

The Role of Technology in Sparking Diaspora Engagement in Lebanon

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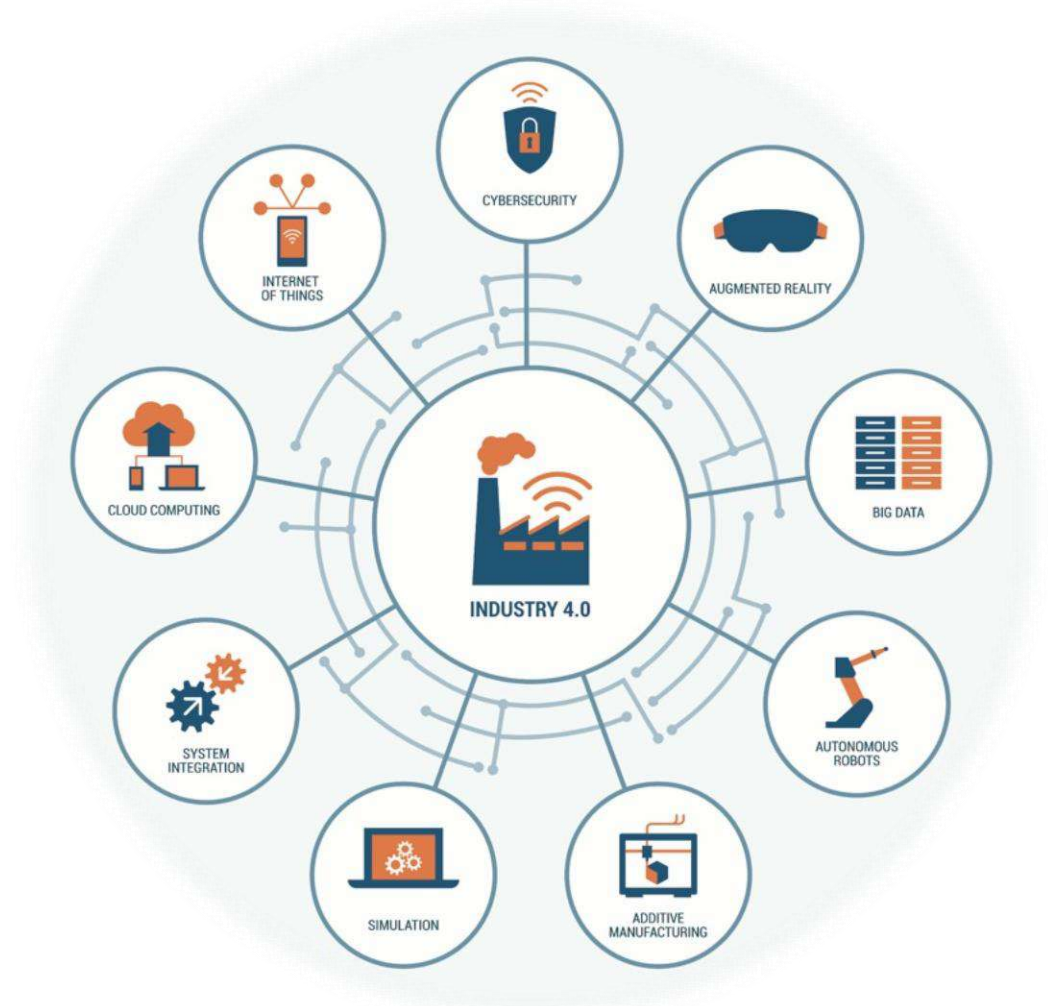
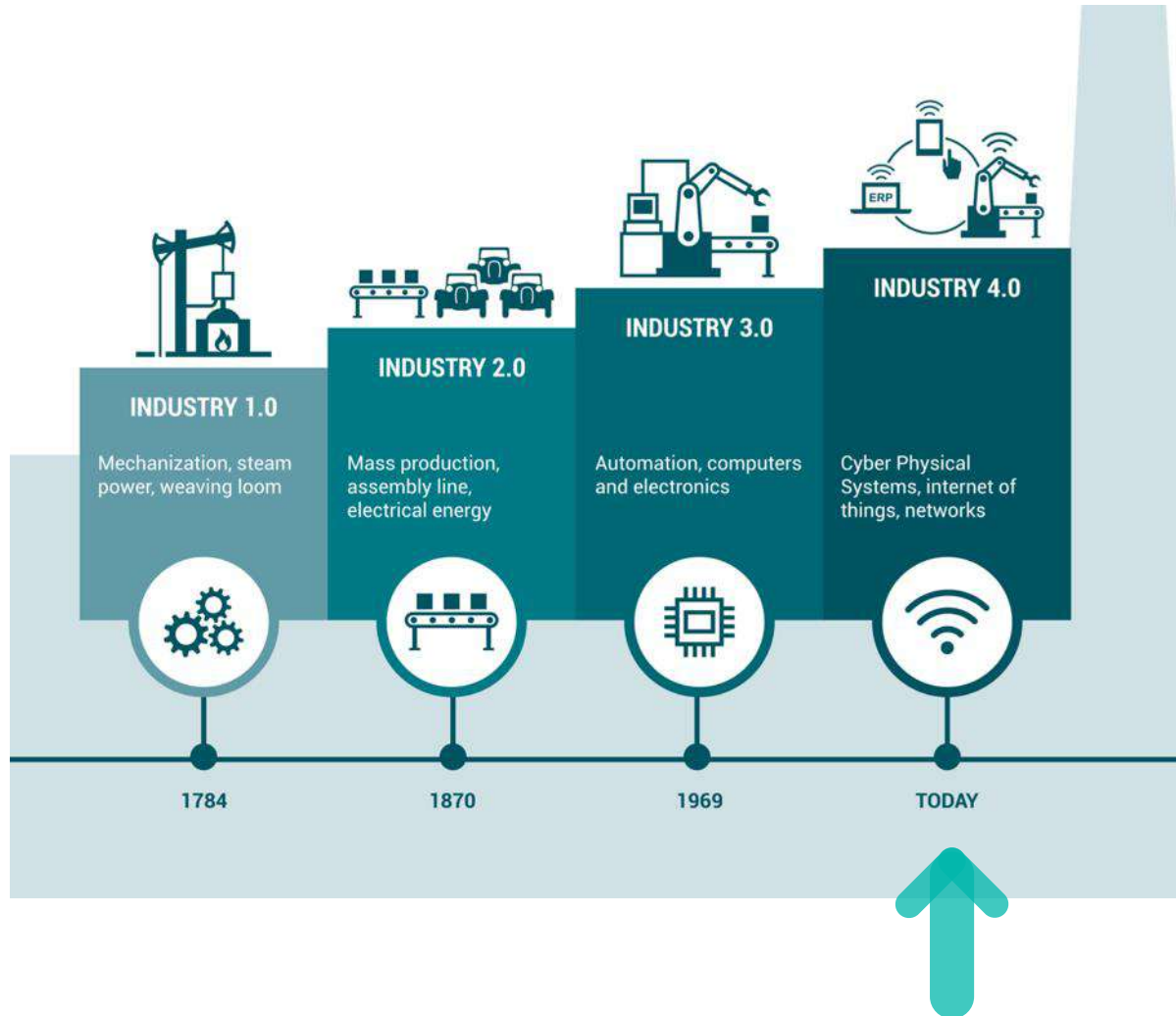
The World Under Two Revolutions

