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# WHAT IS DIASPORAIID?

Diasporaid is a digital platform that seeks to connect diasporic communities & strengthen their ties with their homeland, catalyzing disruption and socio-economic development through new means of digital collaboration.

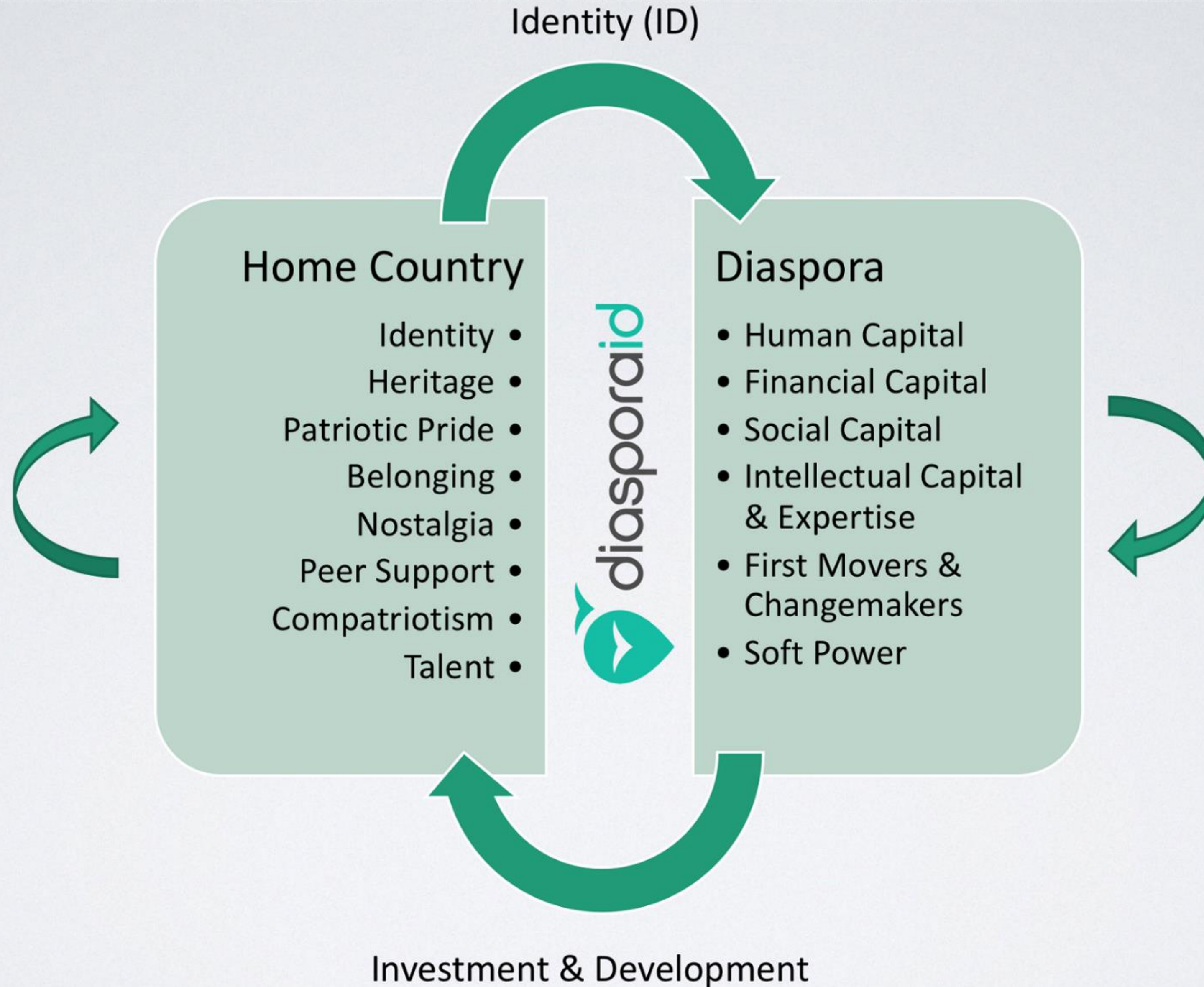


# DIASPORAID VISION

- Strengthen (or rekindle) the diaspora's connection to their homeland, raising their willingness to assume a pivotal role in its socio-economic development.
- Provide emotional, social and economic value to the registered members (expats and residents).
- Catalyze the emergence of a collaborative economy through digital means.
- Become a trusted and intelligent conduit of diasporic contribution to homeland development through time, talent and treasure.
- Be a driver of socio-economic evolution (trade, employment, development, entrepreneurship, funding, investment) and revolution (disruption, innovation, policymaking).

