

The UKTP **GreenTech** Startup Directory

Exploring Innovation Across
South Africa



About



the Department of Trade, Industry and Competition (the dtic)

The Department of Trade, Industry and Competition (**the dtic**) is responsible for driving inclusive and sustainable economic growth by fostering a competitive, diversified industrial base, creating quality jobs, and ensuring equitable economic transformation. Through targeted interventions in industrialisation, job creation, and inclusive growth, the dtic aims to reduce poverty, lower the cost of living, and empower marginalised communities—building a resilient and globally competitive economy.

the dtic is led by the Honourable Minister **Mr. Parks Tau (MP)**, supported by the Deputy Minister **Mr. Zuko Godlimpi (MP)** and the Director-General Mr. **Simphiwe Hamilton as the Accounting Officer** of the department.

Exports Programme

the dtic's Exports Programme promotes export-led growth by increasing the volume of goods and services exported and expanding the base of South African exporters. Through the National Exporter Development Programme (NEDP), the dtic positions South Africa as a reliable trade partner and supports businesses in becoming export-ready, entering global markets, and remaining competitive.

This is achieved through imparting export knowledge and skills, offering guidance and market intelligence, building exporter capacity through training and mentorship, facilitating market access and matchmaking, enhancing competitiveness through financing and compliance support, and strengthening the export ecosystem using strategic partnerships and sectoral initiatives.

Vision

A dynamic and globally competitive South African economy harnessing on the full potential of all citizens.

Impact statement

Driving inclusive economic growth through sustainable industrialisation and job creation for a globally competitive South Africa.

Mission

the dtic working with its entities will achieve inclusive economic growth by coordinating and enabling government wide interventions to:

- Promote structural transformation;
- Achieve stronger industrialisation
- Transformation in terms of skills for the economy and enterprise development.
- Increase trade, investment and exports
- Promote the ease of doing business



Foreword

It is a pleasure to introduce this directory of South African GreenTech startups, alongside Minister Parks Tau and Executive Director Pamela Coke-Hamilton. This directory is more than just a compilation of promising enterprises, it is a symbol of what is possible when innovation meets partnership.

Launched under the United Kingdom's Trade Partnership programme with South Africa, and implemented by the International Trade Centre in partnership with South Africa's Department for Trade, Industry and Competition, this directory showcases how our bilateral cooperation can unlock new opportunities, accelerate climate action, and foster sustainable growth. It stands as a timely reminder of our shared responsibility and collective potential to deliver the green transition together. As we confront the urgent challenge of climate change, innovative and scalable solutions are essential to decarbonise supply chains and transition to cleaner, greener economies, alongside accelerating the creation of high quality jobs. South Africa is home to a vibrant ecosystem of entrepreneurs who are pioneering technologies that can contribute not only to domestic sustainability goals but also to global efforts toward net zero.

The United Kingdom and South Africa share a long-standing partnership rooted in mutual respect, shared values, and, increasingly, a joint commitment to addressing the climate crisis. This collaboration is evident through our joint initiatives in green finance and clean energy and the UK's commitment to supporting South Africa's Just Energy Transition. I hope readers embrace this opportunity to explore the innovative solutions presented by South African GreenTech startups and work together towards a sustainable future.

Antony Phillipson CMG

British High Commissioner to South Africa



Foreword

Rising sea levels along the coastline, droughts further inland, gusting winds and wildfires in different parts of the country: these are just a few of the climate-induced disasters and impacts that have taken their toll on South Africa. But even as the threat of further damage looms, a promising counterforce is emerging: a wave of green tech startups which are showing that the digital revolution can and should herald the dawn of a new green revolution.

By applying innovative approaches to solve environmental challenges, these green tech-focused startups are creating jobs and supporting economic growth both in their communities and further afield. Their scalable, market-ready solutions are showcasing local expertise, innovation, and creativity—all while contributing to South Africa's trade and industrial development objectives. And one after the next, these companies are demonstrating clearly why achieving the Paris Agreement's goals, in a way that reflects national priorities and circumstances, can only happen if the private sector is part of the solution.

This directory of South African green tech startups is part of ITC's contribution to making more of these success stories possible. Created through the United Kingdom Trade Partnerships programme, funded by the Foreign, Commonwealth & Development Office of the United Kingdom and implemented in close collaboration with the Department of Trade, Industry and Competition of South Africa, the directory highlights startups that are some of the leading innovators in the field, teaching us new ways to approach both environmental sustainability and digital technologies. These are startups that ITC is proud to support, and which we hope will provide inspiration to other entrepreneurs who are now preparing to enter the scene—paving the way to a more climate-resilient future that leaves no one behind.

Pamela Coke-Hamilton
Executive Director



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Introduction to the directory

Why GreenTech?

Although Africa contributes the least to global emissions, it is one of the most vulnerable regions to the impacts of **climate change, facing food insecurity, desertification, and land degradation**. Addressing the dual crisis of climate vulnerability and socio-economic strain requires innovative and scalable solutions.

GreenTech offers a timely and transformative answer. By leveraging technology to address environmental and energy challenges, this ecosystem of solutions has rapidly evolved into a high-impact, high-growth area of innovation. Year by year,

investments in clean energy, sustainable agriculture, circular economy models, and electric mobility are increasing, advancing GreenTech solutions as a key driver of Africa's sustainable development.

The GreenTech sector is experiencing **growing momentum in South Africa**. This is driven by a robust ecosystem of startups, supported by accelerators, research institutions, and investors, alongside

policy initiatives aimed at supporting innovators from early-stage to growth. Its abundant renewable resources, high energy costs, and urgent sustainability challenges have spurred a range of cross-sectoral solutions. Such developments are increasingly positioning South Africa as a leader in Africa's green transition, demonstrating the financial viability and social impact of climate-smart technologies.



Purpose of the directory

This directory provides a snapshot of South Africa's GreenTech ecosystem, outlining key funding trends, ecosystem challenges, and emerging opportunities. It also profiles 18 pioneering GreenTech solutions that are addressing some of the country's most urgent environmental and social challenges, supported under the UKTP programme.

Data sources and methods

The study draws on data from Briter Intelligence to map investment trends, combines secondary research to assess the broader ecosystem, and incorporates direct insights from the featured solutions.





