



USAID
FROM THE AMERICAN PEOPLE



**AFRICAN
DIASPORA**
MARKETPLACE



Empowering Entrepreneurs to Advance Economic Opportunity in Africa

THE CHALLENGE

Early-stage SMEs in Africa operate in a gap where traditional forms of financing are scarce. Few angel investors are active in Africa, and those who are frequently lack the resources to identify and evaluate viable business proposals. Given these obstacles, there is a need for a vehicle that selects and supports innovative entrepreneurs as they grow their businesses.

OUR APPROACH

Launched in 2009 by the United States Agency for International Development (USAID) and Western Union, the African Diaspora Marketplace (ADM) aims to encourage sustainable economic growth and employment by supporting African diaspora entrepreneurs. ADM entrepreneurs are individuals with demonstrable connections to or experience in Africa, and who have

TAILORED SUPPORT

- Three rigorous business plan competitions to identify and provide support to the most promising entrepreneurs.
- ADM has awarded 34 sub-Saharan, Libyan, and Tunisian Diaspora-owned SMEs with matched grants to start or expand businesses in their home countries.
- The ADM team works closely with the enterprises to address their challenges and leverage support provided into additional resources.

ECOSYSTEM DEVELOPMENT

- ADM provides a platform to connect lenders and investors with entrepreneurs across the continent.
- ADM and its partners have held two SME banking forums, an SME investor pitch event as well as trainings and webinars to help entrepreneurs across Africa successfully access external financing.
- The ADM team provides industry, trade and technology information to support business growth and innovation.

innovative and high-impact start-ups or established businesses on the continent. ADM is also collaborating with the African Women's Entrepreneurship Program (AWEP), a network of 1600 women across 22 chapters supported by the U.S. Department of State and USAID. Given the parallel objectives of the two initiatives, this partnership aims to leverage the ADM and AWEP platforms to support women entrepreneurs and encourage their participation in the ADM program.

ADM by the Numbers

34 winners across Africa were awarded match-grant funding and technical assistance.

8 companies owned/operated by women

\$4 million in partner contributions

3 SME Financing Events: 106 SMEs presented to bankers during the 2013 event while 72 presented in 2012; and 13 SMEs pitched to prospective investors

850 Africa-based businesses that have participated in business development trainings or workshops through ADM



ADM enterprises from top: **EcoPower Liberia's** new GEK Power Pallet, which is able to convert local biomass material into clean energy; CEO and staff of **Oribags**, which manufactures hand-made biodegradable packaging out of agricultural waste, during an exhibition at an American Chamber of Commerce event in Uganda; Demonstrations of **OTG Playa** tablets during a launch event at the Lagos Digital Library (Nigeria). OTG Playa was also recognized by LLGA Cities Pilot the Future, an effort to highlight innovative solutions to the challenges affecting major global cities.

For more information about ADM, please visit our [website](#).
To contact us directly, please email info@diasporamarketplace.org.