

**MOONSHOT**  
by techcabal



# **MOONSHOT IMPACT REPORT**

**What Happens When Africa's  
Best Minds Meet - And Why It Matters**



## FROM THE CEO

At Big Cabal Media, we believe that the stories we tell shape the ecosystems we build. That belief is not passive. It is the engine behind everything we do, from the journalism that holds the industry accountable, to the platforms we create that bring Africa's best minds into the same room, year after year.

Moonshot is one of those platforms. But it has always been more than a conference. It is a declaration that African technology is world-class, that our builders deserve world-class stages, and that the conversations happening across this continent deserve to be heard far beyond it.

This Impact Report is our attempt to do what we do best: tell the story with honesty and precision. To show, in numbers and narratives, what happens when Africa's most ambitious technologists, investors, and builders gather with intention.

We are obsessed with this ecosystem, its potential, its people, and its progress. And we are committed to documenting it in ways that do not just inform, but move the needle.

This is what we built. This is what it meant. And we are just getting started.

**Tomiwa Aladekomo**  
**CEO, Big Cabal Media**

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# **INTRO- DUCTION**

**MOONSHOT IMPACT REPORT**

# ABOUT MOONSHOT

Since 2023, Moonshot by TechCabal has been the premier convergence of builders and thinkers devising innovative solutions for Africa's most critical challenges. From local problem-solving to scaling African innovation globally, we are the vital force shaping the continent's technological landscape.



# MOONSHOT IS AN ECONOMIC POWERHOUSE

**Moonshot is not just a gathering, it is an economic event for Lagos and for Nigeria.**

Each edition brings hundreds of millions of naira in direct spend into Lagos city, while bringing together, under one roof, a pool of investors who have collectively raised and deployed over \$5 billion into startups through their funds. Startups that exhibited on the Moonshot floor are worth an estimated market valuation exceeding \$15 billion.

## AUM OF ATTENDING INVESTORS

**\$5B+**

Combined capital value of investors present at Moonshot

## COMBINED VALUATION OF EXHIBITING STARTUPS

**\$15B+**

Estimated Valuation of companies that have exhibited at Moonshot

## COMPANIES REPRESENTED

**2000+**

Unique organisations across all attendees

# N400M+

~\$250K

Estimated flights spend  
by international attendees  
(outside Nigeria)

# ~1000

attendees is a funder  
or enabler

Investors, VCs, angels &  
ecosystem enablers with active  
capital to deploy

# N45M+

~\$28K

Estimated Hotel &  
accommodation spend by  
international attendees

# \$105K

In early stage  
startup prize

Awarded to 14 TC Battlefield  
winners since 2023, with  
mentorship & investor  
introductions

# N400K

~\$250

Average economic spend  
per international attendees  
while in Lagos

# 126%

growth in attendance  
over 3 years

From 2,653 attendees in  
2023 to 6,000 in 2025,  
the fastest growing tech  
conference on the continent



**Fisayo Fosudo**   
@Fosudo

Met a lot of amazing people at Moonshot by @TechCabal today. Honestly didn't expect the outcome and I learned a lot too. 🙌🙌🙌



**Flutterwave**   
@theflutterwave

Day 1 at Moonshot by -@techcabal was a blast 🌟

Our booth was buzzing all day! From founders and creators to tech lovers just stopping by to vibe, chat, and spin the wheel, it's been non-stop energy. We loved connecting with so many brilliant minds, swapping stories, and showing how we power possibilities across Africa and beyond

And let's not forget the real MVP, the barista serving premium coffee that kept everyone (including us 🌟) happily caffeinated and ready to make connections 😊



**Ogá HR: the african workforce guy**   
@MeetJMB

again, @moonshotbytc is always an inspiration to me!

love them to the moon and back!

always making history.

