



USAID
FROM THE AMERICAN PEOPLE



Diaspora Engagement
Seminars

<http://microlinks.kdid.org/diaspora>

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Connecting to Diaspora Communities Through Web Portals: Opportunities and Limitations

Diaspora Engagement Seminar

Speakers: **Eric-Vincent Guichard**
Homestrings

Molly Mattessich
VEGA Alliance

October 23, 2012



HOMESTRINGS

COME MAKE A DIFFERENCE  BACK HOME

Connecting Diaspora Communities via Web-based Platforms

Opportunities and Limitations

October 23rd 2012

USAID – Microlinks Seminar

QED – Washington, DC

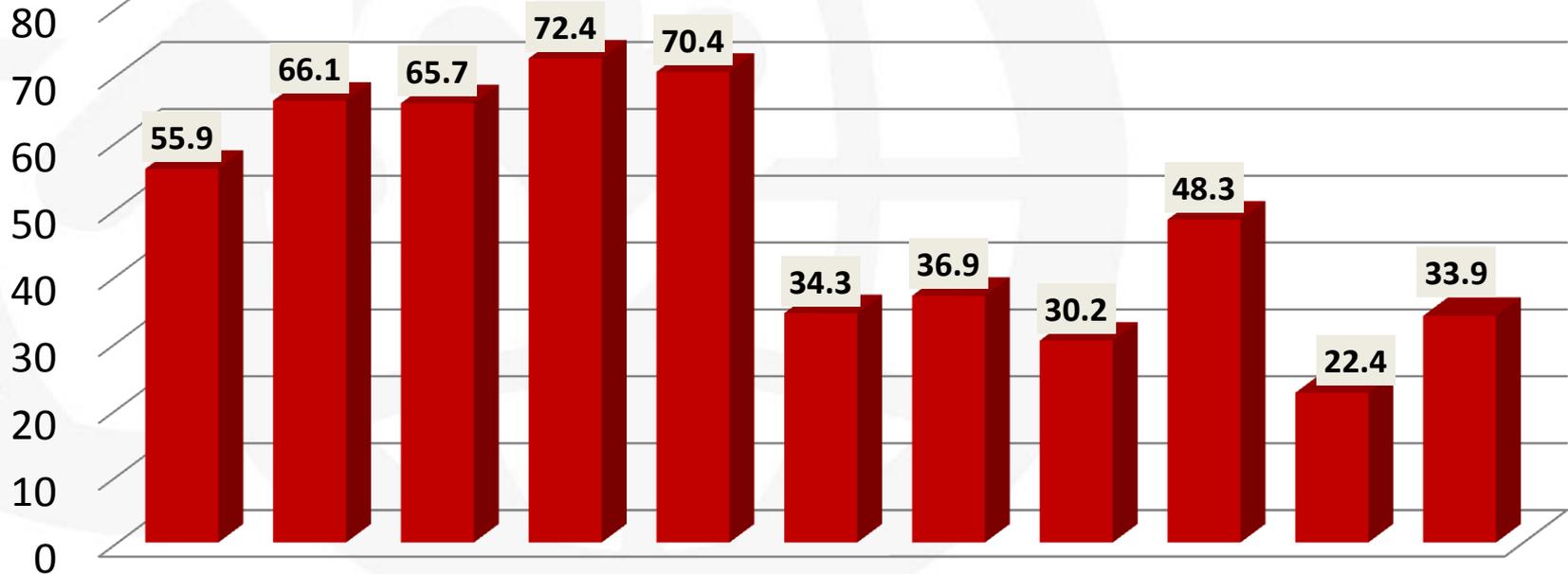
What are the facts?

- What we know about Diaspora capital flows:
 - US\$450B in remittance flows from West to Emerging Markets (10%-15% per year) - WB
 - US\$40B in flows into Africa alone (P2P)
 - Up to 25% seeking investment opportunities
 - That's \$10 billion per annum for Africa from Diaspora
 - World Bank portfolio: \$10 billion
 - China investments in 2011: \$9 billion.



