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| S - Bringing the social capital |  |
| F - Bringing the financial capital |  |
| C - Bringing the creative capital |  |
| I - Bringing intellectual capital |  |

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| **Ecosystem field and who to contact** | **Motivation and potential role in the ecosystem** | **List of players/stakeholders in the country (plus what sort of capital are they potentially bringing – S/F/C/I)** |
| ACCELERATOR/INCUBATOR/HUBS  Who is already supporting, incubating and accelerating startups and NGOs in the country? | Support the training,  hosting incubation phase,  spread the word among startups/NGOs,  provide trainers and advisors,  legal advisory support,  provide additional cofinancing,  serve as a bases for future trainings and support of crowdfunding,  providing co-working space for future work; provide additional mentoring after the training,  serve as a basis to support crowdfunding campaigns through their members | * I-rise hub * Harhub(shaqadoon) * Hanaqaad hub * Somali Innovation hub * T-hub * Innovate Ventures * Bilan codes * Saanqaad hub * IITE(SIMAD) * Hano Academy * Mogadishu Global Shapers |
| MEDIA  - IT oriented media  - Business sector-oriented media  - TV/radio station  - Both printed and social networks | Provide visibility to the project before and during events; and campaigns after they are online;  Building up the awareness and community for the ecosystem | -Astaan TV  -GoobJoog TV  -BBC Somali TV  -Horn Cable  -Radio Mogadishu |
| UNIVERSITY   * Business or finance related universities can find it very relevant to their field of work * Private universities usually more interested | Provide teachers for training  Provide space for training  Provide students as early supporters and for project sustainability  Include research and innovation approach | -SIMAD university  -Hargeisa University  -Golis University  -Amoud University  -City University  -Puntland State University |
| PRIVATE SECTOR   * IT sector or niche sector companies interested to support crowdfunding and alternative finance projects * Telecom companies in many countries are the leaders of these processes * Innovation oriented companies willing to support front runners | Provide cofinancing to activities or to support the several most promising campaigns which they like  Niche companies could support campaigns from their niche  Telekom companies might be interested to finance and own their own charity/startups platforms | -Hormuud Telcom  -Golis Telcom  -Somtel Telcom  -Telsom |
| CREATIVE SECTOR  Companies/organizations which can bring onboard freelancers, designers, bloggers, IT experts, hackers, makers, creative people who could be the base for activities in the country | Could be later leaders of the Tadamon Hub in the country and be the national partner who connects everybody  Connect freelancers/creative people to develop campaigns (either their own campaigns or to support campaigns for others) | * -rise hub * Harhub(shaqadoon) * Hanaqaad hub * Somali Innovation hub * T-hub * Innovate Ventures * Bilan codes * Saanqaad hub * IITE(SIMAD) * Hano Academy * Mogadishu Global Shapers |
| PR AGENCIES   * Those interested in innovation and being the social leaders * Those that already have social impact portfolio * Could also be Hub leaders if supported by accelerators/ coworking association or similar | One of the most important partners if also there is a need to increase awareness on what crowdfunding and alternative finance is; and why it is important. Could have their own interest to promote some of the most interesting campaigns into the public space. Can provide trainers for communication. |  |
| LEGAL SUPPORT ORGANIZATIONS AND FINANCIAL REGULATORS   * In some countries and with more ambitious agenda, it is good to work with them to understand legal boundaries and to be able to jointly introduce new mechanisms | Having legal support organizations for review of current legislation or practice; obstacles and opportunities to use crowdfunding and alternative finance in the country.  In some cases, obtaining a Non-objection letter from national regulators would speed up the trust and process. |  |