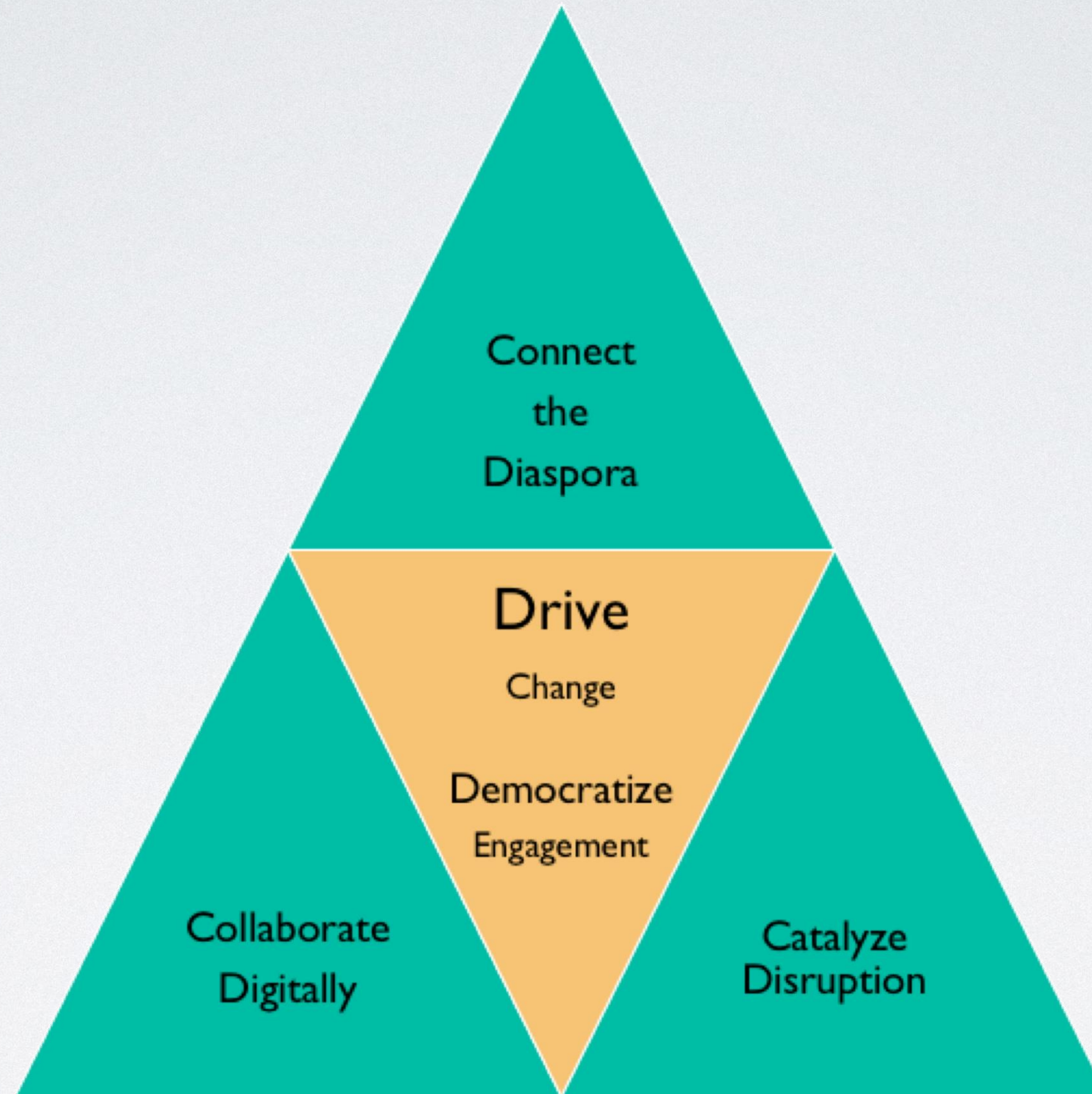


# DIASPORAID FLOWS





# DIASPORAL OBJECTIVES





# diasporaid

Digital Network

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Collaboration Platform

