

Projected Impact



Channel \$7 million of capital into high-potential small and medium-sized enterprises (SMEs) in West Africa.



Generate \$750,000 in exports and \$9 million in domestic sales.



Create 500 new jobs.



About Open Capital Group

Open Capital Group representatives at a learning event in Uganda as part of an initiative under USAID's Feed the Future Uganda Inclusive Agricultural Markets Activity. *Photo credit: Open Capital Group*

[Open Capital Group \(OCA\)](#) is a management consulting and financial advisory firm which supports high-potential African SMEs to scale operations, raise capital, and build capacity for investment-readiness to catalyze economic growth in Sub-Saharan Africa.

Co-Investment Partnership

The USAID-funded West Africa Trade & Investment Hub (Trade Hub) awarded a co-investment grant of \$1,150,131 to Open Capital Group (OCA) to improve the investment readiness of 20 high potential SMEs in Benin, Burkina Faso, Cameroon, The Gambia, Liberia, Mali, Niger, Sierra Leone, and Togo. Over the duration of this 2-year partnership (from May 2022 to May 2024) OCA will select high impact businesses in agriculture, manufacturing, healthcare, renewable energy, and WASH and provide them with high quality advisory and capacity-building services to enable them to attract much-needed investment capital to scale their businesses. The partnership will leverage the Trade Hub's co-investment to help these businesses secure at least \$7 million in investments. This injection of capital will enable the selected businesses to create at least 500 new jobs, of which 50 percent will be for women and youth, benefitting over 5,000 people. OCA's intervention will also facilitate the generation of \$750,000 in exports to neighboring countries and North America, while generating \$9 million in domestic sales.

Partnership Opportunities

Many SMEs in West Africa have sound business models but struggle to access the finance they need to scale operations. While these SMEs are crucial to the sustenance of value chains and youth employment in the region, these businesses are often unattractive to large financial institutions or private equity investors. Impact investors focusing on early-stage businesses in Africa are emerging to bridge this financing gap, however, these SME's lack the technical know-how to raise funding and secure investment. As a leading financial advisory firm, Open Capital Group is working with such businesses to build their capacity for investment readiness, connect them with investors, and support them to complete transactions. Through further partnerships and investment, OCA's work will set a precedent for the pre-investment support needed to catalyze investment in the region for long-term economic impact.



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