



The Flip Notes Partner Editions

I started The Flip in early 2019 as a mechanism to learn. I remember searching for content on the African tech ecosystem and feeling disappointed by the lack of in-depth, contextually relevant insights. It was only fundraising press releases.

Despite the abundance of fundraising announcements, I have always felt they are [underleveraged media events](#) and a great opportunity to tell a bigger story in conjunction with the fundraising story. The traditional tech media outlets love to tell the fundraising story; The Flip exists, in part, for the deep, comprehensive analysis and editorialization of the significance in the broader macro context.

To that end, **The Flip Notes Partner Editions** is a means to more extensively explore a sector or a business model or a theme through the lens of and behind the scenes with the partner in question. TFN's partner editions have the opportunity to be more fruitful than a regular edition due to the access I'm given by the company to write about them and the incentive the company has to share.

A couple of prior examples are:

[Stitch: The Anatomy of a \\$21 Million Series A](#)

[Wasoko: Powering Last-Mile Retail](#)

Because The Flip gets paid to write these pieces, I feel it's important to outline my thought process behind the partner program and how I choose what companies to write about. I get a ton of emails from startups asking to be featured on The Flip and/or offering to pay to be featured, and I turn down the large, large majority of them. But for some, we will choose to do so provided they meet the following criteria:

- **There is a broader story to tell** about the company's market, sector, business model, etc. The company itself is the vessel with which the story is being explored, and the Founder is the subject matter expert we can partner with to help tell said story even better than if we told it from the outside looking in. But the story is not going to strictly be about the company itself.
- **The company is willing to share information not otherwise publicly available.** The African tech ecosystem suffers from a lot of closed systems, and from the fact that there are few publicly-traded companies from which insights can be derived more readily. We'll only partner with companies and founders with an eagerness to share, for the benefit of the ecosystem.
- **The company is of fit and relevance to the ecosystem** and it's a company that I would write about even if The Flip wasn't being paid to do so. Above all else, we will continue to maintain a level of rigor and integrity and quality that's allowed us to build trust with our listeners and readers (and we will not jeopardize that for any amount of money).

With that being said, to maintain the aforementioned level of rigor and integrity and quality, we'll also have a few guidelines:

- **The Flip retains creative control.** We allow for input and comments, but ultimately it's The Flip's platform and story to tell.
- As [The Flip Capital](#) ramps up, **we will disclose if and when we write about portfolio companies.** This applies to whether it's a partner edition or not, as well.
- The Flip Notes **Partner Editions will be limited in volume**, so as to not become a platform that emphasizes sponsorships at the expense of the reader. I'm thinking 1-2 partner editions max, per month.
- We will maintain our **optimistic yet critical lens** with which we explore companies and the ecosystem. If there is a skeptical take on the partner or their sector, we'll write about it. Likewise, we're not going to write negatively about our partner's competitors, and in fact, we might write optimistically or positively about them too.

In summary, The Flip Notes Partner Editions are an opportunity for a) The Flip to tell more in-depth stories in partnership with companies and founders, b) Said companies to support the growth of The Flip, while helping to tell better stories for the benefit of the ecosystem, and c) A

product that we endeavor to fit in naturally with the content The Flip is already creating, and an initiative that we will not let sacrifice content quality or audience trust.

If you're interested in partnering, or if you have any questions or feedback →
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