

COMPENSATION STUDY

SEPT 2019



TIMON



**BRITER
BRIDGES**

COMPENSATION STUDY

A study by [Timon Capital](#) and [Briter Bridges](#), which aims at promoting transparency and incentivising the conversation about compensation and more accessible data.

1079

CO-FOUNDERS' GENDER, ETHNICITY, AND SCHOOLING DATA

778

STARTUPS' CO-FOUNDING TEAMS' DEMOGRAPHICS ANALYSED

48

COMPANIES SURVEYED ACROSS

4

KEY AFRICAN COUNTRIES

Demographics: Gender and Ethnicity

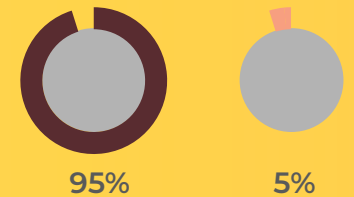
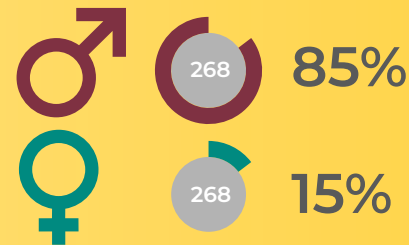
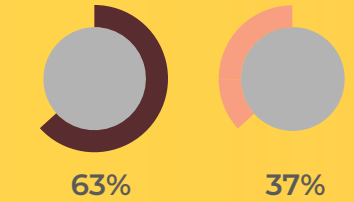
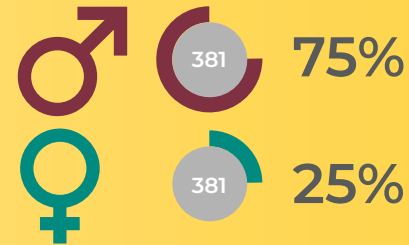
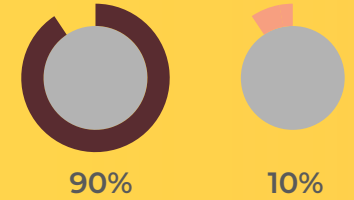
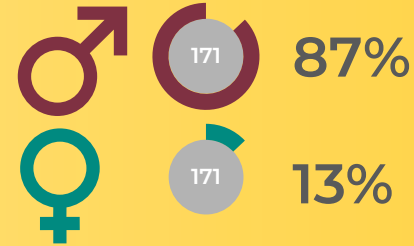
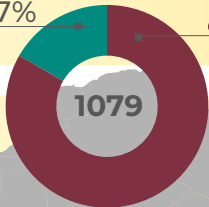
LOCAL EXPAT

GENDER

MALE
899 CO-FOUNDERS

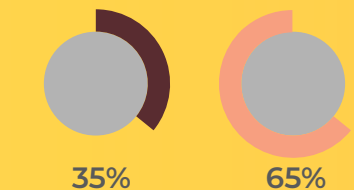
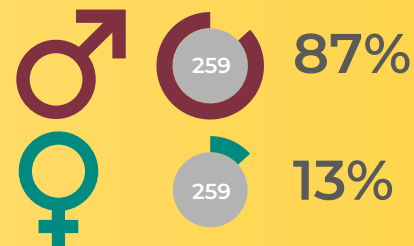
FEMALE
180 CO-FOUNDERS

♀ 17% ♂ 83%



1079 CO-FOUNDERS

788 STARTUPS



Demographics: Schooling

SCHOOLING

Level of education



50%
OF CO-FOUNDERS HAVE
MINIMUM A BACHELOR'S DEGREE



30%
LOCAL CO-FOUNDERS STUDIED
OUTSIDE OF AFRICA.