The GreenTech taxonomy

Sustainable & Smart Agriculture



End-to-end agrifood innovations that reduce emissions, improve yields, and enhance resilience to climate change

Alternative Proteins, Precision Agriculture, Vertical & Urban Farming, Irrigation, Seeds & Fertilisers, Hydroponics, Livestock & Feed, Pest & Soil Monitoring, Crop Insurance, Agro-processing, Cold Chain, Soil Testing, Frost mitigation fans, Aquaponics, Hydroponics, Fish farming, Aquaculture, Pest Detection, Landscaping

Waste Management & Circular Economy



Technologies and models focused on reducing, reusing, and recycling materials and responsibly managing waste

E-Waste Management, Medical Waste, Construction & Demolition Waste, Composting, Organic Waste, Waste to Energy, Recycled Products, Sustainable Packaging, Bio-digesters, Plastic Waste, Sanitation, Wastewater Treatment, Food Waste, Biodegradable Products

Water & Sanitation



Solutions for improving access to clean water, promoting efficient use, and providing safe sanitation

Water Treatment Systems, Rainwater Harvesting, Smart Water Management, Water Recycling, Sanitation Infrastructure

Supply Chain & Environmental Monitoring



Tools for improving visibility, accountability, and traceability in green value chains and environmental systems

Supply Chain Traceability Tools, Environmental Monitoring, Carbon Credit Platform, Carbon Accounting & Reporting, Environmental Protection, Data Analytics

Energy & Storage



Clean energy generation and storage technologies enabling decarbonisation

Solar, Wind, Biomass, Clean Hydrogen, Battery Storage, Smart Grids, Energy Efficiency Tools, Microgrids, Off-grid Solutions, Biofuels

Mobility & Transportation



Low-emission and smart mobility systems that are reducing urban congestion and transport-related emissions

Electric Vehicles (Cars, Bikes, Scooters), EV Charging Infrastructure, Shared Mobility Platforms, Smart Traffic Systems

Built Environment & Smart Cities



Green urban infrastructure and technologies that reduce the environmental footprint of cities and buildings

Green Buildings, Smart Metering & Energy Efficiency, Modular & 3D Construction, Smart City Infrastructure, Sustainable Housing

Biodiversity & Nature Restoration



Projects and technologies aimed at restoring ecosystems, protecting natural habitats, and enhancing biodiversity

Ecological Restoration, Reforestation, Wildlife Monitoring, Nature-based Carbon Capture, Biodiversity Tracking Tools

The GreenTech landscape in South Africa

Opportunities for growth

Climate resilience is driving demand for decentralised and efficient solutions.

With persistent load shedding, high energy costs, and water scarcity, there is strong demand for off-grid energy, efficient agriculture, and climate-resilient infrastructure. Startups working on battery optimisation, low-water food production, and renewable-powered sanitation are well-positioned to scale in South Africa and beyond.

Funding is increasing to scale climate solutions.

Early-stage commercial and non-dilutive funding (such as grants) is increasing for GreenTech startups in South Africa, providing the capital they need to design, test, and refine innovative products and business models. However, companies like Candi Solar, Aerobotics, and Wetility have advanced beyond the early stage, securing scale-up funding to expand operations and enter new markets.

Regulatory and policy barriers stall progress, but a shift is happening.

Complex permitting, outdated by-laws, and Eskom's dominance in energy generation have historically created challenges for deploying and scaling solutions. However, the advancement of supportive policy frameworks, such as the proposed South Africa Startup Act, is further catalysing growth. This Act aims to create a favourable environment for startups by reducing regulatory barriers, providing tax incentives, and enhancing access to funding, laying the groundwork for innovation across sectors, including GreenTech.

A growing support ecosystem is helping startups get off the ground.

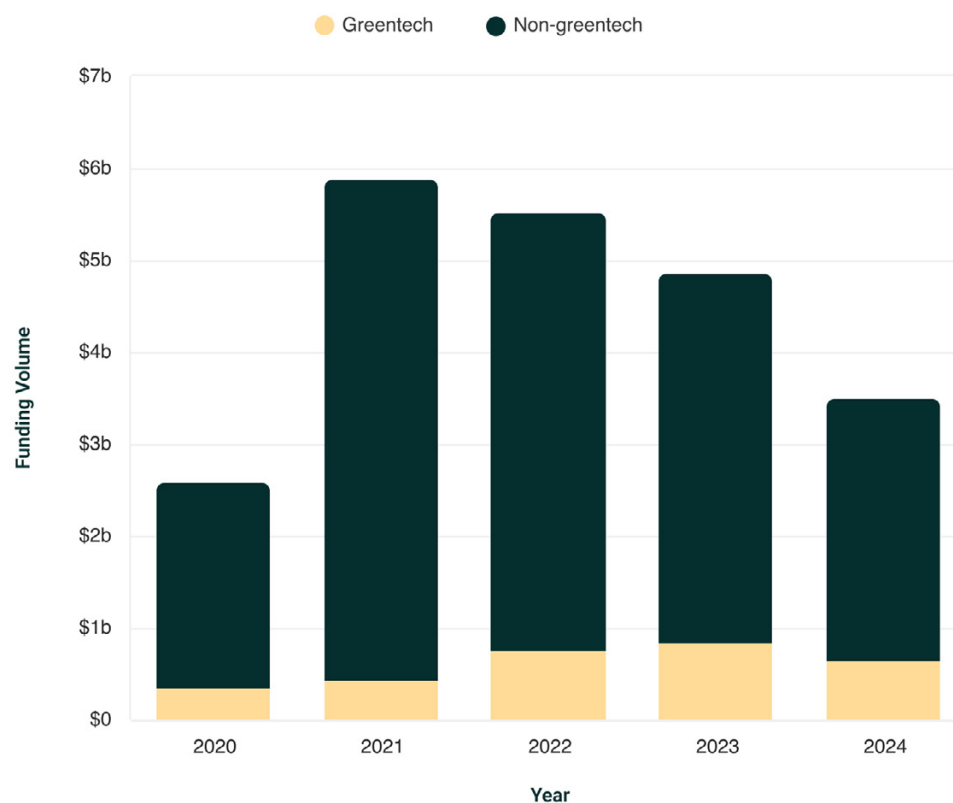
South Africa is home to an expanding network of incubators, accelerators, innovation hubs, as well as early-to-growth stage investors. These programmes are helping early-stage ventures access mentorship, piloting opportunities, and strategic networks, which are especially important in sectors like clean energy, sanitation, and sustainable agriculture. The fast-growing venture capital landscape, drawing both local and international funders, has been essential to building funding pathways for innovators in the GreenTech sector.



