

Chapter V: Support Systems and Investor Directory

The following is a list of agencies in Sudan who provide financial and/or non-financial support to start-ups and SMEs. While this is not an exhaustive list, it provides a good start for entrepreneurs are looking for various types of support, including office space, business coaching, and funding for their ventures. The data are collected through surveys, desk research and interviews with industry leaders as well as public and private institutions.

The firms are organized by institutional categories.

Incubation and Acceleration Hubs

The list below is a non-exhaustive list of incubation and acceleration programs that are currently active in Sudan. The list below is a non-exhaustive list of incubation and acceleration programs that are currently active in Sudan.



Company Name	249Startups Hub	
☐ Contact	North of the Embassy of China,	
	Doha Street, Almanshia.	
	Khartoum, Sudan	
Website	https://249startups.com/	
Type of Support	Workspace & Appliances Coaching & Capacity Building	
Funding	Up to 5,000 Euros for Pre-seed and up to 50,000 Euros for Seed-Stage	
i About	249Startups is a social enterprise that fosters and supports bright and passionate entrepreneurs.	
	Established in April 2018, with the initiative of developing a vibrant entrepreneurial ecosystem that supports	

the growth and development of new startups in Sudan by providing them with an enabling environment and a set of different support programs and activities.



Company Name Impact Hub Khartoum

Contact Riyadh, Block 14, Apartment 1, Building 30, 117 Street.

Khartoum, Sudan

Website https://khartoum.impacthub.net/

Type of SupportWorkspace & Appliances
Coaching & Capacity Building

(i) About Impact Hub Khartoum, member of the global Impact

Hub Network, is an innovation lab, business Incubator and social enterprise community center that offers an entire ecosystem of resources, inspiration and collabo-

ration opportunities for startups and SMEs.



Company Name TechnoPole Unit

Contact Aljamaa Street, Khartoum, Khartoum 11115.

Khartoum, Sudan

Website http://www.technopole.uofk.edu/

Type of Support Workspace & Appliances

Coaching & Capacity Building

(i) About TechnoPole is a newly established unit within the fa-

culty of Engineering in the University of Khartoum. Its vision is to build an effective cooperation between the industry, academia, and research within University.

TechnoPole's Incubation business assistance in the form of management guidance, technical assistance, and consulting tailored to young, growing companies.



Company Name CHub

☐ Contact Sayed Abdel Rahman Avenue

(Intersection with Babiker Badri St)

Khartoum, Sudan

Website http://ciec.sd/

Type of Support Workspace & Appliances

Coaching & Capacity Building

i **About** CHub is a registered non-profit enterprise created by

Comboni College of Science and Technology (CCST) and Comboni College Khartoum (CCK). It is an incubator specialized in ICT, it also provides training and

business mentoring services to entrepreneurs.



Company Name Graduate Employment National Fund
Incubation Centres

The dualion centre

☐ Contact Intersection of Al Mek Nimir Avenue

and El Baladiya Street. Khartoum, Sudan

Milartourii, Sada

Website http://genf.gov.sd/

Type of Support Workspace & Appliances

Coaching & Capacity Building

Funding Unspecified

(i) About The National Graduate Employment Agency is a

government body that is mandated to create the appropriate climate for small and medium enterprises and business incubators. In addition, the agency provides support to innovation and creative ideas as so to be translated into projects by providing various

types of support.

SAVANNAH.

Company Name

Savannah Innovation Labs ☐ Contact Altayif block 22, House #74,

Khartoum, Sudan

Website

http://savannah.sd/ Type of Support Workspace & Appliances

Coaching & Capacity Building

(i) About SAVANNAH Innovation Labs is an inclusive platform

that is dedicated to enabling the entrepreneurial eco-

system in Sudan.

SAVANNAH is a hybrid space that invests in dedicated future change makers and offers meaningful content that enables them to compete within the local and global market. The provided services are tech awareness sessions, networking, incubation and advisory.