Ghana



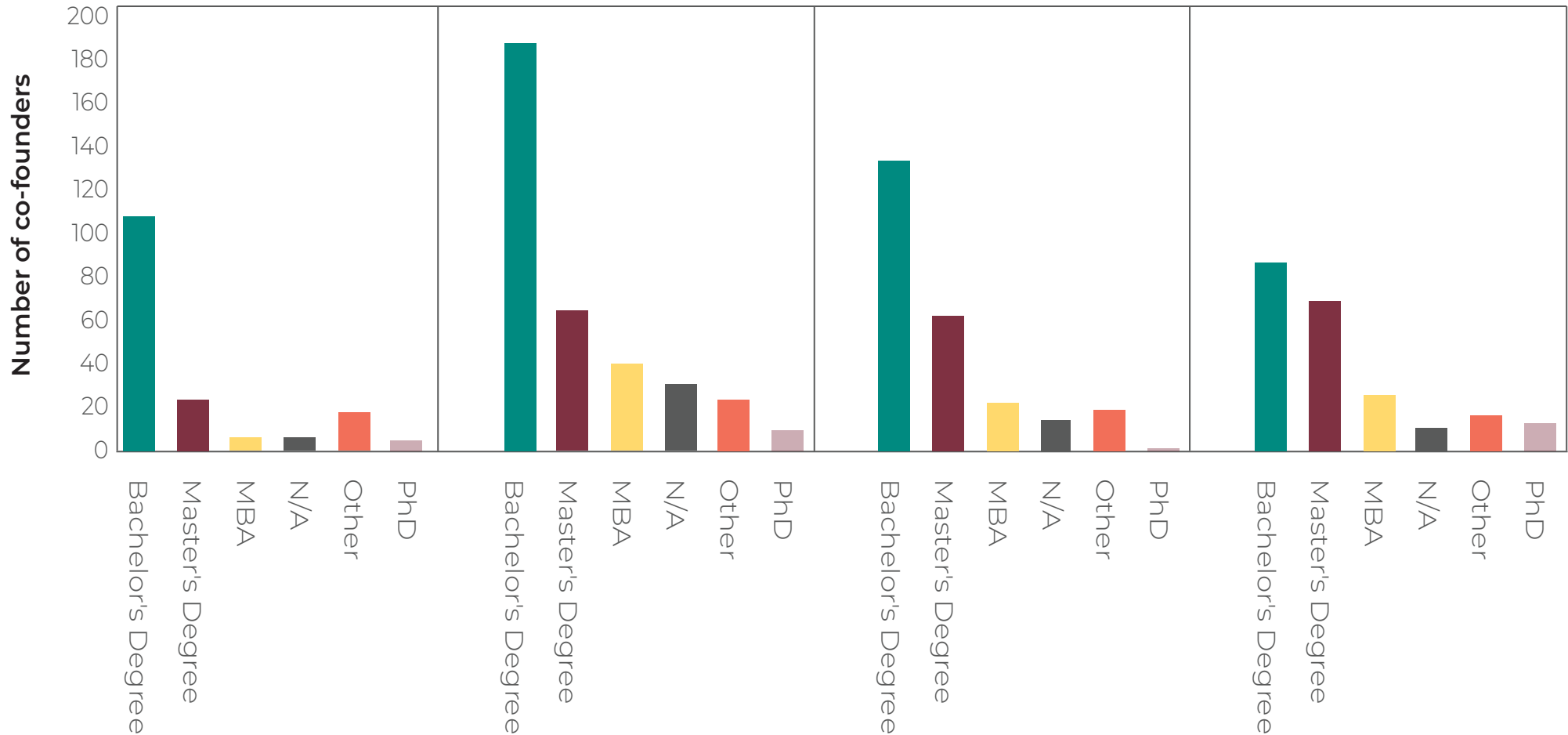
Kenya



Nigeria

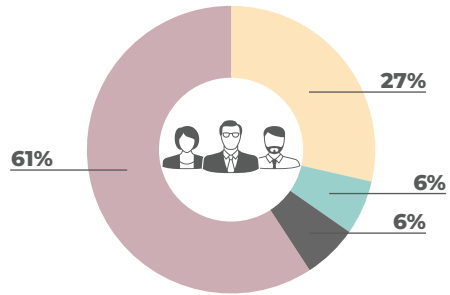


Cross Country



Respondent's Profile

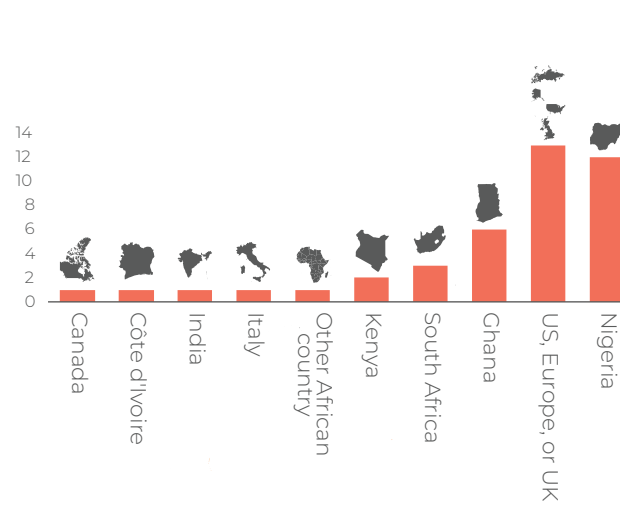
Role



- President/ CEO
- C-Level Executive
- HR Manager
- Other Manager

64,5% of respondents have worked at their organisation for less than **3** years.

