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African Diaspora Marketplace Investment Event

The African Diaspora Marketplace Investment Event will showcase select winning ventures from the African Diaspora Marketplace (I and II) business plan competitions as well as other budding African SMEs. These ventures represent businesses in multiple impact sectors from all around the continent.

[The African Diaspora Marketplace \(ADM\)](#) is an initiative that was launched by Western Union and the United States Agency for International Development (USAID) to encourage sustainable economic growth and employment by supporting U.S.-based African Diaspora entrepreneurs with innovative and high-impact ideas for start-up and existing businesses who would like to establish or expand businesses in Africa.

[The Tony Elumelu Foundation \(TEF\)](#), in line with our efforts to promote the competitiveness of the African private sector and build the field of impact investing in Africa, joined the ADM II partnership with a commitment to host an annual event in Lagos, Nigeria. The event will give African SMEs the unique opportunity to pitch to a group of select impact investors for second round equity and debt financing. By providing an opportunity to ADM winners to qualify for next stage financing, ADM is distinguishing itself from other business plan competitions and increasing the value proposition for the entrepreneurs that participate. This investment event is a fitting response to the well-known “Valley of Death” that challenges so many young companies throughout the world that get initial support but have difficulty obtaining the next stage of financing needed for their growth. By hosting this event, TEF will introduce a deserving set of SMEs to a range of investors who will be able to judge the progress made with the first ADM award and hear about the potential that a second round of investment could help these entrepreneurs realize.

Beyond the pitch session, the Founder of TEF and Chairman of Heirs Holdings, Tony O. Elumelu, MFR, will be offering his insights on “Doing Business in Africa” and a panel of young successful entrepreneurs will also be discussing the challenges facing start-ups in Africa.

Date: Friday, November 16th and Saturday November 17th

Place: Lagos, Nigeria

Investment range: both equity and debt financing will be available in the \$100,000 to \$300,000 range

The ideal participating company will meet the following criteria:

- Has won a business plan competition, competitive grant, or participated in an international entrepreneurship program (i.e. USAID's Development Innovation Ventures)
- Is actively looking for angel, venture or debt financing
- Is a for-profit entity
- The company has developed past the concept stage and is an operational business earning revenue. This event is not open to start-ups.

Number of confirmed investors: Nine

Format: Each entrepreneur will have 10 minutes to present to the investors who will have access to their full company information ahead of time. After the pitches are complete, the parties will have the opportunity to follow up with one another in the hopes of reaching a funding agreement.

If you are interested in participating as an investor or a company please email Averi Thomas-Moore at athomasmoore@seaf.com.