



# LIBERIA BUSINESS AWARDS (LBA)

- Catalyzing Business Excellence & Economic Transformation
- A national platform accelerating MSMEs, startups, and private sector growth in Liberia.





# Problems

Liberia's MSMEs Are Underserved, Under-Recognized, and Under-Connected

1. Over **80% of Liberia's workforce** operates in the informal sector, limiting access to finance, visibility, and growth opportunities.
2. High-potential businesses lack **credible recognition**, making it difficult to attract partners, investors, and customers.
3. Limited access to **business training, mentorship, and data-driven support**.
4. Fragmented communication between entrepreneurs, government, investors, and development partners.
5. No national platform consistently **tracking, celebrating, and scaling business success**.





# Our Solutions:

## The Liberia Business Awards Ecosystem

LBA is not just an award. It is a **business growth engine**.

1. National Business Recognition Platform
2. Annual Awards & Gala Ceremony
3. Business Training, Mentorship & Capacity Building
4. Investment & Partnership Linkages
5. Digital Business Community & Data Hub

LBA creates **visibility, credibility, and opportunity** for Liberian enterprises.





# Market Fit & Opportunity

## Total Available Market (TAM)

**USD 120M – 180M annually  
(Liberia)**

## Serviceable Available Market (SAM)

**USD 25M – 40M annually**

## Serviceable Obtainable Market (SOM)

**USD 2.5M – 5M within 3–5 years**

## Supporting Context

- **MSMEs are the backbone of Liberia's economy**, accounting for the majority of employment and nearly half of GDP (World Bank, UNDP Liberia).
- Across **Sub-Saharan Africa**, there are **40–45 million MSMEs**, employing over **80% of the workforce** (World Bank).
- **Private sector development** is one of the **largest donor-funded sectors** in Liberia, supported by institutions such as **UNDP, World Bank, AfDB, EU, USAID**, and others.
- The **African digital economy** is projected to grow significantly toward **USD 700B+ by 2050**, but **LBA positions itself as a national gateway**, not a continental platform at this stage.
- There is **no central, trusted national business recognition and data platform** in Liberia, creating a clear gap for LBA to occupy.



## Total Available Market (TAM)

- Liberia has an estimated **180,000–220,000 MSMEs**, the majority informal.
- MSMEs contribute **about 40–50% of GDP** (World Bank, UNDP).
- Annual spending on MSME support, private-sector development, events, training, grants, and ecosystem programs by **government, donors, NGOs, and corporates** is conservatively estimated between **USD 120M–180M**.

## Serviceable Available Market (SAM)

- Approximately **35,000–50,000 MSMEs** are growth-oriented, registered, or semi-formal and actively engage with platforms, programs, and visibility opportunities.
- Includes spending on recognition programs, business development services, branding, training, events, and data platforms.

## Serviceable Obtainable Market (SOM)

- **8,000–12,000 active businesses** realistically reachable through LBA memberships, awards participation, partnerships, data services, events, and digital platforms.
- Represents **6–12% penetration of the SAM** over time.

# WHY NOW

## Timing Is Critical

- Strong national focus on **private sector–led growth**
- Rising youth entrepreneurship and startup culture
- Increasing donor and corporate interest in **impact-driven MSME programs**
- No dominant national awards-plus-support platform in Liberia  
LBA fills a **clear structural gap** in the ecosystem.

