

# Sierra Leonean Entrepreneurs Can Win Up To USD 20,000 With UPG Biashara

*Sierra Leone has an advantage in #UPGBiashara. It is a priority country for the Diamonds Do Good® Entrepreneurship Grant.*  
<https://upglive.org/upgbiashara>

GENEVA, SWITZERLAND, January 13, 2023 /EINPresswire.com/ -- Sierra Leone has an advantage in UPG Biashara and Sierra Leone is a priority country for the Diamonds Do Good® Entrepreneurship Grant.

UPG Biashara is an initiative that supports entrepreneurs in their journey to turn ideas into businesses. The unique ecosystem is built with a view that entrepreneurs make the world a better place and so they deserve support that maximises their chances of success. And this support is

provided for free to 500 fortunate entrepreneurs who earn their place by demonstrating their ideas and their passion. The initiative is defined by two distinct journeys: the Learning Journey and the Action Journey. Grants are provided during the Action Journey and are possible through the Diamonds Do Good® Entrepreneurship Grant. The Extended Deadline to apply is 15 January 2023 and interested individuals can apply and learn more here:

<https://upglive.org/upgbiashara>.

“Sierra Leone has powerful entrepreneurs and two of them won cash grants in 2022. Now we are back to welcome a new generation in 2023. Sierra Leone is a priority country! There is a great chance that a Sierra Leonean entrepreneur will also win funding thanks to the inspiring Diamonds Do Good® Entrepreneurship Grant,” said Yemi Babington-Ashaye. President, United People Global.



The poster features the UPG Biashara logo at the top left, which includes a circular graphic with the text 'SOLVE · SCALE · CHANGE FOR GOOD' and 'UPG BIASHARA'. To the right is the United People Global logo with the tagline 'MAKING THE WORLD A BETTER PLACE'. The main text reads 'Applications for #UPGBiashara OPEN'. Below this, a paragraph states: 'UPG Biashara is an initiative that supports entrepreneurs on their journey to turn ideas into businesses. Why apply?'. A list of benefits follows, each preceded by a checkmark: 'Master the skills for Business; writing business plans, networking, management, leadership, marketing and so much more', 'Learn how to mobilize resources to grow and strengthen enterprises', 'Possibility to WIN Grants starting from USD 5000', 'Be part of a global network of like-minded entrepreneurs', 'Enjoy extended support system as you run your business', and 'FREE! For successful applicants'. At the bottom left, it says 'LEARN MORE & APPLY NOW' with the URL 'upglive.org/UPGBiashara'. On the right side of the poster is a circular photograph of a smiling woman with her arms crossed, wearing a blue apron over a grey shirt.

UPG Biashara - Apply

As a priority country, Sierra Leonean entrepreneurs will enjoy priority in the selection into the Class of 2023 of UPG Biashara. Once accepted, they will obtain significant support in their entrepreneurship journey, learning both hard and soft skills. The Class of 2022 of UPG Biashara Entrepreneurs benefitted from: 50 classes, 70 hours of class time, 39 instructors, 137 LIVE pitches and CASH grants! All free. They will also expand their network and connect with like-minded entrepreneurs from over 50 countries, across all world regions. In addition, Sierra Leonean entrepreneurs also enjoy priority status with the Diamonds do Good® Entrepreneurship Grant.



Diamonds Do Good® Entrepreneurship Grant - Launch image

The Diamonds do Good® Entrepreneurship Grant is an accelerator of the impact that

entrepreneurs can have in communities, with a special focus on small and medium size entrepreneurs. The Diamonds do Good® Entrepreneurship Grant is as inclusive as it is inspiring. Most grantees will win a minimum of USD 5,000 to be invested directly into their businesses.

Some entrepreneurs will win higher amounts up to the maximum of USD 20,000.

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*Yemi Babington- Ashaye,  
President, United People  
Global*

“Diamonds Do Good® believes that by supporting entrepreneurs we are helping to shape a sustainable future for all. In addition to our support for entrepreneurship in natural diamond mining areas in Africa, we are pleased to include Sierra Leone in 2023”, said Nancy Orem Lyman, Executive Director, Diamonds Do Good®.