| PLATFORMS AND ASSOCIATIONS   * If there are already local or regional platforms present, it is easy to start with them as it creates win-win opportunity * Exploring interest with international platforms that want to expand to new markets * Possibility to create new national platforms if there is an interested stakeholder to host it * Some governmental associations for startups, SMEs or NGOs could easily adopt it to some of their projects | The strongest partners as win-win is always clear if it is set up smartly. Platforms could also take some of the developed campaigns to further mentor them and prepare them for hosting. Some of the best trainers as they know the ecosystem very well, obstacles and how to make it. Strong national associations for NGOs and startups have their own conventions/conferences, which is a great opportunity to promote the Hub and the crowdfunding/alternative finance training. | -Sookaab (Shaqadoon)  -Tarmiye for start-up(Shaqadoon)  -Bulsho Kaab (Shaqadoon) |
| FINANCIAL AND BANKING   * Financial advisors to NGOs and startups that understand the ecosystem, obstacles and ways around * Bank or microcredit institution that might be interested to host their own crowdfunding platform or support some of the existing one * Digital payment systems (similar like ATMs for paying bills) can be a great interface for collecting financing for campaigns * Venture capital funds and angel investors | To have a support for all financial issues from money transfer, money laundry, transparency, access to existing financial or payment system, ensuring early seed financing or financing for scaling up projects/campaigns with promising big impact. | -Premier Bank  -Dahabshiil  -IBS Bank  -Salaama Bank  Hawala i.e. money transfer companies which offer financial services to the people  ·   Amal Express  ·   Al-Mustaqbal  ·   Barwaqo  ·   Cidgal  ·   Dalsan  ·   Kaah Express  ·   Salama Money Express  ·   Towfiq |
| FREELANCERS & INNOVATION FOCUSED ORGANIZATIONS   * Formal organizations or informal places where freelancers meet and exchange practices and connect – can be good place to promote the campaign/project * Innovation organizations, blockchain meetups and similar | Reach out to people who might have good campaigns themselves; or to help develop campaigns. Potential trainers and maybe even hub leaders if they are strong in the country. Could secure good outreach and early supporters. |  |
| INFLUENCERS & AMBASSADORS   * Digital community influencers (twitter, Instagram, YouTube…) * Famous sportsmen and artists that are supporting projects and campaigns with positive social impact | Preparing a meeting with most distinguished twitter community to present the campaign/project; or relevant youtubers or Instagram influencers.  Reaching out to famous artists, sportsmen and other celebrities to communicate the messages of the campaign/project.  Finding direct links through closest friends to some of the celebrities and then with their support reaching out to others. | -Ilhan Omar (Somali-American congresswoman)  -Mo Farah (British-Somali athlete)  -Harun Ma’ruf (Journalist)  -Ilwad Ilman(Peace-acitvist)  -K’naan Warsame(singer)  -Mukhtar Nur (Vloger)  -Abdirizak Atosh (Journalist) |
| UNDP programs, projects and people, maybe some other UN agencies in the country | In many cases there are opportunities such as existing projects in the country that could be connected to NGOs, startups and alternative financing. Maybe only for a certain niche (green economy, displaced people, young people etc), or similar.  Presenting the campaign/project/approach at UN(DP) brownbag lunch or similar. | SME, CSO or NGO supporting UNDP programs/projects |
| NGOs   * Strong NGOs that could not only be end beneficiaries of the campaigns, but also partners or executers of projects/campaigns, trainers for others or hub leaders | Depending on the strength, vision and capacities of NGOs, they can perfectly work with UNDP as a much faster and agile partner in all segments of delivering a project/campaign | -list of NGOs will be shared separately |
| DIASPORA ACCESS   * Diaspora groups and associations in targeted countries (relevant for the project/campaign or platform used) * Ministry of Foreign Affairs or similar governmental groups for countries with strong diaspora | Include well organized diaspora groups/associations in defining the scope of support or understanding already existing philanthropy links. Asking for more than just financing – how can this project/campaign support them to achieve their objectives? | -Global Somali Diaspora  -Somali week Festival London |
| OTHERS   * Religious charity groups * Development organizations and Embassies |  | -Association of Somali Ulama  -EU, SWEDEN, NORWAY, USAID |