The Fourth Industrial
Revolution



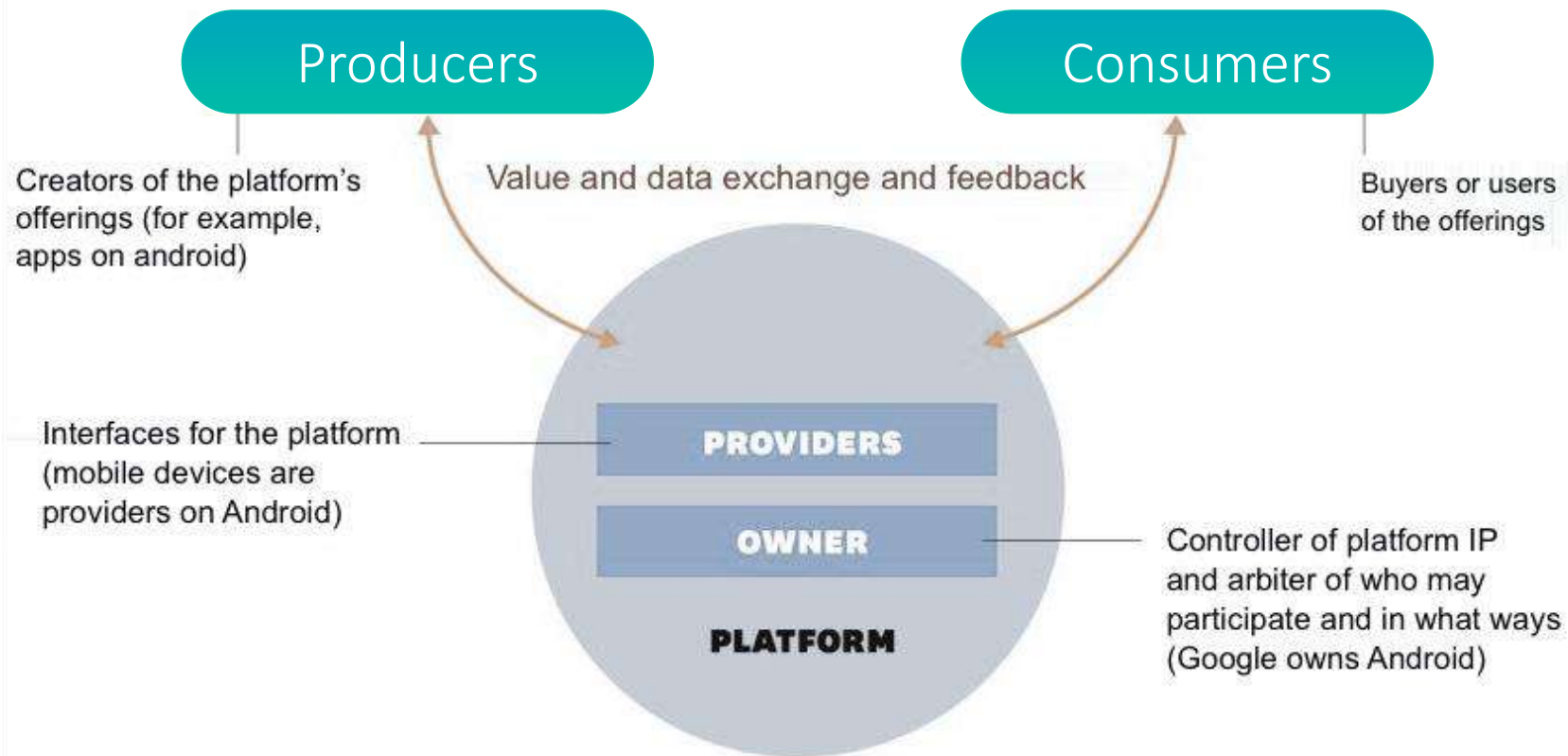
The Platform
Revolution

The Fourth Industrial Revolution



The Platform Revolution...

A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers.