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Matchmaking AI

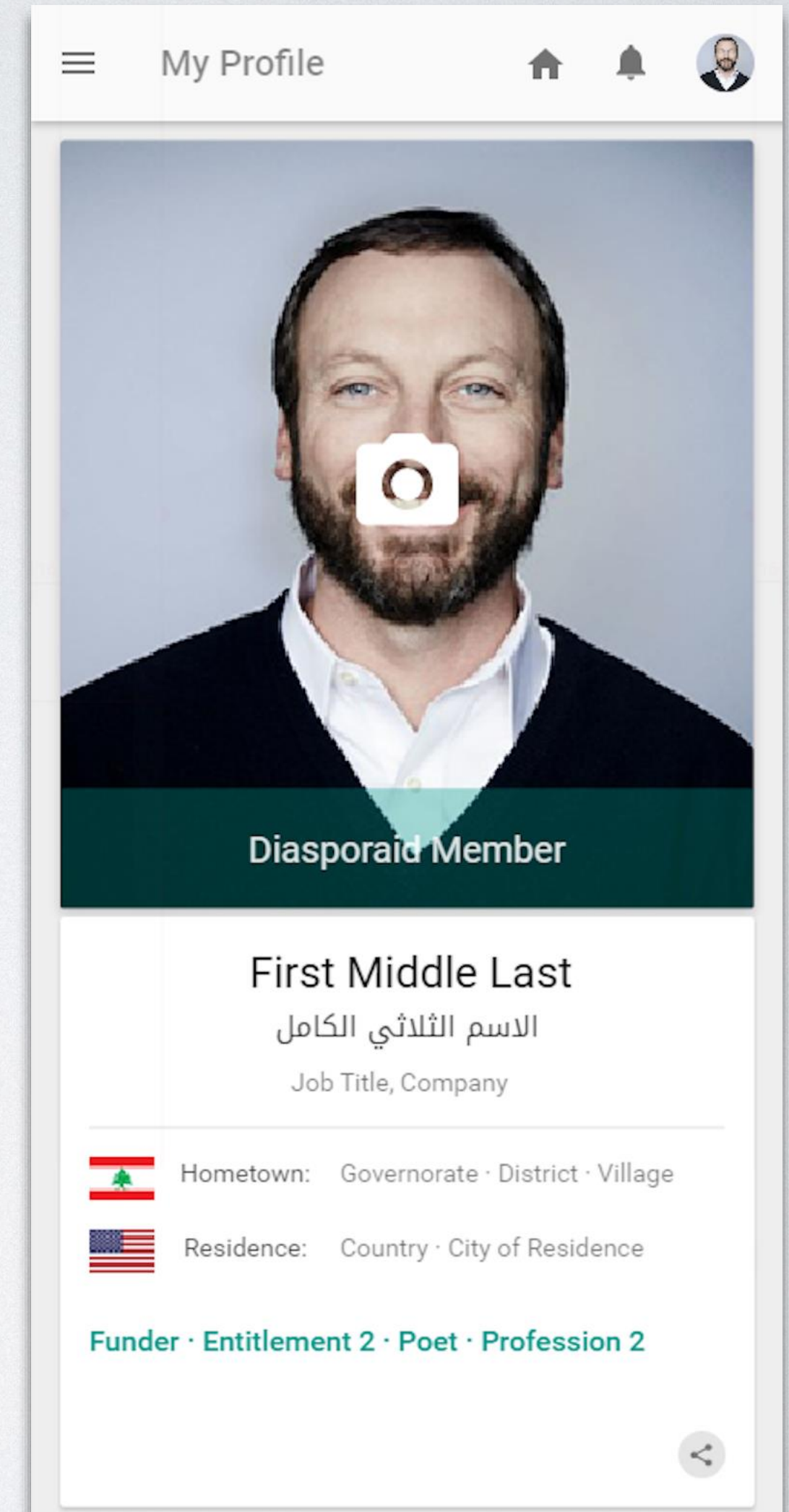
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Continuously Evolving Database



