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Frequently Asked Questions (FAQ)

About Igasitech

1. What is Igasitech?

Igasitech is a strategic and digital advisory company built to power Africa's boldest builders. We support startups and growth-stage businesses with practical tools to scale across strategy, technology, and capital.

2. What is the meaning and essence of Igasitech?

"Igasi" means "work" in Maragoli while "Tech" embodies Innovation, Efficiency, and Scale. We believe in solutions that are grounded in execution, impact, and shared prosperity. We believe in the power of work, not just as a means to survive, but as a force to transform.

Rooted in the meaning of "Igasi," we exist to help founders do the kind of work that creates value, inspires innovation, and unlocks prosperity.

3. How long has Igasitech been operating?

Igasitech was established in 2021 with the mission of providing small businesses with digital solutions to foster growth and operational efficiency. Over time, we observed a significant trend: many small businesses with great potential struggled to survive beyond their first year. For those that endured, there was a clear need to cultivate an ecosystem that supports their thriving. Our mission, "aligning ecosystems around Africa's most promising founders," directly contributes to a flourishing African startup ecosystem through tailored solutions.

Original Context and Mission

Igasitech was founded in 2021 with the initial goal of equipping small businesses with digital tools to enhance growth and operational efficiency.

The Pivot and Current Focus

Our early work revealed a significant challenge: a high failure rate among promising small businesses within their first year. Even for those that survived, a supportive ecosystem was clearly necessary for them to truly thrive. This insight led to a refinement of our focus.

Current Mission Statement

Our mission is now "aligning ecosystems around Africa's most promising founders." This directly supports a robust and flourishing African startup ecosystem by providing tailored solutions to meet this critical need.

Services

4. What services does Igasitech offer?

We provide end-to-end support across four core service lines:

i) Capital Strategy & Ecosystem Alignment

Our Capital Strategy & Ecosystem Alignment service provides the clarity, structure, and relationships essential for securing aligned investors and high-impact collaborators. We strategically position businesses for significant traction and sustainable growth, whether you are raising capital, expanding into new markets, or forging strategic alliances.

ii) People & Process Integration

Our People & Process Integration service combines organizational development, operational design, and governance frameworks, ensuring your people, systems, and decision-making structures all work in harmony.

iii) Digital Solutions for Growth

We create seamless digital experiences designed specifically for your users. Our aim is to help you broaden your reach, optimize delivery, and synchronize your technology roadmap with your overall business objectives, ensuring that your tech endeavors lead to measurable business success.

iv) Founder Learning & Wellbeing (The Builder's Room)

The Builder's Room offers a dedicated space for founder wellness and peer learning. It aims to support both business growth and the personal well-being of the founder through:

- **Peer-to-peer builder circles:** Opportunities for founders to connect and learn from each other.
- **Learning sessions:** Focused on growth strategies, personal wellness, and leadership development.
- **A reflective space:** Providing an environment for founders to reflect, reset, and prepare for new challenges.

[Join our builder circles and discover more.](#)

5. What is your capital strategy?

This service is designed to help startups and growth-stage businesses identify and secure appropriate partnerships. It focuses on achieving alignment, traction, growth, and connection across various business aspects, including financial and intellectual capital.

6. What is included under your "People & Process Integration" service?

This service helps founders build an internal engine for scale through:

- **Organizational Development:** Leadership development, team effectiveness, culture.
- **Operational Design:** Process optimization, systems and tools.
- **Governance Frameworks**

7. Do you offer tech development services?

Yes. Our **Digital Solutions** team offers comprehensive support for product design and development, encompassing web platforms, mobile applications, and establishing an online brand presence. We also advise on tech stack decisions for scale and usability.

8. Do you help with fundraising?

Absolutely. We collaborate with founders to align strategy, materials, and ecosystem engagement, thereby enabling them to access appropriate capital and foster genuine growth collaborations.

Engagement Approach

9. Who do you typically work with?

We work with:

- Founders at early and growth stages, united by bold visions and ready to scale.
- Investors seeking co-creating support systems for their investees.
- Ecosystem enablers shaping the future through innovation, sustainable development and long-term impact across the continent.

10. How do you work?

We start by gaining a deep understanding of each client's specific context, objectives, and strategic challenges. This comprehensive insight enables us to collaboratively develop bespoke solutions using a structured design framework.

11. What is your pricing model?

Our pricing depends on the scope and type of engagement:

- Project-based packages for defined deliverables
- Retainer models for ongoing advisory support
- Custom pricing for long-term ecosystem or institutional partnerships

[Contact us for a discovery session and tailored proposal.](#)

12. What businesses do you work with?

We primarily support businesses with operations in Africa, particularly those in high-impact sectors that promote job creation, including tech-driven solutions, and the digital and creative economies.

Getting Started

13. How can I engage Igasitech for support?

Reach out via info@igasitech.co.ke to book a discovery call. We'll learn more about your business needs and recommend the best path forward.

14. What makes Igasitech different?

We prioritize often-overlooked yet critical business aspects for sustainable growth - employee well being, supporting the entrepreneur behind the business.