

CHECKLIST

African iGaming Market Entry

— If we had to bet on the future,
we would bet on Africa.

Introduction

Entering the African iGaming market presents exciting opportunities, but it also comes with unique challenges.

Having the right guidance can make all the difference.

At VeliTech, we've been there ourselves, guiding one of our key clients through their market entry. Our team has learned a lot along the way, and the insights we've gained are now compiled in this **9-step checklist**.

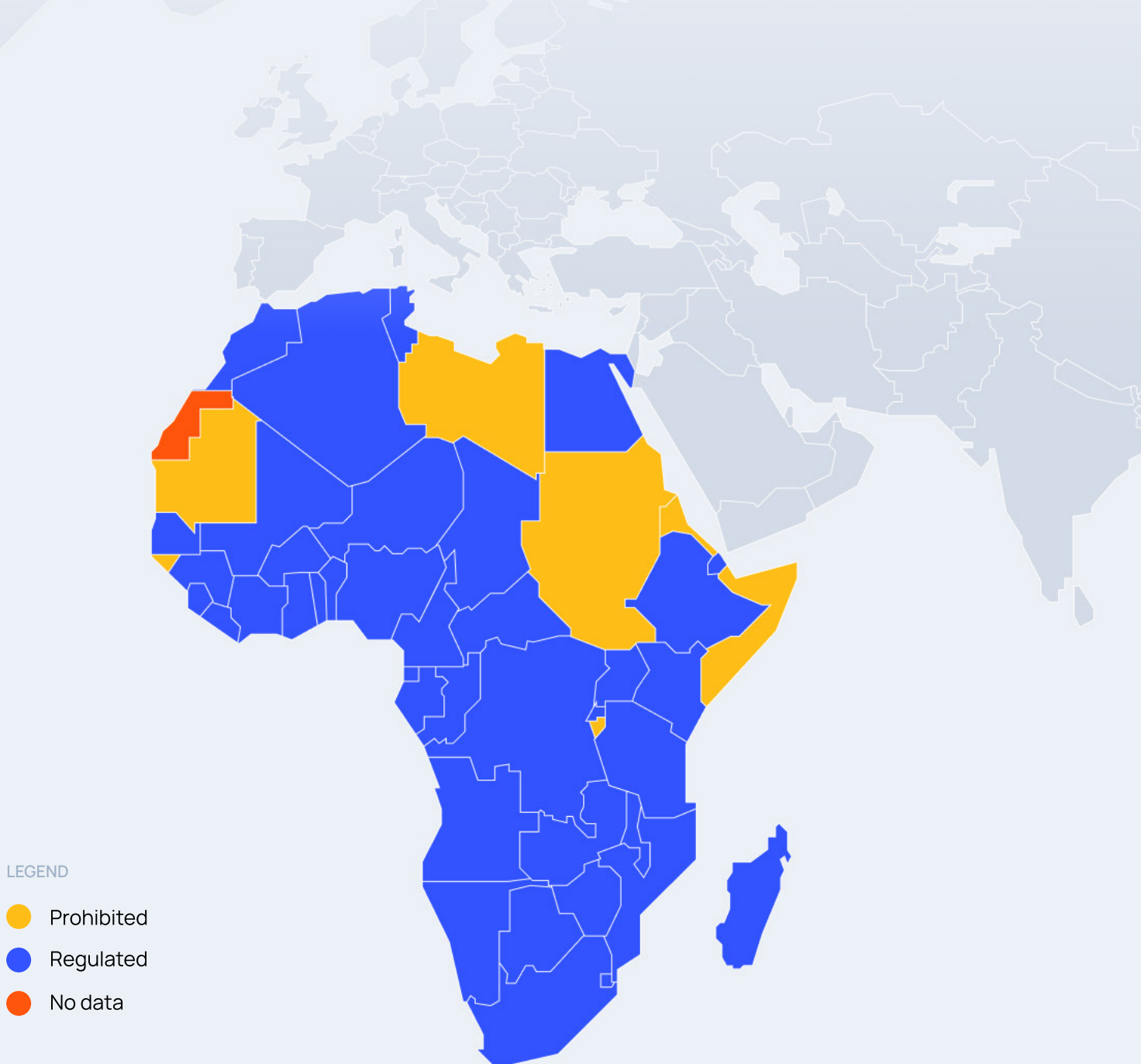
Designed to help you create a winning market entry strategy, this guide highlights the key factors that are particularly relevant to Africa's iGaming landscape.

We've done the hard work — now it's your turn to benefit from this knowledge without trial and error. Let this checklist be your roadmap to success in Africa's rapidly growing iGaming market.

1

Understand African iGaming regulations

The regulatory requirements for iGaming in Africa are as diverse as the continent itself. Of the 49 countries in the Sub-Saharan region, [41 \(83.6%\) have legal regulations governing gambling](#), while 7 (14.3%) prohibit it, and 1 country has no legislation in place. So, the first step we at VeliTech take is to familiarise ourselves with the gambling rules of the country where our client is launching.



2

Choose the right technology platform

Your online gambling business will need to accommodate inconsistent internet speeds, device types, and local payment preferences for a successful iGaming market entry in Africa. So, a lot will hang on choosing the right software provider.



Irakli Kakhidze

Head of VeliHorizon & VeliGames



Our team knows what it's like to search for the right tool to run a business. Before VeliTech, we were just a part of a larger iGaming group looking for a perfect platform to manage our brands. When we realised that none of them truly met our needs, we decided to create our own iGaming software with all the tools necessary for success. It all started with [VeliHorizon](#), a centralised platform for managing both digital and retail operations. Soon, it became clear that navigating Africa is not the same as operating in highly regulated, mature markets like the UK, Germany, or France. So, we tailored our entire product suite to real-world challenges encountered in emerging markets. The result? An entire ecosystem of products built by operators, for operators and tailored specifically for dynamic regions like Africa.