A snapshot of GreenTech in Africa

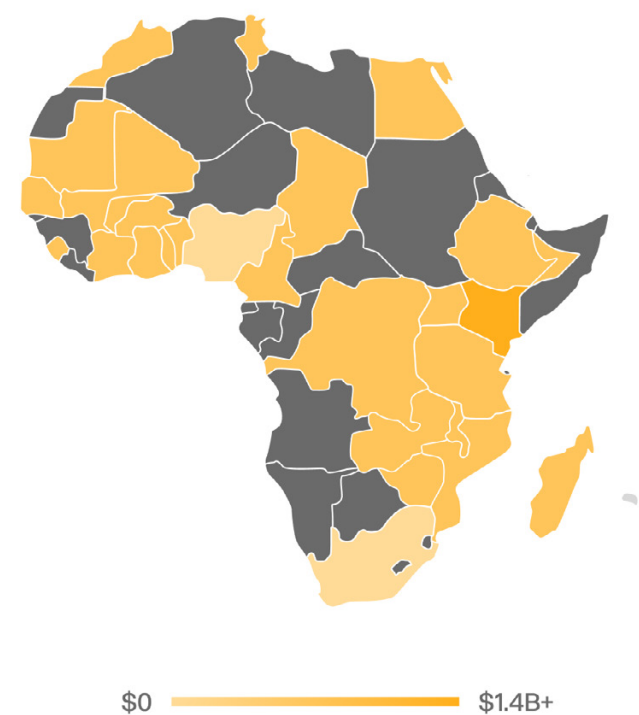
GreenTech investment has grown steadily, with over \$2 billion raised across 500+ deals between 2020 and 2024. The sector made up 16% of total funding in 2020, rising to 22% by 2024. Investment peaked in 2023, driven in part by major rounds from Sun King (Kenya), Spiro (Benin), Husk Power Systems (Nigeria), and Wetility (South Africa)

Figure 1: GreenTech funding as a proportion of the overall funding in Africa



From a geographical perspective, 75% of total recorded investments were captured by companies based in Kenya, Nigeria, and South Africa, reflecting broader trends in innovation funding. However, emerging GreenTech innovation hubs are also appearing in countries such as Rwanda and Ghana.

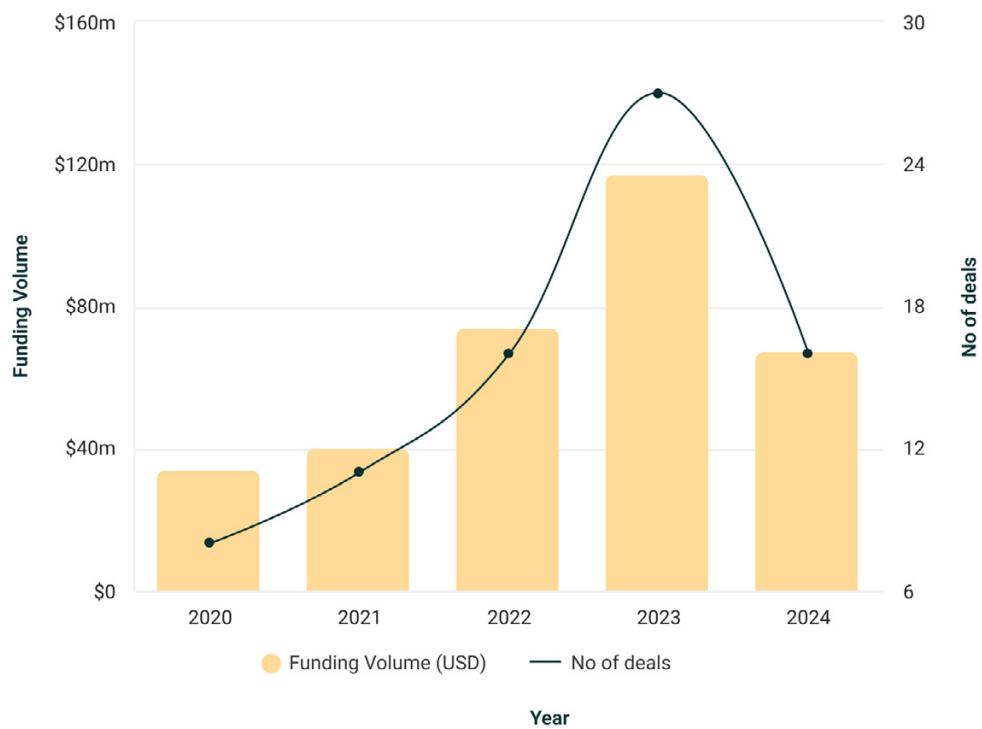
Figure 2: Key recipients of GreenTech funding between 2020-2024



GreenTech investment trends in South Africa

South African GreenTech solutions attracted over \$300 million across 70+ disclosed deals in the past five years. Similar to the broader ecosystem, the sector recorded its highest investment in 2023, driven by growth-stage deals to companies such as Wetility, Bio2Watt, and Candi Solar. However, funding activity slowed in 2024, following a broader funding slowdown.

Figure 3: GreenTech funding in South Africa

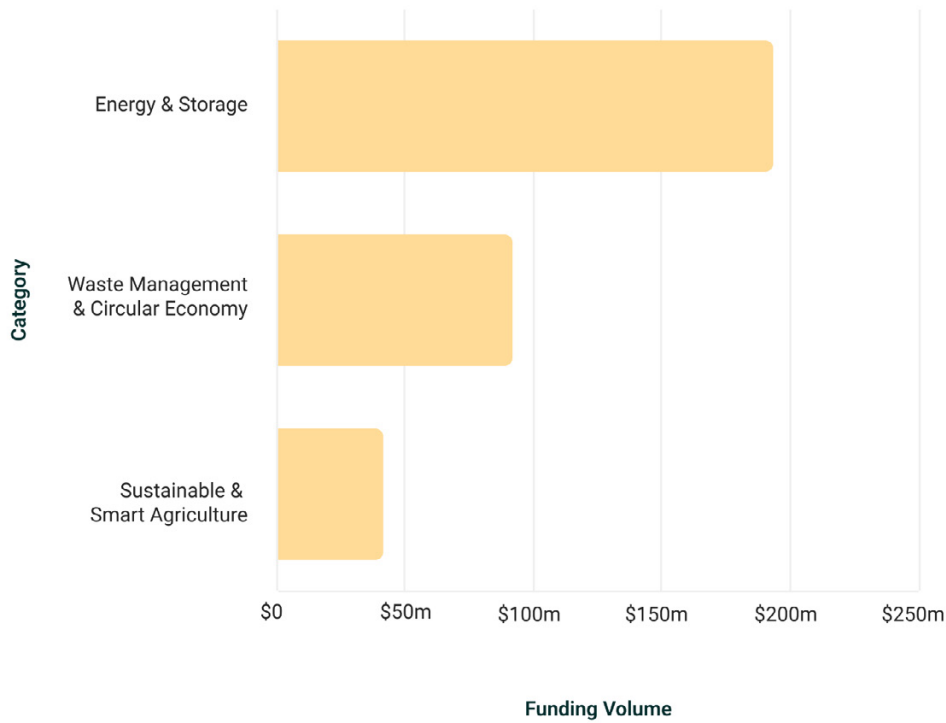


Sectoral distribution of GreenTech funding

Energy and storage solutions attracted the largest share of GreenTech funding, raising \$190 million through a mix of 60% equity and 40% debt. Other leading categories included waste management and the circular economy, which secured over \$90 million, and sustainable agriculture, with more than \$40 million. Together, these sectors accounted for over 90% of total GreenTech investment.