Company Name

☐ Contact Elbarj ElNubi, Khartoum2,

Khartoum, Sudan

Yalla Hub

Website https://yallanbadir.org/

(Type of Support Workspace & Appliances Coaching & Capacity Building

(i) About Yalla Hub is a collaborative social hub and co-working

> space that provides an environment with the required physical and technical support for various social actors to work together in generating innovative models and adaptive flexible solutions to current social problems and challenges with a lasting positive impact on the

community.



Company Name

Yalla Nabda Business ☐ Contact Obaied Khatim Street.

Khartoum, Sudan

Website

https://facebook.com/YNBsudan/

Type of Support

Workspace & Appliances Coaching & Capacity Building

(i) About

A newly established agency supporting Entrepreneurship in Sudan by providing capacity development,

coaching, and working space.



Company Name

Benaa for Entrepreneurship

□ Contact

Niyala, Sudan

Website

https://web.facebook.com/Benaa-for-Entrepreneur-

ship-102239215028840

Type of Support

Coaching & Capacity Building

(i) About

A Niyala Business agency that supports startups and

Entrepreneurs by providing coaching and capacity

building.



Company Name Livestock enterpreurship hub LEH

☐ Contact Khartoum, Sudan

Website https://facebook.com/Livestock-enterpreurship-hub-

LEH-104669738353154/

Type of Support Coaching & Capacity Building

i **About** An Entrepreneurship Hub with the aim to provide

scientific solutions to Animal production stakeholders

in a profitable mode.



Company Name Sudavation Creative Hub

Contact Burri, near Royal Care Hospital,

Khartoum, Sudan

Website https://sudavation.com

Type of Support Workspace & Appliances

Coaching & Capacity Building

(i) About Sudavation Creative Hub is a Co-working space located

in Sudan.

Sudavation provides a professional, supporting and creative environment for startups, small businesses and freelancers, along with consultancy services and

high business connections.



Company Name Business Innovation Center (BIC)

☐ Contact Taif Badr Street, square 22 west of

Mohammed Saeed Al-Makki Mosque

Website https://infology.sd/

Type of SupportWorkspace & Appliances
Coaching & Capacity Building

(i) About BIC is a coworking space in Khartoum, covering up to

1,000 sqft and growing, housing over 100 Entrepre-

neurs.



Company Name Africa City of Technology (ACT)

Contact Khartoum North, east to the Blue Nile bridge,

Khartoum, Sudan

Website http://www.act.gov.sd

Type of SupportWorkspace & Appliances
Coaching & Capacity Building

(i) About Africa City of Technology (ACT) is a technology free-

zone that is concerned with technological incubators and the application of scientific research into impactful

outcomes.

ACT aims to localize modern technologies and its applications in the country, develop human resources, promote cooperation between public and private

bodies nationally and internationally.



(i) About

Company Name Enable Youth Sudan

Contact Elshaikh Mustfa Elameen Street,

North to Elshaheed Slzubair Conferences Center,

Khartoum, Sudan

Website https://www.enableyouth.sd/

Funding Up to 18,000 USD through Financial Institutions, and

guarantees through Tyseer Agency

Type of SupportWorkspace & Appliances
Coaching & Capacity Building

Enable Youth Sudan Program is a program led and

supported by the African Development Bank. The objectives of the program are to contribute to job creation, food security and nutrition, income generation and improved livelihoods for youth in both urban and

rural areas in Sudan.

The program is currency active in five (5) states across Sudan, namely: Khartoum, Gezira, the River Nile, Geda-

rif and Kassala.



Company Name

☐ Contact

Website

Type of Support

(i) About

Innovation and Entrepreneurship Community

Almanshia, Khartoum, Sudan

https://iec-su.org/

Coaching & Capacity Building

IEC is a national youth-driven NGO initiated in 2013, with the mission of activating the entrepreneurial activity among Sudanese youth.