# REVENUE PERFORMANCE & PROJECTIONS (2021–2025)

## Liberia Business Awards Annual Revenue & Growth Story

Year	Revenue	Growth Narrative	Revenue Model
2021	\$0 – \$500	Concept & groundwork phase. LBA operated as a voluntary initiative focused on research, interviews, and ecosystem mapping rather than revenue generation.	<b>Current &amp; Near-Term Revenue Streams</b> <b>1. Awards Participation Contributions</b> <ul style="list-style-type: none"><li>• Finalist and winner participation support fees</li><li>• Trophy, certificate, and ceremony-related contributions</li></ul> <b>2. Partnership &amp; Institutional Support</b> <ul style="list-style-type: none"><li>• Corporate partnerships</li><li>• Development organization collaborations</li><li>• Media and ecosystem partnerships</li></ul> <b>3. Event &amp; Experience Revenue</b> <ul style="list-style-type: none"><li>• Gala tables and VIP access</li><li>• Exhibition and showcase booths</li><li>• Ticketed side events and forums</li></ul> <b>4. Digital Platform Revenue (LBA 3.0)</b> <ul style="list-style-type: none"><li>• Business directory listings (basic free, premium paid)</li><li>• Featured business visibility</li><li>• Data insights and reports (institutional use)</li></ul> <b>5. Recognition &amp; Branding Services</b> <ul style="list-style-type: none"><li>• Business spotlight features</li><li>• Success story publications</li><li>• National and county-level recognition programs</li></ul>
2022	\$1,500 – \$2,500	Early traction phase. Small income generated through certificates, documentation support, and limited partnerships during business engagement activities.	
2023	\$5,000 – \$8,000	Expansion of engagement. National business surveys, recognition activities, and structured outreach increased visibility and modest revenue.	
2024	\$12,000 – \$17,000	Market validation phase. Growing trust, recognition credibility, and demand for visibility led to increased participation and support contributions.	
2025 (Projected)	\$20,000 – \$30,000	Transition to structured monetization with LBA 3.0, including formal partnerships, awards participation contributions, and platform-driven services.	

# GROWTH ROADMAP

# Tractions

## 1. Awards & Recognition Contributions

- Finalist and winner participation support fees
- Certificates, trophies, and recognition materials
- Category and special recognition programs

## 2. Partnerships & Institutional Support

- Corporate and brand partnerships
- Development organizations and donor-supported programs
- Media and ecosystem partnerships

## 3. Event & Experience Revenue

- Awards gala tickets and VIP tables
- Exhibition and business showcase booths
- Side forums, networking sessions, and masterclasses

## 4. Digital Platform & Data Services (LBA 3.0)

- Business directory listings (free and premium tiers)
- Featured business profiles and visibility placements
- Business insights, reports, and ecosystem data (institutional use)

## 5. Business Visibility & Branding Services

- Business spotlight campaigns
- Success story publications
- County and sector-based recognition features

- **1,000+ businesses engaged** across Liberia since inception
- **30+ organizations and enterprises formally recognized** during LBA 2.0
- **Nationwide business interviews and surveys conducted** across multiple sectors
- **Strong retention and goodwill** within the LBA business community
- **Consistent digital engagement** through business spotlights and ecosystem storytelling
- Growing inbound interest from partners, institutions, and entrepreneurs

## What We've Already Built

- **A recognized national business engagement brand**
- **LBA 1.0. Business interviews and ecosystem discovery**
- **LBA 2.0. National survey and recognition of high-impact organizations**
- **Trusted relationships with entrepreneurs and ecosystem institutions**
- **Active digital presence amplifying Liberian business success stories**
- **A clear pathway to LBA 3.0 as the official national scale-up**

# COMPETITIVE LANDSCAPE

Category	Existing Actors	LBA Advantage
Awards	One-off events	Continuous ecosystem platform
Training	Fragmented NGOs	Integrated recognition + training
Media	Short-term publicity	Long-term credibility & data
Networking	Informal	Structured & national

LBA is the only platform combining all four.



# Social Impact



## National Impact Alignment

- **Job Creation** – MSME growth fuels employment
- **Youth & Women Empowerment** – Targeted inclusion
- **Local Production** – Promoting Made-in-Liberia brands
- **Investor Confidence** – Transparent recognition standards
- **Private Sector Growth** – Stronger GDP contribution

Aligned with **SDGs 1, 5, 8, 9, and 10.**

# Meet The Core Team

(Meet the Visionaries Behind Liberia Business Awards)



**Darlington F. Tamba**  
*Founder & Executive Director*



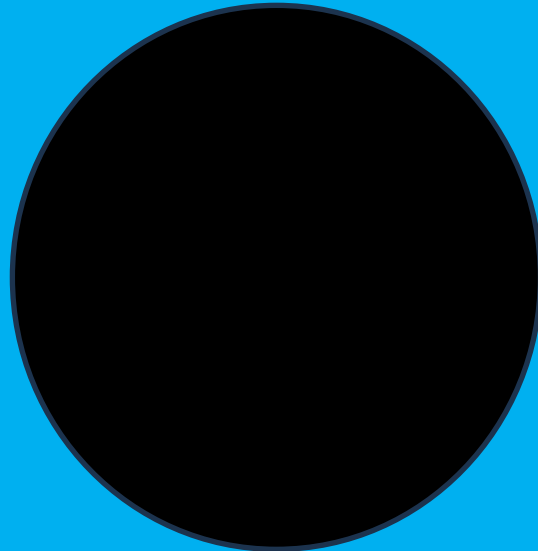
**Stephen V. Shilue**  
*COO/CO FOUNDER*