# DIASPORAIID PLATFORM

- **Platform**: Much more than a social platform, Diasporaid is a social-impact platform.
- Purpose-built to drive investment and development.
  - Powerful graph-model and AI engine allowing the capture, mapping and analysis of Big Data-Scale sets of relationships and interdependencies: Member to Member, Member to Entity, and Entity to Entity linkages and interactions
  - Crowd-investing and crowdfunding modules, friendly micro-site builder and front-end control panel.
  - Easily customizable: Can be rapidly & easily adapted to the specific needs of any country.
  - Extensible: Modular, micro-service architecture allows adding & integrating new functionalities in days instead of months.
- **Data**
  - **AI**





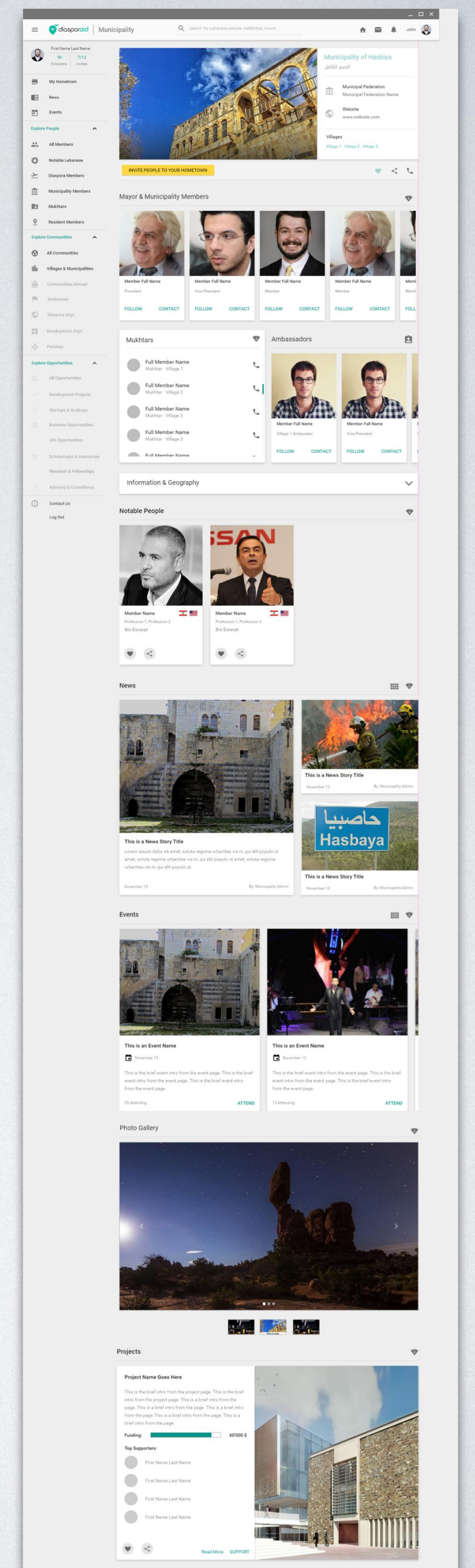
# DIASPORAID DATA

- Platform

→ **Data:** quantity & quality of pre-populated data, data serves to kick start adoption and usefulness via two models:

- **Economic graph:** Structured data for all important ecosystems and agents of development, starting with local authorities (municipalities), and not limited to diaspora organizations, local development organizations and projects, NGOs, SMEs etc.
- **Emotional graph:** Factors that appeal to the diaspora's emotions, in the context of Lebanon it is "emotional geography": Hometown/Village hub, notables, achievers and fellow expats born therein, hometown photo archives, history, etymology...