Sustainable agriculture recorded the highest number of deals, driven by activity in alternative proteins, precision agriculture, and fertilisers. In waste management, recycling was the most active segment, with five grant-funded deals and one acquisition deal, SkipWaste, acquired by Sanlam Private Equity (SPE).

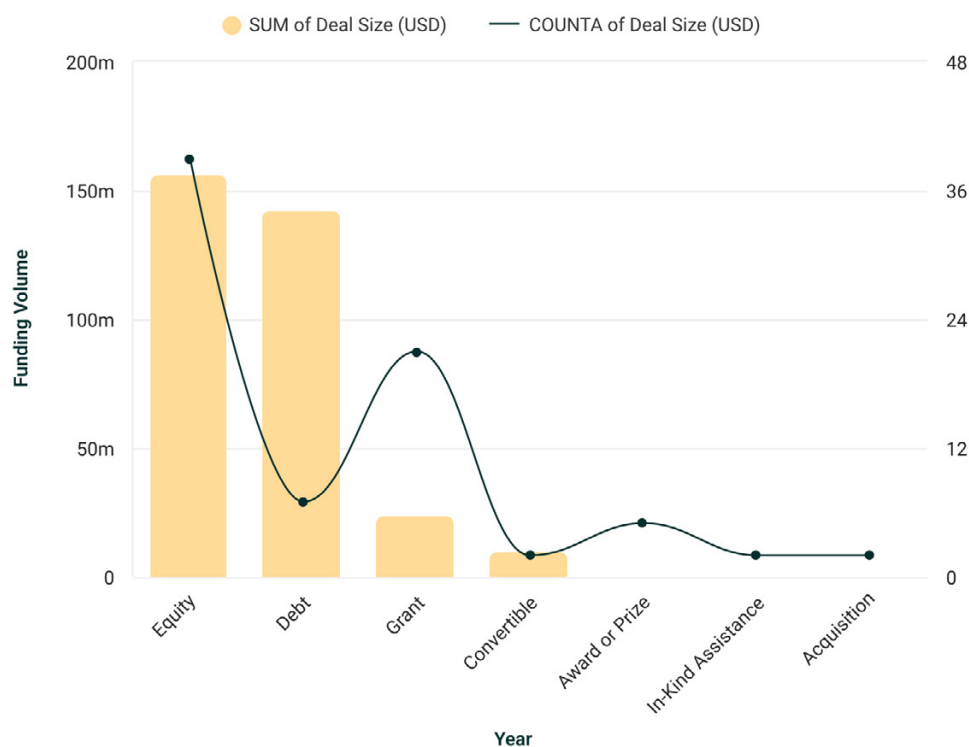
Figure 4: GreenTech funding in South Africa by categories



Equity drives the majority of GreenTech deals

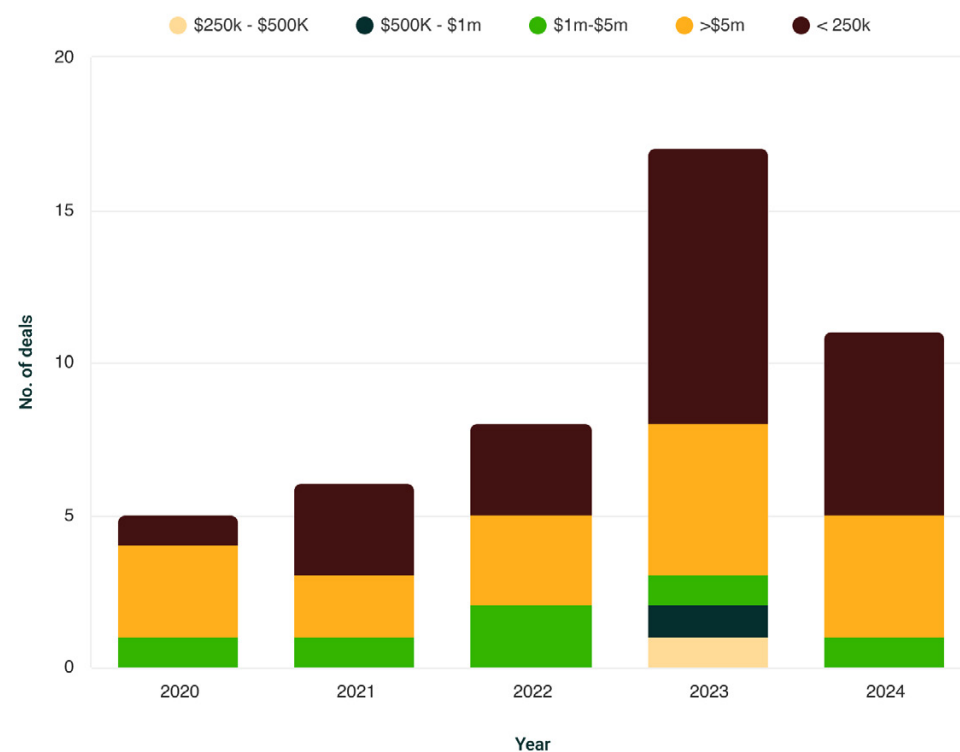
Key instruments deployed include a mix of equity, grants, debt, and convertibles. Equity led in both deal count and total capital raised, a trend seen across the wider ecosystem. However, while debt financing accounted for just 10% of all deals, it made up nearly half of the total funding, highlighting the typically larger ticket sizes of debt transactions. Grants followed equity in terms of deal count but contributed a smaller share of total capital due to their generally lower ticket sizes, typically used to get early-stage and technology-driven ventures off the ground.

Figure 5: GreenTech funding in South Africa by instruments



Excluding undisclosed deals, the most common ticket size was under \$250K—primarily non-dilutive funding in the form of grants and awards. This was followed by deals above \$5 million, through a mix of equity and debt. It's important to note that more than half of all deals did not disclose their funding amounts.

