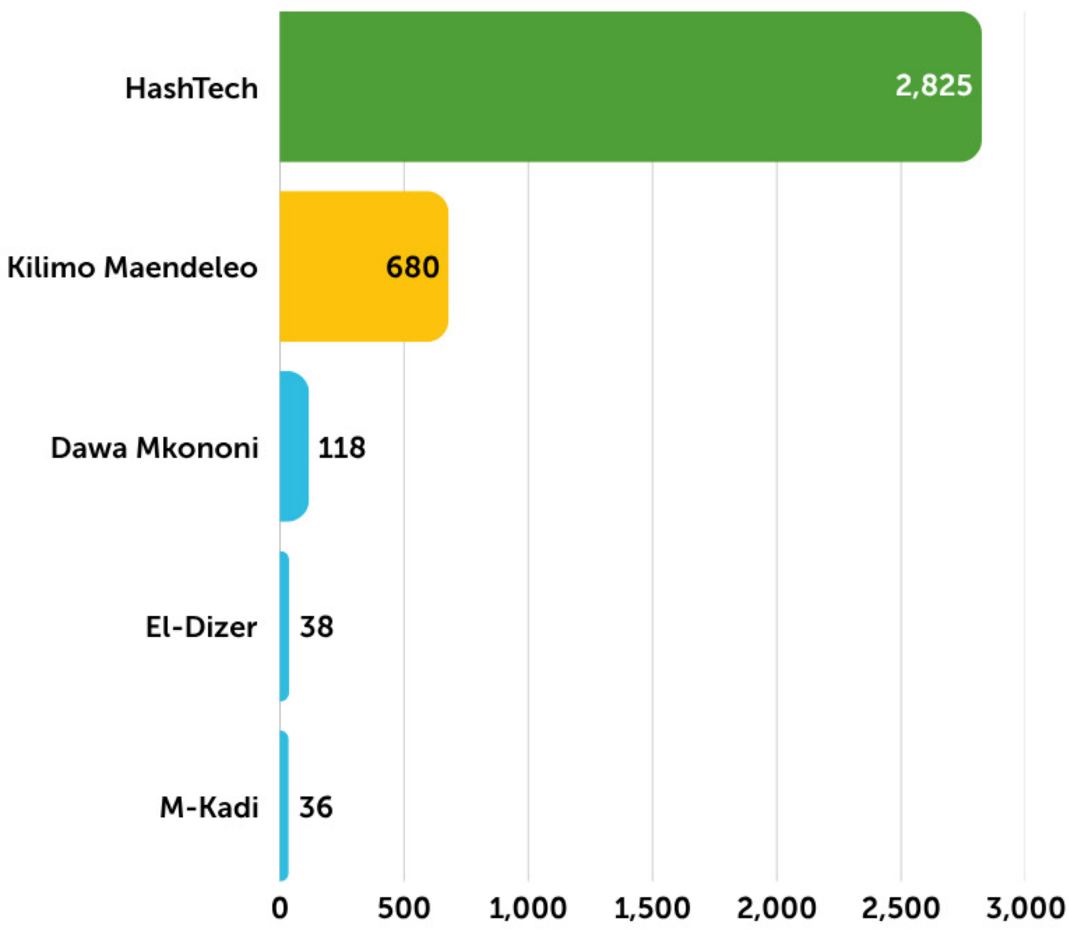
# PesaTech analysis 3:

## Fintech growth is creating thousands of private sector jobs

One of the clearest indicators that Tanzania’s fintech ecosystem is maturing is its ability to generate employment at scale. While fintech is often associated with digital platforms and financial innovation, the experience of the PesaTech Accelerator demonstrates that successful fintechs are also becoming significant employers, creating skilled jobs, expanding local value chains and stimulating broader economic activity.

Net new jobs created (2025 vs. Baseline) for the top 5 fintechs



Between joining PesaTech and 2025, portfolio companies reported creating **3,836 net new jobs**, reflecting the rapid commercial expansion of its highest-performing companies. Yet the data also reveals an important characteristic of high-growth innovation ecosystems: employment growth is concentrated among a small number of breakout firms. The **top five fintechs generated 97% of all new jobs**, illustrating how commercially successful startups become engines of economic transformation.

**HashTech** emerged as the portfolio's largest employer, accounting for **74% of all new jobs** after pivoting to a digital ticketing platform for bus operators, enabling the onboarding of more than **2,825 workers** across Tanzania's transport sector. **Kilimo Maendeleo** expanded from **32 to 712 employees** as it digitized agricultural value chains, while **Dawa Mkononi** grew from just **two employees to 120**, reflecting the rapid expansion of its embedded finance platform serving pharmacies and healthcare providers.

For investors, this growth represents far more than a positive development outcome. Expanding workforces signal that fintechs are progressing from founder-led startups into professionally managed businesses with the operational capacity to serve larger markets. As customer demand grows, these companies require engineers, data analysts, compliance specialists, sales teams, customer support professionals and operations managers—creating high-value employment that strengthens Tanzania's digital economy.

The findings reinforce a broader lesson from the PesaTech portfolio: investing in fintech does not simply expand access to financial services. It creates commercially viable enterprises that generate productive employment, deepen digital capabilities and accelerate structural economic transformation. For development partners and private investors alike, this demonstrates that catalytic investment in fintech can deliver both attractive commercial outcomes and lasting economic impact.