GWU-WU Findings (1)

- Investment Interest (%)



Real Estate -personal

Real Estate -rent/resale

Dom Manuf

Exp Manuf

Service

Lending-Mkt

Lending-BelMkt

Lending-NoInt

Equity

Bond

Mutual

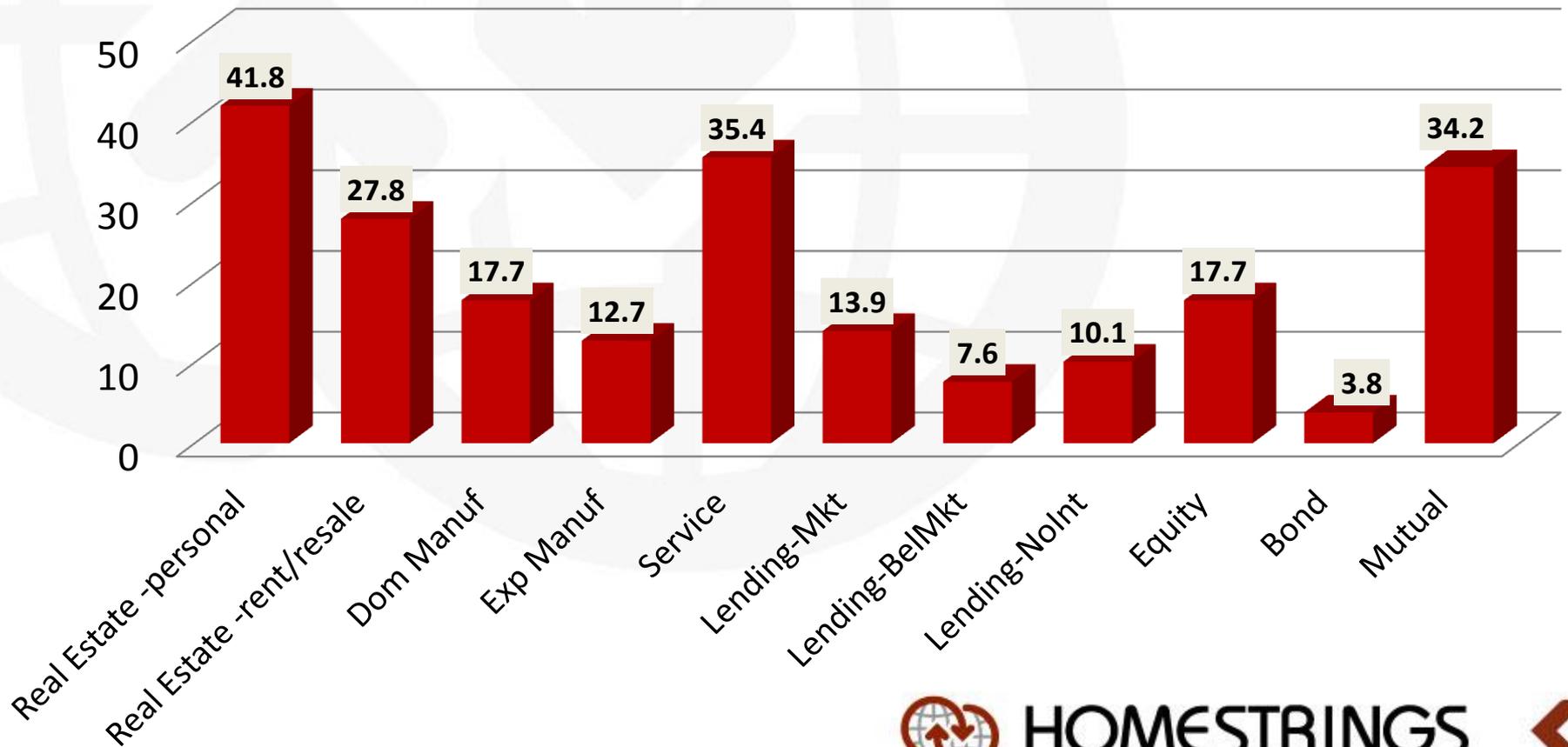


HOMESTRINGS



GWU-WU Findings (2)

