SME Crowdfunding

Successful Crowdfunding campaigns, experiences and lessons from other jurisdictions.

ENOGIERU OSASENAGA

Case References

The case studies to be shared today were gotten across several programs implemented with various partners in Nigeria, Mali, Kenya and Somalia from the period of 2016 to 2022.

The Next Economy Program

Funded by the Dutch Ministry of Foreign affairs with a focus on helping youths in Africa become self sufficient.
https://next-economy.com/

2Scale IFDC Program

Focused on supporting Agri-SME's and SHF's whose value chains were disrupted by the effect of the COVID19 pandemic.
https://2scalecrowdfunding.org/

THE NEXT ECONOMY
How African Youth Make It Work

The Next Economy Program

Under this program, SME's are able to raise seed funds of $1000 each to kickstart their businesses. These funds come from a large pool of donors and are thus without any obligation from the businesses to the donors.

Our impact

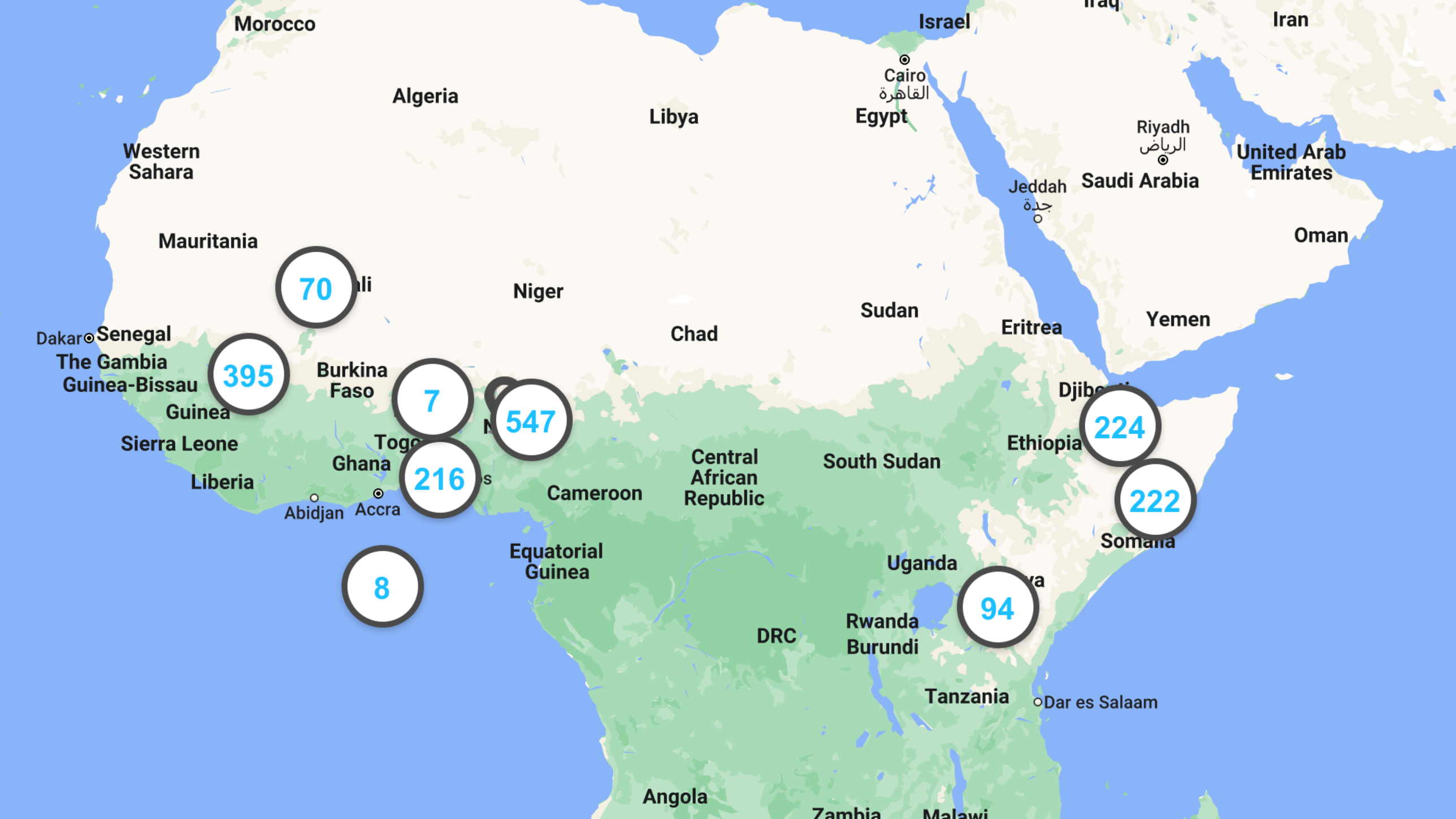
Together we can make a change. This is what we achieved so far.

