



Platform Ecosystem to empower MSMEs in Africa

Digitalization - Decentralization – Development



Feb . 24- 2022



About MSMEs

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



3 - Financial Institutions

To finance MSMEs

To increase profitability in
MSMEs finance



2 – Knowledge Workers

To provide Business
Services to MSMEs

to support MSMEs
establishing “the gig
economy”



4- Governments

To create an enabling
business environment

To benefit from increased
fiscal revenue and job
creation



M'Network





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



Decentralize & Increase
numbers & volumes of
Transactions



Integrate the SDGs from the
bottom of the pyramid



Accelerate the private
sector **Development**





Thank you

Gilles – komi MAGLO
gmk@mesdak.com