

Working with businesses in Sierra Leone to increase their competitiveness so they can break into new markets (domestic and international) and raise capital for growth.

Invest Salone's Technical Assistance Facility (TAF) helps Sierra Leonean firms tackle constraints to growth and exports, by providing access to specialised advisory services. Support is tailored to the needs and aspirations of each business.

WHO DOES THE TAF HELP?

The TAF works with a range of businesses, across many technical areas. Some recent examples include:

- **Clean energy supplier's investment documentation assessed.** Recommendations were incorporated into the investment memo around market and demand, competitive landscape, organisation and key personnel, logistics and infrastructure, country risk, exchange rate risk, financial management, and environmental, social, and governance factors.
- **Poultry enterprise provided with international expertise to raise its productivity and revenue** through better flock management. This led to an increase in feed production and reduced dependence on imported feed.
- **Fashion brand introduced to international buyers** through an experienced sourcing consultant, and supported to meet the requirements of export orders – as well as to improve its marketing.
- **Food processor provided with training** to digitise bookkeeping, introduce better accounting practices and produce financial forecasts to a standard that could be shared with potential investors.
- **Sierra Leonean microfinance institution provided with financial expertise** to restructure its financial model, update marketing materials and develop a set of policies that cover whistleblowing, gender, anti-bribery, corruption and money laundering.

RESULTS SNAPSHOT



Supported 20 firms to attract investment and scale operations, including six women-owned businesses



Assisted two textile firms to introduce them to international buyers and to help attract international purchase orders



Strengthened distributive capabilities of three firms to increase manufactured food exports



Supported four poultry firms to boost domestic feed production and reduce dependence on imported feed

WHAT DOES THE TAF OFFER?

TAF support is anchored in Invest Salone's knowledge of, and links to, investors and export markets. With a flexible model that responds to businesses' aspirations and needs, the TAF offers support for:

- Investment readiness, including preparing pitch decks and business plans
- Advanced financial management, including financial forecasting and cash flow management
- Product-enhancement, including procurement processes and standards compliance
- Export readiness, such as certification requirements and understanding new markets
- Market information, including understanding clients and interpreting market data
- Market and investor linkages, such as peer-to-peer learning and investor outreach



WHICH BUSINESSES CAN APPLY?

Invest Salone welcomes interest from any firm which fits the following criteria:

- 1 Has been operating for at least two years
- 2 Has a product that has been successfully tested in the market
- 3 Has successfully grown sales for the past two years
- 4 Has proven profitability
- 5 Has financial accounts

Applications from women-owned businesses are encouraged.

Note: In addition to in-kind contributions from staff, firms receiving support from the TAF may be required to contribute to external technical advisory service costs. Cost share will be negotiated on a project-by-project basis.

Visit the Invest Salone website to find out more:
Investsalone.com