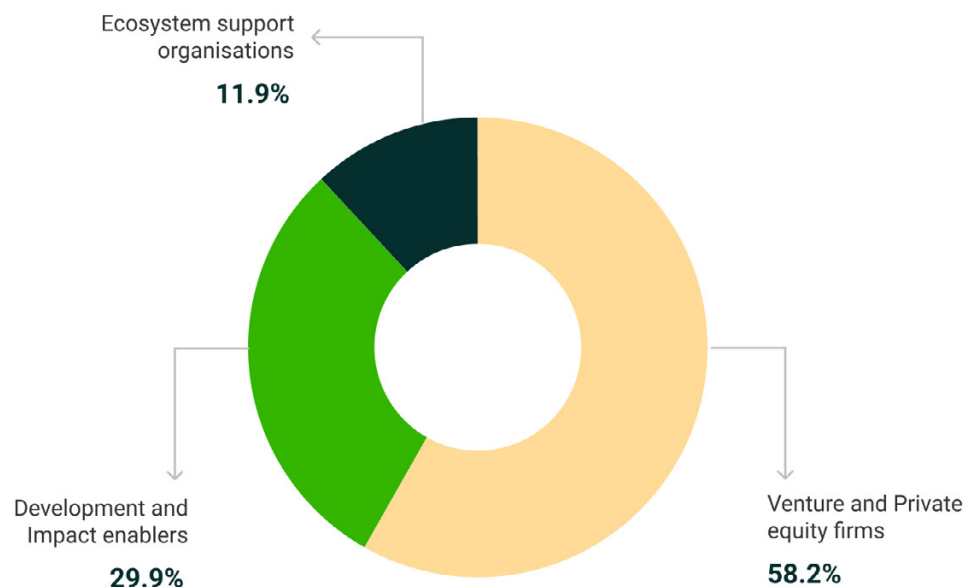
Figure 6: Funding by size



The GreenTech funder and support ecosystem

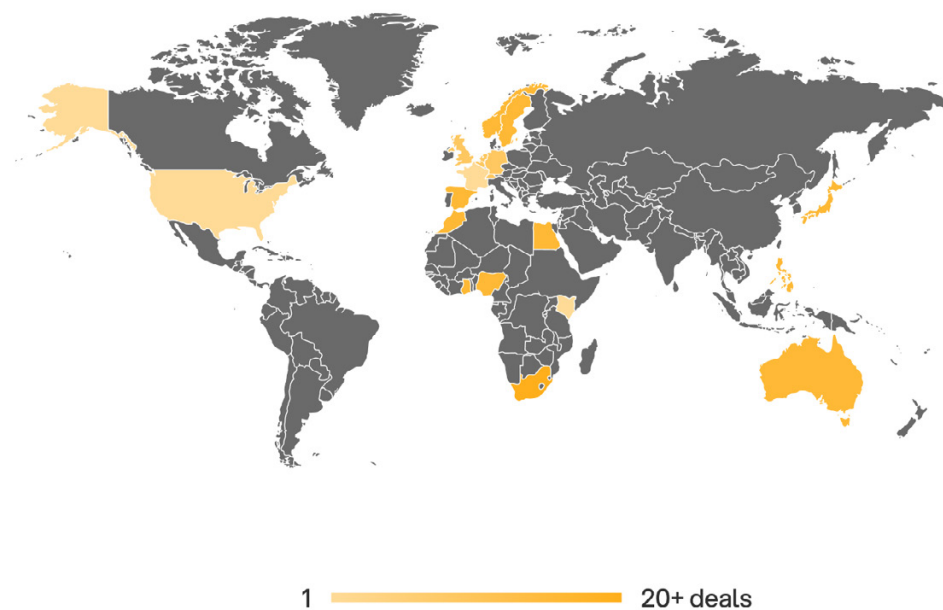
There are more than 80+ active funders supporting the GreenTech ecosystem in South Africa, primarily consisting of profit-oriented stakeholders, including venture capital firms and private equity firms. At the same time, there has been a growing presence of impact investors and ecosystem enablers, such as accelerators, who play a crucial role in nurturing startups by providing business knowledge through programs and offering early-stage financing without diluting company ownership too soon, an important advantage for this emerging sector.

Figure 7: Funder's participation in GreenTech deals



The GreenTech ecosystem benefits from a nearly equal geographic split of funders, reflecting strong international interest alongside growing domestic commitment, both essential for the sector's long-term sustainability.

Figure 8: Funder's geography





AGI Frost Fans (Pty) Ltd

AGI Frost Fans manufactures large electric frost fans mounted on 10 metre towers, providing cost-effective protection for crops by circulating warmer air during freezing conditions.

 **Foundation year**

2015

 **City**

Wellington

 **Website URL**

www.agifrostfans.com

 **Contact email**

info@agifrostfans.com

 **No. team members**

5

 **Social Media**

@ AGI Frost Fans

Founder/ Leadership



Stiaan Hugo

CEO

Sub-sector & Product



Sub-sector

Sustainable & Smart
Agriculture



Product

Frost Mitigation Equipment

Learn more



Impact



Decarbonisation

- » Electrically driven compared to engine driven competitors



Social impact

- » Job Creation
- » Women Empowerment
- » Community Development



>25% women ownership

No



women staff

2

Operations & Growth



Target market

EU/UK



Business model

Business to
Business (B2B)



Stage

Growth



Customers

11-100



Revenue

\$ 1,399,999



Funding raised

\$50,001 - \$100,000



Balancell Pty Ltd

Balancell creates smart lithium-ion batteries with self-management, real-time diagnostics, and remote monitoring, powering industries and homes while driving clean energy innovation globally.

Foundation year

2015

City

Cape Town

Website URL

<https://balancell.com/>

Contact email

amcpherson@balancell.com
brent.light@balancell.com

No. team members

78

Social Media

@Balancell

Founder/ Leadership



Andrew McPherson
CEO

Sub-sector & Product



Sub-sector

Energy & Storage



Product

Battery Storage

Learn more



Impact



Decarbonisation

» Energy Storage



Social impact

» Job Creation
» Skills Development



>25% women ownership

No



women staff

33

Operations & Growth



Target market

EU/UK



Business model

Business to
Business (B2B)



Stage

Growth



Customers

11-100



Revenue

\$11,000,000



Funding raised

\$100,001 - \$500,000



Credible Carbon

Credible Carbon supports small-scale carbon reduction projects in sub-Saharan Africa by helping them earn income through verified carbon credits while addressing poverty and climate change.

 **Foundation year**

2008

 **City**

Cape Town

 **Website URL**

<https://www.crediblecarbon.com/>

 **Contact email**

anton@crediblecarbon.com

 **No. team members**

1

 **Social Media**

@ Credible Carbon

Founder/ Leadership



Anton Cartwright

CEO

Sub-sector & Product



Sub-sector

Supply Chain &
Environmental Monitoring



Product

Carbon Credit Platform

Learn more



Impact



Decarbonisation

» Carbon Credit
Enablement



Social impact

» Poverty Alleviation



>25% women ownership

No



women staff

0

Operations & Growth



Target market

Rest of the world



Business model

Business to Business
(B2B)
Business to
Consumer (B2C)



Stage

Growth



Customers

1001-10,000



Revenue

\$440,000




Funding raised


\$5,000 - \$10,000




FoNG SA (Pty)Ltd


FoNG SA has developed IBAPS, a zero-waste, off-grid wastewater treatment and bioenergy system that combines biogas production and algae cultivation to generate clean energy and nutrients.