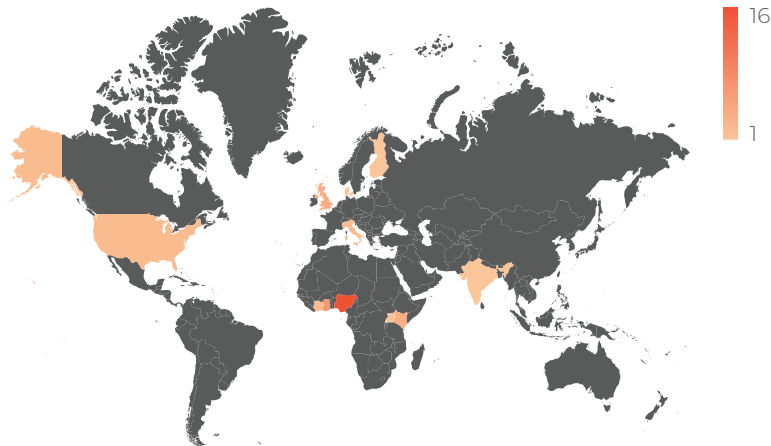
Country of Schooling



Age of Respondents



Nationality

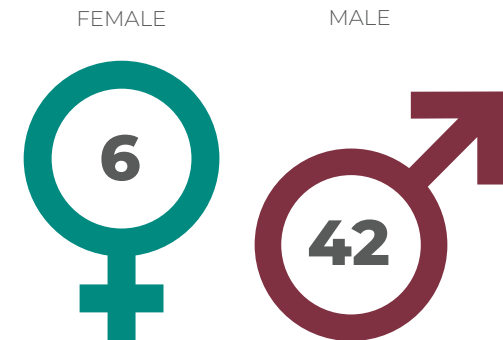


Level of Education



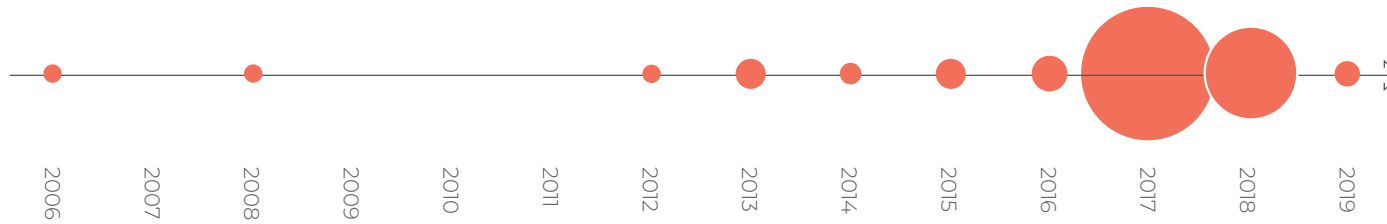
18 Master's
26 Bachelor's
2 College Credit
2 High School

Gender

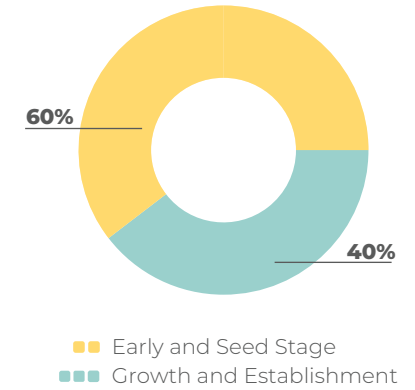


Company Profiles

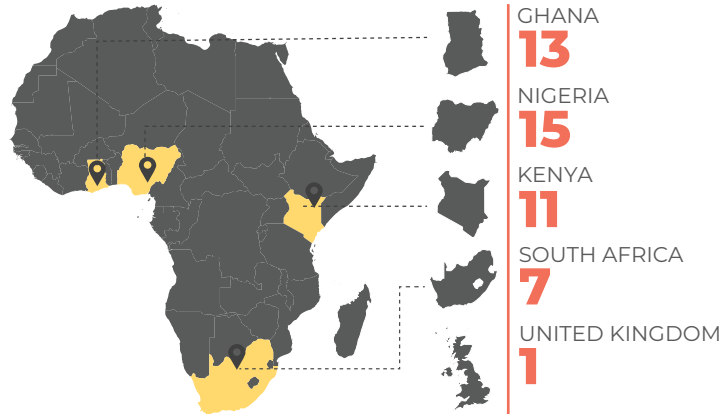
Foundation Year



Stage of the Company



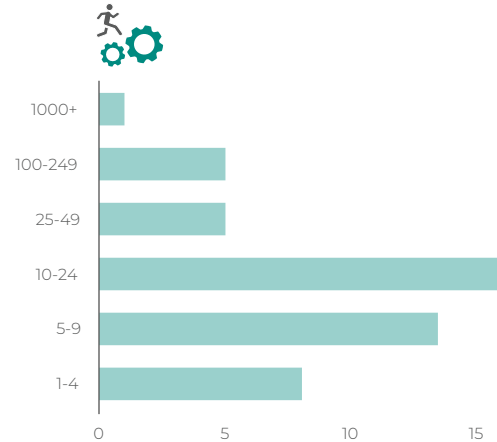
HQ Location



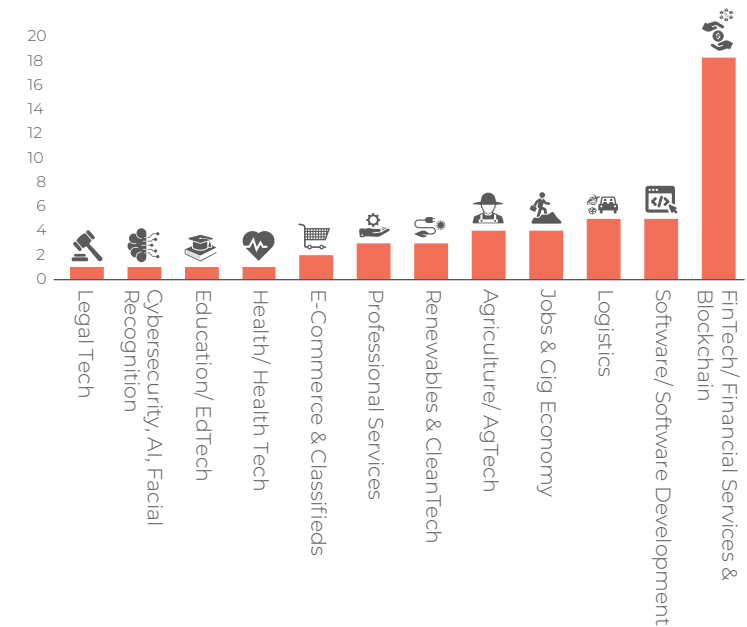
54% of the surveyed companies have 1 office.

