



Press release
Paris, 17 November

Orange Ventures Africa & Middle East announces the results of its MEA Seed Challenge along with the inauguration of its new seed investment activity to finance 100 startups by 2025

Launched in [June](#) 2020, the Orange Ventures MEA Seed Challenge called for applications from seed stage tech startups from Cameroon, Côte d'Ivoire, Egypt, Jordan, Morocco, Senegal and Tunisia. Over 500 business projects have been submitted and vigorously examined by investment teams and local Orange teams.

€670,000 will be invested as a result of this highly competitive selection process⁽¹⁾, subject to the usual conditions precedent, in the following startups:

- [7Keema](#) in Egypt: an e-health platform that enhances the accessibility and quality of nursing services
- [Chari.ma](#) in Morocco: a market place for local businesses selling everyday goods
- [Dabchy](#) in Tunisia: the first peer-to-peer secondhand fashion marketplace in Tunisia
- [Moja Ride](#) in Côte d'Ivoire: a platform for transport operators that helps commuters access, book and pay for all available modes of transportation from a single mobile application
- [Waspito](#) in Cameroon: an e-health platform that connects the African healthcare ecosystem via an application for telehealth services distribution
- [Back Office For Business \(BOB\)](#) in Jordan: a comprehensive online sale and ordering solution to businesses, merchants and any online shop
- [SudPay](#) in Senegal: a fintech proposing payment solutions for ticketing and local taxes

“Congratulations to the seven winners of the challenge, whom I am very happy to welcome to our community as we launch our new Seed activity” says Jérôme Berger, Chief Executive Officer, Orange Ventures. *“Their diversity in terms of countries of origin, as well sectors of activity (consumer, e-health, B2B, fintech) proves the abundance of promising high quality projects on the continent”*.

Orange Ventures is looking to grow its seed investment activity in the region with the launch of the *Orange Ventures MEA Seed*. This initiative integrates into the fund's already existing activity on the continent and sets the target to finance 100 startups by 2025 primarily in African and Middle Eastern countries where Orange is present, from the first stages of their development and with ticket sizes of up to €200,000.

“More than elsewhere, restricted access to capital is a major challenge for entrepreneurs in the development of their business in Africa and the Middle East, where investment activity is lower and often concentrated around a few major hubs, whereas the continent is rich with talent and opportunities throughout. Our initiative can contribute to helping these talents thrive and confirms our confidence in the innovation potential of the ecosystems of Orange footprint,” elaborates Berger.

“This initiative, which I am very pleased about, is part of our strategy that is open and supportive of innovation champions everywhere we operate. The support from large corporates is pivotal to these ecosystems: big groups who bring the means to scale and thrive to talented entrepreneurs. Even more so in the current context,” adds Alioune Ndiaye, Chief Executive Officer of Orange Africa and the Middle East.

The Orange Ventures MEA Seed investments is open to start-ups with high-growth potential and new technologies at the core of their business, raising their seed round of financing and operating in one of its 18 countries that Orange operates in the MEA region. The geographical proximity will foster mentorship and collaboration with business units of the group.

Funding applications are now open on a permanent basis and can be submitted on the website: <https://ventures.orange.com/contact/#contactForm>

(1) Subject to the usual conditions precedent

About Orange

Orange is one of the world's leading telecommunications operators with sales of 42 billion euros in 2019 and 143,000 employees worldwide at 30 September 2020, including 83,000 employees in France. The Group has a total customer base of 257 million customers worldwide at 30 September 2020, including 212 million mobile customers and 21million fixed broadband customers. The Group is present in 26 countries. Orange is also a leading provider of global IT and telecommunication services to multinational companies, under the brand Orange Business Services. In December 2019, the Group presented its new "Engage 2025" strategic plan, which, guided by social and environmental accountability, aims to reinvent its operator model. While accelerating in growth areas and placing data and AI at the heart of its innovation model, the Group will be an attractive and responsible employer, adapted to emerging professions.

Orange is listed on Euronext Paris (symbol ORA) and on the New York Stock Exchange (symbol ORAN).

For more information on the internet and on your mobile: www.orange.com, www.orange-business.com or to follow us on Twitter: [@orangegrouppr](https://twitter.com/orangegrouppr).

Orange and any other Orange product or service names included in this material are trademarks of Orange or Orange Brand Services Limited.

Press contacts:

Olivier Emberger olivier.emberger@orange.com 01 44 44 93 93

Nicole Clarke nicole.clarke@orange.com

About Orange Ventures

Orange Ventures is an international 350 million euro multi-stage technology investment fund. It finances innovative startups in the areas of strategic interest of Orange (Networks & IT, Digital Business, Cybersecurity, and Fintech) and beyond (Consumer platforms, E-gaming, Edtech, Health etc). Orange Ventures also has dedicated initiatives for impact investments and African and Middle East region. Supported by the Orange Group, the fund offers startups in which it invests access to the Group's expertise and potential synergies with its numerous business units and 257 million customers in 26 countries.

For more information, visit ventures.orange.com or follow us on Twitter @Orange_DV

Investor contact:

Gregoire de Padirac, Principal, Orange Ventures Middle East and Africa
gregoire.depadirac@orange.com