



USTDA
U.S. TRADE AND DEVELOPMENT AGENCY

U.S. - AFRICA FINANCIAL INCLUSION CONFERENCE

JULY 17-18, 2023

RMB PORTSIDE BUILDING
CAPE TOWN, SOUTH AFRICA



IN COLLABORATION WITH **RMB**

Prince Nwadeyi

Co-Founder

iSpani and Setana Capital

Prince co-founded iSpani, a data insights firm that has enabled thousands of youths to become micro-data entrepreneurs. Prince has established himself as a trusted advisor and innovator and through the work he's done has guided national government agencies, local government and C-Suite executives across consumer insights, innovation and strategy for organizations like Unilever, AbinBev, Liberty, Duracell, Naspers, Yoco, UNDP, UNICEF, Swiss Re and many others across various industry verticals. iSpani's data insights have played a role in influencing access to improved life insurance, payments infrastructure, Aid support, Energy, Municipal Service delivery and infrastructure development, impacting tens of thousands of lives. His experience ranges across markets like South Africa, Nigeria, Kenya and the Nordics.



He holds a Bcom in Management Studies with a focus in Economics and Marketing from UCT and he equally holds an MPhil in Inclusive innovation from the UCT Graduate School of Business. Prince equally co-founded Setana Capital, a working capital finance fund backed by the Empowerment arm of Allan Gray to deliver an embedded finance solution that solves working capital for informal traders. The fund currently delivers a 98.9% repayment rate and 60% refinancing rate enabling businesses to grow and access much needed trade finance that would ordinarily not be delivered by traditional finance institutions. He is equally involved as an Emerging Markets Advisor to Bitprop, a business driving affordable backroom rentals in townships and peri-urban communities with a portfolio of over 200 units across Cape Town set to reach 500 units by the end of the year. He equally currently leads the Ventures Portfolio for Bertha Fellows, a community of social innovators passionate about socio-economic change and transformation.