IECs goal is to build a vibrant startup community through raising awareness, organizing events, holding workshops, partnering with leading global entrepreneurship communities and bringing new opportunities that would support entrepreneurship and entrepreneurs in Sudan.



Company Name

☐ Contact

Share Zone

Almatar Street, East of Alfashir University,

Alfashir, Sudan

Website

Type of Support

http://sharezone.sd/

Workspace & Appliances Coaching & Capacity Building

(i) About

Share Zone is a platform aims to support startups, youth led organizations and creative projects in Darfur region – Sudan on how to start, grow, flourish and

sustain in the long term





Websites

Type of Support

(i) About

Darfur2030

https://darfur2030.org/hub https:/facebook.com/darfur2030

Coaching & Capacity Building

Darfur 2030 is an online platform designed to provide opportunities for people to creatively interact and interface with 2030 SDGs.



Company Name

Website

Type of Support

(i) About

Rift Digital Lab

Khartoum 2, 59th Ave Khartoum - Sudan

https://www.riftdigital.net/

Coaching & Capacity Building

Rift Digital lab is a creative enterprise that promotes AR/VR and contributes to the creation of a thriving

Digital community in Sudan.

Rift Digital Lab works with individuals, organizations, and enterprises to fortify their digital presence by offering Consultancies and Digital Content Productions

and Trainings.

Regional Development and Investment Programs

The list below is a non-exhaustive list of regional development and investment programs that are currently active in Sudan.



m	Program Name The Tony Elumelu Foundation Entrepreneurship Programme	
F	Contact	Heirs Place, 1 Macgregor Road, Ikoyi, Lagos, Nigeria
	Website	https://tonyelumelufoundation.org/tef- entrepreneurship-programme
B	Type of Support	Coaching & Capacity Building
	Funding	Seed Capital Funding of \$ 5,000 USD
(i)	About	launched in 2015, the Tony Elumelu Foundation entre- preneurship programme is the largest African philan- thropic initiative committed to empowering African entrepreneurs and entrepreneurship on the continent.



Program Name	MEST Africa
☐ Contact	No. 20 Aluguntugui Street, Ambassadorial Enclave, East Legon, Accra, Ghana
Website	https://meltwater.org/
Type of Support	Community Coaching & Capacity Building
Example 2 Funding	The internal seed fund gives investement of \$50k-\$250k in funding to help launch and scale early stage companies.
(i) About	MEST is an Africa-wide technology entrepreneur training program, internal seed fund, and network of hubs offering incubation for technology startups in Africa.

HULT PRIZE

Program Name

☐ Contact

Website

Type of Support

Funding

i About

The Hult Prize Foundation

San Francisco, California, United States

https://www.hultprize.org/

Community

Coaching & Capacity Building

\$1 million USD prize

The Hult Prize is an annual, year-long competition that crowd-sources ideas from university level students after challenging them to solve a pressing social issue around topics such as food security, water access,

energy, and education.



A Program Name

MIT Enterprise Forum
Arab Startup Competition

Contact

Beirut Digital District, bldg 1281. Beirut, Lebanon

Website

https://www.mitefarab.org/

Type of Support

Community
Coaching & Capacity Building

(i) About

MIT Enterprise Forum Arab Startup Competition (ASC) is a yearly competition initiated by the MIT Enterprise Forum Pan Arab since 2006. This annual competition is designed to empower entrepreneurs and foster an eco-system of innovation and entrepreneurship in the Arab Region.

Banks and Microfinance Institutions

The list below includes non-baking microfinance Institutions and Banks providing microfinance in Sudan.

