

Press Kit - Question & Answers

About the company

Our Mission	<p>Diaspora is changing the way businesses in emerging markets are funded. Our platform connects investors with creditworthy businesses , facilitates low risk, high yield access to emerging market financing opportunities.</p> <p>The core funding options we offer SME's are Invoice Factoring, Contract finance and Commodity Finance.</p>
Who are the founders?	<p>Diaspora was founded in 2017 by Ibrahim Farag who's previous experience such as an investment strategist, investment director; and working at FIMBank in Cairo and Union National Bank in Dubai.</p>
The Team	<p>We have 20 people in our team, based between London, Nairobi and Cairo.</p>
Licensing	<p>We are registered with the NCA and will voluntary register with the FCA upon launch. The FCA does not require registration for companies in our category.</p>
Platform launch date	<p>We have been trading for 18 months and are currently building v2 of our platform for public release. This is due to launch by early to mid 2019.</p>
Our Ambitions	<p>Generally speaking, SMEs are underbanked and have difficulty accessing traditional bank credit. Likewise, underdeveloped economies have a growing problem of funding gaps and underbanking.</p> <p>Fintech is the world's most effective solution to address the underbanked, with the global objective of financial inclusion for all.</p> <p>Diaspora aims to build a cross-border business</p>

	<p>ecosystem which connects investors from developed markets with SMEs from less developed markets - where investors, buyers, and sellers are all collaborating, address the problem of unbanked and underbanked segments at many levels.</p> <p>We aim to build a community based on trust, credibility and transparency, where all of our customers are better off through the exchange of resources, either material, knowledge, or capital.</p> <p>With our ability to bring all parties together, we aim to facilitate business opportunity that otherwise may never have taken place.</p>
<p>What have you achieved so far?</p>	<p>In the past 18 months we have funded \$1.2 million across 8 markets, with an average investor return of 15%.</p> <p>We are currently increasing our deal range to 2-3 deals per month. These deals are conducted by our expert investors on behalf of our investors.</p> <p>We are using these learnings to build a platform that can significantly increase these dealflow and create a platform whereby companies and investors can interact.</p>
<p>What are you 2019 forecasts</p>	<p>Forecasted revenue growth to \$20m</p>

Product Market Fit

<p>The problem</p>	<p>In emerging markets, traditional trade finance is hard to obtain for growing businesses, as it is seen as a greater risk due to lower regulation, where 'access to credit' is usually gained by reputation rather and traditional credit scoring.</p>
<p>The solution</p>	<p>We combine a traditional trade finance model with a technology</p>

	platform and on the ground local knowledge, to facilitate social lending, that grows by trustworthy referrals and allows investors to track their investment and returns in real time.
Our investors	The Diaspora investment platform is perfect for HNW, asset managers, corporate treasuries and sophisticated investors from around the globe.
Customers	SMEs operating in emerging markets that struggle with access to traditional finance. We generally focus on SMEs and emerging markets, however, we can exceptionally accept business cases if it partly fits to this criteria.

Operations

How do we assess a businesses credit worthiness	<p>This is conducted by our on the ground agents</p> <p>We harness the power of the social network, helping the platform grow with a foundation of trust in the community, where the user acquisition is done through references and recommendation of buyers and sellers.</p> <p>The platform also accepts introductions through business brokers, banks, and credit insurers.</p> <p>When we lend to SME's, the debt is always secured by underlying assets.</p>
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The Platform

<p>What will your platform do</p>	<p>Platform V1</p> <p>Allows businesses to raise working capital finance against their trading assets; inventory, present, or future or receivables. It connects SMEs to investor in a social network like exclusive community.</p> <p>Platform V2:</p> <p>Investors can track their funding, follow up the status of the funded businesses, track the funded commodities or receivables from the day of finance, right to the day of collection and settlement. Our system is connected to the ERP systems of SMEs, as well as the database of credit insurers, and shipping agencies like FedEx and DHL to track the Bill of Lading (BoL) for commodity finance deals.</p> <p>Platform V3:</p> <p>Buyer and Seller transactions will be funded using cryptocurrency and smart contracts.</p>
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