 **Foundation year**
2012

 **City**
East London (South Africa)

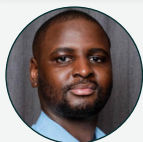
 **Website URL**
www.fong.co.za

 **Contact email**
thulani@fong.co.za
musset@fong.co.za

 **No. team members**
10

 **Social Media**
@FoNG SA


Founder/ Leadership



Thulani Bono
CEO

Sub-sector & Product


 **Sub-sector**
Waste Management &
Circular Economy

 **Product**
» Wastewater Treatment
» Biogas


Learn more



Impact


 **Decarbonisation**
» Waste-to-Value
» Circular Economy Practices
» Renewable Energy Integration


 **>25% women ownership**
No

 **Social impact**
» Job Creation
» Youth Empowerment
» Women Empowerment
» Skills Development


 **# women staff**
3


Operations & Growth


 **Target market**
Africa

 **Business model**
» Business to Business to
Consumer (B2B2C)

 **Stage**
Growth

 **Customers**
11-100

 **Revenue**
\$100,000

 **Funding raised**
> \$1,000,000



Green Arch Innovations Pty Ltd

Green Arch Innovations franchises energy-loop aquaponic systems for climate-smart food production, addressing food insecurity and advancing sustainable agriculture in rural and urban areas.

 **Foundation year**

2018

 **City**

Esikhawini

 **Website URL**

<https://www.linkedin.com/in/luvo-gugwana-b98687117/>

 **Contact email**

Luvo.g95@gmail.com

 **No. team members**

11

 **Social Media**

@luvo-gugwana

Founder/ Leadership



Luvo Gugwana

CEO

Sub-sector & Product



Sub-sector

Sustainable & Smart
Agriculture



Product

» Aquaponics
» Hydroponics

Learn more



Impact

 **Decarbonisation**

- » Shortened Supply Chains
- » Low Carbon Products
- » Localised Production

 **Social impact**

- » Food Security
- » Rural Development
- » Community Development

 **>25% women ownership**

No

 **# women staff**

5

Operations & Growth



Target market

South Africa



Business model

Business to Business
to Consumer
(B2B2C)



Stage

Growth



Customers

101-500



Revenue

\$66,700



Funding raised

\$5,000 - \$10,000

Liquidgold Africa

LiquidGold Africa offers innovative dry sanitation solutions that transform human waste into valuable resources. The systems reduce operational costs, conserve natural resources, and support self-sustaining, eco-friendly sanitation.

Foundation year
2016

City
Durban

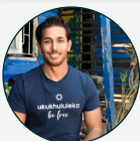
Website URL
www.liquidgold.co.za

Contact email
orion@liquidgold.co.za

No. team members
11

Social Media
@LiquidGold Africa Pty

Founder/ Leadership



Orion Herman
CEO

Sub-sector & Product

Sub-sector
Water & Sanitation

Product
Sanitation Infrastructure

Learn more



Impact

Decarbonisation

- » Localised Production
- » Waste-to-Value
- » Circular Economy Practices
- » Low Carbon Products

>25% women ownership
No

Social impact

- » Health and Sanitation

women staff
3

Operations & Growth

Target market
South Africa

Business model

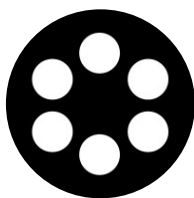
- » Business to Business (B2B)
- » Business to Business to Consumer (B2B2C)
- » Business to Government (B2G)

Stage
Growth

Customers
0-10


Revenue
\$250,000

Funding raised
> \$50,001 - \$100,000




Newform Foods


Newform Foods is a biotech company developing a scalable bio-manufacturing platform for cellular agriculture. Operating out of South Africa and the UK, we help our partners create next-generation food products—faster, more efficiently, and with global market readiness in mind.

 **Foundation year**
2020

 **City**
Cape Town

 **Website URL**
<https://newformfoods.com/>

 **Contact email**
brett@newformfoods.com

 **No. team members**
5

 **Social Media**
@newformfoods

Founder/ Leadership



Brett Thompson
CEO

Sub-sector & Product


 **Sub-sector**
Sustainable
& Smart Agriculture

 **Product**
Alternative Proteins

Learn more



Impact

 **Decarbonisation**
» Low Carbon Products
» Localised Production


 **Social impact**
» Job Creation
» Youth Empowerment
» Skills Development

 **>25% women ownership**
No


 **# women staff**
1


Operations & Growth


 **Target market**
EU/UK

 **Business model**
Business to
Business (B2B)

 **Stage**
Growth

 **Customers**
0-10

 **Revenue**
\$10,000

 **Funding raised**
>\$1,000,000



Ronewa Creations

Ronewa Creations provides the Garden Revitalisation Toolkit, a consulting package empowering communities to create sustainable gardens and enhance access to nutritious food with local solutions.

 **Foundation year**

2015

 **City**

Johannesburg

 **Website URL**

www.ronewacreations.co.za

 **Contact email**

Lesego@ronewacreations.co.za

 **No. team members**

13

 **Social Media**

@Ronewa Creations

Founder/ Leadership



Lesego Seloane

CEO

Sub-sector & Product



Sub-sector

Sustainable & Smart
Agriculture



Product

Landscaping, Garden
Revitalisation Toolkit

Learn more



Impact



Decarbonisation

- » Waste-to-Value
- » Biodiversity Enhancement
- » Circular Economy Practices



>25% women ownership

Yes



Social impact

- » Community Development
- » Women Empowerment



women staff

5

Operations & Growth



Target market

South Africa
and neighboring
countries



Business model

Business to
Business (B2B)



Stage

Growth



Customers

0-10



Revenue

>\$106,000




Funding raised

\$37,000




Samanjalo


Samanjalo uses 80% waste from mined materials, including coal waste and chrome slag, to create sustainable building products and promote environmentally friendly construction practices.

 **Foundation year**
2012

 **City**
Witbank

 **Website URL**
www.samanjalo.co.za

 **Contact email**
sawubona@samanjalo.co.za

 **No. team members**
13


 **Social Media**
@samanjalo holdings


Founder/ Leadership



Prudence Simelane
CEO

Sub-sector & Product


 **Sub-sector**
Built Environment & Smart
Cities

 **Product**
» Green Buildings
» Sustainable Housing

Learn more



Impact


 **Decarbonisation**
» Circular Economy
Practices
» Waste-to-Value


 **Social impact**
» Youth Employment
» Local Business Support

 **>25% women ownership**
Yes


 **# women staff**
2


Operations & Growth


 **Target market**
Africa

 **Business model**
Business to Business
to Consumer
(B2B2C)

 **Stage**
Growth

 **Customers**
0-10

 **Revenue**
\$21,000

 **Funding raised**
\$10,001 - \$50,000



Smart Food Growing Technologies

SFG Tec designs and manufactures a range of plastic injection moulded products to grow food in. Most products are made from 70% recycled plastic.

