

Next 100 African Startups initiative

Nigerian digital content distribution startup, Publiseer, has been selected to be part of the *Next 100 African Startups* initiative in Egypt.



The International Finance Corporation (IFC) and the Egyptian Ministry of Investment and International Cooperation (MIIC), selected Publiseer to be part of the *Next 100 African Startups* initiative.

Publiseer will have the opportunity to participate in the Africa 2018 Forum in Sharm El-Sheikh, Egypt, on December 7-9 and connect with senior government officials, including Head of States, international financial institutions, and potential investors.

Publiseer's selection was based on specific criteria, vetted by the Selection Committee which took country, sector and gender diversification into consideration.

"When people are struggling to survive, they don't have the luxury to dream. Many African writers and musicians have been forced to keep day jobs that they have no interest in, and eventually, they underperform at work, and at life, because they have no interest in what they do. It's simply a means to survive.

"Publiseer wants these amazing individuals to excel in life and not just survive. We're doing this by letting them earn a living from doing what they love doing the most," says Chidi Nwaogu, co-founder and CEO of Publiseer, who was recently

awarded the OD Person of the Month.

The well-tailored and comprehensive two-day program for the selected 100 startups will allow the founder to most effectively showcase their work, and facilitate value-added networking with the key stakeholders participating in the Forum as well as their participation in specialised workshops.

Publiseer is a digital publishing startup that helps independent writers and musicians from low-income communities in Africa, to publish, protect and monetize their creative works across hundreds of digital platforms worldwide, at no charge, with a click.

Writers and musicians using Publiseer can monitor their sales performance and receive their royalties across all platforms using the Publiseer centralised dashboard.

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