

# Tanzanian Entrepreneurs Can Win Up To USD 20,000 And More With UPG Biashara

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

GENEVA, SWITZERLAND, January 18, 2024 /EINPresswire.com/ -- 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 motivated entrepreneurs who earn their place by demonstrating their ideas and their passion. Tanzania is on a shortlist of priority countries thanks to the Diamonds Do Good®

Entrepreneurship Grant and this provides advantages at several stages, from the application to the selection and to the grants. The Application Deadline is 19 January 2024 and interested individuals can apply and learn more here: <https://upglive.org/upgbiashara>.

“Tanzania holds a priority status in the UPG Biashara selection, providing opportunity for entrepreneurs from Tanzania to secure funding through the impactful Diamonds Do Good® Entrepreneurship Grant” said Yemi Babington-Ashaye. President, United People Global. The Diamonds Do Good® Entrepreneurship Grant is dedicated to assisting small and medium-sized entrepreneurs, promoting inclusivity and inspiration. Over the past two years, deserving UPG Biashara Entrepreneurs have received grants of up to USD 20,000.

As a priority country, Tanzanian entrepreneurs will enjoy priority in the selection into the Class of



2024 of UPG Biashara. Once accepted, they will obtain significant support in their entrepreneurship journey, learning both hard and soft skills. The Class of 2023 of UPG Biashara Entrepreneurs benefitted from: 52 classes, 78 hours of class time, 36 instructors, 397 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, Tanzanian entrepreneurs also enjoy priority status with the Diamonds do Good® Entrepreneurship Grant.

UPG Biashara is defined by two distinct journeys: the Learning Journey and the Action Journey. Grants are provided during the Action Journey and are possible through several grants, especially the Diamonds Do Good® Entrepreneurship Grant which is a unique USD 130,000 partnership with Diamonds Do Good®.

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

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*Yemi Babington- Ashaye.  
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Global*

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.

“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, and India where 9 out of 10 diamonds are cut and polished, we are pleased to include Tanzania in 2024”, said Nancy Orem Lyman. Executive Director, Diamonds Do Good®.



In 2023 there were 20 finalists from 7 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.

UPG Biashara Entrepreneur from Tanzania, Elias Elisante, recipient of USD 10,000 Diamonds Do Good® Entrepreneurship Grant, is the owner of SmartDarasa is an innovative educational platform that enhances students' understanding of STEM subjects by bridging the gap between theoretical knowledge and practical application. Through the SmartDarasa app and website, students can engage with interactive 2D and 3D simulations, augmented reality (AR) technology, and conceptualized questions. By utilizing Smartcards Vol 01 Augmented Reality cards, students can experience an immersive learning environment where they can visualize and interact with STEM concepts as if they were present in their own surroundings.

As a priority country in 2024, Tanzanian entrepreneurs will enjoy a distinct advantage in being selected for UPG Biashara and stand a chance to become finalists and winners of the Diamonds Do Good® Entrepreneurship Grant.

Note to Editors

Learn more about UPG Biashara and apply: <https://upglive.org/UPGBiashara>

Social Media Hashtags: #UPGBiashara, #DiamondsDoGoodGrant

More about United People Global <https://unitedpeople.global/about-us>

Join UPG’s Media Community: <https://unitedpeople.global/nominations/journalists-nomination>

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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