Total Participants over 3 years

# 12,650+

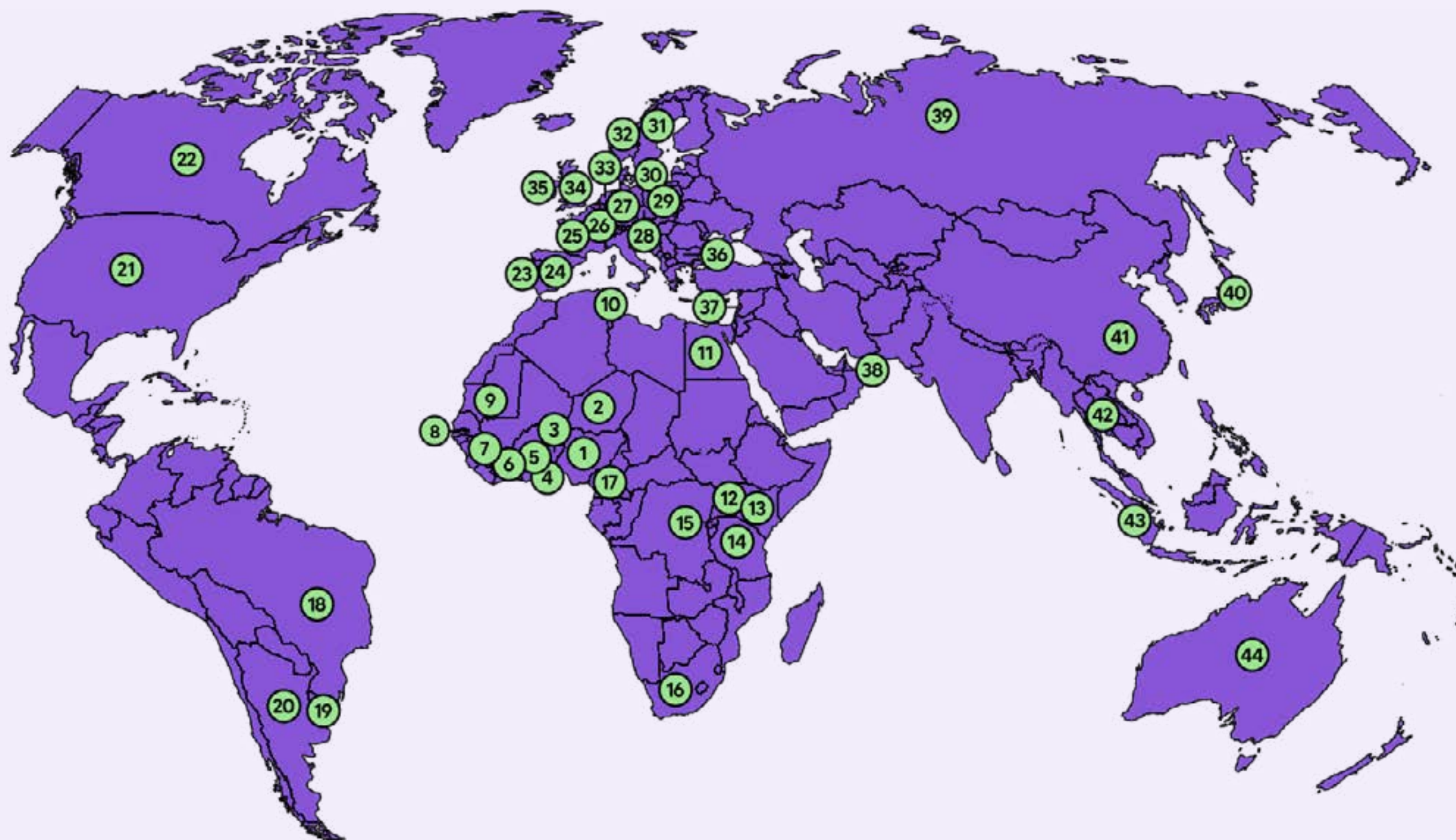
126% Growth in Aggregate Attendance

44 Countries

6 Continents



# Moonshot hosts investors and technology experts from 44 countries around the globe



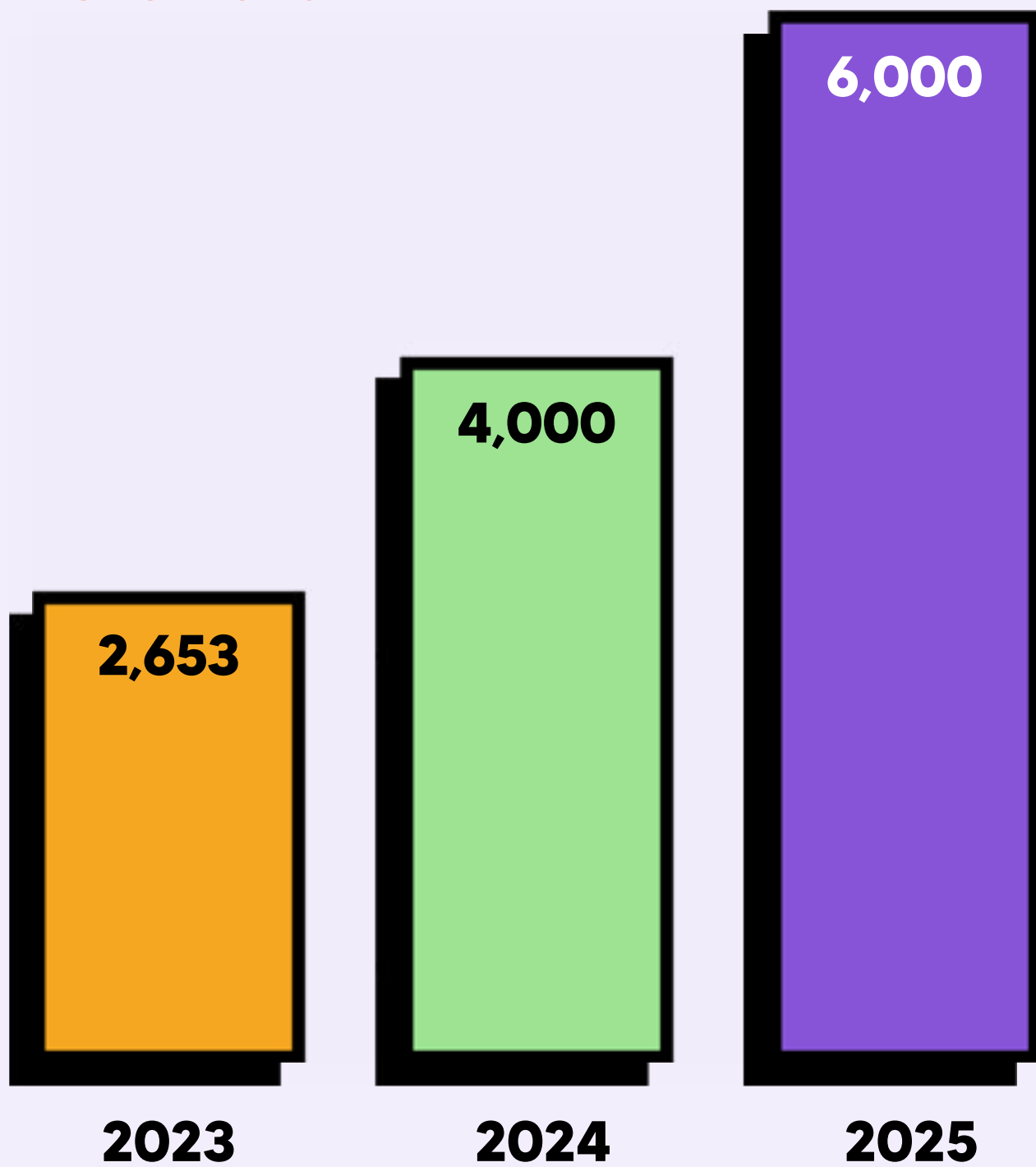
## Key

- |                   |                   |                    |                    |
|-------------------|-------------------|--------------------|--------------------|
| 1. Nigeria        | 12. Uganda        | 23. Portugal       | 34. United Kingdom |
| 2. Niger          | 13. Kenya         | 24. Spain          | 35. Ireland        |
| 3. Benin Republic | 14. Tanzania      | 25. France         | 36. Bulgaria       |
| 4. Togo           | 15. Rwanda        | 26. Belgium        | 37. Israel         |
| 5. Ghana          | 16. South Africa  | 27. Germany        | 38. UAE            |
| 6. Ivory Coast    | 17. Cameroon      | 28. Czech Republic | 39. Russia         |
| 7. Guinea         | 18. Brazil        | 29. Poland         | 40. Japan          |
| 8. The Gambia     | 19. Uruguay       | 30. Denmark        | 41. China          |
| 9. Mauritania     | 20. Argentina     | 31. Sweden         | 42. Thailand       |
| 10. Tunisia       | 21. United States | 32. Norway         | 43. Singapore      |
| 11. Egypt         | 22. Canada        | 33. Netherlands    | 44. Australia      |

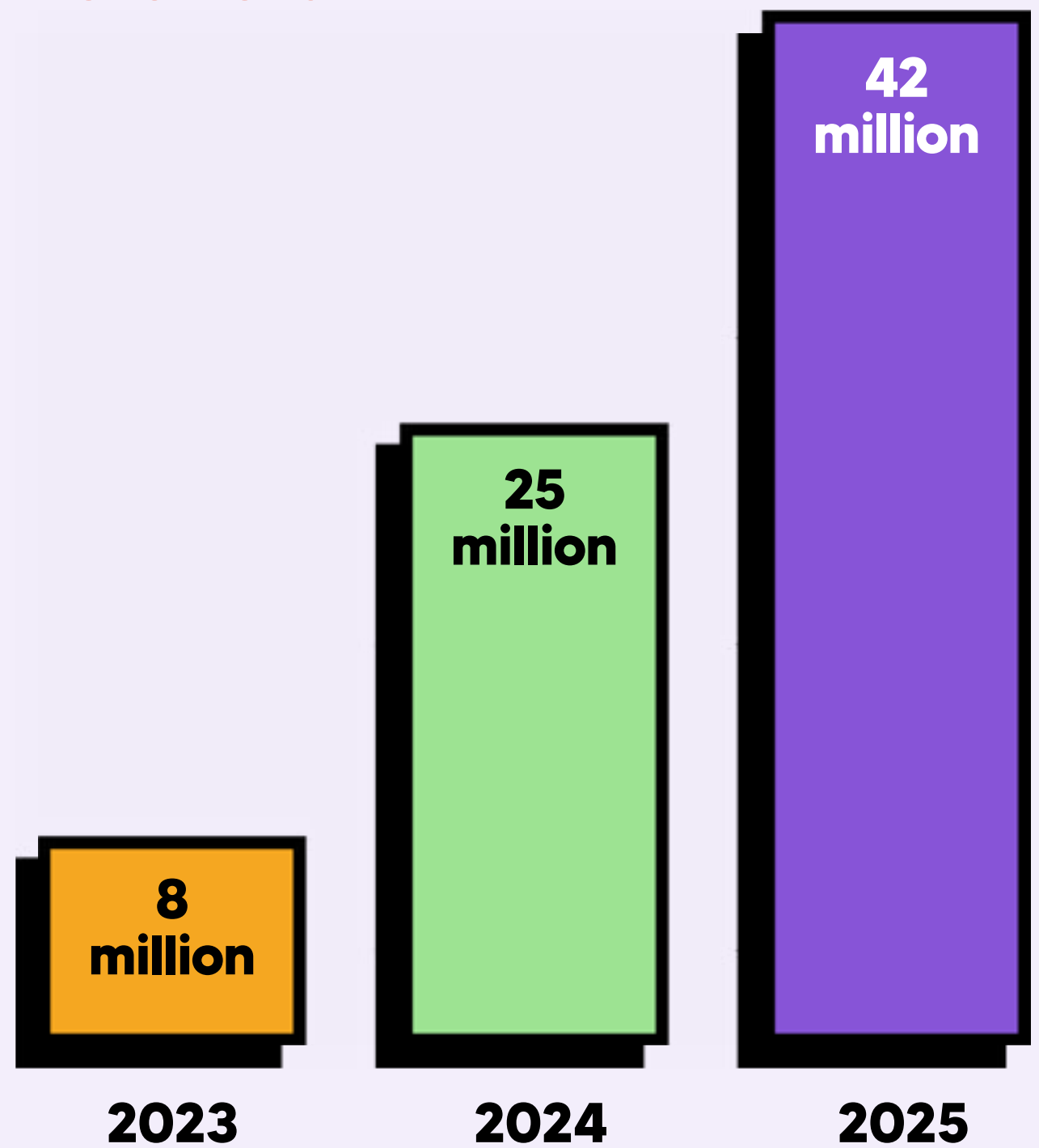
Deeply rooted in Lagos, Nigeria, Moonshot is a pan-African platform that has grown into a global meeting point for innovation. From attracting attendees from just 6 countries in 2023 to 39 nations across 6 continents in 2025, we have physically welcomed individuals from 44 unique countries since our launch. Each year, the world travels to Lagos to connect with the best of African tech players in the ecosystem.

# Who Attended Moonshot Over the Years (2024-2025)

**Moonshot Attendance  
2023-2025**



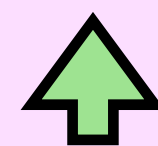
**Social Media Impressions  
2023-2025**



**210+** Speakers



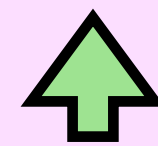
**45%** (from 145 in 2024)



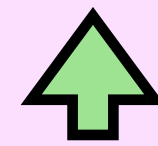
**320%** (from 50 in 2023)



**127** Sponsor & Exhibitors



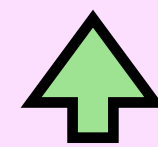
**37%** (from 93 in 2024)



**131%** (from 55 in 2023)



**39** Countries Represented



**37%** (from 15 in 2024)

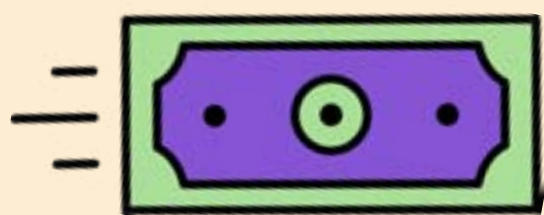


**131%** (from 6 in 2023)

# Who Attended Moonshot Over the Years (2024-2025)

Category	Description (Internal/Optional)	YOY Growth
Senior Leaders	Founders, Senior Executives, C-Suite	+27.81%
Startup Operators	Attendees who identified as coming from startups	+48.66%
Ecosystem Enablers	Hubs, accelerators, community builders, service providers	+10.73%
Investors	VC, angels, investment professionals	+4.88%
Enterprises	Corporates and large organizations	+10.03%
Foundations	NGOs, development organizations, philanthropy	+2.98%

# 9 Tracks of Impact, With Sessions Increasing 40% on The Average YOY



**Future of Commerce**



**CleanTech & Climate Tech**

**NEW**



**Government Regulation & Policy**

**NEW**



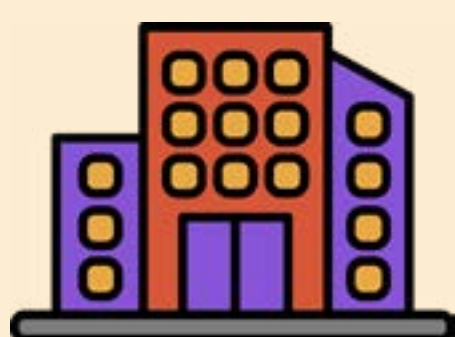
**The Creative Economy**



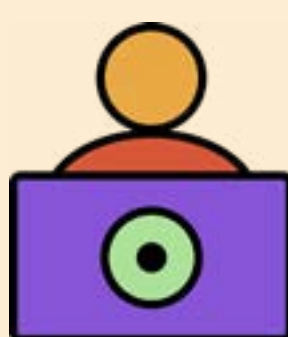
**Emerging Tech Fest**



**Startup Festival**



**Big Tech & Enterprise Conference**



**Entering Tech**



**FUEL: The Investor Conference**

**NEW**

Since 2023, Moonshot has hosted over 264 sessions across its 9 specialized content tracks, featuring a diverse mix of fireside chats, panels, policy sessions, workshops, masterclasses, and roundtable conversations. These tracks

cover the most critical sub-sectors of Africa's digital economy and serve as active stages where vital conversations happen simultaneously, creating a solid path for every attendee to find value

## 9 Tracks of Impact, With Sessions Increasing 40% on The Average YOY

2023 Number of Sessions

58

2024 Number of Sessions

87

2025 Number of Sessions

119

From the Future of Commerce to Emerging Tech, the programming unpacks frontier technologies like AI and payments shaping the continent. These stages drive ecosystem alignment, bringing together policymakers to discuss governance and investors at the FUEL conference to explore funding trends. For builders, the StartUp Festival offers a dedicated space to pitch, while the Entering Tech track provides a gateway for talent to develop future-ready skills. By spotlighting CleanTech and the Creative Economy, these tracks ensure innovation and capital are perfectly aligned.