Foundation year
2021

City
Pretoria

Website URL
<https://sfgtec.com>

Contact email
andrew@sfgtec.com

No. team members
4

Social Media
@SFG Technologies

Founder/ Leadership



Andrew Pott
CEO

Sub-sector & Product

Sub-sector
Sustainable
& Smart Agriculture

Product
Hydroponics

Learn more



Impact

Decarbonisation

- » Localised Production
- » Supply Chain Decarbonisation

>25% women ownership
Yes

Social impact

- » Food Security
- » Rural Development
- » Job Creation
- » Women Empowerment

women staff
1

Operations & Growth

Target market
South Africa

Business model

- Business to Business (B2B)
- Business to Consumer (B2C)
- Business to Government (B2G)

Stage
Growth

Customers
101-500

Revenue
\$1,200,000

Funding raised
\$100,001 - \$500,000



Soldevco Pty Ltd

Soldevco Pty Ltd designs micro- and ultrafine bubble generators that boost dissolved oxygen in water, enhancing quality naturally without chemicals for agriculture, aquaculture, and industry.

Foundation year
2021

City
Cape Town

Website URL
www.soldevco.co.za

Contact email
heindre@soldevco.co.za

No. team members
5

Social Media
@SOLDEVCO Pty Ltd

Founder/ Leadership



Alisia Rautenbach
CEO

Sub-sector & Product

Sub-sector
Water & Sanitation

Product
Water Treatment Systems

Learn more



Impact

Decarbonisation

- » Efficient Resource Use
- » Renewable Energy Integration
- » Circular Economy Practices

>25% women ownership
Yes

Social impact

- » Youth Employment
- » Women Empowerment

women staff
3

Operations & Growth

Target market
South Africa

Business model

- » Business to Business to Consumer (B2B2C)
- » Business to Consumer (B2C)
- » Business to Business (B2B)
- » Business to Government (B2G)

Stage
Growth

Customers
11-100

Revenue
\$55,600

Funding raised
\$10,001 - \$50,000



The Awareness Company

The Awareness Company delivers HYDRA, an AI-powered platform merging environmental and operational data like energy, water, and carbon metrics into a visual dashboard for sustainability management.

 **Foundation year**

2018

 **City**


Johannesburg

 **Website URL**

<https://awarenesscompany.co.za>

 **Contact email**

priaash@awarenesscompany.co.za

 **No. team members**

5

 **Social Media**

@ The Awareness Company

Founder/ Leadership



Priaash Ramadeen
CEO

Sub-sector & Product



Sub-sector

Supply Chain &
Environmental Monitoring



Product

Data Analytics

Learn more



Impact



Decarbonisation

- » Supply Chain Decarbonisation
- » Efficient Resource Use



Social impact

- » Job Creation
- » Skills Development
- » Access to Education
- » Community Development



>25% women ownership

Yes



women staff

3

Operations & Growth



Target market

South Africa



Business model

Business to
Business (B2B)



Stage

Growth



Customers

11-100



Revenue

\$ 303,999



Funding raised

> \$1,000,000



Ziningi Imbali Enterprises

Ziningi Imbali Enterprises makes DecantAir, using effervescent tablets to neutralise odours at the source for a safer, greener alternative to aerosol air fresheners for sustainable freshness.

Foundation year
2019

City
Meyerton

Website URL
www.decantair.co.za

Contact email
ziningi@decantair.co.za

No. team members
2

Social Media
@Ziningi Palesa Malinga

Founder/ Leadership



Ziningi Palesa Malinga
CEO

Sub-sector & Product

Sub-sector
Waste Management &
Circular Economy

Product
Biodegradable Products

Learn more



Impact

Decarbonisation

- » Circular Economy Practices
- » Supply Chain Decarbonisation

>25% women ownership
Yes

Social impact

- » Job Creation
- » Women Empowerment
- » Skills Development
- » Community Development

women staff
2

Operations & Growth

Target market
South Africa

Business model

- » Business to Business (B2B)
- » Business to Consumer (B2C)

Stage
Growth

Customers
0-10

Revenue
\$2,800

Funding raised
\$10,001 - \$50,000



AllerXin

AllerXin offers a transparent, traceable plastic and carbon token system that supports recycling from waste pickers to buy-back centres and facility development with Plastic SA partnership.

Foundation year

2022

City

Pretoria

Website URL

www.allerxin.com

Contact email

alex.steenkamp@allerxin.com

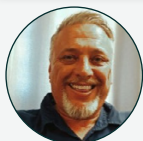
No. team members

1

Social Media

@Alex Steenkamp

Founder/ Leadership



Alex Steenkamp

CEO

Sub-sector & Product

Sub-sector

- » Supply Chain & Environmental Monitoring
- » Waste Management and Circular Economy

Product

- » Carbon Credit Platform
- » Plastic Credits

Learn more



Impact

Decarbonisation

- » Carbon Credit Enablement
- » Circular Economy Practices
- » Supply Chain Decarbonisation

>25% women ownership

No

Social impact

- » Job Creation
- » Empowering Informal Workers
- » Inequality Reduction
- » Community Development

women staff

0

Operations & Growth

Target market

Africa

Business model

- » Business to Business (B2B)
- » Business to Consumer (B2C)
- » Business to Government (B2G)

Stage

Early

Customers

101-500

Revenue

-

Funding raised

\$100,001 - 500,000



BurnStar Technologies

BurnStar Technologies provides a clean and affordable hydrogen production solution that allows for onsite generation, reducing the need for complex transport and storage infrastructure.

 **Foundation year**

2019

 **City**

Standerton

 **Website URL**


<https://www.burnstar.co.za/>

 **Contact email**

technical@burnstar.co.za
david@burnstar.co.za

 **No. team members**

4

 **@BurnStar Technologies**

Founder/ Leadership



Johan Brand
CEO

Sub-sector & Product



Sub-sector

Energy & Storage



Product

Clean Hydrogen

Learn more



Impact

 **Decarbonisation**

- » Renewable Energy Integration

 **Social impact**

- » Job Creation
- » Women Empowerment
- » Skills Development
- » Community Development

 **>25% women ownership**

No

 **# women staff**

2

Operations & Growth

 **Target market**

Rest of the world

 **Business model**

Business to Business
to Consumer
(B2B2C)

 **Stage**

Early

 **Customers**

0-10

 **Revenue**

-

 **Funding raised**

\$100,001 - 500,000



Khepri Biosciences

Khepri Biosciences has created an onsite module that converts one to three tonnes of organic waste per day into insect-based animal feed and fertiliser, while supporting carbon credit reporting.