37,5% of the surveyed companies have operations in more than one country.

Number of Employees



Sector

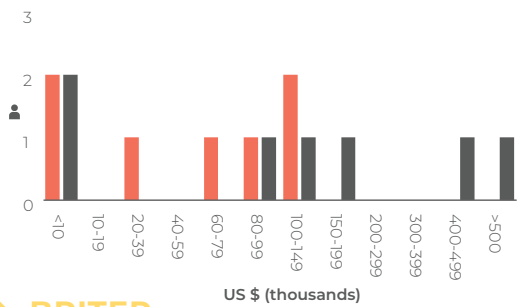
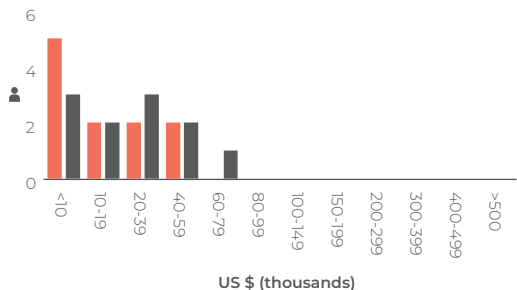
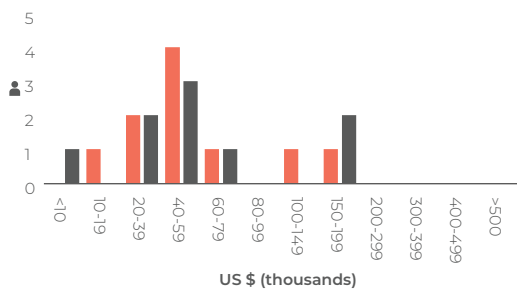
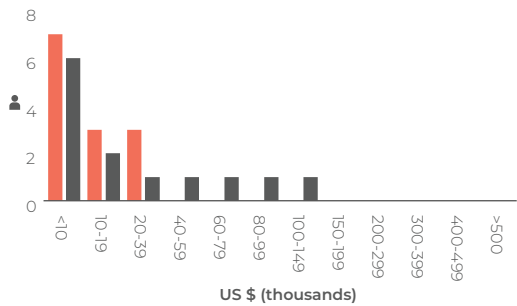


Compensation: C-Level Executives

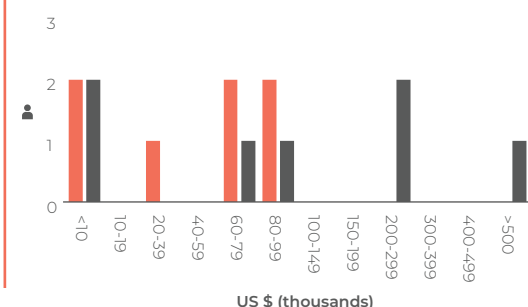
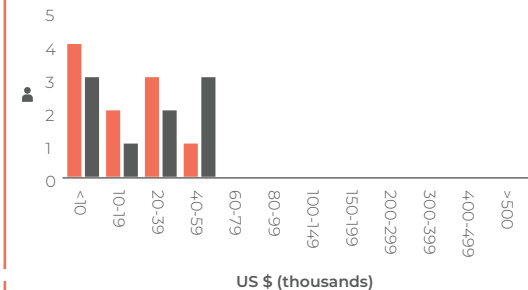
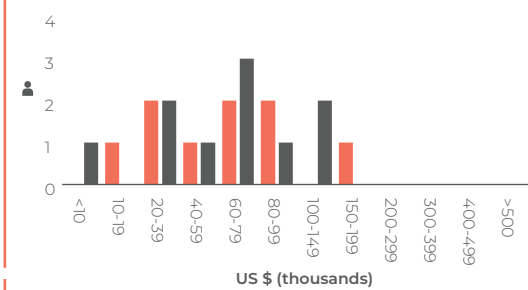
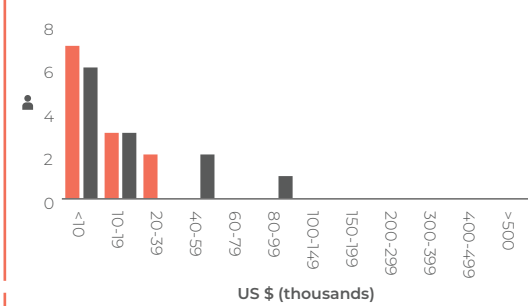
■ Salary
■ Total Compensation