# MOONSHOT IN PICTURES



# MOONSHOT IN PICTURES



# **IMPACT SO FAR**

**MOONSHOT IMPACT REPORT**

# IMPACT ON PARTNERS



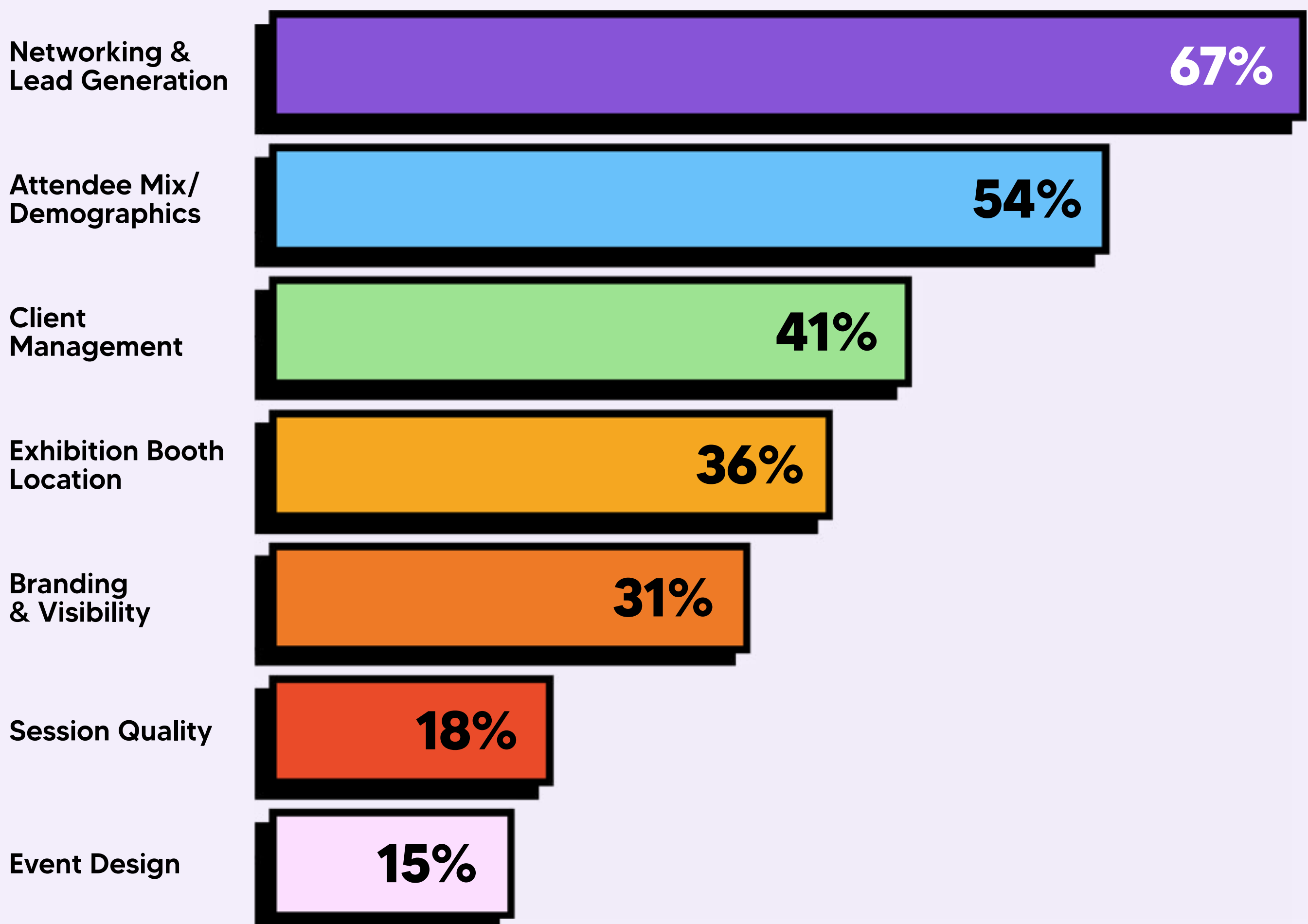
MOONSHOT x sabi®  
by techcabal

# Moonshot Helped Our Partners Find Potential Business

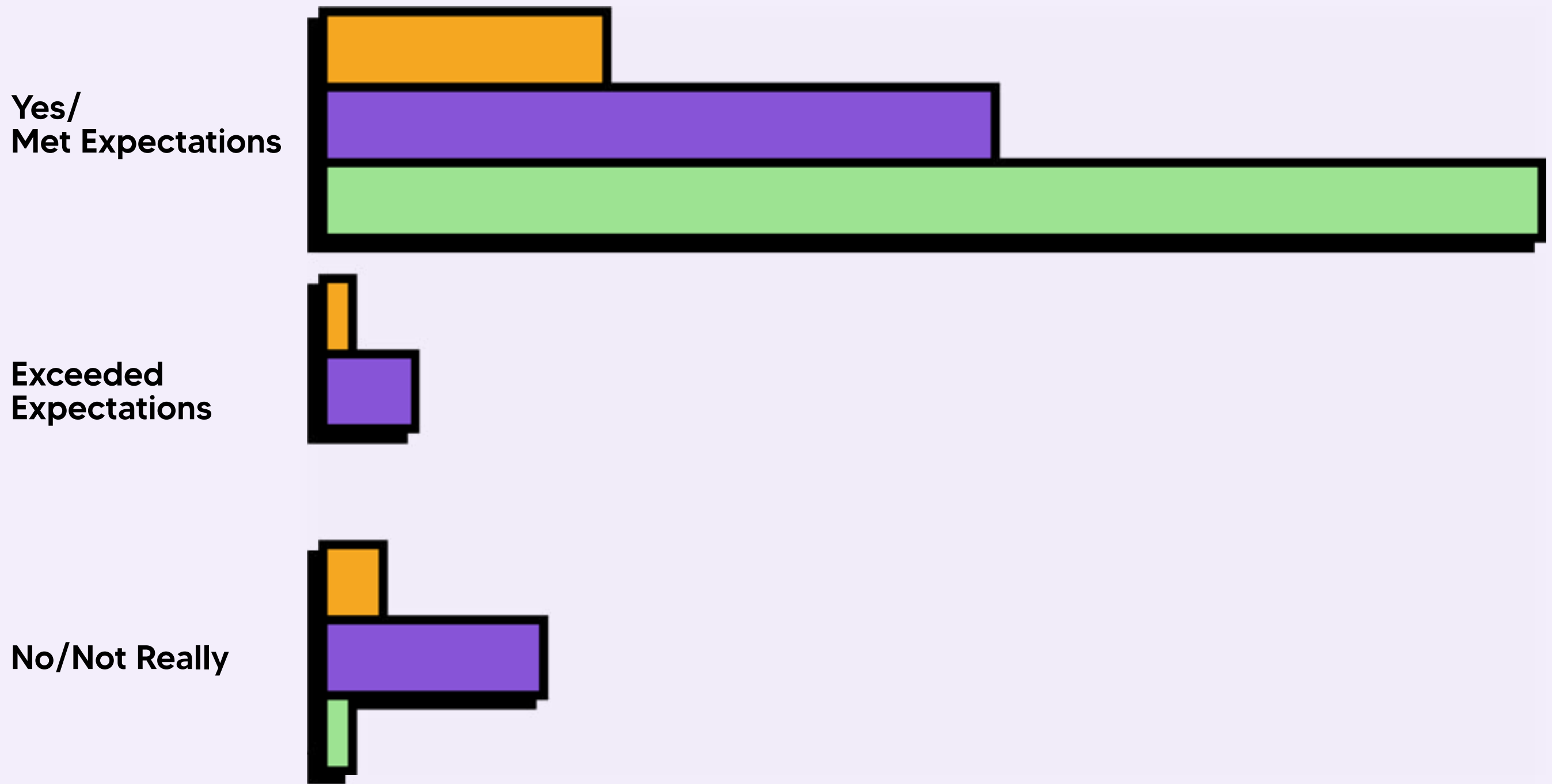
Year after year, the brands that partner with Moonshot don't just get visibility. They get access: to founders, to decision-makers, to the next wave of African tech talent, and to a community that takes innovation seriously. In 2025, that value held firm. Across our sponsor feedback, the message was consistent – Moonshot delivered on its promise.

From fintech leaders to emerging startups, sponsors reported meaningful lead generation, high-quality networking, and an attendee mix that reflected the breadth and ambition of the African tech ecosystem. Branding was recognised. Conversations were had. Deals were initiated.

