Startup Ecosystem Kenya - Why expand to Kenya?

About Kenya

Kenya, officially the Republic of Kenya (Swahili: Jamhuri ya Kenya), is a country in Eastern Africa. At 580,367 square kilometres (224,081 sq mi), Kenya is the 29th most populated country in the world. Kenya's capital and largest city is Nairobi, while its oldest, currently second largest city, and first capital is the coastal city of Mombasa. Kisumu City is the third-largest city and also an inland port on Lake Victoria and the fourth city Nakuru.

As of 2022, Kenya obtained 2.1 points in the startup ecosystem index, according to data provided by StartupBlink. Kenya ranked 62nd out of 100 countries worldwide. It was the third-leading African country for startups after South Africa and Nigeria. The Kenyan startup ecosystem is on the move. It is a leading hub for entrepreneurship on the continent thanks to several strengths, including a growing number of engaged international investors, a growing tech-savvy market, and a steady increase in the number of startup support organizations active in the ecosystem. In 2021, Kenyan startups made US$ 571M in equity funding deals.

Kenya as a work environment is friendly, flexible and with an abundant availability of technically skilled human resources to support the growth of the tech space. Kenya boasts a diverse pool of developers, architects and other IT related skill set.

Kenya is a lower-middle-income economy. Kenya's economy is the largest in Eastern and Central Africa, with Nairobi serving as a major regional commercial hub. Agriculture is the largest sector: tea and coffee are traditional cash crops, while fresh flowers are a fast-growing export. The service industry is also a major economic driver, particularly tourism.

Key Sectors

- Fintech
- Retail and Distribution
- Agriculture
- Mobility
- Edutech
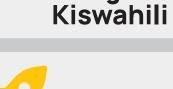- Software & Analytics
- HealthTech
- Tourism

Population
53.8M

Capital city: Nairobi
5.1M

Largest GDP: East Africa
$107B

Official languages
English
Kiswahili

Main Tech hubs
Nairobi
Mombasa

Startups (2022)
1000+

Tech Startups
87
Most founded between 2018-2022

Kenya was ranked 2nd in Africa after Nigeria with 20 Tech startups having raised $223M USD in 2022

Tips and Insights to get to know the Kenyan Ecosystem better and hands-on information how to start business in Kenya

- More information on business regulations in Kenya here.
- Get in touch with serial entrepreneurs, startup alumni, venture capital companies, innovators, accelerators and any kind of innovative stakeholders through here.
- More information on Kenya as a business location.
- Get an overview of the most important milestones for setting up a business in Kenya through the Business Registration Service.
- Compare Nairobi with other startups capitals in our Startup Friendliness Index (SFI).

Contacts

To learn more and get involved, reach out to the AfricaBerlin Network team at enpact:

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Sources

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