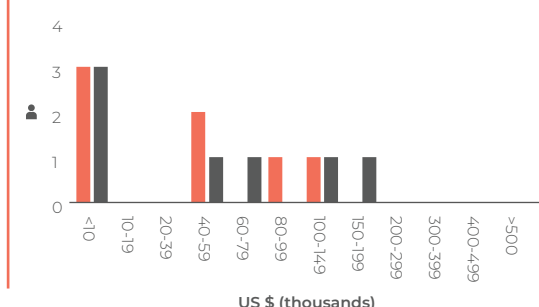
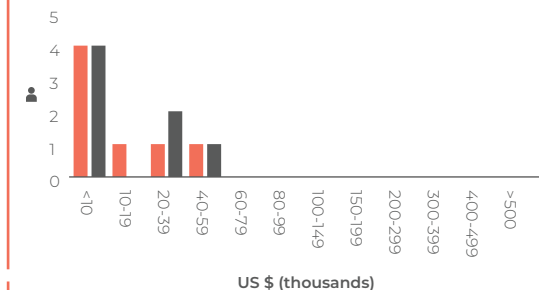
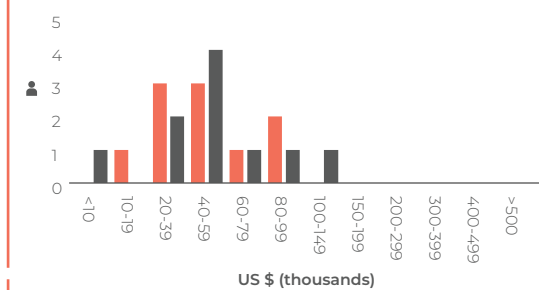
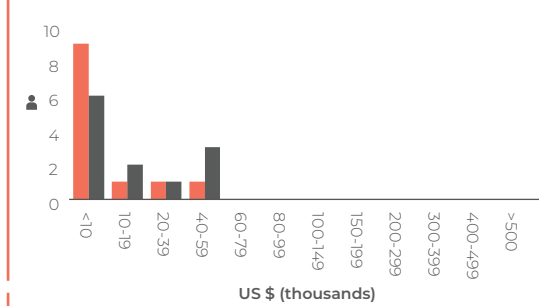
CEO



CTO



CMO



Compensation : Team Members

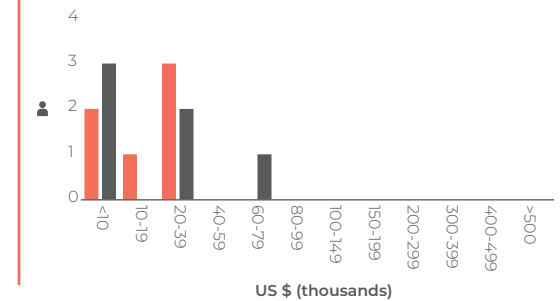
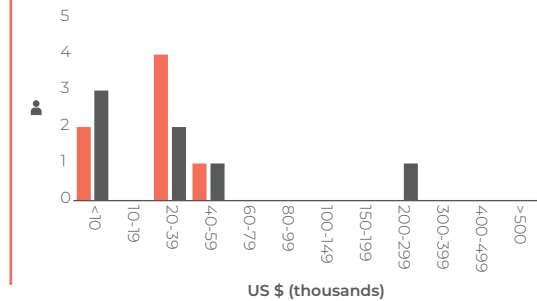
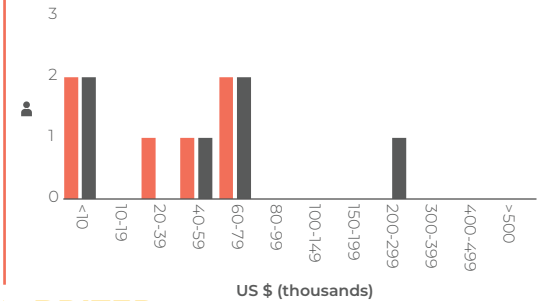
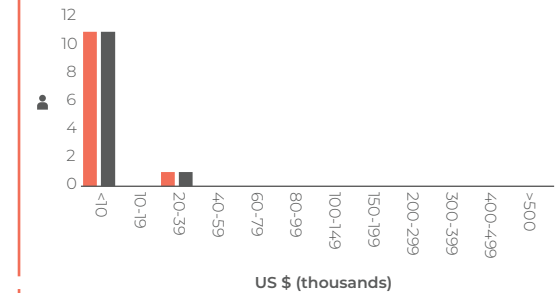
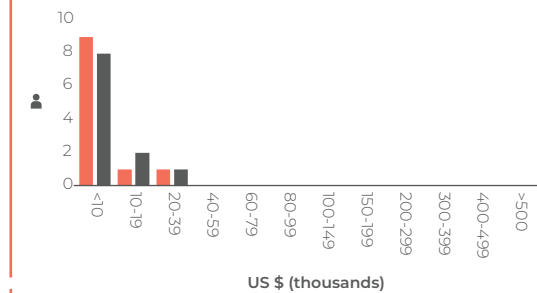
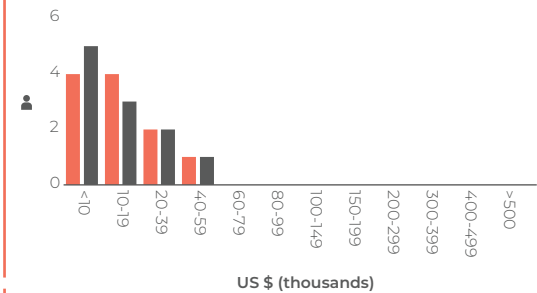
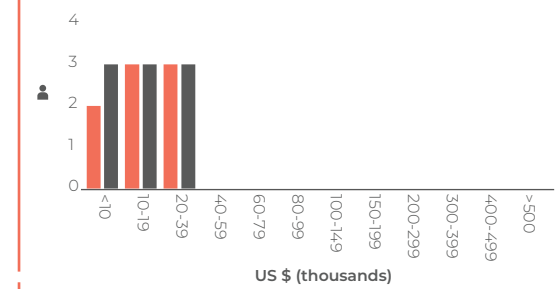
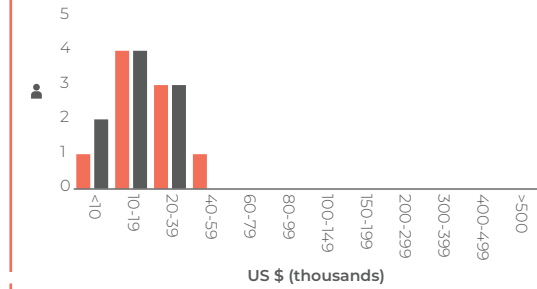
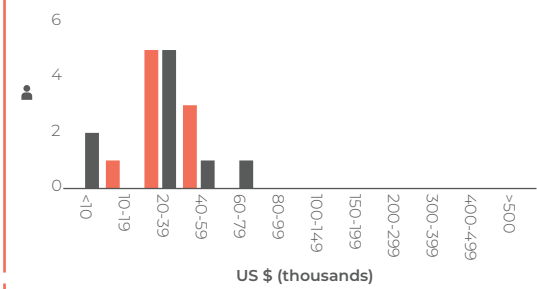
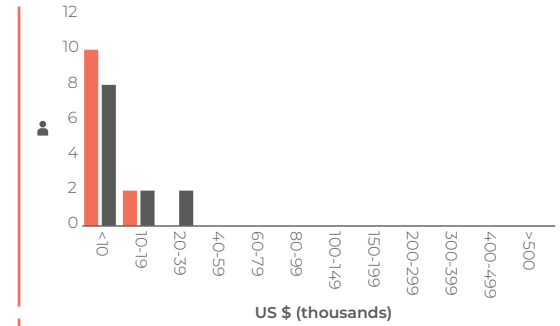
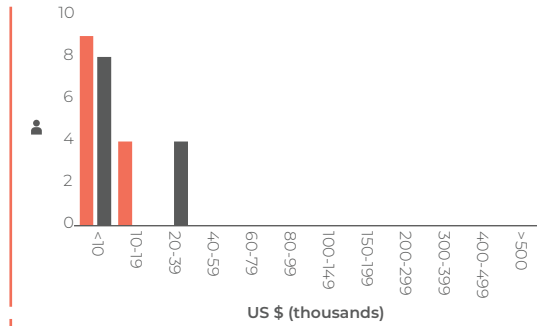
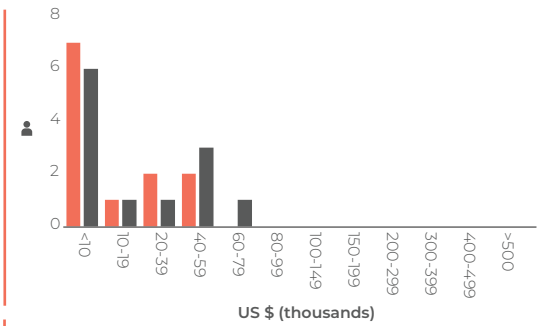
■ Salary
■ Total Compensation



