

ZudoMart joins EquityPilot to scale a scam-proof super-app for African entrepreneurs



Okitipupa, Ondo Feb 1, 2026 ([Issuewire.com](https://www.issuewire.com)) - Africa's informal peer-to-peer economy supports millions of micro-entrepreneurs but remains fragmented and vulnerable to fraud. An estimated 65% of traders report losses to scams on informal platforms; Nigeria alone represents a sizeable portion of the continent's e-commerce activity. Investors and ecosystem actors are prioritizing digital trust, local payments, and creator monetization tools that adapt to African realities.

What the Startup Delivers?

ZudoMart is an Africa-first super-app built to empower entrepreneurs with an integrated marketplace for goods, services and micro-gigs, live commerce features, and a multi-layer trust engine. Core product

highlights include a three-tier verification system with AI fraud detection, escrow payments, hyper-local discovery, ZudoReels short video content, and live-stream monetization with virtual gifts. ZudoMart targets 8.1 million active e-commerce traders today, with plans to expand to 12M+ users across the continent by 2025.

Why Now?

Mobile adoption, local mobile-money ecosystems, and rising creator economies have created a window to migrate informal transactions onto a secure, purpose-built platform. Growing advertiser interest in Gen-Z audiences and demand for affordable microloan and payout integrations further accelerate timing for a trust-first marketplace tailored to African use cases.

Program Plan (first 30–60 days)

Through EquityPilot, ZudoMart will refine product-market fit and execute priority milestones: hardening escrow and AI detection workflows, launching creator ad monetization pilots, and initiating campus ambassador activations in Lagos. FasterCapital will provide execution support, mentorship, and introductions to payment providers and brands to validate integrations and early monetization flows. This phase focuses on measurable KPIs rather than fundraising guarantees.

Leadership Comment

“[Hesham Zreik](#), Founder and CEO of FasterCapital, said: ‘We’re excited to support ZudoMart through EquityPilot. Our team will focus on execution milestones and connecting the startup with the right ecosystem stakeholders.’”

Founder background

Founded by Oluwayemi Oyinlola and co-founded with Idebi Olubusayo, ZudoMart blends product, design and engineering experience anchored in Nigerian market realities. The founding team combines technical expertise with grassroots outreach strategies to accelerate organic adoption among micro-entrepreneurs.

Competitive landscape

ZudoMart addresses gaps across three categories: general social platforms (where scams proliferate in DMs), classifieds (limited dispute resolution), and global freelance marketplaces (high fees and poor fit for micro-gigs). ZudoMart’s differentiators are escrow for small transactions, localized payment options, campus-level discovery, and built-in creator monetization tools.

Next 90 Days

Key milestones include launching a public MVP with escrow and verification, onboarding first creator cohorts for ad revenue pilots, integrating two local payment providers, and measuring user retention and dispute resolution times.

About ZudoMart

ZudoMart is a super-app designed to empower African entrepreneurs to trade safely, monetize skills, and build trusted communities. Combining marketplace listings, services, micro-gigs, live commerce,

and AI-driven trust systems, ZudoMart aims to reduce scams and expand financial inclusion across the continent.

About FasterCapital

[FasterCapital](#) is a global venture builder and online incubator dedicated to co-funding and co-founding innovative startups. Established in 2014, we are now #1 venture builder in terms of number of startups that we have helped, money invested and money raised. It supports startups worldwide through various programs, including funding assistance, business development, and technical support. The EquityPilot program is designed to help early-stage startups build scalable solutions with mentorship, strategic guidance, and network support.



Media Contact

Oyinlola Oluwayemi

*****@icloud.com

09053597202

Source : Faster Capital and ZudoMart

[See on IssueWire](#)