



Tech rising

The people driving disruption in African HR tech

A Disruptive People report
www.disruptivepeople.io



Welcome

The legendary Peter Drucker once said, "**You can't manage what you can't measure.**"

This adage has never been more relevant than in today's HR tech revolution. In Africa, where diversity and dynamism are the norm, **homegrown solutions are stepping up** to play a role in the future of HR management.

We **celebrate the visionary Founders and CEOs who are the driving force behind this growth**, and we're thrilled to introduce you to their groundbreaking solutions. From Earned Wage Access platforms that empower employees with financial flexibility to cutting-edge HR Information Systems that streamline workforce management, these innovators are reshaping the HR landscape in Africa, one disruptive idea at a time.

But this isn't just about technology; it's about the people behind it - **the forward-thinkers who saw a need and turned it into a thriving reality**. It's about the organisations that understand the value of their most significant asset: their workforce.

We're delighted to share with you the results of our research over the last few months, **exploring the latest trends, insights, and success stories in African HR technology**.

Unlocking Africa's potential

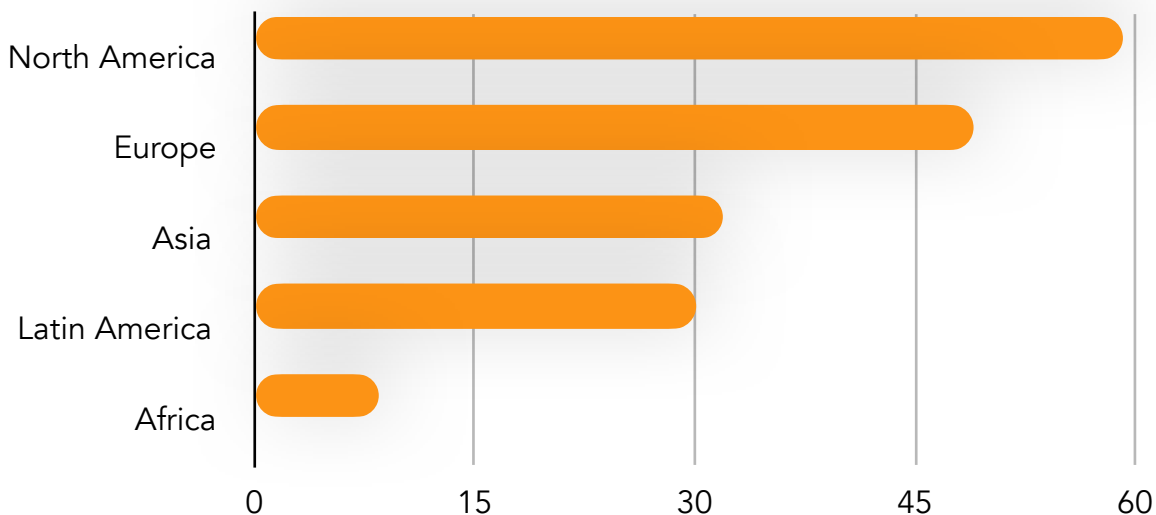
Africa is a continent teeming with promise, but it also grapples with its fair share of challenges. While the Africa-grown HR technology featured in this report addresses business challenges, the founders and CEOs we've interviewed are also seeking to address some weighty problems on a larger scale.

Financial Inclusion

Africa faces a unique challenge in the realm of financial inclusion. It boasts some of the lowest rates of adult bank accounts and access to financial services globally. Enter Earned Wage Access solutions and dedicated financial solutions - game-changers in providing employees with greater financial flexibility and inclusion. Our report shows how these innovations are turning the tide, ensuring that no one is left behind on the path to financial empowerment.



% of working age population covered by a pension scheme



Source: International Labour Organisation

Skill gaps

In a rapidly evolving job market, addressing skills gaps is paramount. The African HR tech ecosystem recognises this urgency. HR Information Systems are helping businesses identify and bridge skills gaps, equipping the workforce with the tools they need to thrive in an ever-changing landscape.



“Every single sector in Africa, whether it’s services, agriculture, resources, or manufacturing, has either the lowest productivity or the second-lowest productivity of any region in the world.”

**Acha Leke,
McKinsey & Co**

Flagging worker productivity

McKinsey's findings paint a vivid picture - Africa ranks poorly for worker productivity across all sectors. But where there are challenges, there are opportunities. Our featured HR tech solutions are laser-focused on elevating workforce productivity. By bridging the gap between potential and performance, these solutions aim to re-write Africa's productivity narrative.

Business growth through strategic HR solutions

In the world of HR technology, it's not just about addressing challenges; it's about harnessing the numerous benefits that these solutions can deliver to your business. As we uncovered the stories of visionary HR tech innovators, we've been blown away by how offerings have been tailor-made to uplift African business.

