

Platform Ecosystem to empower MSMEs in Africa

Digitalization - Decentralization - Development





MSMEs

Micro, Small & Medium sized Enterprises > 80% of the players in the private sector provider of 9 out 10 jobs

Problems of MSMEs

Lack of access to (1) Market , (2) Technical Assistance, (3) Finance Finance Gap \$526 billion p.a. for Africa (World Bank)





M'World

digital ecosystem offering solutions to

- Problems that MSMEs are facing
- Accelerate economic development

M'Network

a platform at the heart of M'World to

- Eliminate market's frictions
- Connect MSMEs Financial Institutions Governments
 - Unleash Potentials Develop the Private Sector





M'Network - A Multi-Sided Platform

Connect the stakeholders in one place – Enable real-time interactions

1 – MSMEs

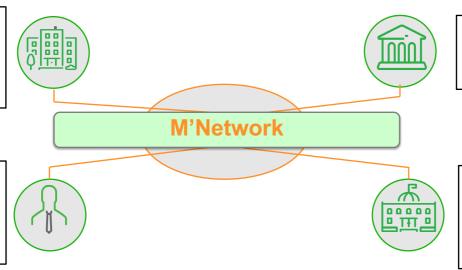
To have access to Market , Technical Assistance & Finance

To remain in business, grow and create jobs

2 – Knowledge Workers

To provide Business Services to MSMEs

to support MSMEs establishing "the gig economy"



3 - Financial Institutions

To finance MSMEs

To increase profitability in MSMEs finance

4- Governments

To create an enabling business environment

To benefit from increased fiscal revenue and job creation





Strategic objectives with M'Network Building the digital infrastructure to accelerate economic development

Reduce Market frictions Interconnect & Integrate Markets



Reduce "Distance & Time" between Economic Players



Reduce transactions costs



Remove invisible barriers (gender, ethnics, politic,...) Increase Transparency



Digitize MSMEs Ease Mobil Apps integration



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Decentralize & Increase numbers & volumes of Transactions



Integrate the SDGs from the bottom of the pyramid



Accelerate the private sector Development







Thank you

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