SENIOR ENGINEER

JUNIOR ENGINEER

JUNIOR ANALYST




Base Salary & Compensation


BASE SALARY <i>All Companies</i>	CEO Salary	CTO Salary	CMO Salary	Senior Engineer Salary	Junior Engineer Salary	Junior Analyst Salary	Sales Associate Salary
Average	\$37 560	\$35 131	\$31 666	\$26 578	\$17 125	\$14 473	\$17 682
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Median	\$30 000	\$22 500	\$15 000	\$22 500	\$10 000	\$10 000	\$10 000
First Quartile	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Third Quartile	\$50 000	\$50 000	\$50 000	\$30 000	\$18 750	\$15 000	\$15 000
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Maximum	\$175 000	\$175 000	\$125 000	\$70 000	\$50 000	\$30 000	\$50 000

COMPENSATION <i>All Companies</i>	CEO Total	CTO Total	CMO Total	Senior Engineer Total	Junior Engineer Total	Junior Analyst Total
Average	\$68 875	\$62 368	\$39 305	\$33 684	\$23 076	\$16 282
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Median	\$30 000	\$30 000	\$30 000	\$22 500	\$10 000	\$10 000
First Quartile	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Third Quartile	\$70 000	\$70 000	\$50 000	\$50 000	\$30 000	\$15 000
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Maximum	\$500 000	\$500 000	\$175 000	\$250 000	\$250 000	\$70 000




GHANA <i>C-Level Executive</i>							
	CEO Salary	CEO Total	CTO Salary	CTO Total	CMO Salary	CMO Total	
Average	\$15 769	\$34 230	\$14 583	\$23 750	\$15 416	\$22 500	
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Median	\$10 000	\$15 000	\$10 000	\$12 500	\$10 000	\$12 500	
First Quartile	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Third Quartile	\$15 000	\$50 000	\$15 000	\$23 750	\$11 250	\$35 000	
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Maximum	\$30 000	\$125 000	\$30 000	\$80 000	\$50 000	\$50 000	