Non-Banking - Microfinance Institutions

#	Entity	Address	URL
1	FAI Microfinance Co Sudan	Daim, North Of Saha Shaabiaa, 11111 Khartoum, Sudan Phone +249 154888320	https://falmfc.com/ https://facebook.com/falmfc/
2	Ebdaa Microfinance Bank	Obaid Khatam Street, Khartoum Phone +249183522590	http://www.ebdaabanksd.com/
3	West Kordofan Microfinance Institution	El Fula, West Kordofan State, Sudan	N/A
4	Altomoh for Microfinance Co. LTD	Khartoum, Sudan Phone +249123556455	https://tomohmf.com https://facebook.com/Tomohmf
5	Alwatanyia Microfinance Sudan	Al Maamoura, Block 85, Property 278, South of the intersection of 60th Street with Juba Street. Khartoum, Sudan Phone +249155664841	http://alwatanyia.com/ https://facebook.com/ 1594294457507137/
6	Social Development Foundation (SDF) – Khartoum State	The intersection of Khartoum International Fair with 60th Street. Khartoum, Sudan Phone +249155184152	https://facebook.com/SDFKH/
7	Khartoum Agriculture Corporation for Microfinance	Khartoum North, Al Amlak, Near Al Mahamid. Sudan Phone +249183123654	https://facebook. com/294246714707986
8	IRADA Microfinance CO LTD	Khartoum Downtown, next to Neelain Bank, inside Al-Waha Mall – 11 th floor Phone +249156662610	https://iradamf.com/
9	Port-Sudan Small Business Development Association (PASED)	PASED, downtown, Block 11, Building 29, Port Sudan, Red Sea State, Sudan Phone +249311823330	http://pasedsud.org
10	Bara'ah Microfinance	Rashad Locality, South Kordofan State	https://facebook.com/ 356581247785354/
11	Central Darfur Microfinance Institution	Zalinjay, Central Darfur State	N/A
12	Sudanese Rural Development Company	Al Mugran, Khartoum State, Sudan Phone +249183745900 +249183773855	http://www.srdc.sd/ https://facebook.com/ 537914482898341/

#	Entity	Address	URL
13	Social Development Foundation for the Pensioners	East of the Sudanese Agricultural Bank, Al-Gomhoria Street, Al-Mogran, Khartoum, Sudan	http://www.pensocialdev.net/
14	Small Industries & Business Development Microfinance Corporation	Second Floor, Sudanese French Bank Building, South of the Malaysian Tower, Al-Sajana, Khartoum, Sudan Phone +249183486599	http://smallinbus.gov.sd/
15	Youth Microfinance Institution	Al-Safa Street – Property No. 382 – Obaid Khatim Street Khartoum, Sudan	http://youth-mfi.org/
16	Workers Microfinance Company	Al-Gomhoria Street, West of the Ministry of Agriculture Khartoum, Sudan Phone +249154935092	http://wmi.sd/wp/
17	Gedaref Institution for Microfinance and Social Development	Army Street, Gedaref State, Sudan Phone +249123465656 +249123777653	N/A
18	Al-Ghurra Microfinance Institution	Hosted by IFAD in Um Rawaba, South of Abbasiya Parking lot, Umm Rawaba locality, North Kordofan state	N/A
19	Amal Neswia for Microfinance	Arkweet Block 65, West Kenana Sugar Company. Khartoum, Sudan	https://facebook.com/amalformi- crofinanceshendi2015
20	Family Bank	Southwest of the Regency Hotel, El Sayed Abdel Rahman Street. Khartoum, Sudan. Phone +249183731757	http://familybank.sd/ https://facebook.com/ familybanksudan
21	AlMithal for Microfinance Services	Arkweet Block 54, Property No. 312, East of Al-Balabil Station. Khartoum, Sudan Phone +249155156558	https:// facebook.com/ 482648715228289/
22	Blue Nile Microfinance Institution	Damazin, Blue Nile State	http://www.bnmfi.com/ https://facebook.com/ 418464634930978
23	Al Jazeera Microfinance Institution	Building of the Savings and Social Development Bank, the public market, Madani, Gezira State – Sudan	N/A
24	Al-An'am Microfinance Company	Apartment 37, Third Floor, Mohamed Ali Ayyash Building Khartoum, Sudan	https://facebook.com/ 376819909194786/
25	Sennar Microfinance Institution	Hy AlMowazafeen, East of the Armed Forces Officers Club, Singa City, Sennar State	N/A