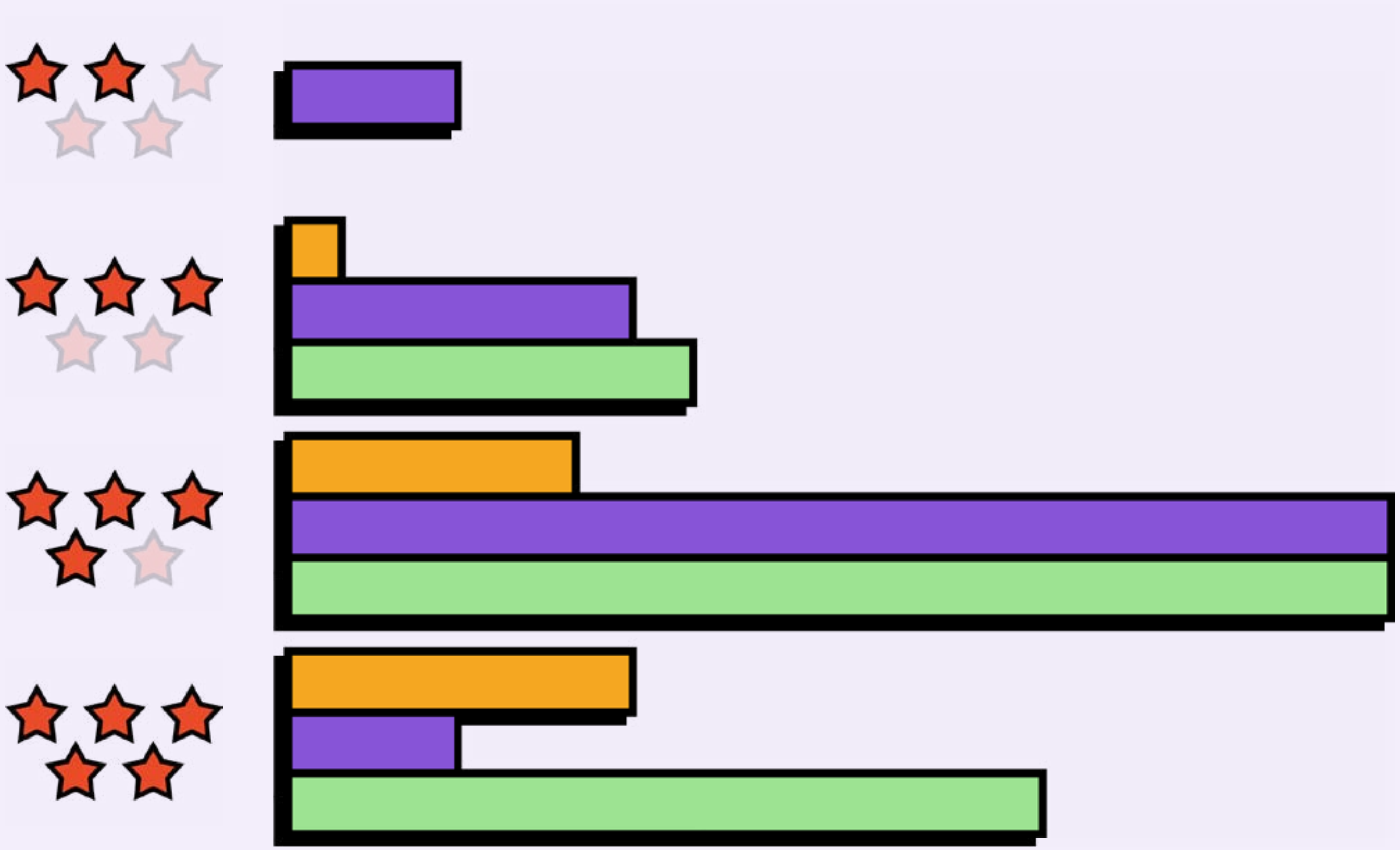
## What satisfied sponsors the most in 2025?



## Did Sponsorship Meet Expectations?



## Sponsor Rating of Moonshot



■ 2023   
 ■ 2024   
 ■ 2025

# **IMPACT ON STARTUPS AND FOUNDERS**

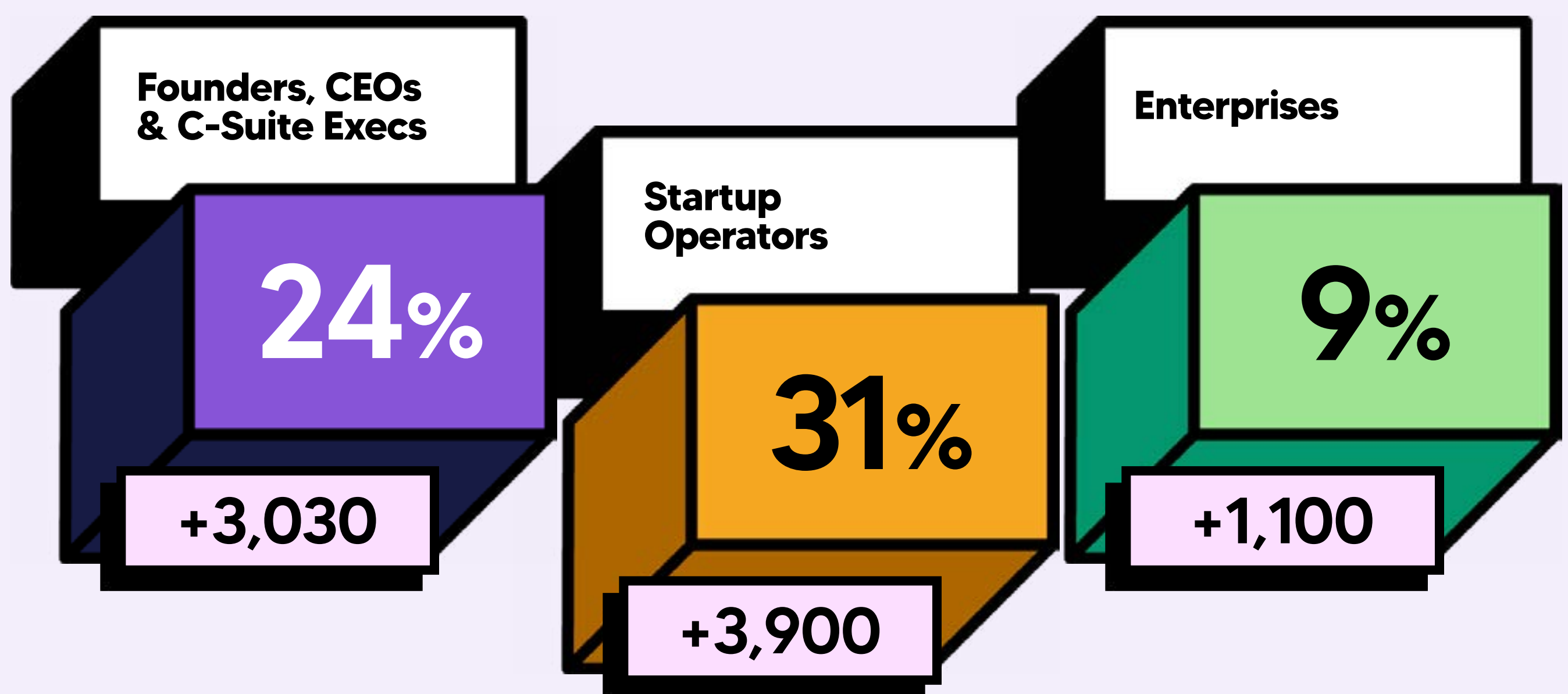


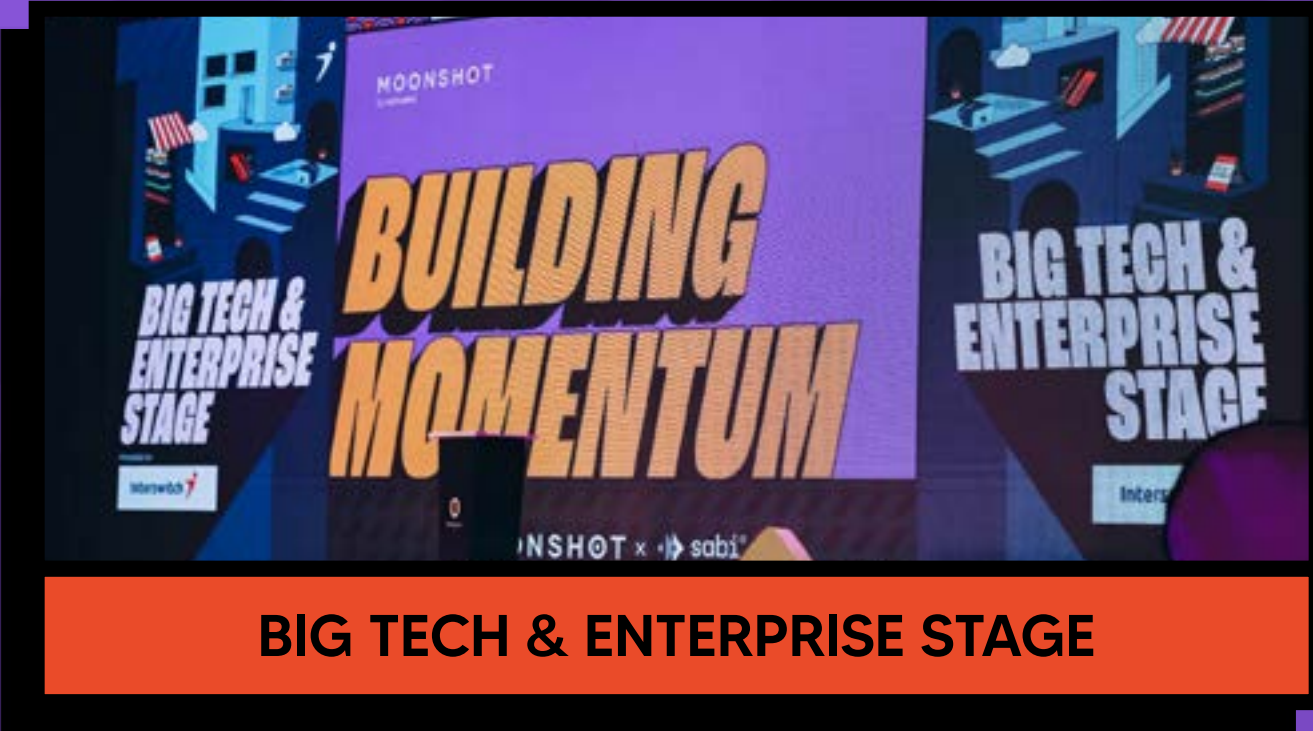
# 1 in 2 Attendees are Startup Operators or Senior Executives

Moonshot is a high-density environment for leadership and innovation, where over the last three years, 55% of our 12,650+ aggregate attendees have been the builders and decision-makers driving the ecosystem. This influential group is comprised of Startup Operators, dedicated professionals who identified as building within the startup ecosystem and make up 31% of our audience and Senior Leaders, the high-level decision-makers including Founders, Senior Executives, and C-Suite officials who represent 24% of the room.

