

Botswana Can Win The Diamonds Do Good Entrepreneurship Grant 2025

Four entrepreneurs from Botswana are Finalists for the esteemed Diamonds Do Good® Entrepreneurship Grant. Learn more about them.

GENEVA, SWITZERLAND, August 6, 2025
/EINPresswire.com/ -- United People Global is pleased to highlight four remarkable entrepreneurs from Botswana who are among 20 Finalists for the prestigious Diamonds Do Good® Entrepreneurship [Grant](#). With 20 Finalists from 7 countries, the winners are set to be announced on 7 August 2025.

The Diamonds Do Good® Entrepreneurship Grant is known for supporting outstanding entrepreneurs. The grant provides financial support ranging from \$5,000 up to \$20,000, enabling the winners to scale their businesses and amplify their positive impact on society. As part of the design and the impact of the Grant, the Finalists go through a development process that includes completing the [UPG Biashara](#) Learning Journey through which they acquire new skills and sharpen existing ones. After the Grant, they also benefit from the UPG Biashara Action Journey that includes, ongoing exposure, skills acquisition, mentorship, cash grants and more.

“The Diamonds Do Good Entrepreneurship Grant champions entrepreneurs from diamond-producing communities who are using the power of business to create meaningful, lasting change. By supporting those closest to the source of natural diamonds, we invest in local leadership, community development, and a sustainable future. This truly reflects what we mean when we say, ‘Diamonds Do Good’,” said Nancy Orem Lyman, Executive Director, Diamonds Do Good.

The Four Finalists come from different backgrounds and they are UPG Biashara Entrepreneurs.



The Diamonds Do Good® Entrepreneurship Grant is HERE!

Supporting entrepreneurs, Supporting communities

Dates:	Wed, 17 July 2024
Time:	4- 5:30 pm CEST
RSVP:	https://upglive.org/upgbiashara-events-RSVP

DDG Grant Announcement - Supporting Entrepreneurs, Supporting Communities

They each demonstrated exceptional vision, creativity and unwavering determination. And their qualities have made them exceptional candidates for the prestigious Diamonds Do Good

® Entrepreneurship Grant. They are:

Goitsewang Majaga is a tech entrepreneur and founder of Nthuse, a smart emergency response platform. With a strong background in ICT and edtech, he is passionate about building digital tools that solve real problems and save lives. Nthuse is a mobile-first emergency response platform that enables individuals in distress to instantly alert nearby responders, healthcare providers, and security services.

Bakang Emmanuel Keimetswe is an entrepreneur and co-founder of Afrigetaway (Pty) Ltd a youth-led

destination marketing company promoting cultural tourism in Botswana. It targets millennial budget travelers locally and internationally. The company bridges culture and tourism to position Botswana as a creative, competitive destination. Its mission is to tackle social ills by creating income-generating opportunities through cultural tourism.

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By supporting those closest to the source of natural diamonds, we invest in local leadership, community development and a sustainable future. This reflects what we mean when we say, 'Diamonds Do Good'”

Nancy Orem Lyman, Executive Director, Diamonds Do Good

Transformation Strategist with over 9 years' experience leading digital and business transformations across banking, mining, and skills development sectors. She is the founder of Transform IT, a consulting, brand communications, and training agency focused on ESG-aligned



Imagine winning \$5,000 to support your business?

What about \$20,000?

Discover the WINNERS of Diamonds Do Good® Entrepreneurship Grant

DDG Grant Announcement - Flyer with Entrepreneurs

Tshireletso Seoromeng a UPG Biashara Entrepreneur, is the founder of Erba Farm. In 2018 with just \$15 and a search for healthier flavour at home, has grown from Tshireletso's backyard into a thriving agribusiness. Known for high-quality herbs and vegetables, Erba now supplies restaurants and retail stores, empowers youth through jobs and training and champions sustainable farming, proving that purpose builds lasting impact.

Monkgogi Moshaga a UPG Biashara Entrepreneur from Botswana, is a seasoned Project Manager and

solutions, operational excellence, and building organizational agility for sustainable growth and stakeholder value.

Who will win the 2025 Grants? The 20 Finalists showed exceptional creativity, vision and unwavering determination. These attributes make them ideal winners and it has made this selection very competitive. This year's finalists represent the following countries: Botswana, India, Lesotho, Namibia, Sierra Leone, South Africa and Tanzania

"The Diamonds Do Good®

Entrepreneurship Grant creates impact long before and long after any grants are awarded. It is designed so that it creates many winners including the finalists, their businesses and the

communities that they impact. We look forward to celebrating together and to supporting their progress," said Dr. Yemi Babington-Ashaye, President of United People Global.

In 2025 each of the 20 Finalists have demonstrated remarkable resilience and determination to reach the final stage of the Diamonds Do Good® Entrepreneurship Grant. Their businesses represent diverse industries including: agriculture, education, electronics, energy, environment / nature, events, health and health care, jewelry, manufacturing, marketing, real estate and more. And their creative approaches to business solutions as well as their dedication has propelled them forward as outstanding contenders for the Diamonds Do Good® Entrepreneurship Grant 2025.

Here are the Finalists representing 7 countries, they are also visible on this brief video: https://youtu.be/HOpUqM98Ec4?si=jQ70Sgk7yg_cssyH

What has happened so far? The 20 finalists advanced to the ultimate stage of the process: a "Shark Tank" format. This entailed presenting to an experienced panel, in front of a live audience. During these sessions, the UPG Biashara entrepreneurs showcased their ideas, businesses, and distinct value propositions. Now the next step is the [announcement](#) of the winners and with 10 winners expected to win the prestigious Diamonds Do Good® Entrepreneurship Grant 2025.



When is the announcement? The Diamonds Do Good® Entrepreneurship Grant Announcement takes place on Thursday, 7 August 2025 at 4pm CEST (or 10am EDT). It is possible to attend the event for free while spaces remain and to witness the moment by visiting:

<https://upglive.org/upgbiashara-events-rsvp>

About Diamonds Do Good®: A not-for-profit organization inspired in 2006 by Nelson Mandela to tell the world about the positive impact of diamonds in Southern Africa. Presently, its primary objective is to initiate significant transformations within natural diamond communities worldwide and to effectively share these impactful narratives.

<https://www.diamondsdogood.com>

About UPG Biashara: UPG Biashara is an initiative that supports entrepreneurs in their journey to turn ideas into businesses. This includes growing and strengthening existing enterprises. UPG Biashara provides training, mentorship, financial support and more.

United People Global is a community that encourages and enables people to participate in making the world a better place.

Note to Editors

Social media hashtags: #DiamondsDoGoodGrant #UPGBiashara

Learn more about the Diamonds Do Good® Grant: <https://upglive.org/DDG-Grant>

Learn more about the Diamonds Do Good®: <https://www.diamondsdogood.com/>

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

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