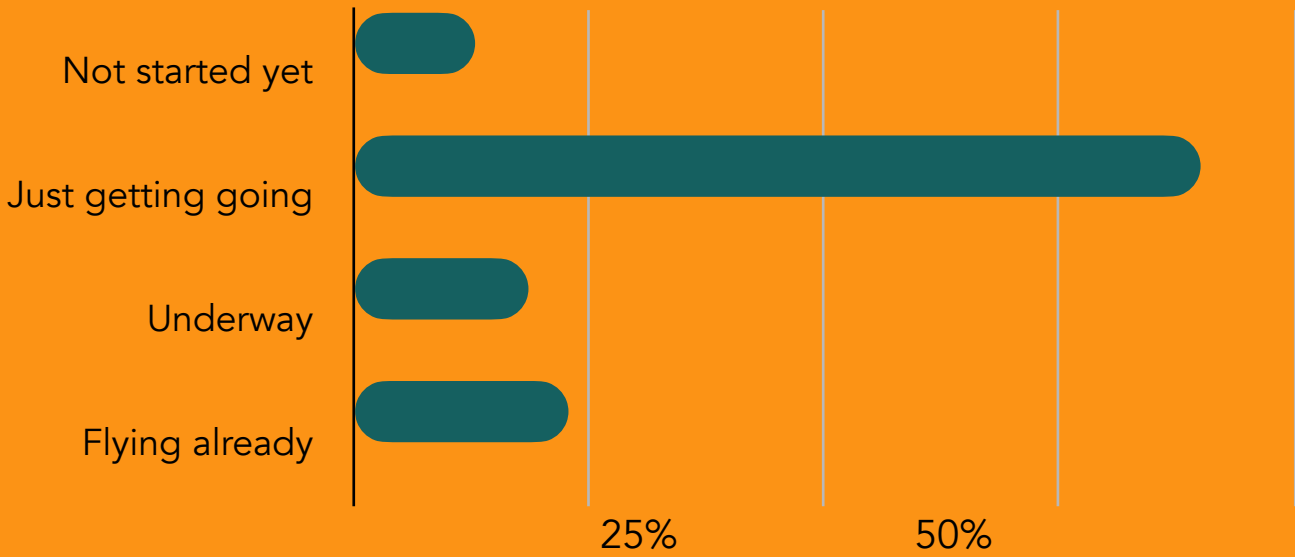
Employee Engagement and Buy-In

Engaged employees are an organisation's most potent asset. The HR tech solutions we showcase aren't just tools; they're enablers of a thriving workplace culture. They help cultivate an environment where employee engagement isn't just a goal; it's the beating heart of an organisation. With these solutions, people are empowered to engage and own their roles.



Distributed Workforces

We are moving towards a world where workforces are not confined by geography but empowered by connectivity. The featured HR tech pioneers are working to enable seamless communication with distributed teams and help HR leaders. By connecting your talents across borders, they're expanding reach, driving productivity, and enhancing global presence.



Predictive Analytics for Growth

The ability to foresee trends and make informed decisions is a game-changer. The HR tech visionaries in our spotlight are equipping you with predictive analytics that illuminate your path to growth. With data-driven insights at your fingertips, you're not just adapting to change; you're shaping it. Your strategic choices become sharper, your growth becomes exponential.



The shift from Excel-based systems to tech platforms isn't merely a change - it's a transformation. As our own research shows, across Africa HR data and analytics is very firmly on the radar of HR leaders but there's still some way to go before it's fully integrated into workflows across the continent.

The HR tech leaders we feature understand that transformation isn't just about embracing new tools; it's about unlocking new possibilities. By transitioning to these platforms, you're opening doors to efficiency, accuracy, and scalability. Your business becomes agile, responsive, and ready for tomorrow.

HR Tech disruption in Africa

Perhaps unsurprisingly, the most successful and prevalent home-grown HR tech in Africa comes from the biggest markets on the continent. With better established ecosystems and more potential clients, these 'bedrock' markets offer great testing grounds for ambitious tech businesses to refine their offering before launching out across the continent and beyond. But we're also seeing exciting signs of up and coming solutions being developed right across Africa and we look forward to updating this report next year with even more HR tech disruption!





disruptive people leaders

HR Tech




About Workpay:

From a simple mission to enable faster and easier payments for workers across the African continent, Workpay has found its niche and evolved to offer tech solutions across the HR function and beyond. Workpay's firm focus on small and medium sized businesses on the African continent has enabled the team to get a deep understanding of their clients' needs, with services like time and attendance management, payroll management, HR process automation, leave management and employer of record services soon to be supplemented with performance management, worker well being and financial services (including earned wage access and workplace loans) for workers.