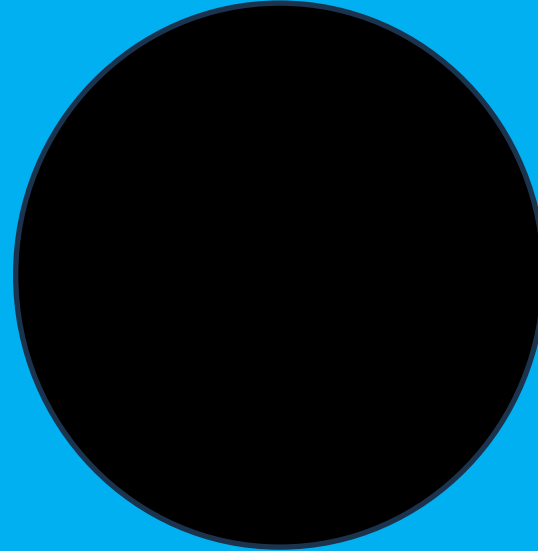
**Christopher O. Fallah**  
*Program Director,  
Partnerships &  
Fundraising Lead*



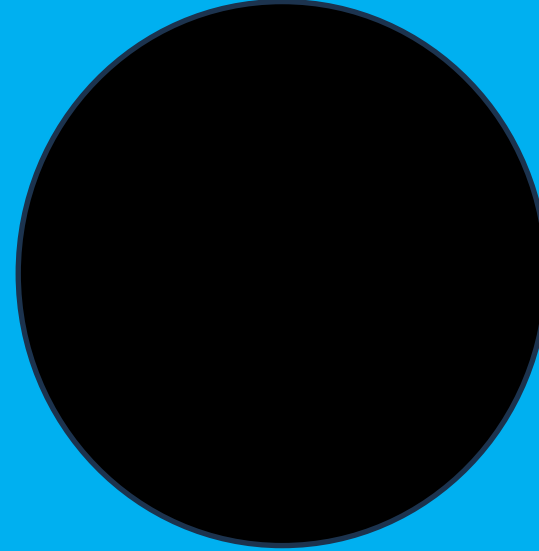
**John Doe**  
*Program & Operations Lead*



**Joetta Constance**  
*CO-HOST*



**John Kerkulah**  
*Communications & Media Lead*



**John Kerkulah**  
*Finance & Compliance Officer*

Advisors drawn from  
business, development,  
and policy sectors.



# The Ask

“This round enables Liberia Business Awards to institutionalize business recognition in Liberia, launch its national digital platform, and scale responsibly as a trusted partner to entrepreneurs, institutions, and investors.”

## First Fundraising Round

We're raising \$150,000 for 15% equity at a \$1,000,000 post-money valuation.

### Option 1– SAFE (Preferred)

Instrument: Y Combinator SAFE

Valuation Cap: \$1,000,000

Discount: 15%

### Option 2 – Convertible Note

Interest Rate: 3%

Conversion Cap: \$1,000,000

Maturity: 36 months

### Option 3 – Equity

Equity: 15%

Investment: \$150,000

Post-money Valuation: \$1,000,000

### Use of Funds (18–24 Month Runway)

Category	Allocation (%)	Amount (\$)	Purpose
Platform & Technology Development	30%	\$45,000	Build and launch LBA 3.0 website, awards management system, national business directory, and data tools
Program & Awards Execution	20%	\$30,000	National awards ceremony, county-level recognition, trophies, logistics, and event production
Growth & Business Onboarding	15%	\$22,500	Business registration drives, outreach, communications, and ecosystem engagement
Partnerships & Institutional Engagement	10%	\$15,000	Corporate, donor, media, and government partnerships
Talent & Core Team	15%	\$22,500	Program management, operations, communications, and technical support
Operations & Compliance	5%	\$7,500	Legal, administration, accounting, and governance
Research, Data & Reporting	5%	\$7,500	Business surveys, ecosystem reports, monitoring and evaluation
Total	100%	\$150,000	

# WHY INVEST IN LBA

- First-mover national business recognition platform
- Strong ecosystem demand
- Clear revenue model
- Measurable social and economic impact
- Scalable across West Africa



# Contact Us

Liberia Business Awards Building confidence, credibility, and growth for Liberia's businesses.

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# THANK YOU

Recognizing Local Excellence. Celebrating National Impact.