- AI





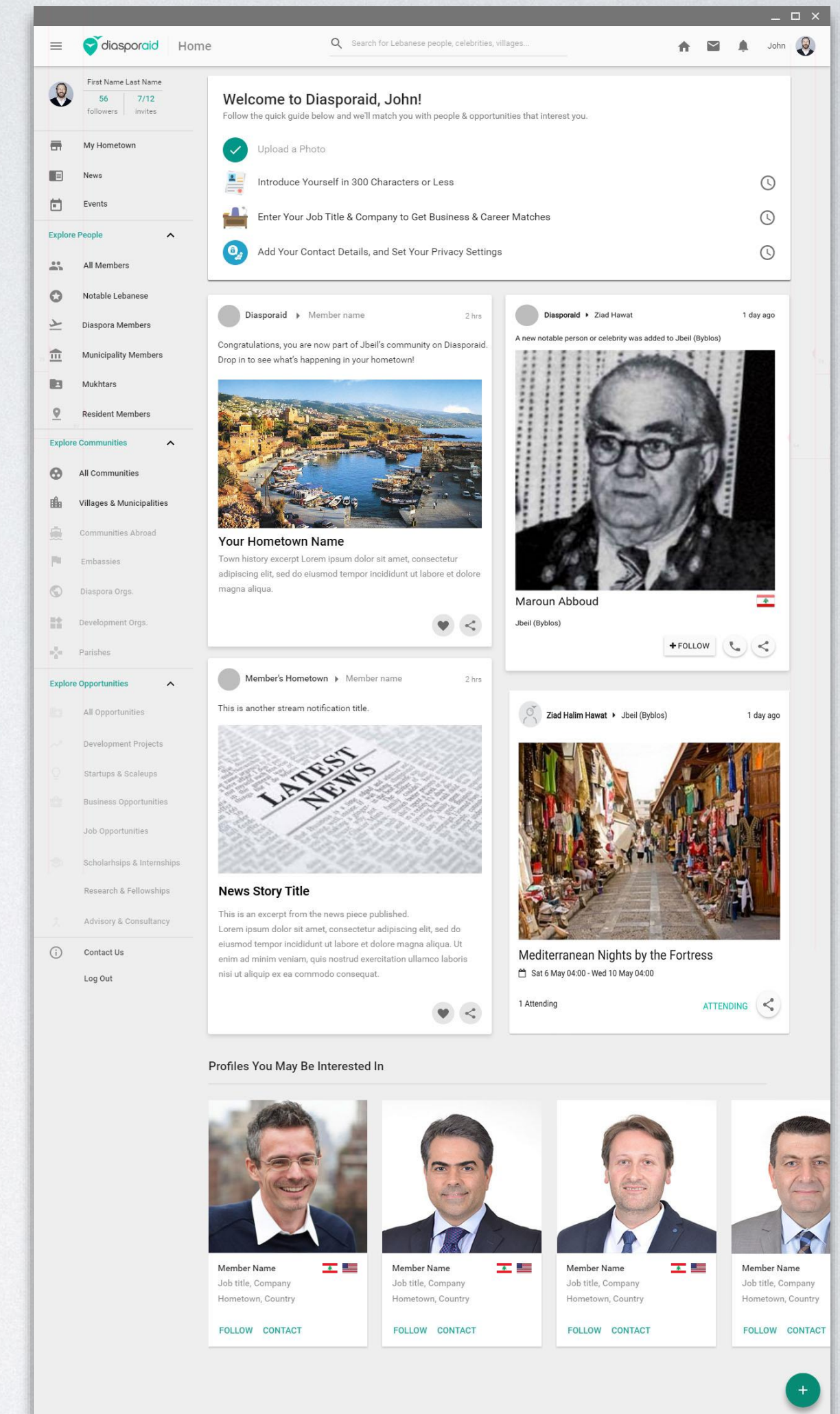
# DIASPORAIID AI

- Platform

- Data

→ **AI** : Cutting-edge matchmaking engine

- Leverages latest graph-model concepts, machine learning and analytical techniques to capture complex economic relationships.
- Takes into consideration explicit business rules and user intents, enhancing them with behavioral cues and usage data.
- Data gathered will be analyzed, visualized and employed for cluster mapping and graph analysis, establishing a data-driven growth strategy for the country.