#	Entity	Address	URL
26	South Darfur Microfinance Institution	Nyala, South Darfur State, Sudan Phone +240912162944	http://www.sdmff.gov.sd/ https://facebook.com/MwsstJnwb- DarfwrLltmwylAlasghr
27	Northern State Microfinance Company	Hy AlNile, next to land records, Dongola, Northern State Phone +249251821375	https://facebook.com/ 485285271828918/
28	White Nile Microfinance Institution (BAMI)	Square 15, East Al Khor, Rabk City, White Nile State	https://web.facebook.com/ 656150111156891/
29	Red Sea Microfinance Institution	Port Sudan, Red Sea State.	N/A
30	North Darfur Microfinance Institutions	Sultan Islamic Complex, El Fasher, North Darfur State, Sudan	N/A
31	Sawaeed Microfinance Company	Kadugli, South Kordofan State, Sudan	https://facebook.com/ShrktSwad LkhtmatAltmwylAlasghrAlmhdwdt
32	Kassala Microfinance Institution	West Saray Tamantay Resort, City Center, Kassala State, Sudan Phone +249411827029	http://kassalamfi.org/ https://facebook.com/kassalamicro- finace
33	Aawan Company for Microfinance & Development Co.Ltd	Street 61, Al Amarat. Khartoum, Sudan Phone +249183762451	https://facebook.com/ 149057082499155/
34	West Darfur Microfinance Institution	El Geneina, West Darfur State, Sudan.	N/A
35	North Kurdofan Microfinance Institution (Mishkhah)	El Obeid, North Kordofan State, Sudan. Phone +249128135385	https://facebook.com/mishkatnk
36	River Nile Microfinance Institution	Formerly Omdurman National Bank, Atbara City, River Nile State, Sudan	http://www.rnmfi.gov.sd/ https://facebook.com/RNMFI
37	East Darfur Microfinance Institution	El Daein, East Darfur State, Sudan	N/A
38	Almohager Microfinance Institutions	Khartoum – Muhammad Najib Street Phone +249999003009	https://facebook.com/sh.Mohager
39	Aanab Microfinance Institution	Madani Al Maamoura Street, first class, block 69, property No. 344, ground floor, Al Safat Towers, Sudan Phone +249911088813 +249111425444	http://www.aanabsd.com/
40	Elmustaqbal Microfinance Co. LTD.	Khartoum – southeast of Al-Hurriya Bridge, Sudan Phone +249155137805	https://facebook.com/ Almostgbalmicrofinance

Banks providing Microfinance

#	Entity	Address	URL
1	Agricultural Bank of Sudan	P.O. Box 1263, Khartoum, Sudan, Extension of Gamhouria St, Mogran Phone +249183777839 +249183777432	http://abs.sd/
2	Savings and Social Develop- ment Bank	P.O.Box 11775, Khartoum, Sudan, South of United Nations Square Phone +249183775157 +249183774358	http://ssdbank.info/en/
3	Industrial Development Bank	P .O .Box 710, Khartoum, Sudan St . No21, Amarat, Khartoum +249183472151	http://www.idb.sd
4	Real Estates Commercial Bank	P .O .Box 309, Khartoum, Sudan, Baladiya Avenue Phone +249183782098 +249183777917	https://www.rcb-sd.com/
5	Islamic Co-operative Development Bank	P.O.Box 62 Khartoum, Sudan, Isl. Co-op Bank's Building, Khartoum Phone +249183780505 +249183775366	https://www.isdb.org/
6	Workers' National Bank	P.O.Box 2589, Khartoum, Sudan, Baladiya Street Phone +249183783216 +249183783214	https://wnb-sd.com/index.php/
7	Animal Resources' Bank	P .O .Box 1499, Khartoum, Sudan, St . No . 3, Amarat, Khartoum Phone +249183471534 +249183471532	http://ar-bank.sd/
8	Farmer's Commercial Bank	P .O .Box 11984, Khartoum, Sudan, Qasr Avenue Phone +249183774194 +249183776344	https://www.fcbsudan.com/