In 2022 there were 20 finalists from 8 countries and a total of 10 UPG Biashara Entrepreneurs won cash grants through the Diamonds do Good® Entrepreneurship Grant. The winners came through several competitive rounds, including a series of “Shark Tank” style pitches. The Grand Grant prize of \$20,000 was won by UPG Biashara Entrepreneur Mirriam Margret Mothibe from Botswana. Mirriam Margret Mothibe is the founder of I 99 Farms - a business in the agricultural and poultry industry. She is passionate about

agribusiness and has also acquired relevant skills for the same. The Honourable First Lady of Botswana H.E. Mrs. Neo Masisi announced Mirriam as the winner at a ceremony held on Nelson Mandela Day.

Mariatu Gbassay Kanu, a certified UPG Biashara entrepreneur from Sierra Leone, won USD 5,000 Diamonds Do Good® Entrepreneurship Grant. She is a founder & executive director of the Resilient Empowerment and Advocacy of Life Skills (REAL). “This grant will help me secure a large working space, additional equipment, and production materials. Part of the fund can be used for training with the team for marketing, training single mothers on the pad production, ICT skills for the printing of our booklets”- Mariatu Gbassay Kanu

UPG Biashara Entrepreneur Mohamed A Kamara, who also hails from Sierra Leone, has made his country proud by winning USD 5,000 Diamonds Do Good® Entrepreneurship Grant. He is a Co-Founder and Chief Executive Officer of Freetown Innovation Lab. Mohamed is a Master of Philosophy student at the University of Sierra Leone. His passion is in developing, designing, and fabricating small-scale renewable energy systems built from recycled material to provide electricity for the less privileged to have access to lasting and sustainable electricity based on solar and windmill systems. “I believe this grant is a step further toward my goal.”- Mohamed A Kamara



The image is a celebratory graphic for Mariatu Gbassay Kanu. It features a green and white background with a diamond icon in a circle at the top left, labeled 'DIAMONDS DO GOOD'. In the top right corner is the UPG BIASHARA logo. A central photograph shows Mariatu Gbassay Kanu, a woman with short dark hair wearing a white shirt, looking directly at the camera. Below the photo is a white box with the text 'Mariatu Gbassay Kanu' and 'Sierra Leone'. At the bottom, the word 'Winner!' is written in large, bold, white letters. Below that, in smaller white text, it says 'Diamonds Do Good® Entrepreneurship Grant' and 'Supporting Entrepreneurs, Supporting Communities'.

Winner DDG Grant



The image is a celebratory graphic for Mohamed A Kamara. It features a green and white background with a diamond icon in a circle at the top left, labeled 'DIAMONDS DO GOOD'. In the top right corner is the UPG BIASHARA logo. A central photograph shows Mohamed A Kamara, a man in a dark suit and tie, looking slightly to the side. Below the photo is a white box with the text 'Mohamed A Kamara' and 'Sierra Leone'. At the bottom, the word 'Winner!' is written in large, bold, white letters. Below that, in smaller white text, it says 'Diamonds Do Good® Entrepreneurship Grant' and 'Supporting Entrepreneurs, Supporting Communities'.

Winner DDG Grant

As a priority country in 2023, entrepreneurs from Sierra Leone now have a strong advantage to

be selected into the Class of 2023 of UPG Biashara and also to be among the 2023 finalists and eventual winners of the Diamonds do Good® Entrepreneurship Grant. Learn more:

<https://upglive.org/UPGBiashara>.

Note to Editors

1. Learn more about UPG Biashara and apply: <https://upglive.org/UPGBiashara>
2. Learn more about Diamonds Do Good® Grant  
<https://biashara.unitedpeople.global/partners/diamonds-do-good/>
3. Social Media Hashtags: #UPGBiashara, #DiamondsDoGoodGrant
4. More about United People Global <https://unitedpeople.global/about-us>
5. Join UPG's Media Community: <https://unitedpeople.global/nominations/journalists-nomination>
6. Follow UPG on most social media: @unitedpeopleglobal or on Twitter: @unitedpeople36

About United People Global: UPG is a community that encourages and enables people to make the world better place. UPG believes that all people have the power and the responsibility to participate in making the world a better place. The work of this global community is facilitated by United People Global Foundation, an independent not-for-profit organisation based in Geneva, Switzerland. UPG is not a political or religious organisation.

Dixita Mahanta  
United People Global  
[email us here](#)

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