- Investment Activities (%)



GWU-WU Findings (3)

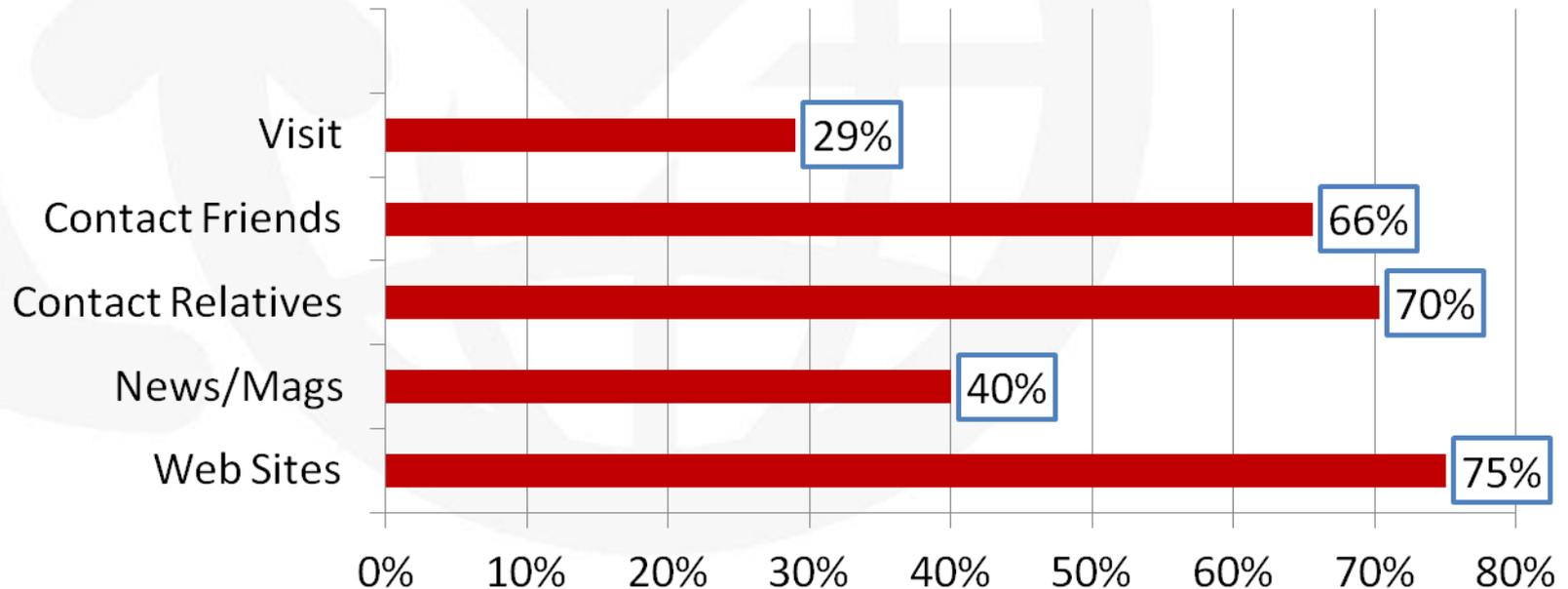
- Diaspora investment motivation summarized:
 - Financial
 - Emotional
 - Social-status
 - Political



GWU-WU Findings (4)

- Contact with “Back Home”

% Responding “Frequently”



HOMESTRINGS



Implications?

- Members of the Diaspora are predisposed to being financially organized online so long as the proposition is:
 - Credible
 - Transparent
 - Professional
 - Customer oriented
- But, there are challenges...