1,052
Campaigns realised

$835,678
Crowdfunded

13,879
People involved

$292,406
Matched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2SCALE IFDC Program

2SCALE

Here our focus was on mitigating the effect of the COVID19 pandemic on Agricultural value chains amongst Agri-SME's and SHF within the 2SCALE Program. Campaigners were able to raise up to 5000 Euros each to restore operations in their businesses.

Our impact

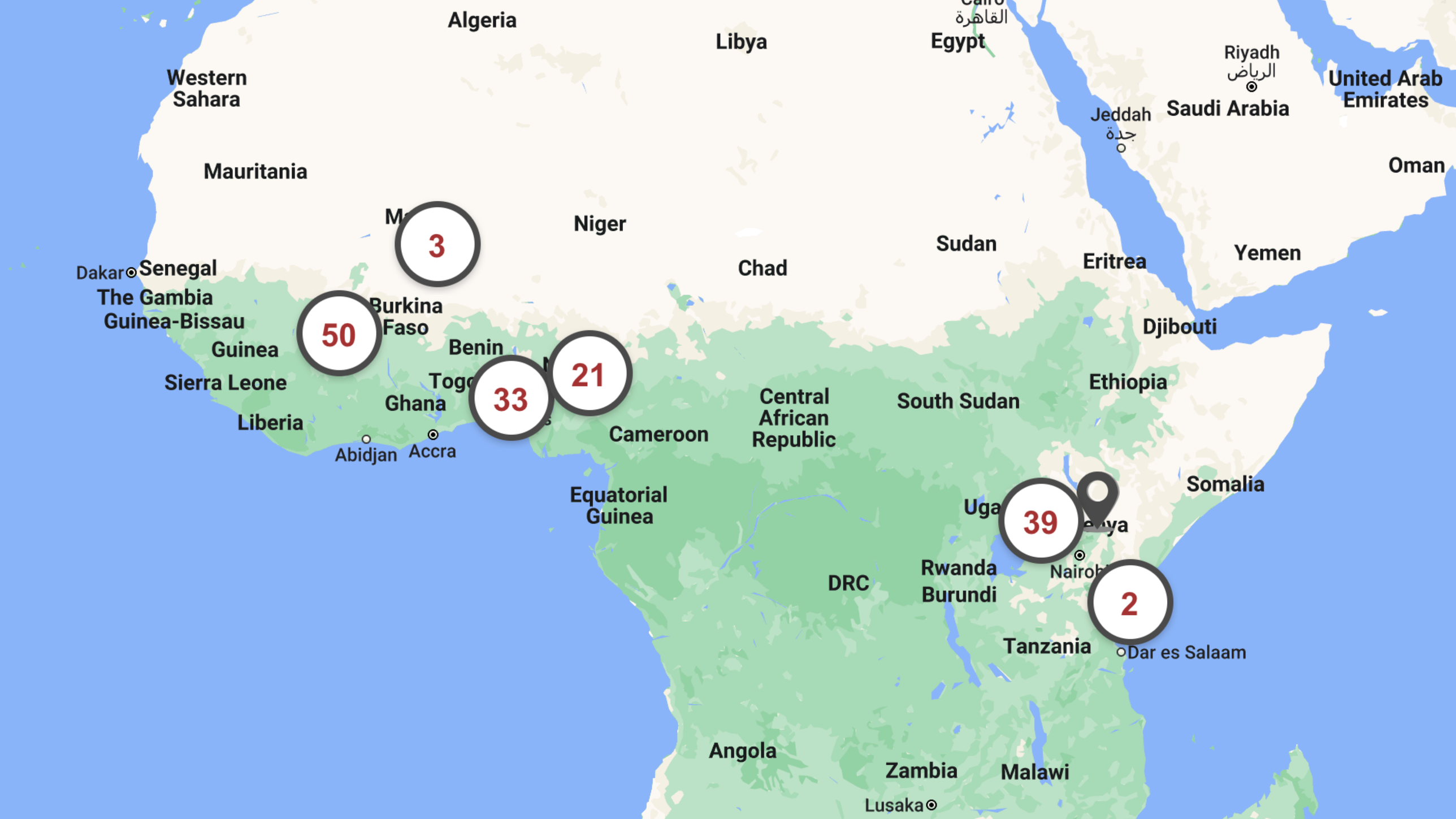
Together we can make a change. This is what we have achieved so far.