<i>Employees</i>							
	Senior Engineer Salary	Senior Engineer Total	Junior Engineer Salary	Junior Engineer Total	Junior Analyst Salary	Junior Analyst Total	Sales Associate Salary
Average	\$20 416	\$27 083	\$11 538	\$16 666	\$10 833	\$14 166	\$16 923
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Median	\$10 000	\$12 500	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
First Quartile	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Third Quartile	\$30 000	\$50 000	\$15 000	\$30 000	\$10 000	\$15 000	\$15 000
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Maximum	\$50 000	\$70 000	\$15 000	\$30 000	\$15 000	\$30 000	\$50 000

KENYA <i>C-Level Executive</i>							
	CEO Salary	CEO Total	CTO Salary	CTO Total	CMO Salary	CMO Total	
Average	\$64 500	\$71 111	\$68 888	\$67 000	\$50 500	\$55 500	
Mode	\$50 000	\$50 000	\$70 000	\$70 000	\$50 000	\$50 000	
Median	\$50 000	\$50 000	\$70 000	\$70 000	\$50 000	\$50 000	
First Quartile	\$35 000	\$30 000	\$30 000	\$35 000	\$30 000	\$35 000	
Third Quartile	\$65 000	\$70 000	\$90 000	\$85 000	\$65 000	\$65 000	
Minimum	\$15 000	\$10 000	\$15 000	\$10 000	\$15 000	\$10 000	
Maximum	\$175 000	\$175 000	\$175 000	\$125 000	\$90 000	\$125 000	

<i>Employees</i>							
	Senior Engineer Salary	Senior Engineer Total	Junior Engineer Salary	Junior Engineer Total	Junior Analyst Salary	Junior Analyst Total	Sales Associate Salary
Average	\$35 000	\$32 222	\$23 333	\$18 888	\$19 375	\$18 333	\$21 500
Mode	\$30 000	\$30 000	\$15 000	\$15 000	\$15 000	\$10 000	\$10 000
Median	\$30 000	\$30 000	\$15 000	\$15 000	\$15 000	\$15 000	\$15 000
First Quartile	\$30 000	\$30 000	\$15 000	\$15 000	\$13 750	\$10 000	\$11 250
Third Quartile	\$50 000	\$30 000	\$30 000	\$30 000	\$30 000	\$30 000	\$30 000
Minimum	\$15 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Maximum	\$50 000	\$70 000	\$50 000	\$30 000	\$30 000	\$30 000	\$50 000

NIGERIA							
<i>C-Level Executive</i>	CEO Salary	CEO Total	CTO Salary	CTO Total	CMO Salary	CMO Total	
Average	\$21 818	\$29 090	\$21 000	\$28 333	\$19 285	\$21 428	
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Median	\$15 000	\$30 000	\$15 000	\$30 000	\$10 000	\$10 000	
First Quartile	\$10 000	\$12 500	\$10 000	\$10 000	\$10 000	\$10 000	
Third Quartile	\$30 000	\$40 000	\$30 000	\$50 000	\$22 500	\$30 000	
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Maximum	\$50 000	\$70 000	\$50 000	\$50 000	\$50 000	\$50 000	

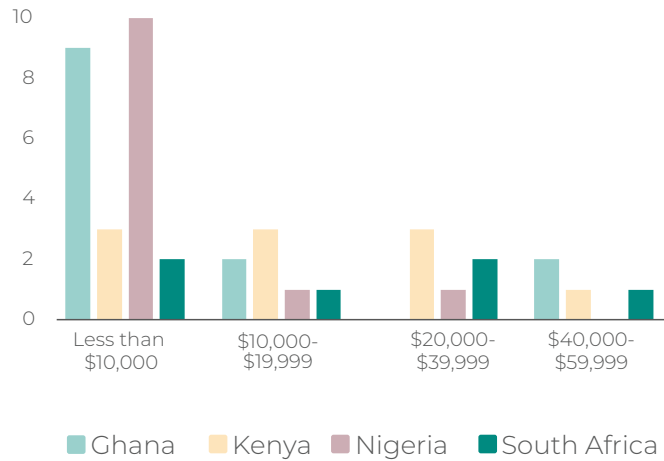
<i>Employees</i>	Senior Engineer Salary	Senior Engineer Total	Junior Engineer Salary	Junior Engineer Total	Junior Analyst Salary	Junior Analyst Total	Sales Associate Salary
Average	\$19 090	\$18 636	\$12 272	\$12 727	\$11 666	\$11 666	\$12 083
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Median	\$15 000	\$15 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
First Quartile	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Third Quartile	\$22 500	\$22 500	\$10 000	\$12 500	\$10 000	\$10 000	\$10 000
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Maximum	\$50 000	\$50 000	\$30 000	\$30 000	\$30 000	\$30 000	\$30 000