Credibility...

- Regulatory requirements
- Professional staffing
- Track record
- Deal structure and product offerings
- Peer review



Transparent...

- Self-due diligence tools
- Recourse (Regulators/Legal)
- Education facilities
- Infrastructure partners



Professional

- Institutional level service
- Responsive
- Accreditations
- Structurally sound
- Institutional support



Customer Oriented

- Catering to private banking needs
- Providing risk mitigation advice/tools
- Creating new tailored products
- Tailored marketing.



Homestrings Update

- Closing in on \$25 million invested via Homestrings.com since 2/2012
- Institutional vs. Individual
- Infrastructure bonds - key drivers
 - Kenya, Nigeria, Ghana, Mozambique...
- Public financing debt:
 - Cote d'Ivoire , Congo, Uganda, Nigeria...
- Private deal pipeline: Healthcare, Housing, Agribusiness and Mining...



HOMESTRINGS



Next Steps?

- **Diaspora and Other interested Investors**
 - Registering at the average rate of 100 a month
- **Growing book of Opportunities**
 - Private Equity Funds (for non-US)
 - Diaspora Bonds (gvts, corporations, n/profits)
 - Housing (investment, lending, buying)
 - Deals (co-investment and stand-alone)



Conclusion

- Significant opportunity to cater to Diaspora via web-based platforms, but challenges abound:
 - Regulations
 - Infrastructure tools and costs
 - Education tools
 - Credible deal pipeline
- Homestrings has achieved many and is building on successes and learning from failures



Contacts

- Eric V. Guichard – Founder/CEO
eric@homestrings.com
- Desmond Brunton – Senior Advisor/Member
of Advisory Board
dbrunton@homestrings.com
- Address: www.homestrings.com



HOMESTRINGS





Connecting to Diaspora Communities
Through Web Portals
USAID | Diaspora Seminar
October 23, 2012

Ideas for Africa

Molly Mattessich
VEGA Alliance
@MollyMali



A series of white, rounded rectangular lines that form a partial frame around the top of the text area.

Find answers to Africa's
rural agricultural
challenges...

A series of white, rounded rectangular lines that form a partial frame around the bottom of the text area.

A decorative graphic consisting of white, rounded rectangular outlines that resemble speech bubbles or callouts, positioned above the central text.

...by listening to African
farmers and those who are
closest to them.

A decorative graphic consisting of white, rounded rectangular outlines that resemble speech bubbles or callouts, positioned below the central text.



National Peace Corps Association

- **Leading nonprofit promoting Peace Corps values at home and abroad**
- **7,000 current members**
- **120,000 in our network**
- **146 member group network and affiliates**
- **Provide mentoring, advocacy, service opportunities, events, project funding, news and information, and connections for the Peace Corps community.**

Facts: What we know

- We are falling short of the Millennium Development Goals (MDGs)
- With more than 2 billion people living on \$2 or less a day, we can't reach MDG #1 – eliminate extreme poverty & hunger
- Despite best intentions, billions annually, most development efforts simply do not make lasting improvements in the lives of the poor

Beyond the 50th Anniversary of the Peace Corps

The National Peace Corps Association will continue providing ways for Peace Corps Volunteers to use their skills and knowledge to create a different world.

Africa Rural Connect is an integral program to advance the contributions of grassroots efforts and the Peace Corps Community.

What can the National Peace Corps Association do?