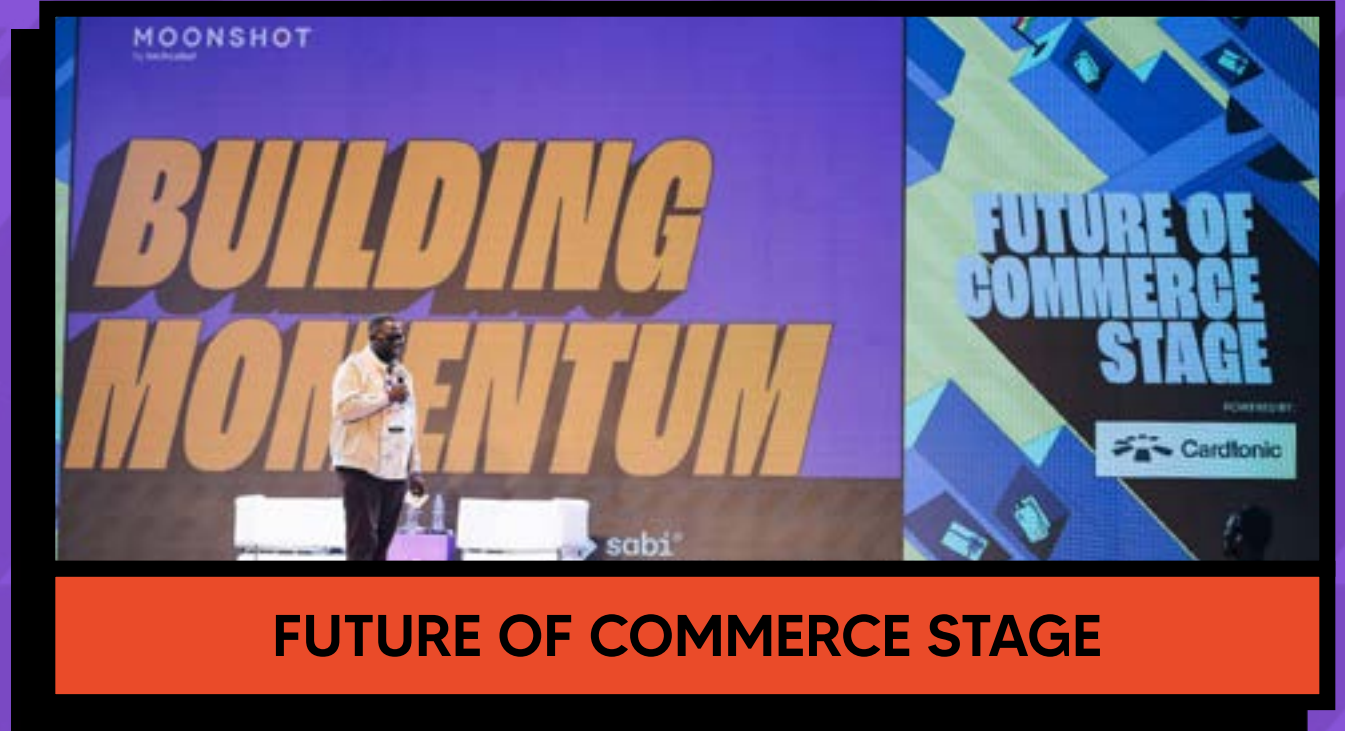
To ensure these leaders and operators gain maximum value, we curated specialized environments like the Startup Stage and dedicated technical workshops designed specifically to help founders sharpen their skills. These sessions move beyond general discourse to provide actionable insights on fundraising, product-market fit, and scaling operations. By focusing on these high-impact zones, we allow everyone to network with one another and find the right partners to scale their innovation.

