Fincart Secures $2.8 Million in Oversubscribed Seed Funding Round to Accelerate E-Commerce Growth Across Africa and the Middle East

Co-led by Launch Africa and Antler MENAP, the new capital will be deployed to further develop Fincart's proprietary AI-powered platform, expand its team, enhance its embedded financial services, and accelerate regional growth across the Middle East and Africa

CAIRO, EGYPT — [DATE, 2026] — Fincart, the AI-powered operating system for e-commerce merchants, today announced the successful close of its oversubscribed seed funding round. This round was co-led by Launch Africa and Antler MENAP, with participation from Yango Ventures, Five35 Ventures, Bluestream Capital, Hi2 Global, Kalahari Venture Labs, and other leading MENA and Africa-focused investors. The seed round follows Fincart's pre-seed funding round, led by Plus VC with participation from Orbit Ventures, Plug and Play, and other regional investors.

Fincart, which started as a platform connecting e-commerce merchants to last-mile shipping providers, optimizing delivery performance and improving merchants' cash reconciliation cycles, has grown into a fully AI-powered operating system for e-commerce merchants. The platform lets merchants integrate with more than 40 shipping providers (the largest integrated network in Africa), access short-term cash advances based on their sales to boost growth and improve cash flow, and use agentic tools to retain users, drive engagement, and boost online sales.

Commenting on the fundraising announcement Mustafa Masry, CEO, Fincart said:"*We are grateful for the confidence our investors have placed in our vision, product, and long-term goals, and their support will enable us to accelerate our mission of transforming e-commerce operations across the region*."

Fincart has grown organically by building a product that truly addresses the operational challenges faced by e-commerce merchants. Today, over 450 merchants and enterprise clients are onboarded to Fincart's platform, across categories including fashion, cosmetics, accessories, and electronics. Their strong market adoption, reflected in nearly 40% of acquisition coming through referrals and $0 spent on marketing over the past three years, demonstrates the value being delivered to the merchants. Through fully automated workflows, Fincart enabled close to 1 billion EGP (~$20M USD) in product GMV to be shipped and delivered, removing the operational friction of manual order processing and cash-on-delivery reconciliation.

Fincart was born out of founders Mostafa Masry (CEO) and Nihal Ali (COO)'s firsthand experience with the struggles e-commerce businesses face around poor last-mile delivery service and delayed reconciliation for cash on delivery, which remains the dominant payment method for e-commerce in Egypt and much of MEA. The platform gives merchants a hassle-free, frictionless way to manage their shipping operations and seamlessly reconcile their cash-on-delivery proceeds.

"*Everything we build starts with sitting down with merchants and understanding where they're losing time, money, or customers. Most are juggling five or six disconnected tools just to run their business shipping, payments, customer engagement none of which talk to each other. We built Fincart to replace all of that with a single control panel where merchants can sell more, deliver faster, and manage their customers, without the friction of stitching tools together,"* said Nihal Ali, COO and co-founder of Fincart.

"E-commerce in Egypt and across MEA doesn't grow because of any one company, it grows because merchants, courier companies, and the platforms connecting them all get better together. With our strategy focused on strengthening the e-commerce ecosystem, this investment will enable us to deepen our partnerships, enhance our AI-powered platform, expand our infrastructure, and accelerate our growth across Africa and the Middle East. We remain committed to building the tools merchants need to sell more efficiently and serve their customers better," Mostafa added

With this new capital, Fincart will scale its commercial and tech teams, invest in product development, and forge new commercial partnerships to strengthen its position in its home market. This investment will also lay the groundwork for expansion into new markets in 2027, positioning Fincart as a leading operating system for merchants across the region.

"Egypt's e-commerce market is one of Africa's most compelling infrastructure opportunities: high volume, CoD-dominant, and deeply underserved at the SME level. Co-founders Mostafa and Nihal, veterans of Careem, Glovo, Vodafone, and Delivery Hero, have built something merchants genuinely cannot operate without. The organic, referral-driven growth tells you everything about product-market fit, and we're excited to support Fincart's expansion across Egypt and into new African markets as co-lead investors in this round," said Lina Kacyem, Investment Manager at Launch Africa.

"*We back people first, and Mustafa, Nihal, and their team are why we invested: they've lived this problem from every side and built with rare speed and discipline. We also hold a fundamental belief in Egypt, its talent, and its role as a launchpad for commerce infrastructure across the Middle East and Africa, and we're proud to co-lead this round as Fincart scales into new markets*," said Romain Assunção, Managing Partner, Antler MENAP.

About Fincart

Fincart is the AI-powered operating system for e-commerce merchants across Egypt and MEA, connecting merchants to +40 shipping providers, providing short-term cash advances against sales, and offering agentic engagement tools to drive retention and online sales. Fincart serves 450+ merchants, including enterprise clients across fashion, cosmetics, accessories, and electronics, and has enabled close to $20M in product GMV through fully automated shipping and cash-reconciliation workflows.

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