Foundation year
2012

City
Krugersdorp

Website URL
www.khepri.co.za

Contact email
bandile@khepri.co.za

No. team members
12

Social Media
@Khepri Biosciences

Founder/ Leadership



Bandile Dlabantu
CEO

Sub-sector & Product

Sub-sector
Sustainable
& Smart Agriculture

Product
» Alternative Proteins
» Organic Waste

Learn more



Impact

Decarbonisation

- » Waste-to-Value
- » Carbon Credit Enablement
- » Circular Economy Practices
- » Supply Chain Decarbonisation

>25% women ownership
Yes

Social impact

- » Job Creation
- » Women Empowerment
- » Diversity & Inclusion
- » Skills Development
- » Poverty Alleviation

women staff
5

Operations & Growth

Target market
Africa

Business model

- » Business to Business to Consumer (B2B2C)
- » Business to Government (B2G)
- » Business to Business (B2B)

Stage
Early

Customers
0-10

Revenue
-

Funding raised
\$100,001 - 500,000



MycoSure

MycoSure develops mycelium-based technology that uses submerged biomass fermentation to produce sustainable mycoprotein, offering healthy and scalable alternative proteins for food and drink.

Foundation year

2021

City

Johannesburg

Website URL

www.mycosure.co.za

Contact email

charles@mycosure.co.za

No. team members

2

Social Media

@MycoSure

Founder/ Leadership



Charles Reed
CEO

Sub-sector & Product



Sub-sector

Sustainable & Smart
Agriculture



Product

Alternative Proteins

Learn more



Impact



Decarbonisation

- » Low Carbon Products
- » Efficient Resource Use



Social impact

- » Job Creation
- » Food Security
- » Diversity & Inclusion



>25% women ownership

No



women staff

0

Operations & Growth



Target market

South Africa



Business model

Business to
Business (B2B)



Stage

Early



Customers

0-10



Funding raised

\$100,001 - 500,000



Goodwillproducts

Goodwillproducts turns invasive water hyacinth into certified organic fertiliser enriched with 16 beneficial microorganisms, supporting food security and environmentally conscious farming.

Foundation year
2017

City
Elliot

Website URL
www.goodwillproducts.co.za

Contact email
Christian@goodwillproducts.co.za

No. team members
11

@Goodwill Products

Founder/ Leadership



Christian Campher
CEO

Sub-sector & Product

Sub-sector
Sustainable & Smart
Agriculture

Product
Seeds & Fertilisers

Learn more



Impact

Decarbonisation

- » Waste-to-Value
- » Circular Economy Practices

>25% women ownership
Yes

Social impact

- » Job Creation
- » Women Empowerment
- » Rural Development
- » Food Security
- » Skills Development

women staff
3

Operations & Growth

Target market
South Africa

Business model

- » Business to Business to Consumer (B2B2C)

Stage
Early

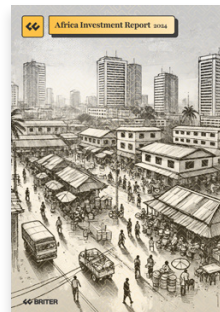
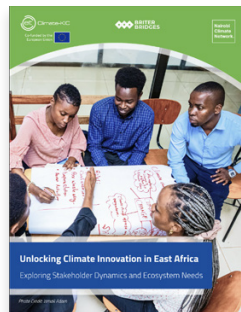
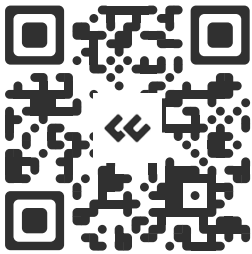
Customers
11-100

Revenue
-

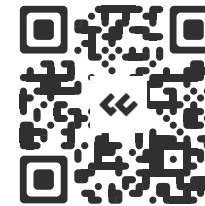
Funding raised
-

Briter is a research and business intelligence firm focused on emerging markets, offering strategic insights into businesses, investors, and funding ecosystems. With a focus on technology and digital transformation, Briter supports sustainable and inclusive growth across high-impact sectors. Its insights have guided decisions by governments, donors, investors, startups, and corporates.

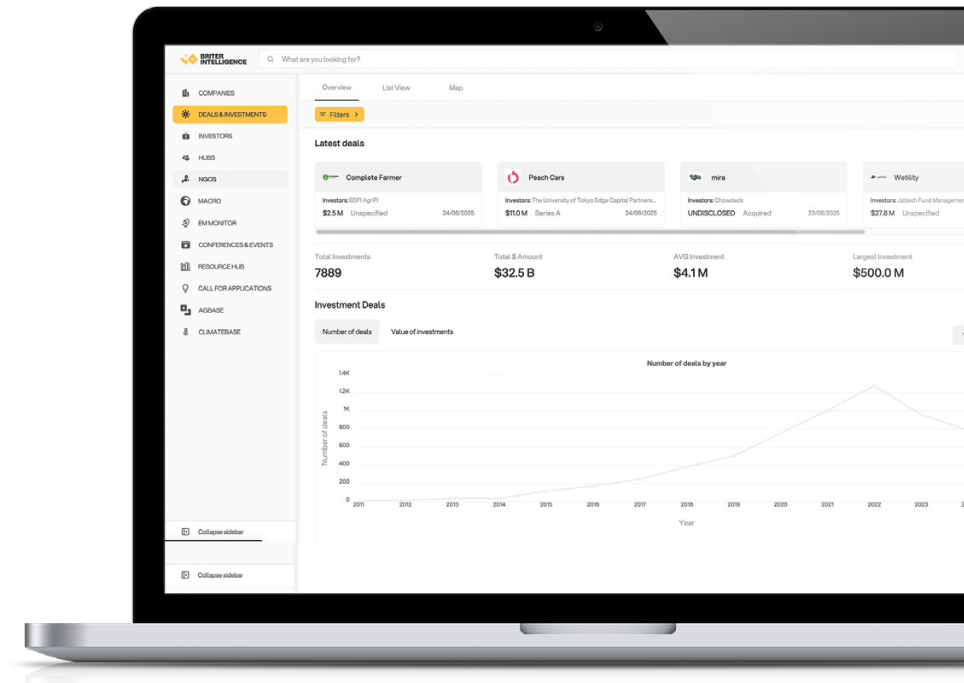
Explore Briter's work in GreenTech and Climate ecosystem



Explore the platform and interact with real-time data and insights



Briter Intelligence, the flagship platform, provides real-time data and analytics on businesses, investments, and market trends—enabling smarter decisions for funders, companies, and policymakers.



Contact



International Trade Centre

<https://www.intracen.org>



Department: Trade, Industry and Competition

<https://www.thedtic.gov.za/>



UK International Development

<https://www.gov.uk/government/organisations/department-for-international-development>





International
Trade
Centre



the **dtic**
Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



**UK International
Development**

Partnership | Progress | Prosperity