## 2023 - 2025

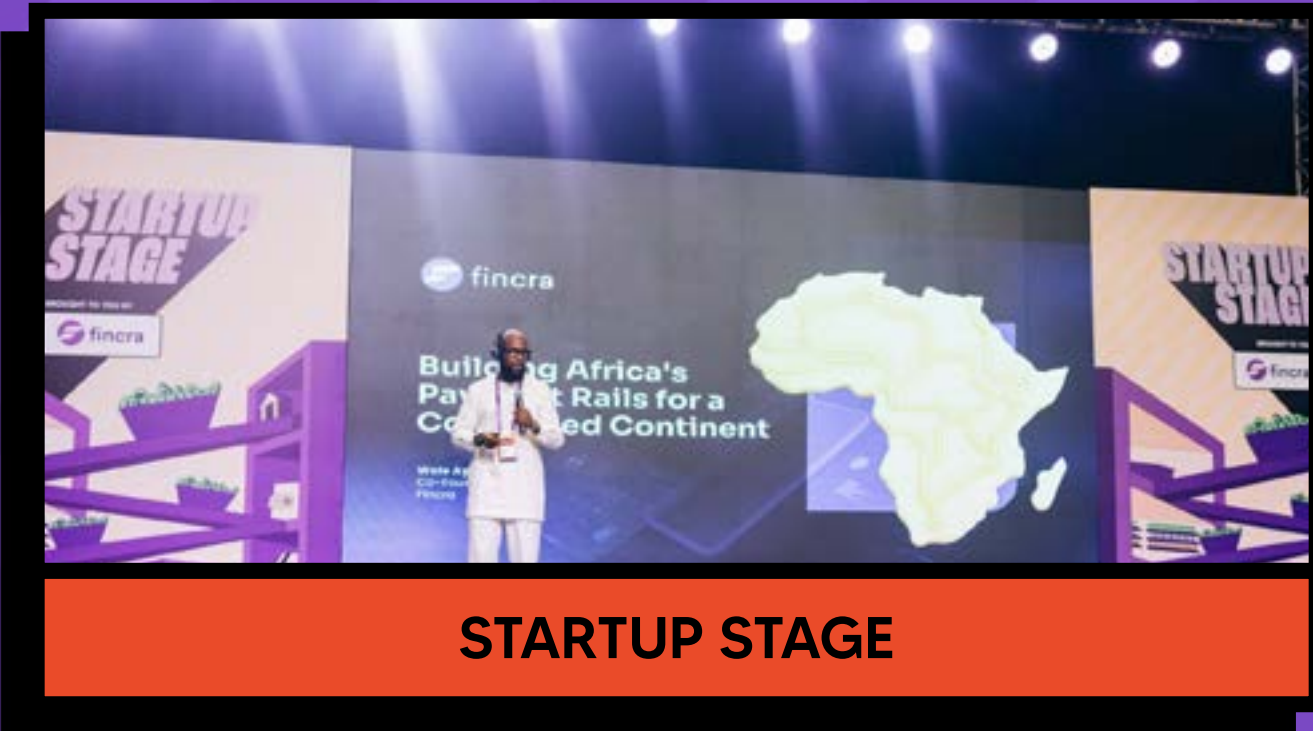




**BIG TECH & ENTERPRISE STAGE**



**FUTURE OF COMMERCE STAGE**



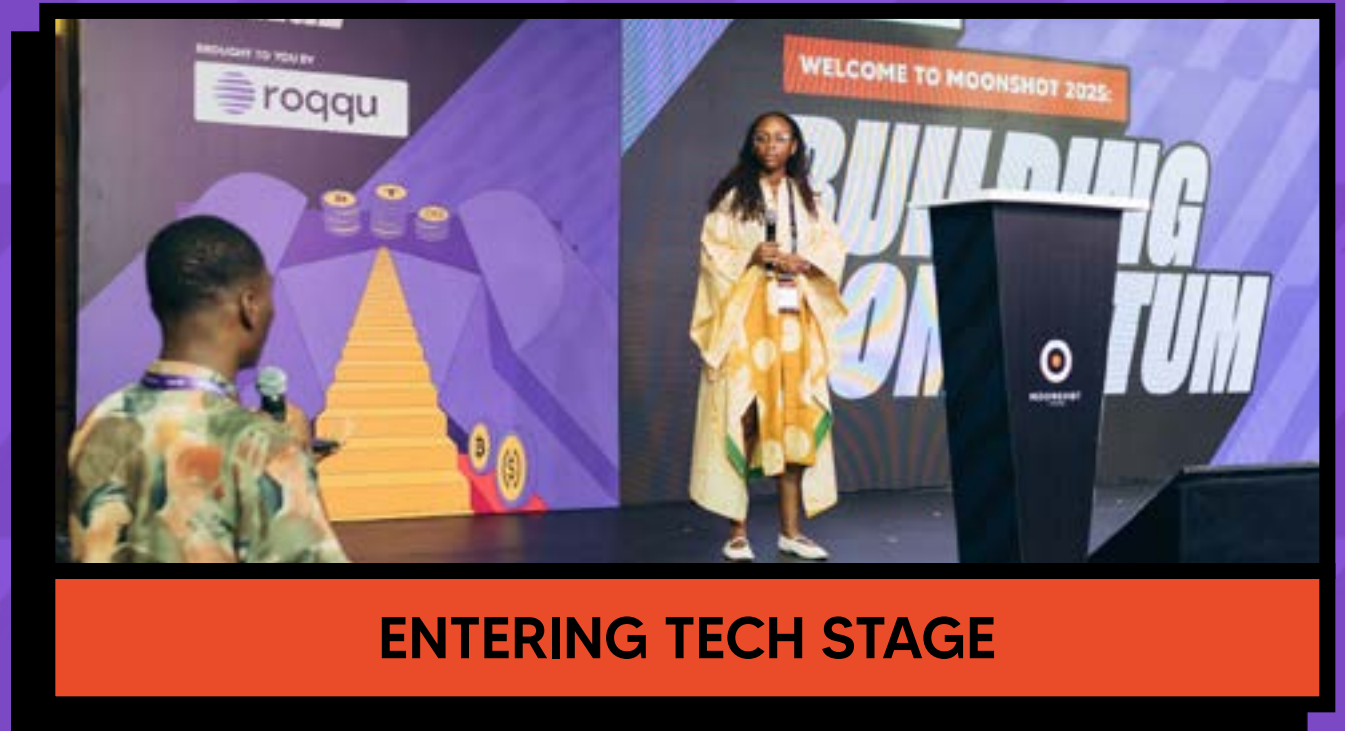
**STARTUP STAGE**



**EMERGING TECH STAGE**



**CREATIVE ECONOMY STAGE**



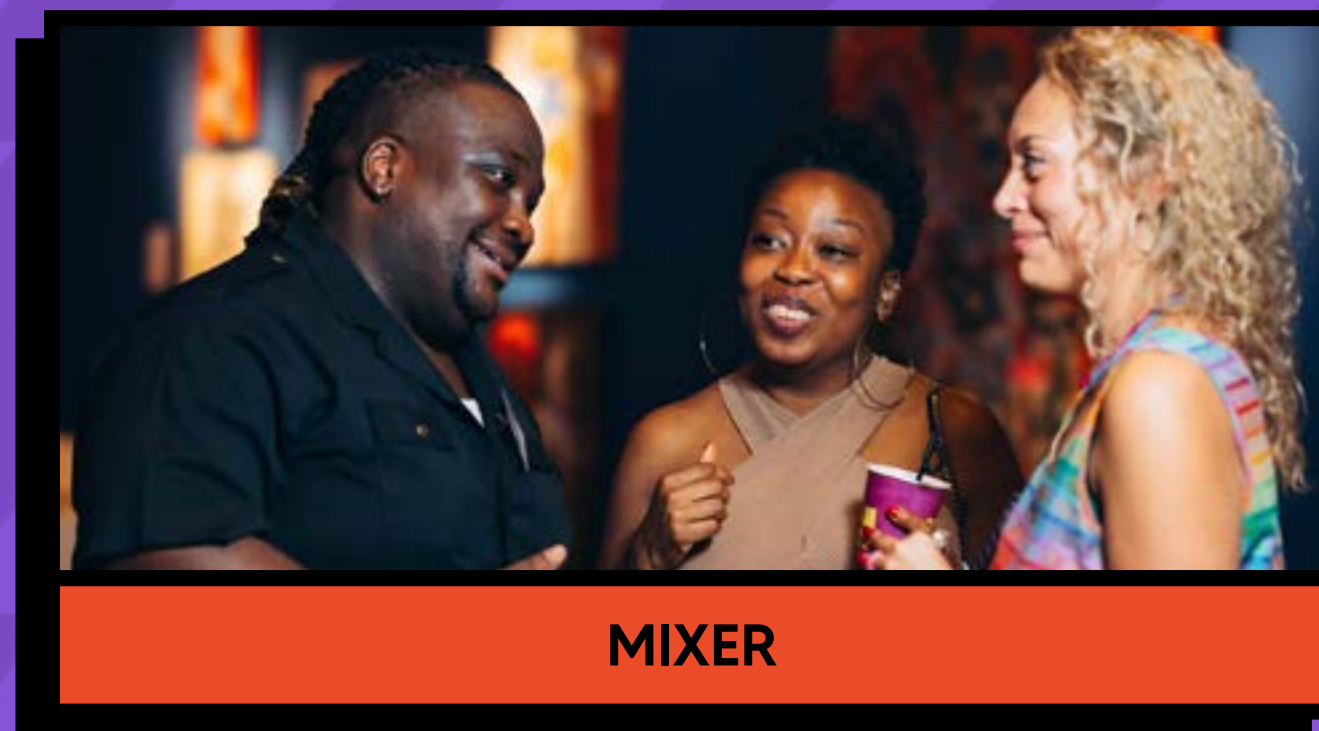
**ENTERING TECH STAGE**



**THE FUEL STATION/ROUNDTABLE ROOM**



**THE DEAL ROOM**



**MIXER**

## Over \$100K Awarded to Early-Stage Startups through 'TC Battlefield' at Moonshot

2023 - 2025



Since 2023, Moonshot has utilized TC Battlefield as a flagship pitch competition to launch African innovation onto the global stage. The program has attracted 960 ambitious applicants, resulting in 14 winners who have been awarded a combined \$105,000 in prize money to date.

The journey for these founders begins long before the conference with a rigorous screening process and a structured pre-accelerator program where they receive expert mentorship in fundraising, product-market fit, and legal compliance. This preparation culminates at Moonshot, where finalists pitch live to top-tier investors, providing them with unparalleled visibility and direct engagement with the capital needed to scale.



I'll say it was a launchpad. Before participating in TC Battlefield, we had very little visibility. But afterward, it felt like investors finally realised there is a company called Swap. We gained investor traction after Moonshot, and then we closed one of our rounds.

