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INTERNATIONAL FEDERATION OF HEALTH PLANS

Turning Potential into Possibility

Creating Category Defining Ventures for Global Impact

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agere

Latin for Agency

"to do," "to act," or "to drive."

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THE PROVOCATION

WHO WOULD YOU BE AND WHAT WOULD YOU HAVE ACHIEVED IF YOU WERE JUST **1000**X MORE BOLDER **???**

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SAG Ventures is a **next-generation Institutional Innovation Partner** that designs and scales high-impact businesses by embedding them into the structural arteries of emerging markets. We architect ventures from the ground up, integrating them seamlessly into established ecosystem orchestras such as telcos, retailers, and manufacturers to drive rapid adoption and scale.

HISTORY

SAG Ventures is a catalytic innovation platform purpose-built to identify and unlock structural market inefficiencies across Africa. Born out of deep, cross-sectoral work in financial services, FMCG, technology, and government, we build and back scalable, category-defining ventures that close systemic gaps, drive digital transformation, and deliver enduring value. Our thesis is simple: where institutions fall short, innovation must lead.

We must believe that the future will be shaped by our decisions and our actions today let us move with the realization that tomorrow is carried in the womb of our decisions.

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1.

The consumer population growing by **100 000** people a **day**

2. 26 Cities on the cotinent responsible for 60-70% of GDP

3.

Most of that growth will Emerge from the **Informal Sector**

A-ASSIMILATE

U- UNDERSTAND

R- RESPOND

R- ~~REACT~~

What does Alpha truly mean to you? It must go beyond the bottom line because for innovation to be institutionalised, Alpha must be redefined as a measure of insight, intention, and impact, not just financial return.

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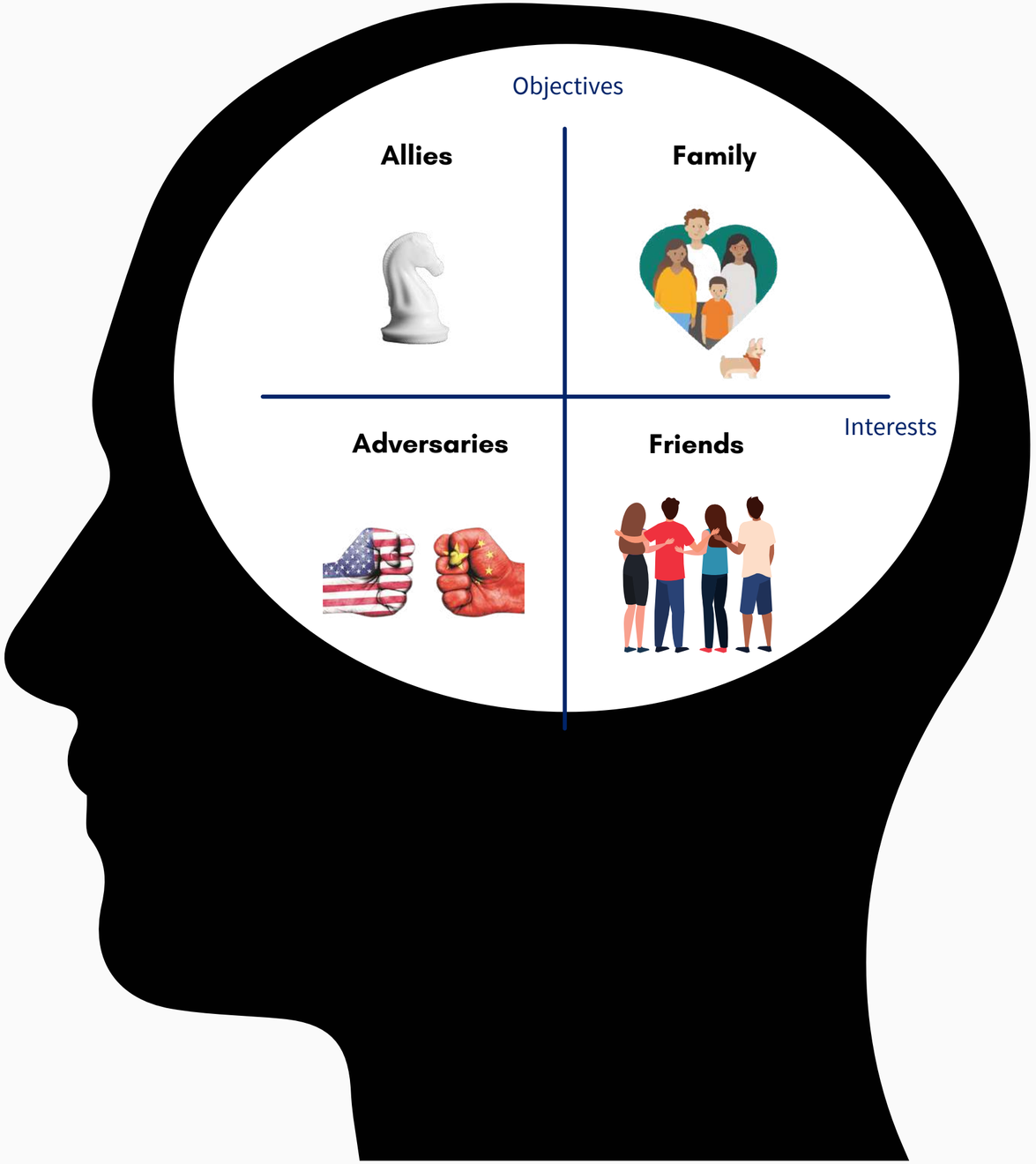
RELATIONSHIP MATRIX



SOLUTION

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PURCHASE PAL

Redefining Insurance for the uninsured

South Africa insurance cover Gap is $2 trillion and Africa accounts for less than 2% of Global premiums with market size of $100 billion

Sanlam
Live with confidence

Unilever

BIG SAVE

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THE IMPERATIVE FOR INNOVATION

In financial services our mandate is about reducing human suffering while holding true that value is a function of empathy not spreadsheets and models

THANK YOU

CONTACT US

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