Co-founder Jackson Kibigo Kungu says:

We started with a vision of building a big business, and becoming a billion dollar company. Our playground is Africa, a continent with immense growth potential. Africa is experiencing rapid urbanisation, industrialisation, and a growing middle class. As a result, there is an increasing demand for HR solutions to manage evolving workforce needs. Africa is also at an early stage of technological development, offering us significant opportunities for growth. We aim to empower companies to transition from Excel-based processes to our innovative SaaS solution, revolutionising the way they manage their human resources.




disruptive people leaders

HR Tech




About Pade:

Pade aims to automate, simplify and improve the HR pinch points which cause the biggest headaches for African businesses. From onboarding to employee information management, from payroll to performance measurement, Pade can help to identify problems and build on strengths. People leaders want to make decisions faster and better, and Pade wants to take the guesswork out of those important strategic decisions.

Their goal? To dominate the HR tech market in Sub Saharan Africa. As the biggest economy on the continent, Pade sees home turf Nigeria as a great guinea pig to test out their product for Africa. They are already building for around 70-80 million people in the Nigerian workforce and once they have refined their solution they'll be ready to roll out to around 400 million employees across the continent.

Co-Founder Seye Bandele, says:

Africa is such a unique market. Companies might grow big enough to afford software from Europe or North America but there's usually friction as they try to adapt it to their own context. As a local product, Pade has the ability to adapt to market nuances in Nigeria and across Africa. We started out targeting startups but have gained traction with much bigger organisations, which means we've built in the flexibility to cater to the needs of anyone, whether they have five or 5,000 employees.

Analysts believe that in 3-5 years there will be four or five major HRIS players across the continent and it's our aim to be one of them. Above and beyond offering an HRIS solution, we're adding value and increasing stickiness by delivering for employees. Our app includes a self-service portal for employees where we are able to aggregate offers and financial services to help them make the most of their pay and make their lives better.





disruptive
people leaders

HR Tech



About SeamlessHR:

SeamlessHR's mission is to support the growth of businesses across Africa by providing them with the tools and technology to manage their most important resource: their workforce.

With many businesses across Africa still relying on paper records and manual processes, SeamlessHR is providing an affordable and relevant solution to help them digitise, which then unlocks further value in the form of products such as performance management, payroll, attendance management and employee services. Constantly evolving, SeamlessHR is now generating solutions across embedded finance, remote work and generative AI to help African businesses (and their people) to thrive.



CEO Emmanuel Okeleji says:

Technology is changing the way HR is delivered across Africa. Our customers report improvements in employee engagement, reduction in stress factors for HR and empowerment of managers to partner more proactively with HR.

But what we're delivering is much more than that, we're also changing the lives of Africa's workforce. We're creating opportunities with embedded finance which haven't been seen before on the continent, allowing workers early access to their pay or letting them collateralise their salaries to get credit for big purchases. We've partnered with the Gates Foundation to roll out our embedded finance solution for workers across the continent, and it couldn't come at a more critical time.




disruptive
people leaders

HR Tech



About Torilo:

Torilo's ambition is to create an ecosystem of connected solutions and talent that enables ease of doing business across the globe. Their experience in HR and business process automation have naturally led them to develop solutions targeted at the People end of the market, with a new application called BizEdge. Not only can BizEdge support HR and business leaders through the lifecycle of an employee and the organisation, from recruitment and onboarding to payroll and performance, but it also integrates with systems across the business to automate processes and improve productivity for the whole organisation, making work processes seamless for people managers and business owners



CEO Oluwaseun Farinre says:

Our aim is to help develop and grow businesses in Africa and beyond. While we focus on helping businesses run their enterprise seamlessly through a suite of applications that streamlines their operations, we recognise the potential of data and insights for business growth and look forward to supporting with useful insights to foster growth.

We believe that our clients' growth is our growth which can also result in ripple effects for the general public through creation of more opportunities. We are open to work with businesses of all sizes and can add a huge amount of value to medium sized businesses who need help accessing resources and getting their business running right. The mission is simple: to make enterprise solutions accessible to businesses.





disruptive
people leaders

HR Tech



About Floatpays:

Floatpays is pushing the boundaries of payroll technology to impact lives across South Africa and beyond. Their drive to make a difference and eliminate the debt cycle around pay day loans has led to Floatpays becoming the first Earned Wage Access provider in South Africa to gain an FSP license, allowing them to offer salary linked savings accounts with impressive interest rates for blue collar workers. For HR leaders this gives the advantage of making it easier for employees to access their wages, offer free financial education and money management tools and a helping employees build up financial resilience by developing a savings culture in their business.



