

A COMPETITIVE BREAKDOWN OF AFRICA'S FOUR BIGGEST CREATOR MONETISATION PLATFORMS

Selar

 nestuge

coachli®

 mainstack

THE CURRENT CREATOR ECONOMY...

\$5.1B

AFRICA CREATOR ECONOMY
VALUE IN 2025

\$29.8B

PROJECTED VALUE BY 2032
(28.7% CAGR)

60%

OF CREATORS EARNING
LESS THAN \$100/MONTH

The gap between creators making content and creators making money is massive. Brand sponsorships = 28% of creator income. Digital product sales = only 25%. The monetisation layer is still massively underdeveloped but it is closing fast. That gap is exactly where Selar, Mainstack, Nestuge and Coachli are building.

THE **FOUR PLATFORMS** CHANGING THE GAME FOR **CREATORS**

SELAR

Selar is an all-in-one e-commerce platform for creators to sell content, products & services. It is seen as the e-commerce engine for African creators. Their core value proposition is that they enable African creators to sell their digital products and services easily, without technical barriers and get paid globally.

2.2M+ USERS · ₦18B PAID OUT IN 2025

MAINSTACK

Mainstack is a platform that lets creators and businesses showcase what they do, sell it and get paid globally. It is targeted at entrepreneurs or creators building online businesses. Mainstack markets itself as an all-in-one aesthetic-heavy platform, kind of a lifestyle product for the modern digital entrepreneur. Their core value proposition is that they 'let you sell to anyone.'

150+ COUNTRIES . HEAVY FUNDING

NESTUGE

Nestuge is a platform that helps creators and entrepreneurs to sell digital products, manage communities and automate their workflows like payments and community related ones. Their value proposition is helping creators monetize their knowledge and their audience with ease.

7,000+ CREATORS · ₦1.7B PAID OUT IN 2025

COACHLI

Coachli is an all-in-one platform that allows users to sell digital products, host sessions, run live classes and receive payments online. It is mainly for coaches and people who want to monetize their knowledge. Their value proposition is that they offer people one place to monetise their time and expertise.

10,000+ COACHES & CREATORS

CORE FEATURES OF THE PLATFORMS

SELAR

- Digital product hosting & delivery
- Affiliate network (1M+ affiliates)
- Multi-currency global payments
- Course builder and certificates issuing
- Abandoned cart recovery
- Event ticketing & bookings
- Custom landing pages
- Coupon & discount tools
- The show love feature - for people to gift creators they like
- Memberships - to have paid communities
- Integrations - with other platforms like mailchimp, facebook, zapier, kartra

MAINSTACK

- Link-in-bio storefront
- Subscription management
- Invoicing & payment links
- Calendar booking app
- Course creation & hosting
- Checkout pages
- Payment API access
- Portfolio / showcase pages

NESTUGE

- Automated paid communities (Telegram)
- Smart workflow automations
- Webinar hosting & sequences
- Course builder and certificates
- Discover marketplace
- Movie / film premiere sales
- Integrations: Zoom, Slack, Drive
- Pay-as-you-go automation billing
- digital products sale and delivery
- Booking pages

COACHLI

- 1-on-1 session booking
- Built-in video & phone calls
- Live classes & group sessions
- Client messaging (in-app)
- Sales pages
- Digital product sales
- Calendar integration & reminders
- Paystack + Flutterwave support
- Marketplace structure

COMPETITIVE ADVANTAGES & DIFFERENTIATORS

SELAR

Trust at Scale

- Is mainly an e-commerce platform for digital products. It is more commerce focused like an e-commerce platform
- Founded in 2016 and has a decade of operating history and has built trust as a marketplace
- 1M+ affiliate network
- It is easy to use and pretty straightforward so it is popular among people who are just starting out
- It is already widely known among African creators

MAINSTACK

Brand as Product

- It is an aesthetic-first identity platform for creators
- Mainstack frames itself as a 'lifestyle product' rather than 'commerce infrastructure'

NESTUGE

Automation

- Is mainly focused on communities for creators
- Integration-first architecture
- The Discover feature: 'Jumia for digital products'
- Pay-as-you-go scales with user
- automation aimed at removing the manual work entirely
- Community-centric monetization

COACHLI

Vertical Focus

- Only platform built for coaches first
- Coachli is the most niche of all: built for services first before products
- Built-in video, no Zoom needed

WHO IS EACH PLATFORM ACTUALLY FOR?

These platforms serve different people if you look at them closely...

SELAR

The Beginner Creator

Choose Selar if:

You are just starting out. You want to sell a course, ebook or digital product fast. You don't need anything overly technical. You want an affiliate army promoting your work and you don't care about aesthetics, you care about money hitting your account.

The perfect creator would be:

Kenny Nwokoye



MAINSTACK

The Brand-Led Entrepreneur

Choose Mainstack if:

You are an identity focused creator. You think of yourself as a brand first, a seller second. Your link-in-bio is your business card. You want everything in one place and you want it to look clean enough to screenshot and post.

The perfect creator would be:

Victor Okafo



NESTUGE

The Community Builder

Choose Nestuge if:

You are a community-first creator. You already have a community and you want to monetize them or you have a monetized community and you want automations to run the admin while you focus on content. You're building a system, not just a store.

The perfect creator would be:

Adeife Adeoye



COACHLI

The Coach or Consultant

Choose Coachli if:

You sell your time through sessions, coaching calls, live classes. You want clients to book, pay, and show up inside one clean experience without you emailing Zoom links. You're a professional and want your platform to feel like one.

The perfect creator would be:

Vusi Thembekwayo



WHAT THEY'RE ACTUALLY **COMPETING** ON...

These platforms serve very similar target audiences, that is, people who want to make money online from creating. But the main differences and where they are actually competing on is on a belief about what kind of online business you're building. That's why even though they have similar features, you'll find a creator who has them all.

SELAR

YOU WANT TO SELL SOMETHING QUICKLY. COMMERCE FIRST

MAINSTACK

YOU WANT TO BUILD A SCALABLE ONLINE BUSINESS WITH YOUR BRAND AS THE FOUNDATION

NESTUGE

YOU WANT A SYSTEM THAT RUNS YOUR AUDIENCE AND TURNS IT TO INCOME AUTOMATICALLY

COACHLI

YOU SELL YOUR TIME AND EXPERTISE.

COMMENTS ON THE PLATFORMS

SELAR

Selar has 2M+ users, a strong affiliate network and decades of trust behind them. They have a very high chance of being strong still after 5 years. But they lack in branding. They don't have that polished look some creators are seeking

MAINSTACK

Mainstack is a well-made product that has hacked perception and gives that sophisticated brand look that creators, especially lifestyle creators are looking for. But their value proposition is a bit shakier because it is based on something abstract like how people perceive the creator.

NESTUGE

Nestuge has the most clear differentiator which is its integration and automation features. But it's kind of new to the game and doesn't have a lot of PR

COACHLI

Coachli serves a niche set of creators even though its messaging does not communicate that. It has very strong features for coaches and consultants but it is at high risk if other platforms introduce those same features. So it either innovates or ends up acquired or losing market share



THE BOTTOM LINE IS...

**AFRICA'S CREATOR ECONOMY
WILL GROW 6X BY 2032.**

**It is the platforms that innovate and stay up-to-date with the market
that will ultimately survive.**