**Seyi Oguntunde** Co-founder, Swap Technologies.  
1st Runner up, TC Battlefield 2024



**TC BATTLEFIELD WINNER  
IN 2023**



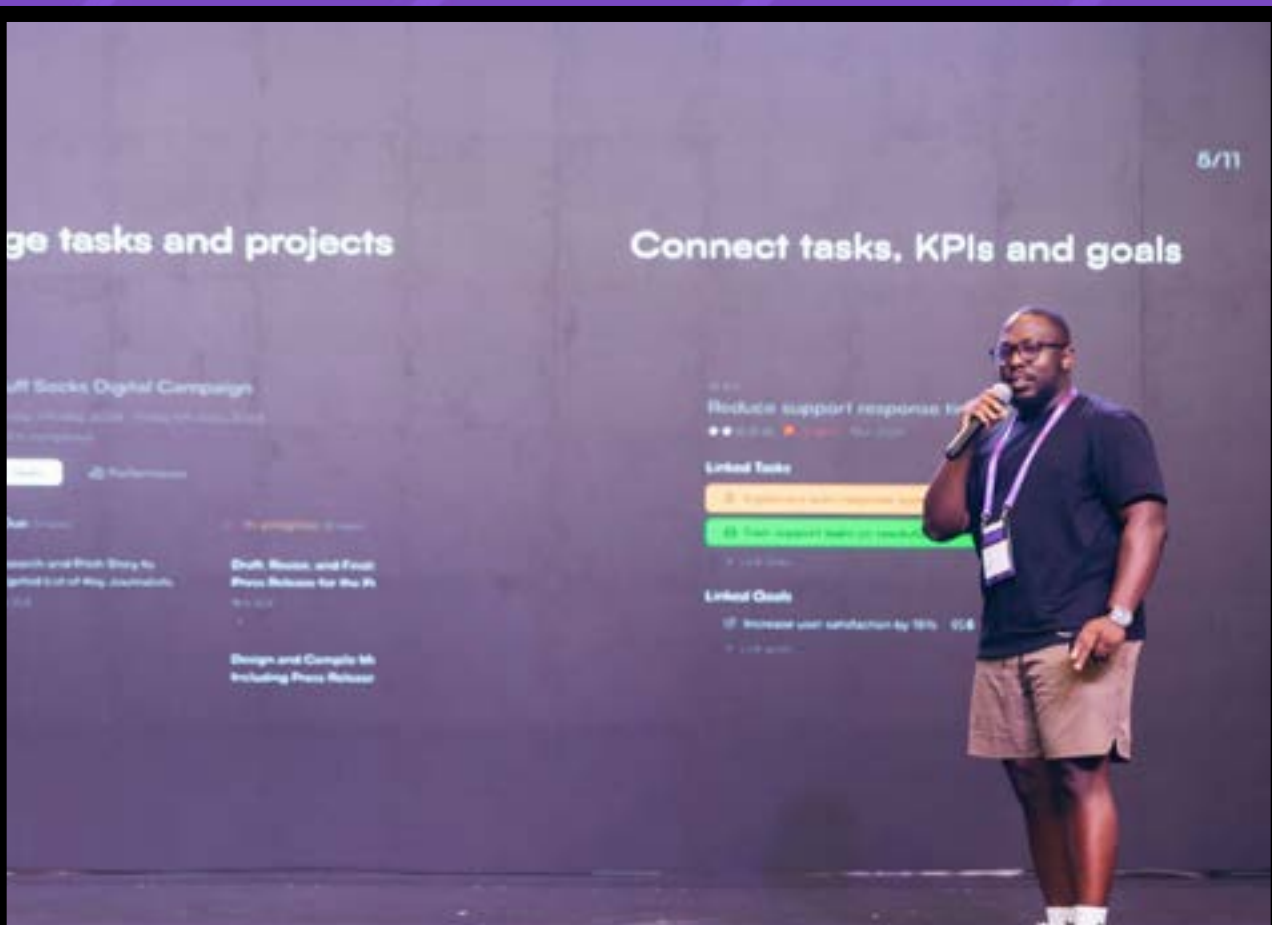
**TC BATTLEFIELD WINNER  
IN 2024**



**TC BATTLEFIELD WINNER  
IN 2025**



**DORIS DJAGLO, CO-FOUNDER OF  
MAKIFAA, PITCHING AT MOONSHOT**



**EMMANUEL KEHINDE, CO-FOUNDER OF  
BRAUDIT, PITCHING AT MOONSHOT**



**SAMSON OLADAPO, CO-FOUNDER OF  
ALAAFIA, PITCHING AT MOONSHOT**

# ARRAY OF FOUNDERS AT MOONSHOT



**Rotimi Thomas**  
CEO and Co-founder  
SunFi



**Odun Eweniyi**  
Co-founder and  
General Partner  
FirstCheck Africa



**Deepankar Rustagi**  
CEO and Co-Founder  
OmniBiz



**Wole Ayodele**  
CEO and Co-founder  
Fincra



**Tosin Eniolorunda**  
Co-founder and CEO  
Moniepoint inc.



**Roosevelt Elias**  
Founder & CEO  
Payble



**Anu Adedoyin Adasolum**  
Co-founder and CEO  
Sabi



**Moyo Sodipo**  
Co-founder/COO  
Busha



# **IMPACT ON ECOSYSTEM TALENT**



## 23 Sessions. Hundreds of Talents. One Mission: Raise the Bar for African Tech

2024 - 2025



Moonshot has, over the 3 years run, become a deliberate investment in the people who power Africa's tech ecosystem. Across 2024 and 2025, Moonshot delivered 23 Entering Tech sessions, growing from five offsite sessions in 2024 to 18 sessions in 2025, including 14 onsite activations that brought knowledge-sharing directly into the heart of the event. Complementing this, 6 technical workshop sessions launched in 2025 in partnership with AWS gave attendees hands-on guidance in technical skills designed to sharpen workflows and raise the quality of work being done across the continent.

The impact is felt at the individual level, but its ripple effect reaches the broader ecosystem. Whether through partner-hosted offsite sessions with organizations like Utiva or curated onsite programming, every session was designed with one goal: to send talent away better than they arrived – with practical tools, refined soft skills, and the confidence to deliver excellence in Africa's fast-growing tech space.

## 16 Women. 5 Weeks. TC Insights Blueprint for Closing Africa's Founder Gender Gap



I have a community for Customer Experience professionals and I met founders and business leaders who are looking to recruit customer experience professionals for their teams.

**Gladys Israel**



Got to engage with new client, new ideas and mindset shift, and new partner.

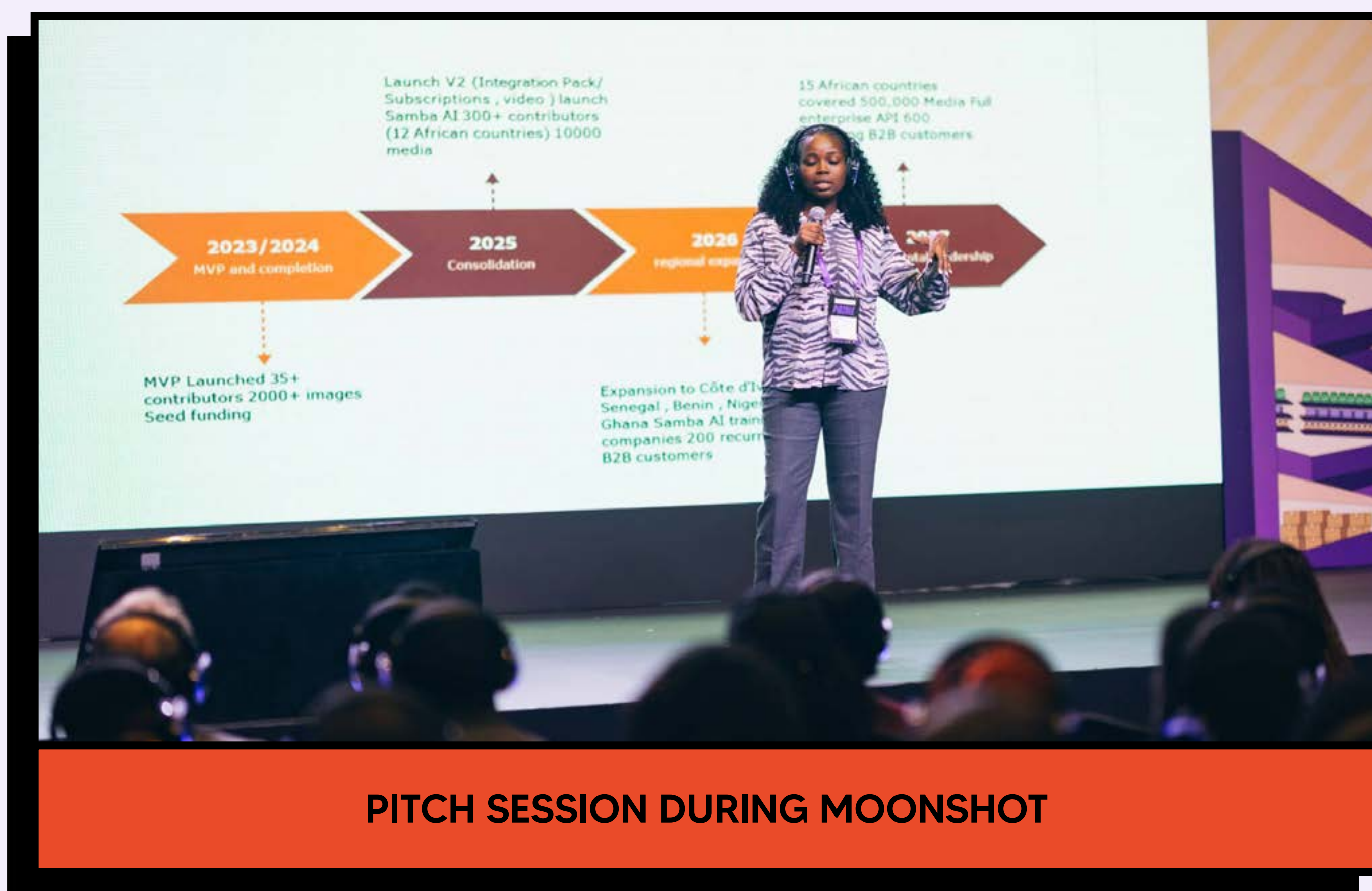
**Toun Tunde-Anjous**

Africa's gender funding gap is stark, women-led tech startups receive less than 2% of venture capital. Yet a powerful, untapped pool of talent exists: women in middle management with strong startup ideas and no clear path into tech entrepreneurship. TC Insights partnership with Ventures Platform was designed to change that.

Through a five-week structured program, 16 women selected from across Africa gained hands-on exposure to the founder journey. Sessions covered tech-enabled business model design, venture capital fundamentals, no-code MVP development, and the corporate-to-founder mindset shift, all led by seasoned investors and operators.

The impact was tangible. By the program's close, participants had validated their startup ideas, built MVP mockups, and received personalised feedback during a dedicated mentorship day at the Ventures Platform Lagos office. Many described it as their first real step into the startup ecosystem.

Beyond individual growth, the program strengthened confidence, demystified VC expectations, and created a replicable blueprint for future founder pipeline initiatives. For TC Battlefield, it reaffirmed a core belief: with the right structure and community, corporate women can become a powerful new wave of African tech founders.



# IMPACT ON INVESTORS

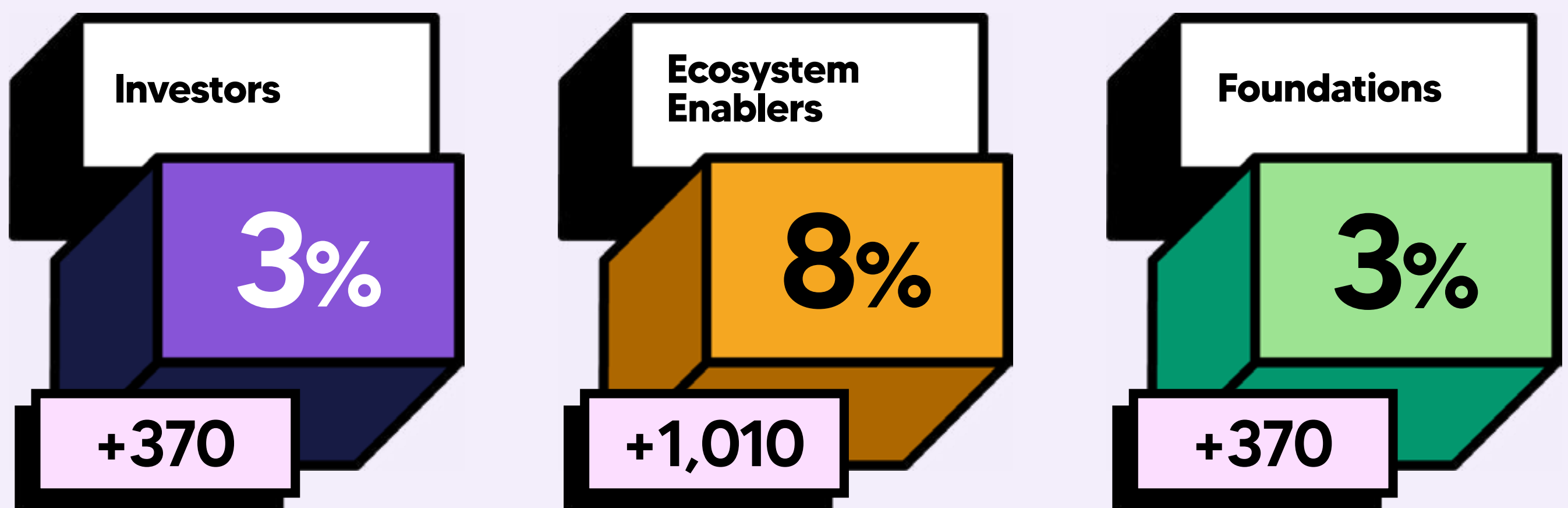


# 1,750+ Investors, Enablers, and Foundations Fueling African Tech

Moonshot is the definitive plug for deal flow for venture capital, private equity, and accelerators. Between 2023 to 2025, our ecosystem was powered by 1,010+ Ecosystem Enablers (Hubs, accelerators, community builders, service providers), 370+ Investors, and 370+ Foundations and NGOs.

