

PRESS RELEASE

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ENGINE PROGRAM DIGITAL PLATFORM WILL HELP SMALL BUSINESSES

The Feed the Future Tanzania Enabling Growth through Investment and Enterprise (ENGINE) program supported by the United States Agency for International Development (USAID) has launched the Bizfundi digital platform. The platform will support entrepreneurs and small businesses by linking them to business advisors and trainers.

Scott Bennett, ENGINE's Deputy Chief of Party and Financing for Growth Component team lead, sees Bizfundi as a means of facilitating market linkages among micro, small and medium enterprises (MSMEs) and business development service (BDS) providers. "The platform allows registered business owners to easily identify business service providers within their geographical area who possess the expertise they need to help them improve their performance and grow their businesses," said Bennett.

"The online platform will also enable MSMEs to better access the information, support and financing they need, while BDS providers and financial institutions will gain access to a larger network of potential customers. So far there are nearly 200 registered business owners and business development service providers on the platform."

The Bizfundi digital platform has been developed under the Financing for Growth Component of the ENGINE, a four-year initiative supported by USAID. The platform can be accessed online at www.bizfundi.or.tz or as an Android app that can be downloaded from the Google Play store.

Goodluck Moshia, ENGINE's equipping for growth component team lead, said, "Bizfundi will foster the growth and capacity of a sustainable market for business development services by ensuring MSMEs can easily access assistance to strengthen their operations."



Feed the Future is the U.S. Government's global hunger and food security initiative. With a focus on smallholder farmers, particularly women, Feed the Future supports partner countries in developing their agriculture sectors to spur economic growth and trade that increases incomes and reduce hunger, poverty and undernutrition.

USAID is the lead U.S. Government agency working to end extreme poverty and enable resilient, democratic societies to realize their potential.

For more information, visit www.feedthefuture.org, www.usaid.gov/tanzania, www.vegaalliance.org, or www.iesc.org.

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