

# Startup Circles receives R2.1m investment from Enygma Ventures

Enygma Ventures has announced a strategic investment into the development of the African startup ecosystem by investing R2.1m in the South African company, Startup Circles.



Sandras Phiri, founder and CEO of Startup Circles

Startup Circles is a practical business school for entrepreneurs designed to help founders navigate scaling their businesses and becoming investor ready.

“We’ve been incredibly impressed by the talent of African entrepreneurs but sometimes the difference between being investible and having a business that is scalable is just knowledge and know-how. Startup Circles is closing the gap for emerging market entrepreneurs to help them shine and build impactful, profitable businesses. We are delighted to be not just investing in entrepreneurs but also in developing the ecosystem.” said Sarah Dusek, managing partner of Enygma Ventures.

Startup Circles provides practical straight-to-the point education for busy entrepreneurs and only has founders and investors as educators. Startup Circles democratises access to investors as all its students have a chance to pitch to investors who are looking to make investments. This makes Startup Circles the first business school of its kind in the world.



Evan-Lee Courie 6 May 2020



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Having supported over 5,000 entrepreneurs in 2020 across the continent, Startup Circles is primed to expand its reach over the course of the next few years. With its accessible courses ranging from \$67 and the growing entrepreneurship community, the platform is helping entrepreneurs think and make it big.

“We are so delighted to be partnering with Enygma Ventures to grow businesses in Africa. I truly believe Africa is primed for significant development in the decade ahead and that will largely come from the growth of SMEs.” said Sandras Phiri, founder and CEO of Startup Circles.

For more, go to [www.startupcircles.com](http://www.startupcircles.com).

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