SOURCE MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY
FROM "PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY," APRIL 2016

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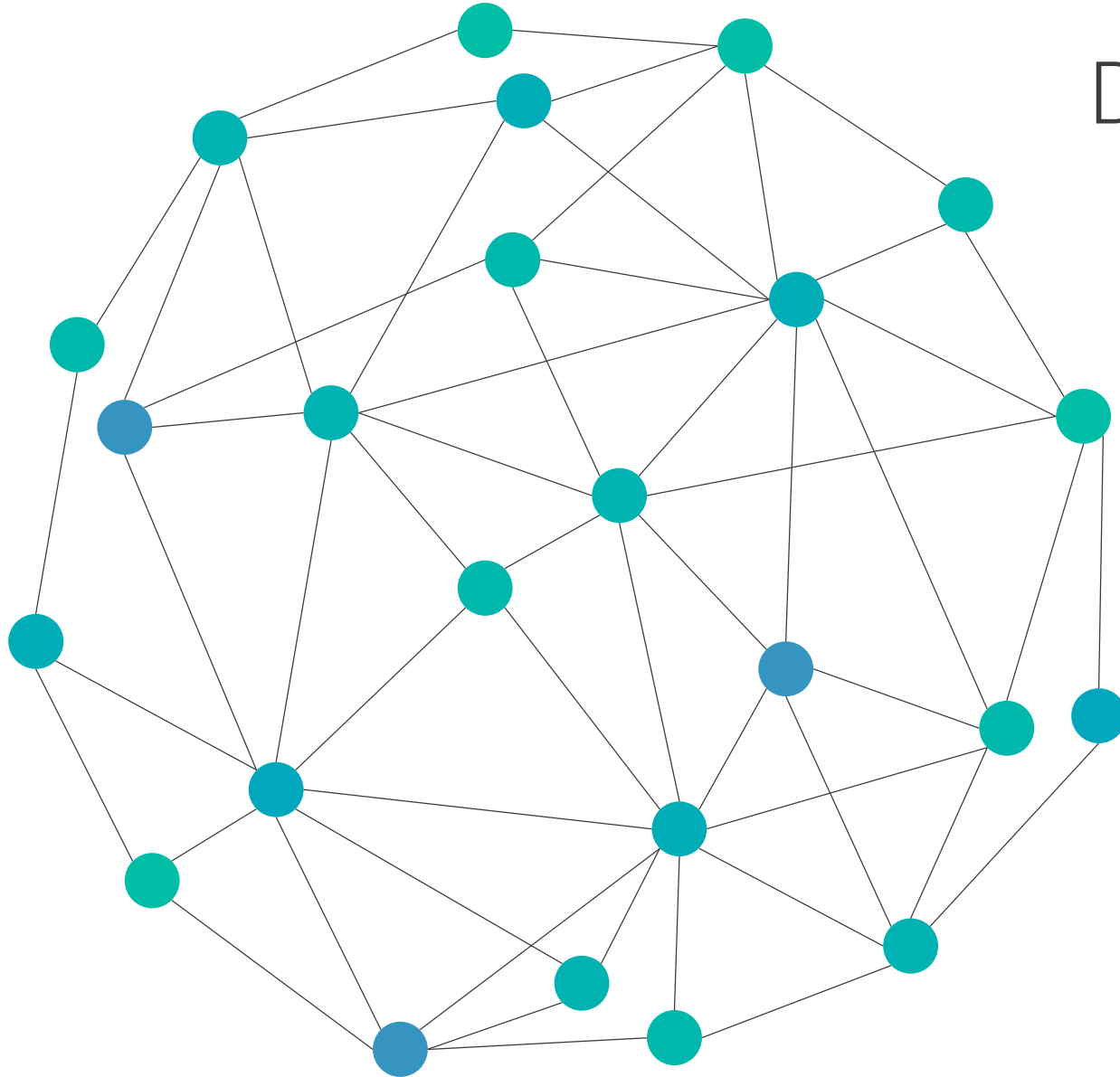


Matchmakers

The New
Economics of
Multisided
Platforms

The Platform Revolution...