# TRACTION STRATEGY

## MEMBER COUNT

### Seed Phase

Traction through emotional, social and inspirational features:

- Register in hometown hub & interact with other members
- Connect with compatriot communities abroad
- Contact municipal members and mayors
- Invite other diaspora members
- Get to know notable people and achievers from hometown
- Browse & suggest relevant news, photos and events in hometown

### Critical Mass

Platform activity intensifies as matchmaking engine has ample data to work with.

Organic growth from:

- Network effect
- Word-of-mouth
- The addition of user generated content, in addition to pre-populated data, pushes site to top of search engine rankings

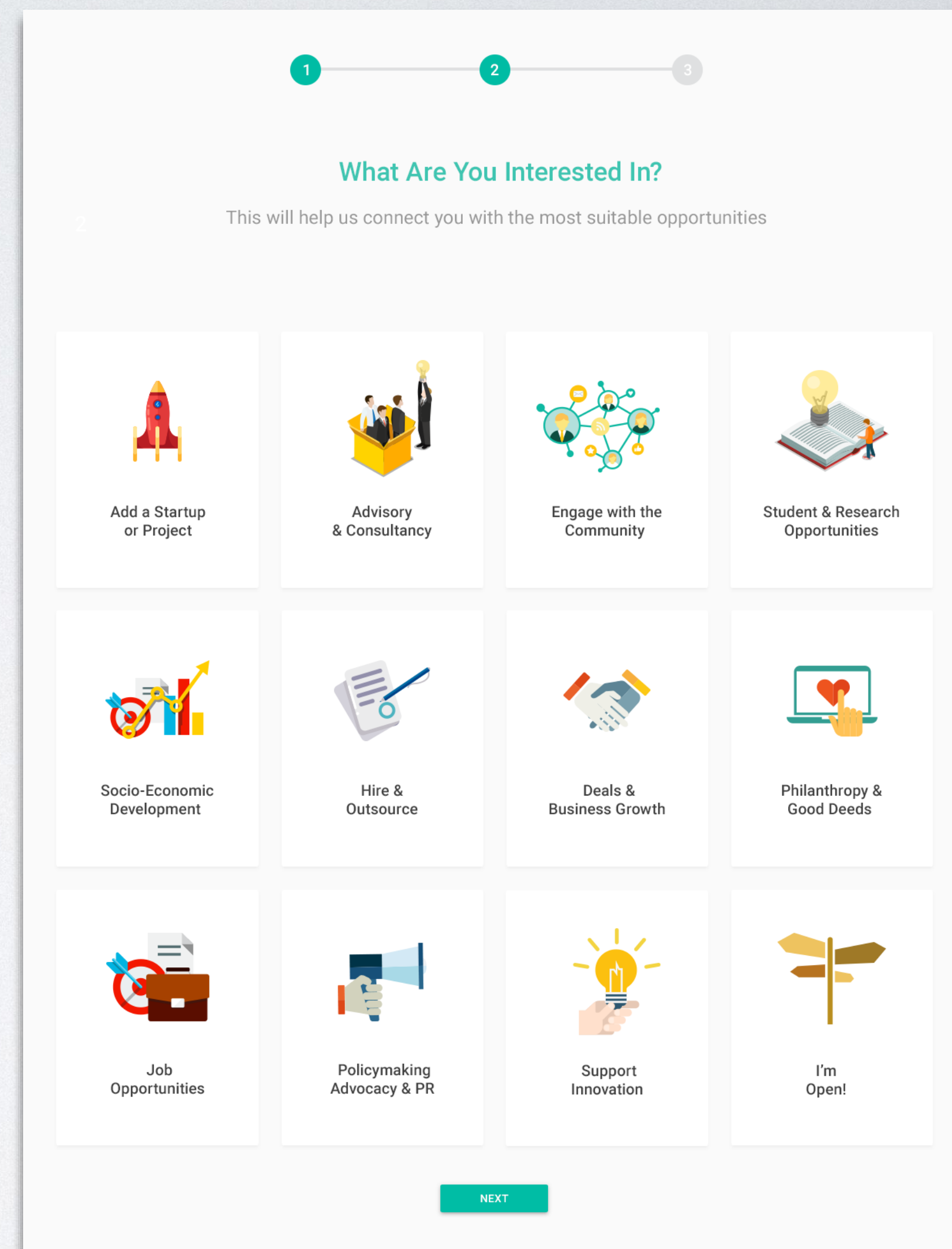
### Exponential Growth

- Matchmaking engine working full swing
- Main draw of the platform steers from emotional to effectual
- Success stories fuel member acquisition at exponential rate



