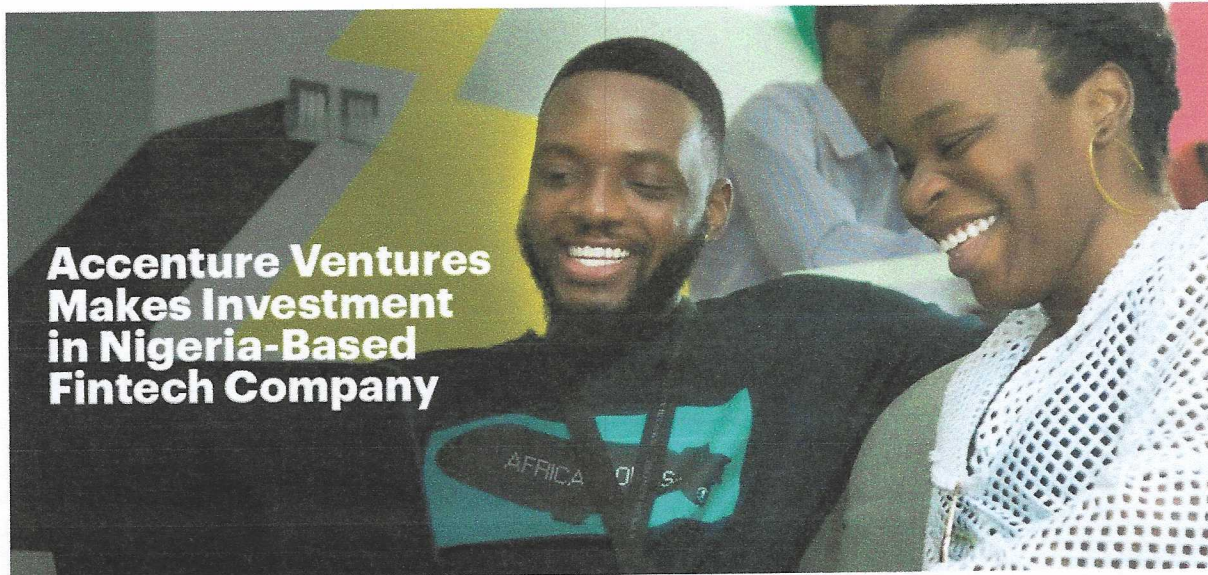


Changing the Way Africa Banks with Fintech Startup Okra

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Accenture Ventures Makes Investment in Nigeria-Based Fintech Company

Strengthening Africa's Financial Services Market

Why is Accenture Ventures' [Project Spotlight](#) so excited about its new investment in [Okra](#), a Nigeria-based fintech startup? Because Okra's finance platform will enable developers and businesses to build personalized digital services and fintech products for customers.

This investment — Accenture Venture's first in Africa — will be instrumental in closing financial gaps for countless citizens and businesses in Nigeria. Okra creates a secure portal and process to exchange real-time financial information between customers, applications, and banks.

"Okra is a rising fintech star in the high-growth global digital financial services arena, and in the African market, which is home to the world's largest unbanked population, including a sizable number of underbanked consumers and small-to-medium sized enterprises," said Tom Lounibos, managing director, Accenture Ventures. "We believe that Okra has the potential to address critical challenges in Africa and we're excited to work closely with the team to help scale its solutions for maximum impact."

According to [one Accenture study](#), fintech startups could capture as much as \$78 billion, or 3.9% of the projected \$2 trillion total global banking payments market by 2025.

Connectivity = Agility + Growth

This groundbreaking investment was made through Accenture Ventures' [Project Spotlight](#), the immersive engagement and investment program which connects emerging technology startups with the Global 2000 to fill strategic innovation gaps. Okra will have access to Accenture's global innovation network, and the chance to collaborate with Accenture software engineers, system architects and payments experts.

"By enabling individuals and corporations in Nigeria to connect their bank accounts directly to third-party applications, Okra is powering the much-needed connectivity layer between financial institutions, fintech companies and consumers," said Fara Ashiru Jituboh, co-founder, chief executive officer and chief technology officer of Okra. "Gaining access to Accenture's global banking experts, clients and technology ecosystem partners through Project Spotlight will contribute greatly to the success and growth of our business moving forward."

A Software Wunderkind

Born in Nigeria and raised in the United States, Jituboh became a software engineer at the tender age of 11. She went on to study computer science and software engineering at North Carolina A&T State University (an HBCU) and later worked for JP Morgan Chase and Fidelity Investments as well as a few start-ups before co-founding Okra with David Peterside, the company's chief operating officer.

Using Technology to Put People First

"Our investment in Okra is Accenture Ventures' first investment in Africa – an emerging market with tremendous long-term growth potential," said Vukani Mngxati, chief executive, Accenture Africa. "Across Africa, technology startups are emerging, bringing new thinking and new solutions to help address endemic challenges — from financial inclusion to market access — and stimulating economic growth. Bringing Okra together with our enterprise clients and ecosystem partners will increase the reach and impact of innovation and help African economies accelerate progress and value for all."