The list of commercial Sudanese banks can be found in the following link of the Central Bank of Sudan: https://cbos.gov.sd/en/content/operating-banks-sudan

Angel and Crowdfunding Networks

The list below is a non-exhaustive list that was compiled based on available data, interviews, and surveys.



Company Name Sudan Angels Network

Location 249Startups, Doha Street, Al-Manshia. Khartoum, Sudan

Website https://angels.sd/

Year Founder 2021

Country of Interest Sudan

Funding Instruments Equity Investment, Impact Loans (Revolving funds),

Small prototype grants.

Min. Funding Size 5,000 USD

Max. Funding Size 200,000 USD

Funding Currency USD and Local Currency (SDG)

Average Time to Exit 2.5 to 4 Years

Type of Exit Sought Shares exit in first round to other investors, revenue share or

IPO if local ecosystem supported that)

Sectors of Interest Technology, Services, Agriculture & Climate, FinTech,

EduTech, HealthTech, Renewable Energy and Technology

enabled businesses.

Average IRR Sought -

i **Description** Supported by 249startups, Sudan Angels provide startups

with business and finance skills that equip them to develop attractive investment cases. In addition, Sudan Angels bring together high net worth individuals in different markets and have them pool funds and expertise to make investments in

early-stage Sudanese startups.



Investment Vision

Sudan Angels Connects entrepreneurs with local/regional investors who are willing to invest in startups with the aim to be a value-added strategic investor via actively engaging with Startups and providing them with guidance, support $\mathcal E$ access to the right networks.

Through Research: Stay on top of trends in the early-stage investment market by accessing our Knowledge Centre, statistical data reports, and monthly newsletter and gain insights by exchanging best practices with other investors.

Networking through: having special access to Events. Have exclusive access to world-wide investor events, and startup conferences and high-level policy meetings that will help you connect to latest market trends and new investment opportunities.

Impact on Employment creation, economic development and ROI for investors. Sudan Angels investors play a critical role to proof the project and make it marketable for a large investment round later on by large Venture Capitalists & Corporates.

Funding Goals

- → Help provide startups with resources to build the team, get growth and generate revenue and such create new jobs
- → Providing risk capital for early stage startups
- → Bridge the gap of finance in Sudanese ecosystem and encourage investors to invest through de-risking

Selection Criteria

- → Dedicated Full time team members with the right experience and technical backaround
- → Business plan, Investment proposal and financial requests available.
- → Startups with MVP and validation on the market with revenue.
- → Scalable and innovative business model.
- \rightarrow Ability to create jobs and/or value to existing problems in Sudan & nearby regions.

Management Control

- → Taking minor equity.
- → Making sure the investments linked to pre-defined objectives and through millstones.
- → Some of the investment to go towards company establishment, legal & financial papers as well as capacity building before providing the cash.
- → Founders to commit to up to 2 years before distributing shares

Services Additional to Funding

Mentorship, pipeline development, investors training, due diligence services, investment services and deals closing as well as Fund management.

EXIT: FUND

Company Name Exit:Fund

Location Khartoum, Sudan

Website https://exitfunds.com/

Year Founder 2016

O Country of Interest Sudan - Multiple

(*) Funding Instruments Mostly Equity

Min. Funding Size Approximately 10,000 USD

Max. Funding Size 100,000 USD

Funding Currency USD

Sectors of Interest Various

i **Description** Exit:Fund is equity crowdfunding platform for early stage

african startups.