Our Approach

- **African Farmers**
- **African Diaspora**
- **Entrepreneurs**
- **Returned / Peace Corps
Volunteers**
- **Development workers**
- **Academics**

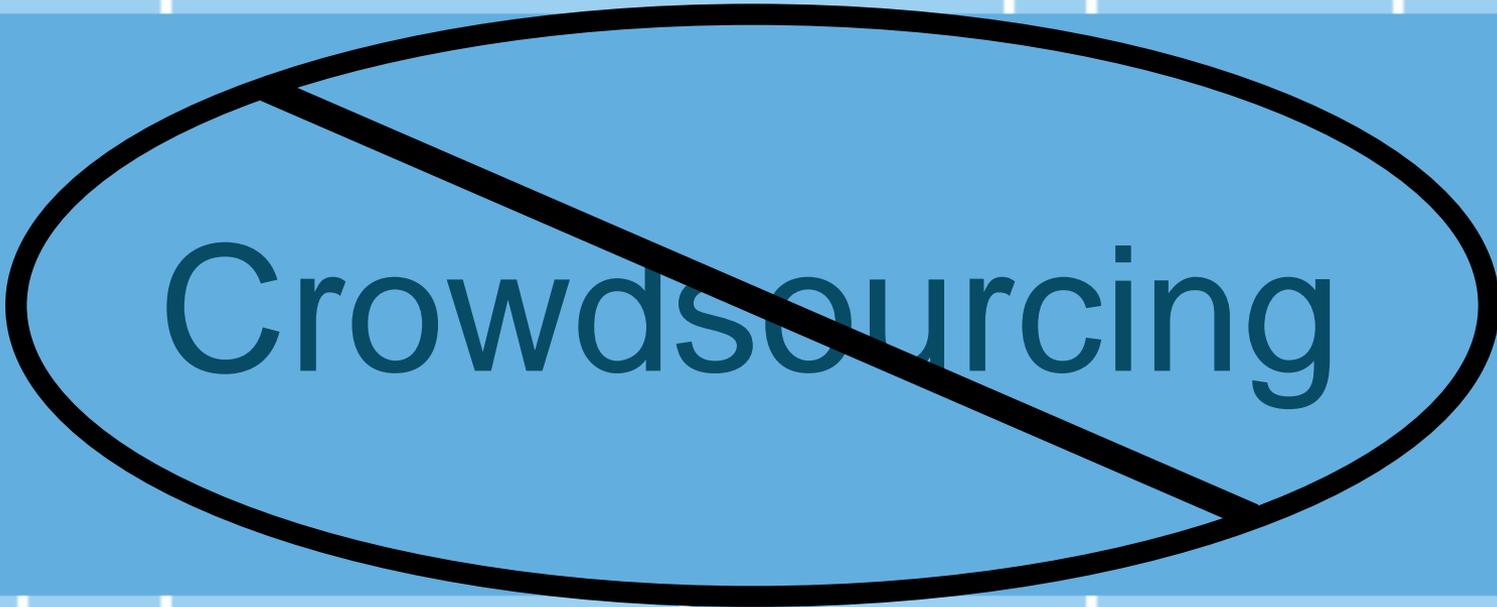
Bottom Up Approach:

**Engage those who know
what farmers need**

ARC: Using Social Networking Technology with Connected Communities

- **Encourage collaboration, idea & resource sharing among those who live in or have lived in Africa**
- **Focus on smallholder farmers, especially women farmers**
- **Connect smallholder farmers + Diaspora + Peace Corps volunteers + NGO's + other partner organizations**
- **Support creative solutions for reducing post-harvest losses, water shortages, communications challenges and growing agribusiness**

Crowdsourcing



Crowdsourcing

CrowdSURFing



Farmers

Academics

Peace Corps

Diaspora

Agribusiness

Development

Entrepreneurs

**HOW'S IT
WORK?**



**IMPROVE THE LIVES
OF FARMERS IN
SUB-SAHARAN AFRICA**

**FIND
IDEAS**

**OFFER
IDEAS**

**REMIX
IDEAS**

**ENDORSE
IDEAS**

**PLEDGE
IDEAS**



Browse Ideas

Special Announcement would go here lorem ipsum set dolor amet consequtr am ipsume lorem dolor set amet conssiqughjksitr.. [Read More](#)

SELECT CATEGORY
[View All](#)
 [Agribusiness](#)
 [Communication](#)
 [Post-Harvest Losses](#)
 [Water Resources](#)
FILTER IDEAS BY TAG
[africa](#) ✕
[sms](#) ✕
[lorem ipsum](#) ✕
TAG CLOUD
[agriculture](#) lorem ipsum dolor sit amet

[communication](#) consectetur adipi

[scing elit donec sms](#) mattis sagittis

IDEAS: COMMUNICATION + "SMS"

 Sort By: **Most Recent**


Making your agriculture business What works. What doesn't. Strategies and myths.

