



### Tool Summary:

## -- Micro Business Angel Impact Investment --

### Which values are generated?

#### For beneficiaries:

- Small businesses will be able to grow and expand their markets.
- Solution for innovations also under conditions of economic crisis.

#### For projects:

- An acceleration effect arising from micro business angels within their personal networks(neighbours, friends) encouraging more people to join the project as well as, globally, within an exchange of micro business angels.
- A professionalisation of such people into business angels, be it at micro level at the beginning, and with the focus on impact investments.
- A stronger engagement of civil society in business development of low-income countries especially under conditions of serious crisis.

### How it works?

An online peer-to-peer (P2P) platform, matching innovative micro & small businesses with people who want to engage in entrepreneurship development, with support by experienced business coaches and webinars, monitoring the impact of investments. A peer-to-peer matching platform and a global network of coaches for micro and small businesses shall provide such opportunities and offer following features for the way forward:

- International travel not needed – the project runs online. Coaches live in the entrepreneurs' country.
- Professional online profiles of businesses and micro business angels, connected with search and filter functions facilitating the identification of suitable peers, finally connecting the two actors.
- Highly visualized and simplified explanations on impact investment processes and concept of the platform.
- Connection to an 'e-academy', where businesses and micro business angels gain orientation and coaching to understand the concept and steps to be taken for optimizing the impact of investment.
- A portfolio of profiles of business coaches worldwide that both peers can get connected to at national and even local level to streamline and monitor the whole process.
- Virtual spaces also for groups of business angels joining their resources into an investment or having exchange with each other.
- Space for regular P2P online matchmaking events, where first contact meetings between the two peers can happen.
- Direct video communication between the peers to enable trust building and provide certainty about the personalised use of resources.
- Tracing of impact investment implemented on the platform to transparently demonstrate the outcome.
- Concept for a mobile app enabling the processes also in the absence of computer hardware.
- The components and data banks are GDPR-compliant.

### What is needed?:

- The specific content development of Business Angel Impact Investment Platform.
- Massive information campaign through the channels of BMZ, moreover by social media, to generate a high number of micro business angels as well as businesses in low income countries, affected by Covid-19 and with innovative ideas.
- For better promotion – online events to which P2P online matchmaking events can be linked.
- The invested capital of micro business angels should completely be transferred to the selected business. Funding is needed to cover the implementation costs of the project, the campaigns for the platform and the realisation of P2P matchmaking events.

### Are you interested?

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