- Also known as “The Economy of Matchmakers and Multisided Platforms”
- Think Uber, AirBnB, AliBaba
- Ushering in a new “sharing economy” worldwide

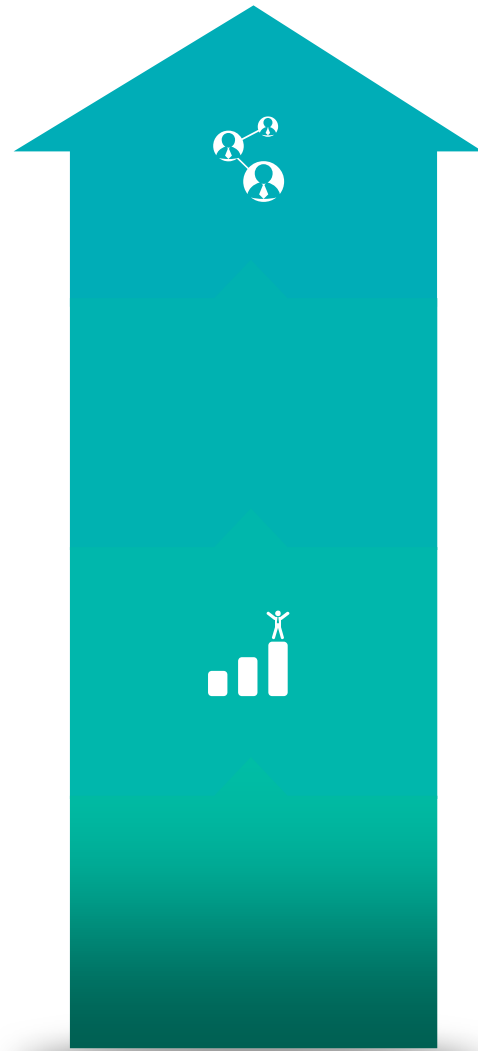


Digital Globalization Era

Welcome to the post globalization world

National wealth is increasingly dependent on human capital rather than natural resources

A digital chasm is forming between countries who can reap its benefits, and those who cannot



Innovation
A Global Track Record

Lebanese Diaspora
Globally dispersed, very successful

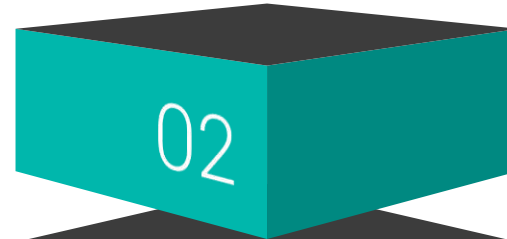
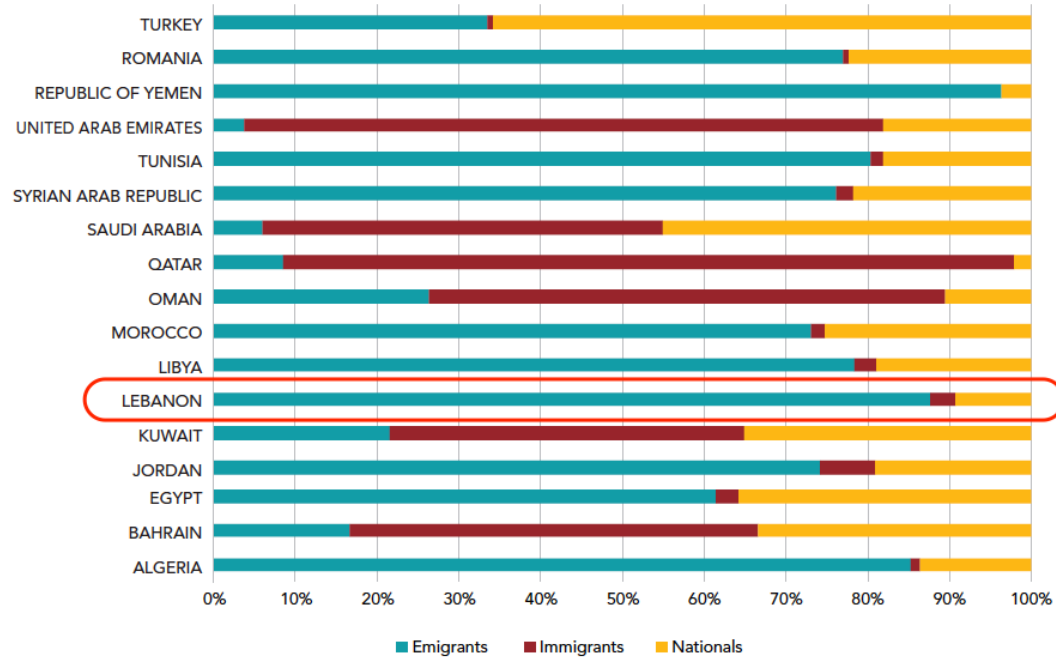
Knowledge & STEM
We rank 10th globally in math and science education

