



Website: withkoa.com
Founded in: 2020
Operational in: Kenya

Enabling users of existing tech solutions to more easily save & invest

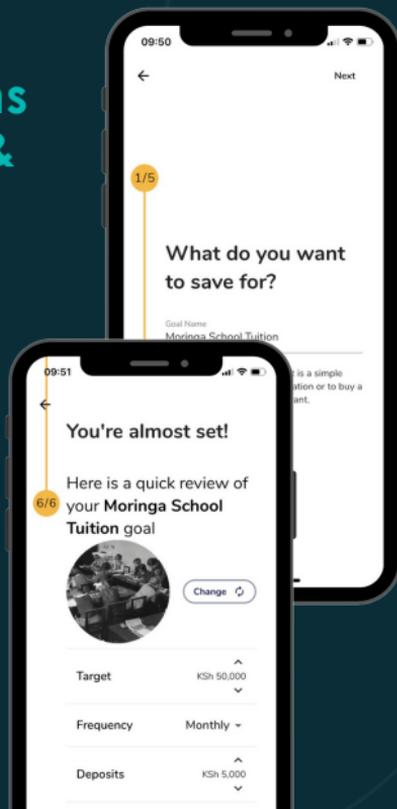
About Koa

Koa is a savings and financial services platform that can be embedded in other tech solutions and financial services apps via its API, to help users save more easily with a hassle-free, goal-based interface, and earn higher returns.

Why Koa

In sub-Saharan Africa, 60% of consumers struggle to access formalized financial services (wealth management, asset management etc.) due to high minimum balance requirements, lack of visibility and inefficient distribution channels.

Koa's vision is to unlock access to savings and investing services for the underserved 60% by building the infrastructure that allows savings groups, cooperatives and individuals to leverage financial products and services.



How it works

- 1 Customers can download the Koa App from the Google Playstore or App Store
- 2 They create their account and user profile
- 3 Customers set personalized savings goals and targets (e.g tuition fee) and begin saving
- 4 They can save toward their goal with deposits as low as KSh 200

Who we are



Delila Kidanu
Co-founder

Delila has 6+ years experience in project management and business development. She has worked with corporates and institutions across the EMEA region. She also managed operations for an early-stage education tech company, including facilitating expansion into Kenya and more recently worked as a scout and investor for African Technology companies.



Alexis Roman
Co-founder

With 6+ years experience working with financial institutions and early stage founders, Alexis is an active scout/ investor in startups across Africa. He previously worked at MEST Africa and led strategy at Helium Health - YC S17.



Bubunyo Nyavor
CTO

A repeat founder and engineer by background, Bubunyo has 8+ years experience in software engineering at various startups across Africa. He previously led the engineering team at one of the fastest-growing fintech companies in West Africa.

Key statistics + impact:

Alpha testers

~300

Total addressable market

USD \$13Bn
household savings in Kenya annually

Partners

5

Key partners



What our customers are saying

"I need a better financial manager than myself"

- Fiona, Koa's customer

Awards + recognition

Selected by **Catalyst Fund accelerator**