 Submitted March 4, 2010 By [heatherZelensky731](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In aliquet congue amet ullamcorper. Proin auctor velit ac enim accumsan id volutpat arcu eleifend. Donec pharetra scelerisque nibh, quis placerat ipsum ultricies.

Tags: agriculture, business, communication, africa, sub-sahara [MORE](#)



Caribou Coffee introduces Millet Mint condition beverage. Proceeds help farmers brew a new hybrid/more tasty form of Millet.

 Submitted March 4, 2010 By [eglue](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In aliquet congue amet ullamcorper. Proin auctor velit ac enim accumsan id volutpat arcu eleifend. Donec pharetra scelerisque nibh, quis placerat ipsum ultricies.

Tags: agriculture, business, communication, africa, sub-sahara [MORE](#)



Connecting with Women African Farmers via time-travel REMIX

SORT BY:

 Most Recent, Comments, Endorsements,
Pledges, Recent Activity

SORT ORDER:

Normal, Reversed

55 Endorsements

\$50 USD Pledged

2 hours Pledged

This idea has:

4 Comments

55 Endorsements

\$50 USD Pledged

2 hours Pledged

This idea has:

4 Comments

Support Ideas

New Greenhouse Technology for Africa REMIX



Submitted March 4, 2010
By [heatherZelensky731](#)



185
tweets

[retweet](#)

SUMMARY

Green houses enable farmers be in control of their crop seasons and productivity. They no longer have to rely on rain fed agriculture which is erratic with the changing trends in climate.

[IDEA](#)
[\(4\) COMMENTS](#)
[\(6\) REMIXES](#)

ESTIMATED COST: **\$1,500**

LOCATION(S): **Kenya, Uganda, Somalia**

In order to improve how we carryout agriculture in Sub-Saharan Africa there is no better way than to first analyze the challenges that farmers face. The challenges include:

- Lack of affordable Finance and capital accessibility.
- Lack of access to markets.
- Dependence on rain fed agriculture (leading to drought).
- Lack of government incentives including extension services.
- Post harvest losses.
- Poor communication and inaccessibility of modern technology
- Lack of access to technical know-how and extension services.
- Disease infestation and mono-cropping.
- Poor general infrastructure especially in rural areas.

ENDORSE & PLEDGE

Like this idea? Give it an endorsement!
Want to see this idea in action? Pledge a few dollars and hours to help!

25

Endorsements

\$3550

USD Pledged

10

Hours Pledged

[ENDORSE!](#)
[PLEDGE](#)

Want to support this idea?

CATEGORIES

Money (USD):

Time (Hours, no fractions or decimals):

[SAVE](#)

TAGS

agriculture lorem ipsum dolor sit amet
communication harvest

[Add a tag](#)

[Flag this idea!](#)

Improve an Idea by Remixing It

Remix This Idea

Add a title for your idea here

SUMMARY *

Describe your amazing idea in a way that people wouldn't want skip over it! This short summary will be displayed everywhere your idea is listed.

Add a brief summary for your idea

Want to use a previous summary?

200 characters remaining

WYSIWYG EDITOR *

B *I*     

Needs Assessment:

Required Resources:

NEED HELP WITH YOUR PLAN?

Take a look at the [contest selection criteria](#) for tips on crafting a good action plan for your idea. When starting out, no idea is too large or too small. Post your idea and see what happens!

