

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

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

GENEVA, SWITZERLAND, January 13, 2023 /EINPresswire.com/ -- Lesotho has an advantage in UPG Biashara and Lesotho 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>.

“This is the second year that Lesotho is a priority country. And so we are thrilled that entrepreneurs from Lesotho have a greater chance to be selected for UPG Biashara,” said Yemi Babington-Ashaye. President, United People Global.

As a priority country, Lesotho 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, Lesotho entrepreneurs also enjoy priority status with the Diamonds do Good® Entrepreneurship Grant.

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 Lesotho 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 Lesotho H.E. Mrs. Neo Masisi announced Mirriam as the winner at a ceremony held on Nelson Mandela Day.

The poster for UPG Biashara features a blue and white color scheme. At the top left is the UPG Biashara logo with the tagline 'UPG BIASHARA' and the motto 'Solve • Scale • Change for Good'. At the top right is the United People Global logo with the tagline 'UNITED PEOPLE GLOBAL' and 'MAKING THE WORLD A BETTER PLACE'. The main headline reads 'Applications for #UPGBiashara OPEN'. Below this, a circular image shows a smiling woman in a blue apron. To the left of the image is a list of benefits:
 

- ✓ 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
- ✓ FREE! For successful applicants

 At the bottom of the poster, it says 'LEARN MORE & APPLY NOW' and provides the website 'upglive.org/UPGBiashara'. Below the poster image, the text 'UPG Biashara - Apply' is centered.

"I love you so much. I wanted this so bad but I did not see myself up there winning the grand prize. Thank you for believing in me: what I have inside is going to be shown to the world! I am so thankful," Mirriam Margret Mothibe.

As a priority country in 2023, entrepreneurs from Lesotho 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.

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**Winner!**  
Diamonds Do Good® Entrepreneurship Grant  
Supporting Entrepreneurs, Supporting Communities

Mirriam Margret Mothibe - Winner DDG Grant

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