



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.	Current & Near-Term Revenue Streams 1. Awards Participation Contributions <ul style="list-style-type: none">Finalist and winner participation support feesTrophy, certificate, and ceremony-related contributions
2022	\$1,500 – \$2,500	Early traction phase. Small income generated through certificates, documentation support, and limited partnerships during business engagement activities.	2. Partnership & Institutional Support <ul style="list-style-type: none">Corporate partnershipsDevelopment organization collaborationsMedia and ecosystem partnerships
2023	\$5,000 – \$8,000	Expansion of engagement. National business surveys, recognition activities, and structured outreach increased visibility and modest revenue.	3. Event & Experience Revenue <ul style="list-style-type: none">Gala tables and VIP accessExhibition and showcase boothsTicketed side events and forums
2024	\$12,000 – \$17,000	Market validation phase. Growing trust, recognition credibility, and demand for visibility led to increased participation and support contributions.	4. Digital Platform Revenue (LBA 3.0) <ul style="list-style-type: none">Business directory listings (basic free, premium paid)Featured business visibilityData insights and reports (institutional use)
2025 (Projected)	\$20,000 – \$30,000	Transition to structured monetization with LBA 3.0, including formal partnerships, awards participation contributions, and platform-driven services.	5. Recognition & Branding Services <ul style="list-style-type: none">Business spotlight featuresSuccess story publicationsNational and county-level recognition programs

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)



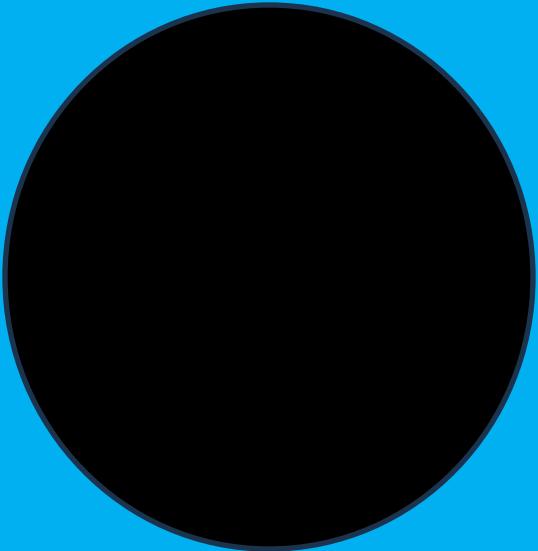
Darlington F. Tamba
*Founder & Executive
Director*



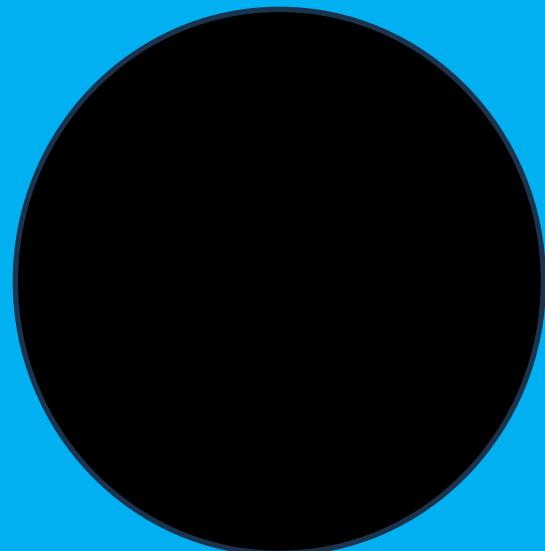
Stephen V. Shilue
COO/CO FOUNDER



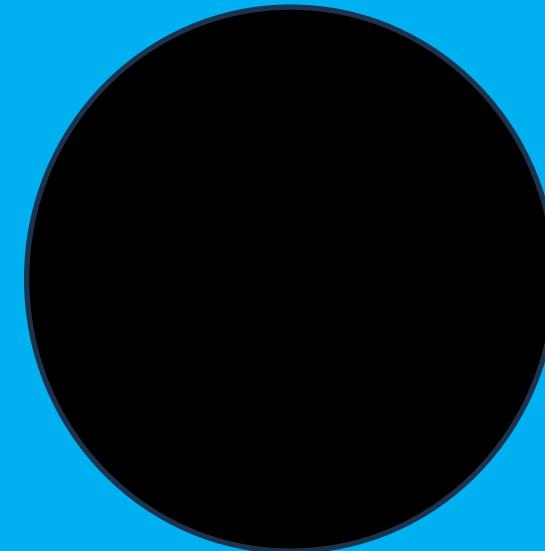
Christopher O. Fallah
*Program Director,
Partnerships &
Fundraising Lead*



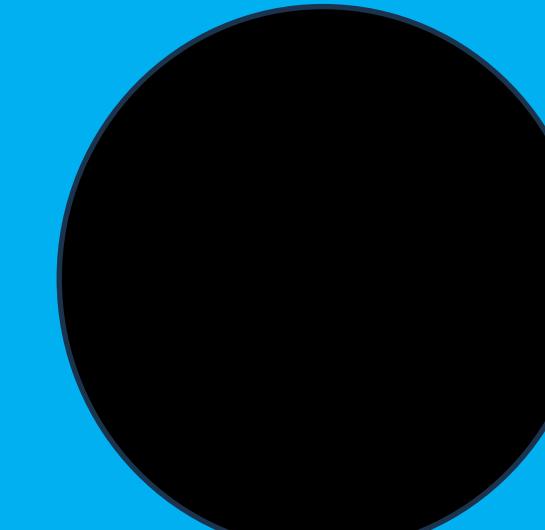
John Doe
*Program & Operations
Lead*



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%

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.