CATEGORIES *

Select lorem ipsum dolor set amet.

 **Agribusiness**

 **Communication**

 **Post-Harvest Losses**

 **Water Resources**

LOCATION *

What countries would this idea apply to?

ADD

Measure Progress

New Greenhouse Technology for Africa

185

tweets

retweet



Submitted March 4, 2010

 Created by [heatherZelensky731](#)

SUMMARY

Green houses enable farmers be in control of their crop seasons and productivity. They no longer have to rely on rain fed agriculture which is erratic with the changing trends in climate.

ENDORSE & PLEDGE

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25

Endorsements

\$35

USD Pledged

10

Hours Pledged

ENDORSE!
PLEDGE

IDEA

(4) COMMENTS

(6) REMIXES

TIMELINE:
■ Comments ■ Endorsements ■ Pledges

March 2, 2010
New greenhouse Technology for Africa

 By [trustvianney](#)


Velit aptent rusticus augue et abdo vel consequat secundum. Reprob letalis nullus ad delenit validus, fatua exputo elit, modo enim vel.

[View This Remix](#)

This idea has:

4 Comments

55 Endorsements

\$50 USD and

2 hours Pledged

CATEGORIES

TAGS
[agriculture](#) [lorem ipsum dolor sit amet](#) [communication](#) [harvest](#)
[Add a tag](#)

Flag this idea

Measure Impact

Results

**People from 140 countries
around the world.**

Over 20,000 profiles.

**33 African Nations
represented.**

Top 5 African Nations:

