



LoftyInc Capital

# VOICES OF AVCA

LoftyInc Capital is a Pan-African venture capital firm co-founded in 2017 by LoftyInc Allied Partners Limited (LAPL) and Marsha Wulff. The firm has played a pioneering role in Africa's tech startup ecosystem, establishing local tech hubs and angel investment networks such as the Afropreneur Angel Group (AAG) and the Lagos Angel Network. Its impact dates back to 2010, when it launched the Wenvovation Hub, a leading tech incubator in Nigeria.

Through 3 fund vehicles, LoftyInc has financed hundreds of tech-savvy entrepreneurs, creating economic opportunities for tens of millions of Africans and delivering top-tier returns to investors. LoftyInc has scaled its operations across Africa to continue its mission to empower innovative startups and solidify Africa's position in the global tech landscape. **For more information, visit: <https://loftyinc.vc/>**

**Lydia Idem**  
Chief Operating Officer  
LoftyInc Capital



## Tell us about LoftyInc Capital, highlighting key milestones and industry achievements.

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Through its previous funds, LoftyInc has financed hundreds of tech-savvy entrepreneurs, creating economic opportunities for tens of millions of Africans and delivering top-tier returns to investors. With our latest fund, the LoftyInc Alpha Fund, LoftyInc is scaling its operations across Africa, continuing its mission to empower innovative startups, and solidifying Africa's position in the global tech landscape.

## Please share an overview of your key priorities, strategic objectives and corporate goals over the next 12 months.

**My key priorities and goals over the next 12 months really come down to institutionalising our Firm.**

With our 3rd fund investment vehicle, I have taken the team through key initiatives to automate and scale our operations. These initiatives will better support the Funds and their investment teams to make key decisions to back the strongest teams on the continent using improved systems and actionable data - using not only capital but with superior value creation and portfolio support initiatives.



# What unique strengths, expertise, or strategic approach does your organisation bring to the industry?

**LoftyInc has been investing at the early stage in Africa since 2010.**

**In that time, we have built, trained, and mentored a pan-African investment team creating a pipeline of talent that has gone on to launch new funds, contribute to the ecosystem's storytelling and data collection, and support founders in other VC firms and tech hubs across the continent.**

Our ecosystem thrives end-to-end on the incredible talent we have on the ground - not just within the technology companies that we invest in, but also from our team over time.

It makes us proud to see LoftyInkers go on and do great things for our ecosystem.

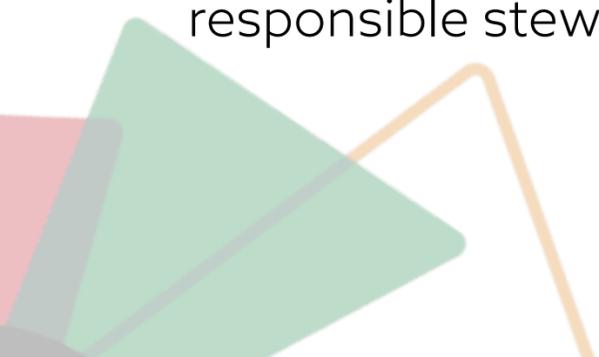
# What are LoftyInc Capital's core values and how do they contribute to your success in the industry?

**Impact-Driven Innovation:** We back solutions that move the needle - advancing economic inclusion, sustainability, and resilience across the continent. We back founders solving real problems in fintech, healthcare, logistics, climate, and beyond - believing innovation must unlock measurable value for people and planet.

**Excellence and Execution:** We set high standards in how we invest, operate, and support our portfolio. We learn from experience and strive for continuous improvement, and are driven by these high standards. We pursue excellence with discipline, urgency, and a continuous improvement mindset.

**Collaboration and Community:** We believe value creation is a collaborative journey. We win by building enduring partnerships—with founders, LPs, other VCs, and ecosystem allies - where everyone's success is interconnected. We believe in the power of networks - working with co-investors, advisors, and ecosystem builders to elevate African startups and the entire ecosystem.

**Integrity and Accountability:** We earn the trust of founders and LPs through transparent communication, responsible stewardship, and a long-term orientation.



## What motivated LoftyInc Capital to join AVCA?

Pointing back to our values, we saw AVCA as a key member of the ecosystem that also pursues excellence, builds and showcases the African ecosystem and stakeholders, and does all of this in the truest spirit of collaboration and community. It only made sense for us, given our beginnings and our values that we join this collaborative effort that is AVCA and contribute to the ecosystem through knowledge sharing while also benefiting through increased profile raising and data reporting that AVCA offers.

Since our membership, we have seen AVCA grow from an association to the premier beacon of light for our ecosystem showing global investors and policymakers the way to Africa. We couldn't be more proud of the organization and to be a small part of its growth.

In fact, AVCA's importance to the development of our ecosystem is highlighted in our Co-Founder Marsha Wulff's new book, African Ngenuity, available now!

[https://www.amazon.com/dp/B0FLYC7L9P?ref=pe\\_93986420\\_775043100](https://www.amazon.com/dp/B0FLYC7L9P?ref=pe_93986420_775043100)

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