



**WeChat
invests R50
million seed
fund in African
tech startups**

*Photo: Brett Loubser
head of WeChat Africa*

Media Announcement

Cape Town, 2 November 2015:

WeChat is investing R50 million in tech companies struggling to get their businesses off the ground.

The fund will be used to identify and support tech-enabled businesses by assisting with rapid market access using the WeChat platform. Access to markets was listed as one of the biggest inhibitors to growth for tech-enabled businesses, in the recent Emerging Companies survey conducted by PWC and Silicon Cape.

To coordinate the initiative, tech strategy practice firm, Batstone, has been appointed by WeChat Africa to source and coordinate its early stage investment opportunities.





Objective

Publicise WeChat's R50 million investment in a seed fund to help tech startups get off the ground.

Goal

Simultaneously releasing the story to all media in South Africa to drive news coverage as widely as possible

Result

37 Pieces of coverage
21 in SA & 16 across Africa

SA Coverage

1. [TechCrunch](#): WeChat plans to invest \$3.4M in early-stage African startups
2. [Ventureburn](#): WeChat launches R50m fund for mobile startups
3. [BusinessTech](#): WeChat Africa to invest R50 million in tech startups
4. [Netwek24](#): WeChat wil miljoene belê in jong tegno-ondernemings
5. [TechCentral](#) and [TalkCentral](#): WeChat to pump R50m into tech start-ups
6. [BizTechAfrica](#): WeChat Africa to invest R50 million in African tech startups
7. [ITWeb](#): Booth Bites
8. [HTXT Africa](#): WeChat Africa investing R50 million in mobile startups
9. [ITNewsAfrica](#): [WeChat Africa plans to invest R50 million in tech startups](#)
10. [Stuff](#): WeChat Africa to invest R50 million in tech startups
11. [Disrupt Africa](#): WeChat launches \$3.5m fund for African tech startups
12. [TechFinancials](#): WeChat eyeing to invest R50m into tech startups
13. [CAJNews](#): WeChat invests in African start-ups
14. [SMESouth Africa](#): WeChat Africa launches R50 million seed fund for promising mobile startups
15. [Your Business](#): WeChat to invest R50m in start-ups
16. [BizCommunity](#): WeChat Africa invests in African tech startups
17. [IT-Online](#): WeChat eyeing to invest R50m in Africa tech startups
18. [Gadget](#): WeChat puts R50m into startups
19. [MSN](#): WeChat launches R50m fund for mobile startups
20. [MoneyWeb](#): WeChat to pump R50m into tech start-ups
21. [The Witness](#): WeChat to invest in tech Startups

African Coverage

1. [AFK Insider](#): WeChat Plans To Invest \$3.5M In African Tech Startups
2. [AllAfrica](#): WeChat Africa to Invest Over U.S.\$3.48 Million in African Tech Start-Ups
3. [AfricanBusinessReview](#): WeChat Africa will invest R50-million in tech start-ups
4. [FinNewsAfrica](#): WeChat Invests In African Start-Ups
5. [AfricanBusinessCentral](#): WeChat Africa plans to invest \$3.5 million in tech startups
6. [TelecomPaper](#): WeChat Africa to invest ZAR 50 mln in tech startups
7. [AfricanTelecomIT](#): WeChat Africa to pump R50 million into tech startups
8. [TechCabal](#): WeChat Plans To Invest \$3.5 Million In African Tech Startups From January 2016
9. [TechLoy](#): WeChat Launches ZAR50 million Fund For Mobile Startups In South Africa
10. [Startup365](#): #Africa WeChat launches \$3.5m fund for African tech startups
11. [AfricaBusiness](#): WeChat Africa plans to invest R50 million in tech startups
12. [Smile&Mobile](#): WeChat Africa to invest R50 million in African tech startups
13. [TechNewsToday](#): WeChat Has \$3.4 Million For African Tech-Startups
14. [AppsAfrica](#): WeChat to invest \$3.4M in start-ups in Africa
15. [CommunicationsAfrica](#): WeChat to invest US\$3.5mn in African start-ups
16. [BNLpulse](#): WeChat is to invest over \$3.4 million in tech companies supporting local start-ups and innovations in Africa