SOUTH AFRICA							
<i>C-Level Executive</i>	CEO Salary	CEO Total	CTO Salary	CTO Total	CMO Salary	CMO Total	
Average	\$65 714	\$194 285	\$52 857	\$168 571	\$49 285	\$64 285	
Mode	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Median	\$70 000	\$125 000	\$70 000	\$90 000	\$50 000	\$50 000	
First Quartile	\$20 000	\$50 000	\$20 000	\$40 000	\$10 000	\$10 000	
Third Quartile	\$107 500	\$312 500	\$80 000	\$250 000	\$70 000	\$97 500	
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	
Maximum	\$125 000	\$500 000	\$90 000	\$500 000	\$125 000	\$175 000	

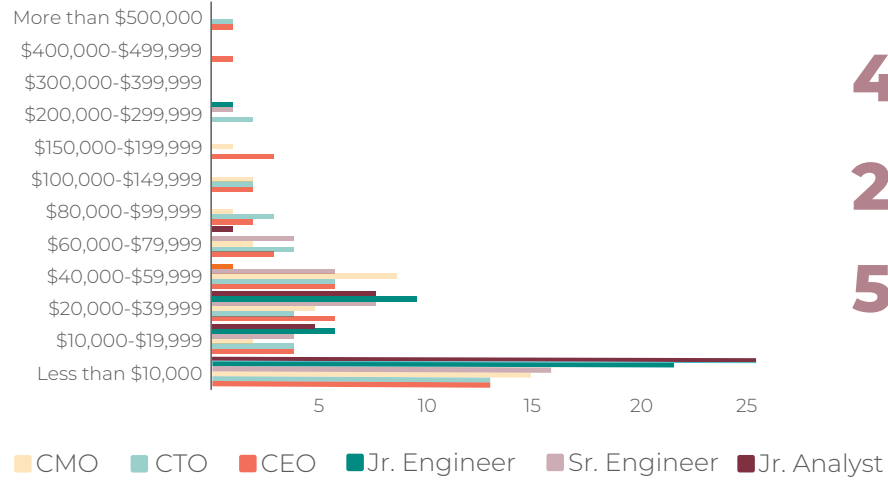
<i>Employees</i>	Senior Engineer Salary	Senior Engineer Total	Junior Engineer Salary	Junior Engineer Total	Junior Analyst Salary	Junior Analyst Total	Sales Associate Salary
Average	\$40 000	\$76 666	\$27 142	\$55 714	\$20 833	\$26 666	\$24 166
Mode	\$10 000	\$10 000	\$30 000	\$10 000	\$30 000	\$10 000	\$10 000
Median	\$40 000	\$60 000	\$30 000	\$30 000	\$22 500	\$20 000	\$22 500
First Quartile	\$15 000	\$20 000	\$20 000	1\$0 000	\$11 250	\$10 000	\$11 250
Third Quartile	\$65 000	\$70 000	\$30 000	\$40 000	\$30 000	\$30 000	\$30 000
Minimum	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000	\$10 000
Maximum	\$70 000	\$250 000	\$50 000	\$250 000	\$30 000	\$70 000	\$50 000

Compensation & Benefits

Sales Associate Salaries



Total Compensation

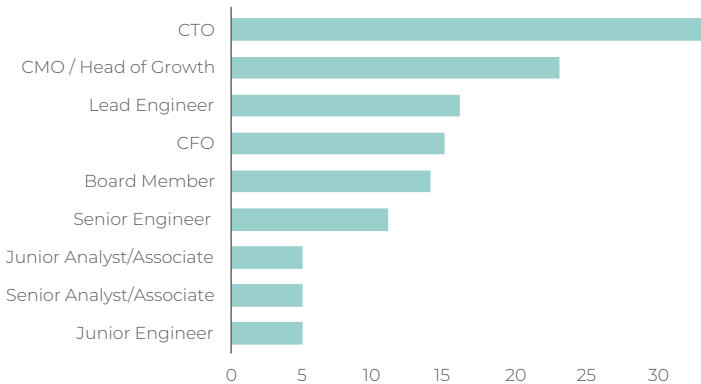


41% of CEO's have a salary below \$20,000.

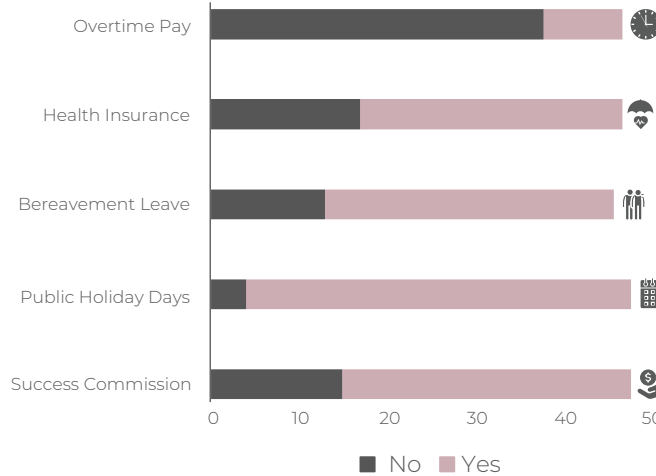
25% of CEO's have a total compensation above \$60,000.

54% of junior analysts earn less than \$10,000.

Roles that Receive Equity or Stock



Benefits Offered To Employees



FOR MORE INFORMATION

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OR Briter Bridges: <http://briterbridges.com/>

Contribute to Briter's research: <https://briter-bridges.typeform.com/to/wpNHox>



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