Cameroon

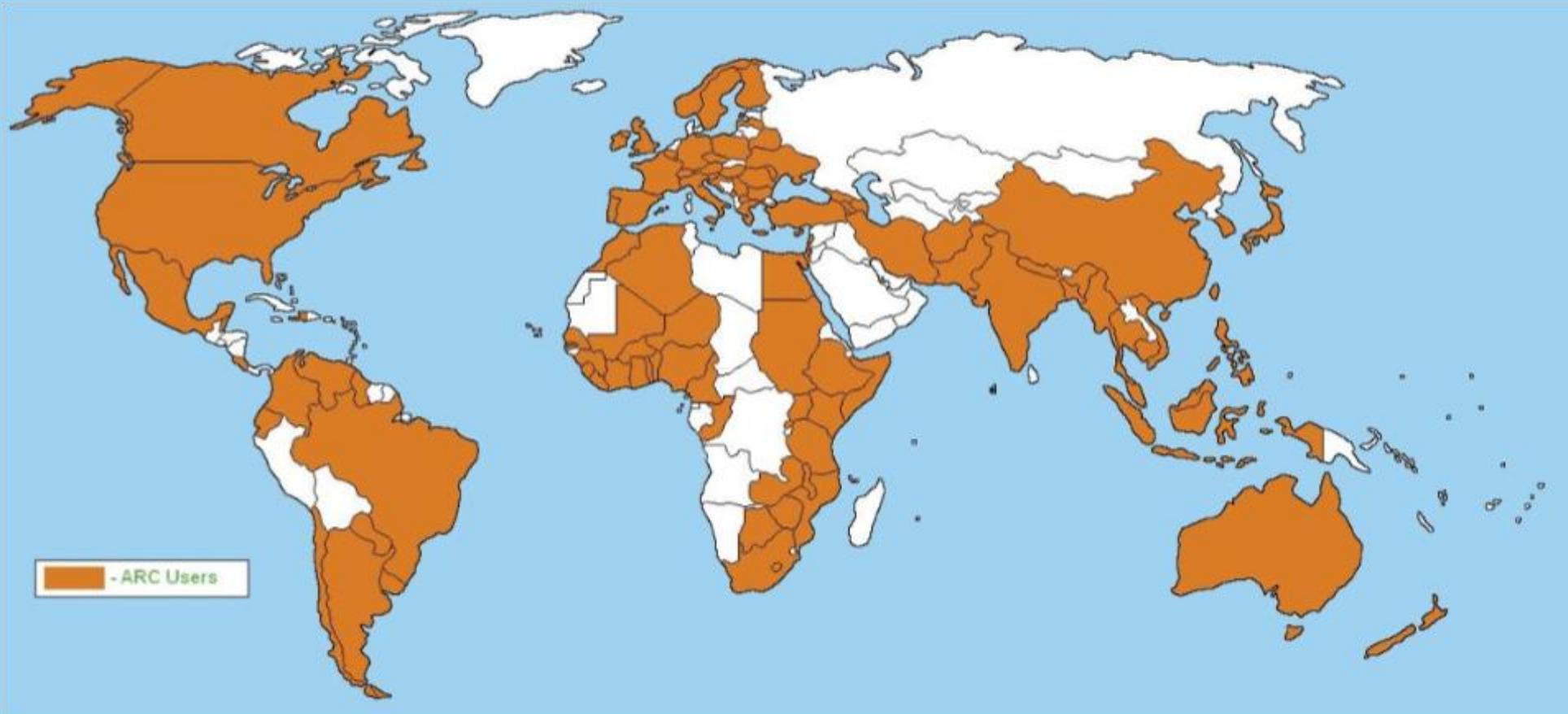
Ethiopia

Ghana

Kenya

Uganda





- ARC Users





The CHRISTIAN SCIENCE
MONITOR

BusinessWeek

DAILY  NATION



The Washington Post

 **ReadWriteWeb**



The Seattle Times
Winner of a 2010 Pulitzer Prize



Winning has completely transformed my organization from a hither-to little and unknown Nanyuki- based charitable organization to a now recognizable name in Africa, America and Europe, **simply because of sharing my idea on Africa Rural Connect.**



**AFRICA RURAL
CONNECT**

www.africanruralconnect.org

**E-Agriculture Project - Kenya
(Gakawa Secondary School)
Young Farmers Club**

COLLABORATORS

1. One Dollar For Life (USA) www.odfl.org
2. Seanet International (Kenya)
3. Irura Women Group (Kenya)
4. Harambee ONG (Italy) www.harambee.org
5. Matanya's Hope (USA & Kenya) www.matanyas.com
6. Tigithi CBO
7. Warem Dream Drip Consultants www.warem.org

13 11 2009

Before ARC

How can we share documents and plans with other NGO's around the world?

How do we connect with the African Diaspora and rural farmers?

How do we find ideas and implement them on the ground?

Before ARC

How can we share documents and plans with other NGO's around the world?

How do we connect with the African Diaspora and rural farmers?

How do we find ideas and implement them on the ground?

After ARC

One platform to **collaborate**

Before ARC

How can we share documents and plans with other NGO's around the world?

How do we connect with the African Diaspora and rural farmers?

How do we find ideas and implement them on the ground?

After ARC

One platform to collaborate

One platform to connect

Before ARC

How can we share documents and plans with other NGO's around the world?

How do we connect with the African Diaspora and rural farmers?

How do we find ideas and implement them on the ground?

After ARC

One platform to **collaborate**

One platform to **connect**

One platform to **create**



Molly Mattessich

molly@peacecorpsconnect.org

www.AfricaRuralConnect.org

@IdeasForAfrica



USAID
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Thank you for joining us!



Share Feedback

Please take our 3 minute survey located on your seat!



Stay In Touch

Yvon Resplandy
yresplandy@usaid.gov

Eric V. Guichard
eric@homestrings.com

Molly Mattessich
molly@peacecorpsconnect.org



Resources

Please visit the expanding diaspora topic page on Microlinks:

<http://microlinks.kdid.org/Diaspora>

KDMD

Microlinks and the Diaspora Seminar Series are products of the Knowledge Driven Microenterprise Development (KDMD) project, funded by USAID/MPEP's Microenterprise Development team.