

First Serve Ventures to Invest \$1 Million at Web Summit Rio 2025

Cape Town, South Africa –

First Serve Ventures, an innovative African angel investment fund, is delighted to announce its presence at Web Summit Rio 2025 with an exciting and ambitious mission: deploying \$1,000,000 between two exceptional Brazilian start-ups in exchange for 15% equity in each.

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In recognition of the burgeoning connection between Africa and South America, First Serve Ventures aims to foster robust partnerships and promote continuous collaboration between these vibrant regions. Web Summit Rio 2025 provides the perfect platform for discovering dynamic start-ups ready to scale their impact globally, particularly through meaningful cross-continental synergies.

"We believe deeply in the potential of collaborative innovation between Africa and South America," says Tendai Shamu, Founder of First Serve Ventures. "Our goal at Web Summit Rio is not just to invest, but to build lasting partnerships that amplify growth, creativity, and mutual success."

Start-ups attending Web Summit Rio 2025 with transformative ideas and a readiness to partner internationally are strongly encouraged to connect with First Serve Ventures at the event.

About First Serve Ventures: First Serve Ventures is an Africa & UK based Pre-Revenue investment fund committed to empowering bold entrepreneurs and pioneering innovative Ancillary Services ventures. By bridging strategic connections between global regions, First Serve Ventures accelerates growth opportunities while investing in a sustainable and collaborative future.

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