Exit:Fund provides financial support and aims to create an environment where entrepreneurs can laser focus on:

Building better products
 Customer acquisition

3. Raising funds4. Global positioning

Venture Capital and Private Equity Funds

The following is a list of active Venture Capital and Private Equity Funds in Sudan.



Company Name Anafi Capital Partners

Website https://anaficapital.com

Year Founder 2016
Country of Interest Sudan

Funding Instruments Mostly Equity

Min. Funding Size Approximately 10,000 USD

Funding Currency USD

Sectors of Interest Impact sectors , manufacturing & Fashion, agriculture

and food, services, Technology, FinTech, EduTech and

HealthTech

(i) **Description** ANAFI is a venture capital firm which aims to invest in

Sudanese startups and entrepreneurs, provide them with professional support and access to resources and expertise in a wide variety of sectors. ANAFI was founded in 2016 by Elnefeidi Group, Elbarbary Multi Activities, Moez Ali and

Darwish Bros.

Selection Criteria

Impact driven, MVP & traction

Management Control

Taking equity and board lead

Services Additional to Funding

Mentorship, Education services, Business planning, Investment management

Corporates and Non-Financial Institutions

There are various investors within the Sudanese market who have strong appetite for investing into startups and SMEs, in line with their overall mandate and business strategy, corporates and Non-Financial Institutions are able to provide various investment ticket sizes in debt and/or equity. The list below is a non-exhaustive list of Sudanese corporates who have engaged in interviews and surveys:



Company Name Haggar Company LTD/Haggar DMCC

☐ Location Unit No 3103, Saba Tower 1 Plot No. E3,

JLT P.O. Box 212956. Dubai, UAE

Website https://www.haggargroup.ae

Year Founder 1904
Country of Interest Sudan

Funding Instruments Equity, Debt, or Grants (under the Corporate Sustainability

and Social Impact Practice)

Min. Funding Size 5,000 USD

Max. Funding Size 60,000 USD

Funding Currency USD

Sectors of Interest Agriculture, ICT, and Energy, with focus on Clean Energy

Average IRR Sought 19.5% Minimum

(i) Description Haggar Group was established in South Sudan in 1904 and

present today in 8 sectors across 6 countries in Africa. The group continues to look for opportunities to create and add

value across the continent.

Investment Vision

Developmental. Part of our Corporate Sustainability & Social Impact vision and the Group's vision of Dream, Deliver, Share



Funding Goals

Promoting the entrepreneurial ecosystem in Sudan and support to Sudanese youths as part of the Corporate Sustainability and Social Impact focus areas.

Creating a pipeline of possible investments for the Group that are aligned with the Group strategic focus areas of ICT, Agriculture and Energy.

Selection Criteria

- → Management and Reputational
- → Strategic and Commercial
- → Track Record and Execution Capability
- → Environmental, Social and Governance (ESG)
- → Financial

Services Additional to Funding

Mentoring, coaching and administrative support as needed (development of policies and procedures)



Company Name CTC Group

Location CTC Group Building. Zubeir Pasha Street, Khartoum,

11111, Sudan.

Website https://ctcgroupltd.com/

Year Founder 1956

Country of Interest Sudan

Funding Instruments Mostly Equity

Min. Funding Size 50,000 USD

Max. Funding Size 500,000 USD

Funding Currency USD and Local Currency (SDG)

Average Time to Exit Long-term

Type of Exit Sought Acquisition

Sectors of Interest ICT, Agritech and Fintech

(i) **Description** CTC Group is a leading multi-faceted conglomerate with

over 50 years of experience operating in Sudan across eight different sectors driven by progressive thinking and ambi-

tious entrepreneurial spirit.

Investment Vision

- 1. Become the market leader and doing so sustainably.
- 2. Ability to build a competitive advantage.
- 3. Aligns with our corporate values and purpose.

Funding Goals

- \rightarrow Scalability.
- → Youth development.
- → Access new innovation.

Selection Criteria

Potential of team/market/product

Management Control

Would look at majority ownership/board representation

Services Additional to Funding

Market validation, mentoring, access to data, etc.