# INTERACTION MODEL

- **Data-Driven:** System intelligently gauges a member's needs & his contribution potential through explicit asks and observed interaction patterns.
- **Intelligent:** matchmaking engine matches members with suitable opportunities and mutually-beneficial partnerships.
- **Evolving:** Becomes smarter and more impactful as it learns from data, network analysis, and cluster mapping.





# SAMPLE USER JOURNEYS













I Am an:

- Entrepreneur / Innovator / ChangeMaker
- Diaspora and resident members from a hometown
- Resident Business: / SME / Scale up Business owner
- Diaspora Business owner / Magnate
- Student
- Professional
- Economic agent / Development Organization executive
- Philanthropist
- Mayor / Public Administrator

1 — 2 — 3

### What Are You Interested In?

This will help us connect you with the most suitable opportunities

 Add a Startup or Project	 Advisory & Consultancy	 Engage with the Community	 Student & Research Opportunities
 Socio-Economic Development	 Hire & Outsource	 Deals & Business Growth	 Philanthropy & Good Deeds
 Job Opportunities	 Policymaking Advocacy & PR	 Support Innovation	 I'm Open!

NEXT



# SAMPLE USER JOURNEYS (1)

## **Diaspora and Resident members from a hometown**

- reconnect with relatives and compatriots
- contact and access municipal services, easily
- be updated with communal news and events
- engage with community, share stories and photos
- be inspired by notable people, achievers and galleries from hometown
- apply as a hometown ambassador (residents) or overseas diaspora amplifier (Expats)
- propose and support local transformation and development projects



# SAMPLE USER JOURNEYS (2)

## **Resident Business / SME / Scale up Business owner:**

- receive investments to make scaling possible
- access new markets
- receive advisory and consultancy
- access talent
- access partnerships possibilities
- export / import
- franchise or become a franchisee



# SAMPLE USER JOURNEYS (3)

## **Diaspora Business Owner / magnate**

- invest in homeland business opportunities
- forge partnerships
- offshore business activities
- outsource to or recruit local talent
- access advisory and consultancy
- lobbying / networking with compatriots abroad
- benefit from tipping agents, bi-lateral trade developments
- import or export, access new markets



# SAMPLE USER JOURNEYS (4)

## **Entrepreneur /Innovator / ChangeMaker:**

- list and fund my project
- get mentoring / know-how
- receive public support and publicity
- recruit volunteers
- recruit talent



# SAMPLE USER JOURNEYS (5)

## **Professional**

- find job opportunities
- increase employability
- find freelance work
- get mentorship
- volunteer time / effort



# SAMPLE USER JOURNEYS (6)

## **Student**

- find internship opportunities
- get mentorship
- explore academic opportunities, fellowships
- access earmarked scholarships
- volunteer time / effort
- be inspired by compatriot achievers



# SAMPLE USER JOURNEYS (7)

## **Philanthropist**

- donate to worthy causes / endeavors
- offer earmarked grants / scholarships
- receive recognition / inspire others
- network and grow impact



# SAMPLE USER JOURNEYS

## **Mayor / Public administrator**

- receive and easily manage a municipal page, pro bono
- easier way to network / be contacted by hometown members
- increase impact / get recognition for activities and impact
- involve diaspora in decision-making and development efforts
- list projects and get time, talent and treasure for execution
- increase engagement with constituency



