



WIDU.africa Funding Platform

Brief for diaspora-linked MSME and start-up support

Eye-opener: WIDU turns trusted support from the African diaspora into structured business investment, documented proof of use, coaching and grant support for micro and small enterprises.

**Up to EUR
3,000**

Original WIDU grant
now indicated on the
WIDU platform

3 sessions

Custom business
advisory support for
entrepreneurs

9 countries

Participating African
countries listed on WIDU
platform

EU-wide

Diaspora support now
open across the
European Union

BRIEF OVERVIEW

WIDU.africa is a funding and coaching platform implemented by GIZ to support start-ups, micro and small enterprises in participating African countries. The model connects entrepreneurs in Africa with trusted diaspora supporters in Europe so that private support can be channelled into productive business investment.

The platform is designed to help entrepreneurs improve income, strengthen business operations and create or sustain jobs. It does this by combining a diaspora contribution, an entrepreneur contribution, an investment plan, evidence of investment and business advisory support.

Core message: WIDU helps entrepreneurs and diaspora supporters move from informal assistance to structured business investment with grant support, transparency and coaching.

1. WHO THE PLATFORM CONNECTS

Participant	Role in the WIDU model
Entrepreneur in Africa	Develops the business idea, prepares an investment plan, contributes to the project and uploads proof of investment.
Diaspora donor in Europe	Supports a trusted entrepreneur, contributes private investment and participates transparently through the WIDU platform.
WIDU/GIZ and partners	Provide platform-based coordination, grant support and coaching through local partner organisations.
Local partner organisations	Support entrepreneurs with coaching and guidance to improve project implementation and business outcomes.

2. HOW THE PROCESS WORKS

Stage	What happens
1. Project description	The diaspora supporter and entrepreneur create user profiles, prepare the project idea and submit an investment plan through the platform.
2. Private investment	The entrepreneur receives coaching support, both partners make the required investment, and proof is uploaded using photos, invoices and receipts.
3. WIDU grant	After successful completion of the first investment round, the WIDU grant is transferred and the entrepreneur implements the next round of business investment.
4. Final assessment	The entrepreneur uploads final proof of investment and submits a final assessment. A successful project may allow new applications, subject to current WIDU rules.

3. WHY IT MATTERS FOR ENTREPRENEURS AND DIASPORA DONORS

ENTREPRENEUR BENEFITS

- Access to additional investment for a business idea or growth project.
- Structured support to document spending and implementation results.
- Professional coaching that improves project quality and business planning.
- A clearer pathway to income growth, business expansion and job creation.

DIASPORA DONOR BENEFITS

- A more transparent way to support family, friends or trusted entrepreneurs.
- Opportunity to contribute to sustainable economic development in Africa.
- Participation throughout the project process through the digital platform.
- Better chance of project success through coaching and proof of investment.

4. FUNDING AND INVESTMENT

Funding item	Practical meaning
Matching investment principle	The model requires financial participation from both the entrepreneur and the diaspora supporter before grant support is released.
Grant example in the 2021 flyer	The flyer shows both partners contributing between EUR 125 and EUR 1,250 each, resulting in a WIDU grant from EUR 250 to EUR 2,500.
Current grant note	Current WIDU information indicates that the Original WIDU Grant is now up to EUR 3,000. Applicants should confirm the current threshold before applying.
Transparency requirement	Entrepreneurs must upload evidence such as photos, invoices and receipts to confirm how the investment was used.

5. PRACTICAL READINESS CHECKLIST

Before applying	What to prepare
Trusted partnership	Confirm that the entrepreneur and diaspora supporter know each other and are willing to invest in the business project.
Clear business need	Identify the specific equipment, inputs, working capital or business improvement the investment will finance.

Before applying	What to prepare
Investment plan	Prepare a realistic plan that explains the project, expected results, cost items and implementation timeline.
Evidence system	Keep invoices, receipts, photos and basic records ready for platform upload and assessment.
Coaching readiness	Be ready to participate in coaching and use the guidance to improve the business project.

6. KEY MESSAGES TO SHARE

- WIDU is meant to strengthen real business projects, not only provide cash support.
- Both the entrepreneur and the diaspora supporter must participate actively through the platform.
- Documentation is central to the process. Receipts, invoices, photos and proof of investment are important.
- Applicants should not pay brokers or middlemen. Official WIDU funding and coaching are stated as free of charge.
- Current eligibility, country coverage and grant limits should always be checked on the official [WIDU.africa](https://www.widu.africa) platform before applying.

Application channel: Interested entrepreneurs and diaspora supporters should use the official [WIDU.africa](https://www.widu.africa) platform for registration, application steps and current eligibility information.