Company Name Morouj Commodities Ltd.

☐ Location Industrial Area, Block No 7 Khartoum – Bahri.

P.O.Box: 11762 Sudan

Website https://www.morouj.net/

Year Founder 2005

Country of Interest Sudan

Funding Instruments Equity

Min. Funding Size 10,000 USD

Max. Funding Size 100,000 USD

Funding Currency USD

Average Time to Exit Two (2) Years

Type of Exit Sought Acquisition

Sectors of Interest Clean Energy, Agriculture, Manufacturing, FMCG

(i) Description Morouj Commodities Ltd is among the largest companies

in the foodstuff packaging and import sector in Sudan. Founded in 2005, the company steadily leaped from one success to another, while upholding its founders' aspirations and goals. In a short span of time, we were able to enforce our presence among other companies operating in the same sector in Sudan. This was through introducing exceptional quality products that are now in every Sudanese home.

Investment Vision

A vision that aligns with the company's strategy.

Funding Goals

- → Supporting startups.
- → New revenue streams.
- \rightarrow Encouraging innovation.

Services Additional to Funding

Mentoring, guiding and technical support.



Company Name Alsoug.com

☐ Location Al Zaem Al Azhary Street,

Khartoum North, Sudan, 1111

Website https://www.alsoug.com

Year Founder 2016

Country of Interest Sudan

Funding Instruments Equity

Min. Funding Size 500 USD

Max. Funding Size 25,000 USD

Funding Currency USD and Local Currency (SDG)

Average Time to Exit 5 to 10 Years

Type of Exit Sought Selling to a larger investor

Sectors of Interest Manufacturing. Fintech. Ecommerce. Agritech.

Average IRR Sought Depends on the sector

(i) **Description** Alsoug is the largest classifieds platform and electronic mar-

ketplace in Sudan. Covering all varieties of goods, services, and commodities, with special sections for women, men,

and children.

Investment Vision

An understanding of the Sudanese market outside of Khartoum.

Funding Goals

Finding entrepreneurs who can execute, have realistic business models and who understand the market.

Selection Criteria

- 1. Impeccable ethical background in founders and investors.
- 2. Sound business model.
- 3. Solid technology.
- 4. Cohesive team.
- 5. Fundraising ability.

Management Control

Minority

Services Additional to Funding

Mentoring



Company Name Sudanese American Public Affairs Association

Location Al Zaem Al Azhary Street,

Khartoum North, Sudan, 1111

Website www.sapaa.org

Year Founder 2012

Country of Interest Sudan

Funding Instruments Debt or Equity

Min. Funding Size 1,000 USD

Max. Funding Size 10,000 USD

Funding Currency USD or CAD

Average Time to Exit 5 to 10 Years

Type of Exit Sought Repayment of debt or selling equity

Sectors of Interest Fintech, agritech, ehealth/mobile health, technology

Average IRR Sought 10-20%

i **Description** SAPAA is an independent, non-profit, non-partisan, non-

religious member-driven national organization focused on serving the interests of Sudanese Americans, empowering

communities, and developing future leaders.

Investment Vision

- → Viability of business (e.g. prove competitive advantage, high barrier to entry, new or niche offering, targeting underserved markets/populations/sectors etc.)
- → Relationship and trust in founder(s)

Funding Goals

- 1. Supporting an ecosystem of entrepreneurship and growth in Sudan.
- 2. Growth a sustainable, diversified and resilient economy in Sudan.
- 3. Identifying visionary founders and giving them the tools/opportunities to succeed.
- 4. Sparking new ideas in the next generation by seeing founders succeed.

Selection Criteria

Depends on the sector and founder(s)

Management Control

- \rightarrow Ensuring clear, accurate and transparent financial reporting.
- → Regular meeting with equity holders as business scales.

Services Additional to Funding

Due diligence consulting, financial analysis and modeling, financial reporting.