To turn these numbers into real growth, we provided exclusive spaces like the Deal Room and Investor Lounge. These platforms allow founders to move beyond networking and engage in direct, high-value conversations with funders. By bridging this gap, Moonshot creates a solid path for startups to access the mentorship and capital they need to scale.

## 2023 - 2025



I met [@Jasielinvests](#) at Moonshot last year after being introduced by a mutual friend. A seemingly casual meet, where I simply talked about the things I hoped my company will go on to achieve.

8 months later, [@AccionVentures\\_](#) where Jasiel serves as Investment Lead for Africa, led our seed round at [@getPaidHR](#)

**Seye Bandele**  
Co-founder & CEO  
PaidHR



DEAL ROOM



STARTUP STAGE



DEAL ROOM



MEETING ROOM



INVESTOR LOUNGE



EXCLUSIVE MIXER

# 1 IN 7 ATTENDEES IS A FUNDER OR ENABLER



**Kola Aina**  
Founding Partner  
Ventures Platform



**Labi Williams**  
Partner & Managing  
Director, Head of  
West Africa



**Babacar Seck**  
Founder & Managing  
partner



**Biola Alabi**  
Investment Partner,  
Delta40 Venture Studio



**Lexi Novitske**  
General Partner,  
Norrskken 22



**Freda Isingoma**  
Senior Fund Manager,  
Octopus Investments



**Adama Gaye**  
Investment Manager,  
Middle East and Africa,  
Orange Ventures



**Claude Grunitzky**  
CEO & Managing Partner,  
Equity Alliance



# **PRIVATE AND PUBLIC SECTOR ALIGNMENT**



## 10+ Nations Aligned for Continental Tech Policy at Moonshot

Moonshot serves as the critical bridge between government ambition and private sector execution. Through a series of high-level policy roundtables, we moved beyond discourse to create a unified framework for Africa's digital future. These sessions enabled direct alignment between African ministers, global diplomats, and industry leaders on the operational realities of the AfCFTA Digital Trade Protocol and domestic tech legislation.

The impact of these conversations is tangible: stakeholders pledged over \$120,000 to support the newly formed Tech Ecosystem Alliance, a dedicated vehicle designed to formalize proactive advocacy and guide policy for the Nigerian digital economy. By bringing together representatives from nations including Nigeria, Ghana, Sierra Leone, the UK, the Netherlands, and the US, Moonshot has established a recurring platform where regulatory barriers are identified and co-created solutions are birthed in real-time.



Regulatory fragmentation is a huge risk... forcing businesses to navigate 54 distinct regimes. Moonshot allows us to treat the continent as a single, unified market.

**Mark Smithson**  
Country Director, British High Commission



We must ensure we address all the structural misalignments. Barriers must be removed through engaging with the right stakeholders, having hard conversations, and driving solutions forward.

**Folashade Ambrose-Medebem**  
Honourable Commissioner for Commerce, Lagos State



# ALIGNMENT AT A GLANCE

## 6 Major Policy Roundtables

Focused on the tech ecosystem alliance, digital innovation, commodity trade, and the creative economy.

## 10+ Nations Represented

Ministers and dignitaries from Nigeria, Ghana, Sierra Leone, Mauritania, Sweden, the UK, Canada, Denmark, Netherland, and others.

## \$120,000+ Financial Commitment

Pledged by stakeholders to drive the initiatives of the Tech Ecosystem Alliance.


**Moonshot is where policies are discussed and announced**

News

## **Exclusive: Inside Bosun Tijani's plan to train 3 million tech talents in four years**

By **Ganiu Oloruntade**

11th Oct, 2023

 Add us on Google



**BUSINESS DAY**

## **Trade minister unveils fresh push for efficiency, transparency at Moonshot 2025 conference**

Emmanuel Salawu - October 16, 2025



# POLICY PLAYERS AT MOONSHOT



**HM. Bosun Tijani**  
Minister of Communications,  
Innovation & Digital  
Economy, Nigeria



**Dr. Jumoke Oduwole**  
Minister of Trade,  
Industry and Investment,  
Nigeria



**Babatunde Bamigboye**  
Head Legal Enforcement  
and Regulation Department,  
Nigeria Data Protection  
Commission



**Dr. Aminu Maida**  
Executive Vice Chairman,  
Nigerian Communications  
Commission



**Temi Popoola**  
CEO, Nigeria Exchange  
Group



**Michel Deelen**  
Consul General  
of the Netherlands



**Mr. Carlos Rojas**  
Deputy High Commissioner  
of Canada



**Sanna Selin**  
Ambassador of Finland  
to Nigeria and Benin;  
Permanent Representative  
of Finland to ECOWAS



**Chai Gang**  
Associate Director,  
Payments Systems Policy  
Department, Central Bank  
of Nigeria



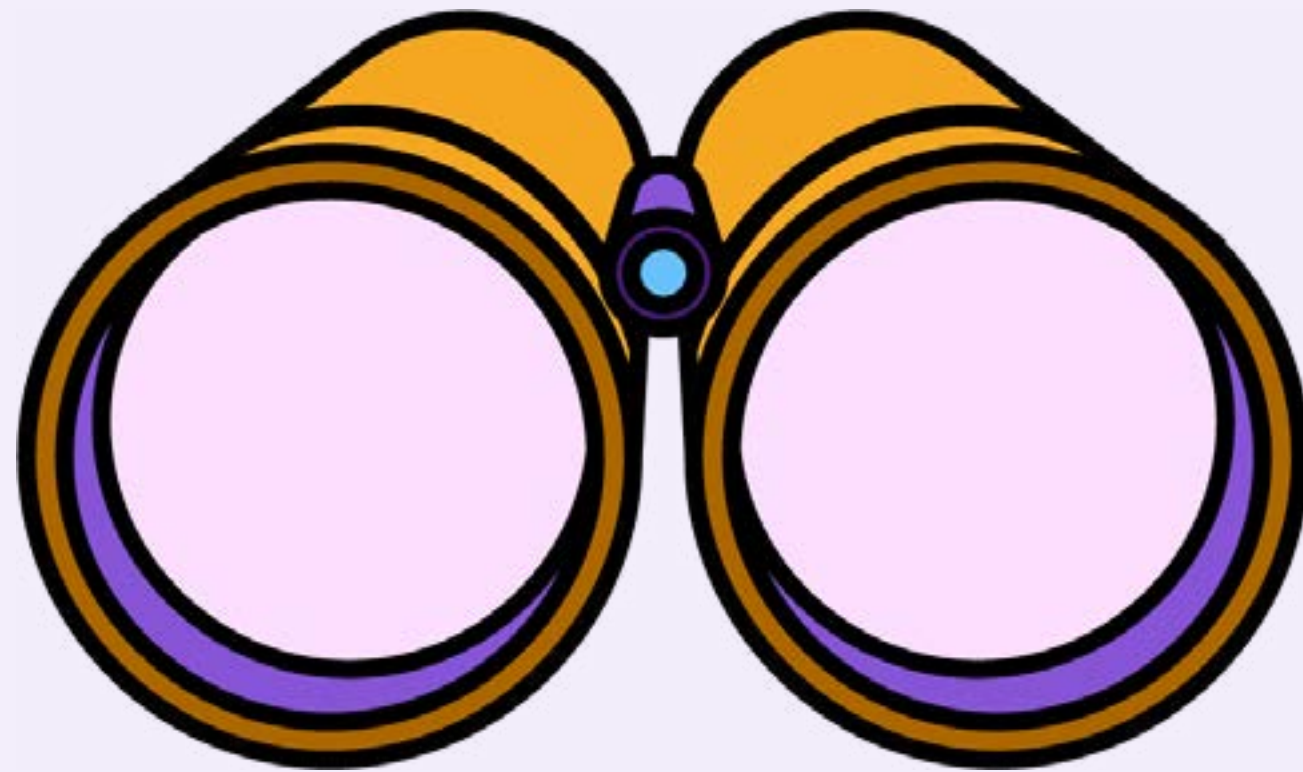
**Elizabeth Liz Gomiz**  
Director, MansA Maison des  
Mondes Africains



# A Big Thank You to our Valued Partners & Sponsors



# A GLIMPSE INTO THE FUTURE



Over the next five years, Moonshot will evolve from Africa's most important tech gathering into the world's most compelling stage for African innovation. Our ambition is clear: to 10X our impact across startups, investors, enterprises, and ecosystem talent, and to build a platform so significant that the global tech conversation cannot happen without Africa at its centre.

We are growing attendance to 8,000-10,000 over the next two years, drawing participants from every corner of the world to witness, connect with, and invest in what Africa is building. Because African innovation deserves a global audience, and that audience deserves to be here.

We envision a Moonshot where new startups are launched and celebrated, where established companies announce their next chapter, and where the next billion-dollar idea is sparked because two people – who would never have found each other – finally did. Where local and global capital meets talent. Where partnerships are not just forged but sustained. Where an emerging founder stands in the same room as the person who has already built what they are dreaming of, and leaves knowing it is possible.

And we will measure all of it. With rigorous, insightful data that shows the world exactly what the growth of a continent looks like in real time.

Moonshot is where Africa's future gets written. We are committed to making that future impossible to ignore.

# **SEE YOU AT MOONSHOT 2026**

**OCTOBER 28TH - 29TH**  
MOONSHOT.TEHCABAL.COM

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