# META STRATEGY

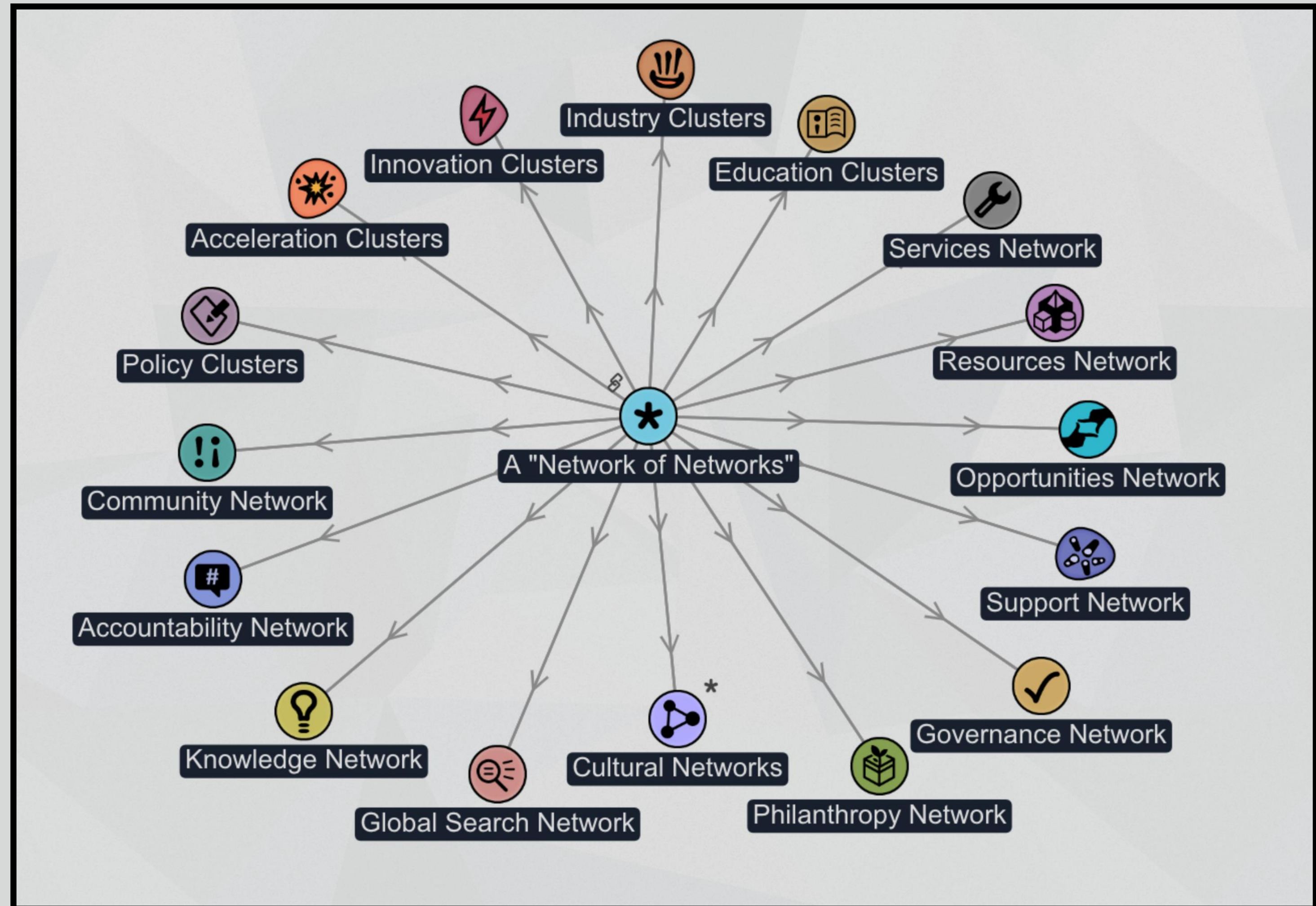


- Data accrual, data science and graph analysis techniques will help in the visualization of local and traded cluster maps.
- Data on existing clusters and on cluster linkages is used to assess the how and where specific new clusters can be helped to emerge and prosper.
- Move from an Elite-controlled economic play field to an open-access, democratized system where everyone can have access to economic resources and information.



# META STRATEGY

- Map existing clusters (local and traded)
- Leverage the platform to spur the creation of new clusters
- Map and democratize access to a global “network of networks” for solutions and development for the county.





Thank you