No-code CRM & Segmentation

High-Touch Approach

Integrated Ecosystem

Emerging Markets Expertise

Retail & Omnichannel Capabilities

3 Secure licensing

Things can get confusing with licenses. In certain countries, such as Kenya, Uganda, and Zambia, authorities issue licences intended specifically for land-based operations, but they also extend these licences to online operators. But, for instance, in Zambia, while unlicensed gambling venues are officially prohibited, it's unclear whether this restriction applies to online casinos. The upshot? Make sure you learn the duration, cost, and renewal process for licences before you start.

4 Plan your localisation strategy

Localisation goes beyond just making your platform support local languages and currencies. It involves adapting the entire user experience to suit local customs and behaviours. This includes offering games that are culturally relevant and providing promotions that resonate with local players. And here, the biggest mistake a brand can make is to treat Africa as a single market, overlooking the peculiarities of its certain regions.

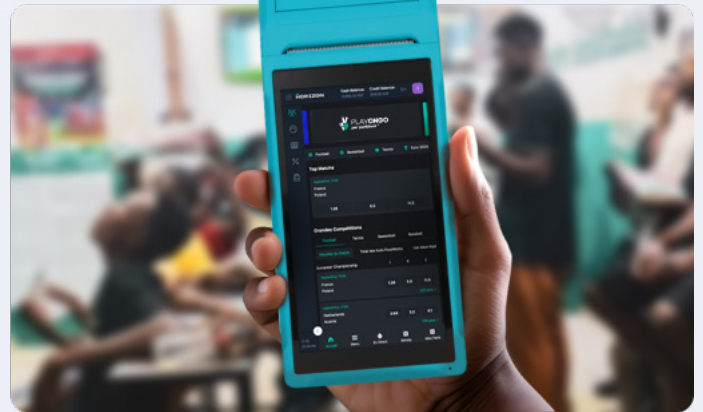
5 Build both retail and online presence

This item on your 'to-do' list is justified by the cultural habit of gamblers in Africa visiting kiosks for their betting experience. Establishing an omnichannel approach that integrates physical locations can create a bridge between online and offline environments, as well as between you and the players. In-person interactions can enhance brand loyalty, while retail shops can serve as hubs for marketing and customer engagement, allowing players to try online betting.

6 Set up payment solutions

Since the African payment landscape is quite inconsistent, it's crucial to integrate traditional banking methods and alternative payment solutions. At VeliTech, we adjusted to both online and offline flows to cater to local financial behaviours.

On one side, we have [VeliPayments](#) that supports over 350 providers, 280 payment methods and 200 currencies. On the other side, specifically for the African market, we tailored a buddy-to-buddy approach, where the player makes cash payments in the retail store and the agent processes them with the help of our software.



7 Plan your marketing strategy

The next important step is to build your marketing strategy. This might include leveraging social media, influencer partnerships, and traditional media channels like radio and TV. However, the most important part of marketing the iGaming platform in Africa is tailoring your campaigns to local audiences, regional betting trends, and player preferences.

When you're stepping into a new market, kick off your journey with A/B testing. This way, you'll test the waters and understand what clicks with your audience. For this purpose, we've developed a no-code customer journey builder, [VeliEDGE](#), where you can leverage in-depth player segmentation and cutting-edge AI to identify the best time and channel for communication with your players.

8 Plan for responsible gambling and player protection

Here, too, regulations can be vague. Research your destination well and don't be afraid to over-compensate: implementing support for responsible gambling, such as deposit limits and self-exclusion options, will also contribute to a positive brand image. Don't forget to clearly outline the terms and conditions of your services to build trust with your players.

9 Implement a strong customer support system

With 24/7 customer support in local languages, you're not just helping your players; you're building a closer connection with them. Ensure that your support team understands local cultural nuances and behaviours such as preferred communication styles, local customs, and holidays to provide a more personalised experience. What's more, allow users to choose the most convenient support channel, whether it's live chat, social media, or WhatsApp.

Conclusions

If you follow these nine steps and pay attention to the specific requirements of your target market, you're set for a smooth market entry. The proof? Take a look at the results we have achieved with PLAYONGO in Africa.



PLAYONGO par Paridirect, one of the prominent companies in the sports betting and casino website sector, embarked on an ambitious project to penetrate the African iGaming market, building on its legacy of success in Europe.

1.5M

New Online Players Welcomed

3x

Increase in Unique Active Players

7x

Increase in Deposits

8x

Increase in GGR

22M

Casino Sessions Hosted

43M

Tickets Sold

[Discover the full success story](#) ↗



VeliTech Turnkey solution went beyond just software; it was a comprehensive package that addressed all our market entry challenges in Central Africa. From custom website development to innovative USSD solutions, their services have been integral to our achievements. Their ability to provide a seamless, scalable platform and continuous support has set us apart in a competitive market.



Dash Boyeva

Product Owner at PLAYONGO

ML-Driven Ecosystem for iGaming Operators

Transform your brand and enthrall your players with our dynamic platform suite. Whether you're running a casino, sportsbook, game aggregator or need cutting-edge client engagement tools, VeliTech has everything you need, and more.

HORIZON Casino Integration Platform ↗	SPORTS Sportsbook Platform ↗	GAMES Game Aggregation Powerhouse ↗
EDGE No-Code CRM for LTV Boost ↗	PLAY Game Development Studio ↗	PAYMENTS Secured Payment Gateway ↗

Let our team of experts tailor a winning strategy exclusively for you. Whether you're looking to boost player engagement, supercharge your marketing efforts, or streamline your operations, we've got you covered.

VELITECH

Let us help you succeed in Africa

[Contact our sales team](#)