48
Activities realised

$179,892
USD donated

5,235
People involved

$101,664
Amount matched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South Sudan
Liberia
Central African Republic
Abidjan
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Cameroon
Somalia
Equatorial Guinea
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Dar es Salaam
Angola
Zambia
Malawi
Lusaka

Justification for Participation

Why does it work?

Because of the power of social sharing,

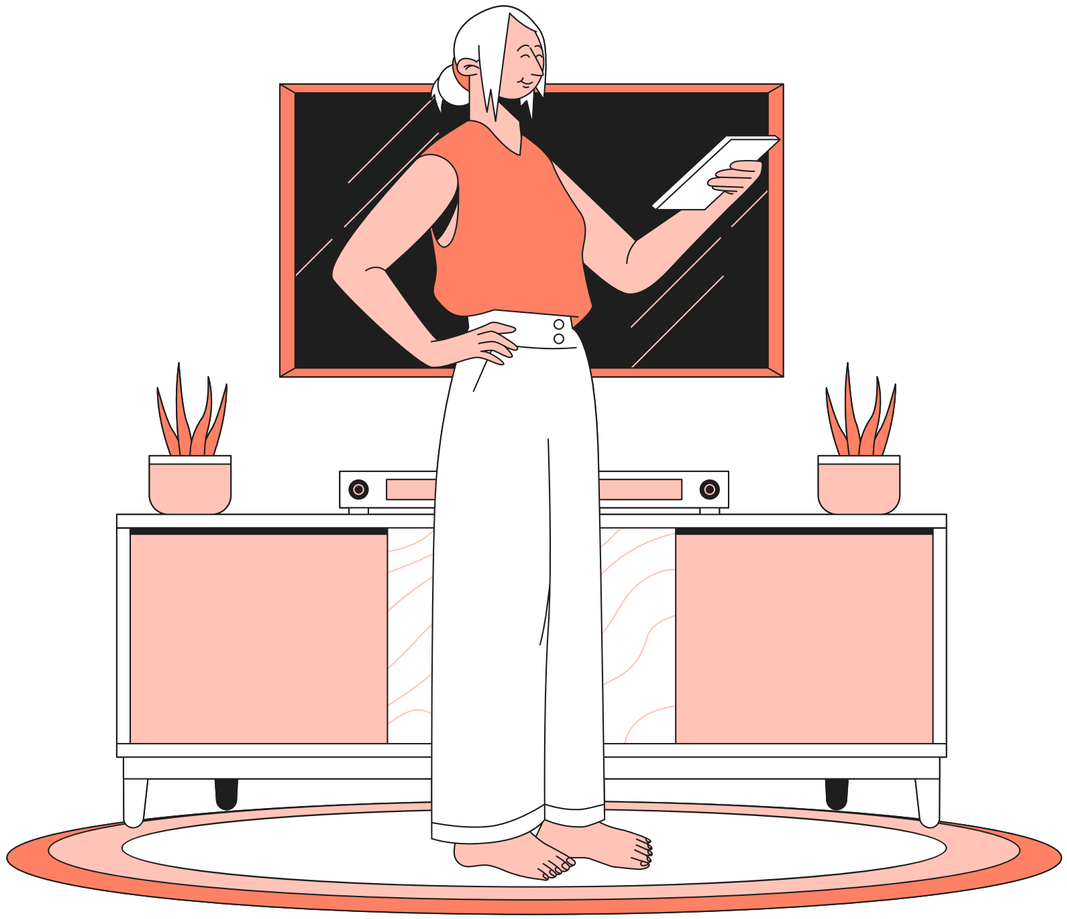
Because of people’s desires to invest in people close to them.

Because its easily traceable and accountability is high.

Because its fast; donations are easy and trustworthy.

Because people believe in the story.

Because the products are visible and the message is clear.



THANK YOU

Do you have any questions for us?

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