Chief People Officer Andisa Lisa says:

What anchors all of this is the financial education piece. We often say that digital inclusion and technological inclusion need start with educational inclusion - marginalised groups are often excluded so we've set out to be very intentional about peeling back the financial jargon and using accessible language so people aren't trapped into legal obligations they don't understand. We're using our technology platform as an enablement tool and from a scale perspective as well as our mobile app we've built out a USSD functionality to make sure we honored digital inclusion. We understand data is super expensive in Africa and not everyone has access to wifi so we're finding ways for blue collar workers to be able to connect and use these tools wherever they are.




disruptive
people leaders

HR Tech



About GWork:

GWork's mission to empower positive change for individuals and organisations. This revolves around a habit-building tool focused on fostering behaviors like accountability, customer centricity, innovation, wellbeing and teamwork.

Their goal is to not only enhance business performance but also alleviate the common pain points organisations encounter when embedding their operational culture to realise business goals. By leveraging advanced behavioural psychology algorithms and years of research, GWork's strength lies in its ability to personalise habit-building exercises and content for each employee, aligning them with the organisation's core values and identifying areas for individual improvement.



Founder & CEO Oran Cohen says:

While the pioneering engagement research was ground-breaking, the evolution of making behaviours and habits visible marks the next frontier. We are witnessing the advent of the quantified self within organisations.

Behaviours offer a systemic perspective, shedding light on strengths and areas requiring support, while fostering crucial feedback loops. GWork quantifies the unquantifiable—nurturing habits and highlighting performance-driving behaviours. In essence, GWork is at the forefront, bridging the gap between the quantified self and organisational transformation. We're on a path where behaviours illuminate the way to a more effective and enlightened organisational future.





disruptive
people leaders

HR Tech



About In My Shoes:



Having been through DE&I interventions many times in her life, Malisha Awunor could see that the theory made sense but the reality of what bias, based on social and structural exclusion in the workplace means, did not translate into changed behaviour. In order create a safe space to address unconscious bias and build empathy across businesses, she began work developing In My Shoes, a virtual reality programme. This programme enables individuals to experience bias first hand and more, importantly allows them to choose their response. Paired with training sessions to decode the unconscious biases and microaggressions which have built up in many organisations, she's now on the cusp of rolling out her solution across the continent.

Founder Malisha Awunor says:

When it comes to diversity and inclusion we need to start moving away from the shame narrative which creates greater resistance and defence of prejudices. Unless you can put yourself in the shoes of the person experiencing the prejudice it will always be 'you' people and 'your' problem. If you're meeting a person where they are it shifts the framework of the conversation and we can drive change at an individual level, which translates into teams and translates into companies and then into communities. We have a responsibility to start building safe spaces to address bias and build empathy so that we may leave behind something better than what we have inherited.




disruptive
people leaders

HR Tech



About Jem:



Jem recognised that existing HR technology has been built for desk-based, knowledge workers and doesn't serve the needs of frontline workforces that don't use email, don't engage with SMS or download apps. This means employers have no effective way of digitally connecting with their frontline employees and typically have to resort to manual, paper-based processes that are often inefficient and expensive. Jem is solving this problem by building an HR system that helps organisations digitise their HR processes and get information to and from their frontline employees using WhatsApp. Without having to change payroll systems, Jem helps employers digitise their onboarding, send shift schedules, send payslips and communicate effectively. They have also built a powerful earned wage-access offering, all of which can be accessed securely through WhatsApp. They're now working over 100 companies across Africa, serving tens of thousands of employees through their products.

Founder Simon Ellis says:

We estimate that in emerging markets, 70% of the HR workflows for large employers remain paper-based and time-consuming. This is especially true for distributed (i.e. working from multiple locations) frontline organisations. As an example, in South Africa alone, 9m employees still get a printed payslip. At our core, we connect employers with their employees digitally, using a channel that works for employees - WhatsApp. Once we've done this, we can help employers digitise their workflows, build internal comms tools and give employees access to personalised financial services at scale. Implementation takes less than 48 hours - and our products are ten times faster and three times cheaper than undigitised equivalents.



Celebrating HR Innovation in Africa

Thanks for taking time to read our latest report. Remember, **this isn't an exhaustive list**; it's a testament to the ever-evolving landscape of HR tech in Africa and a celebration of the innovators driving change. The spirit of innovation knows no bounds, and there are countless untold stories and groundbreaking solutions waiting to be discovered.

So, if you're passionate about shaping the future of HR in Africa, if you're driven by the desire to make workplaces more inclusive, efficient, and empowered, **we invite you to get involved**. Let's continue this journey together, celebrating innovation and driving positive change.

Reach out, share your insights, and be part of a community that values progress, diversity, and excellence. Together, we'll shape the future of HR in Africa, one innovation at a time.

Keep in touch:



www.disruptivepeople.io



hello@disruptivepeople.io



www.linkedin.com/company/disruptive-people



@disruptiveppl



@disruptivepeople