Communication
Lebanese are polyglots and excellent communicators

Lebanon's Opportunity
To Emerge Among the Winners In The New Economy

The 5 “Ts” of the Diaspora

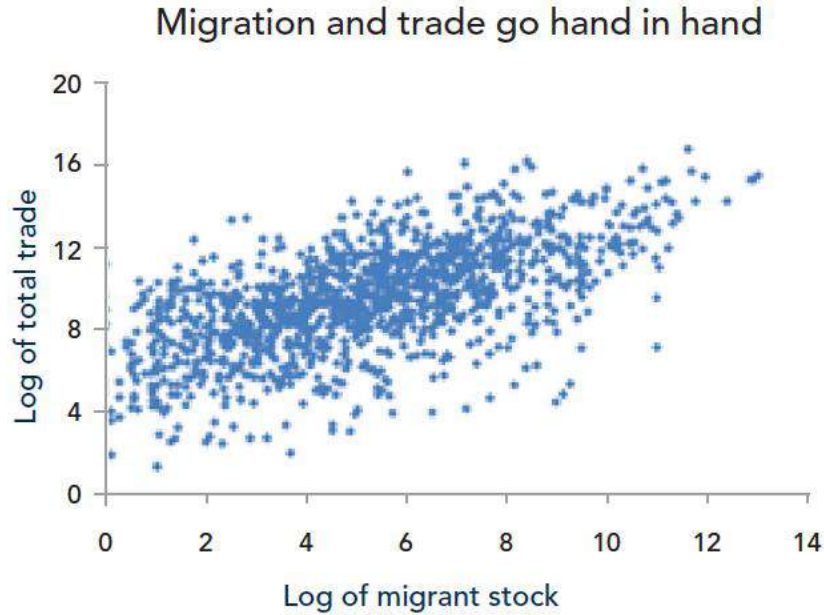
Proportion of patents registered by emigrants, immigrants, and nationals



Talent
Knowledge, experience

Treasure
Capacity for investment and development

The 5 “Ts” of the Diaspora



Bilateral trade (2007) and migrant population (2010) between OECD and Africa. Each dot represents a migrant corridor (kenya-UK, Morocco-France, etc.)

Source: Ratha and al (2011) and Hirschman and al (2009)



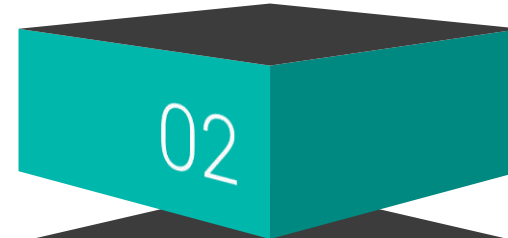
Transformation
Advocating for a better social contract. Innovating



Trade
The ability to open up new markets



Tipping Agents
Nudging international deals in our favor

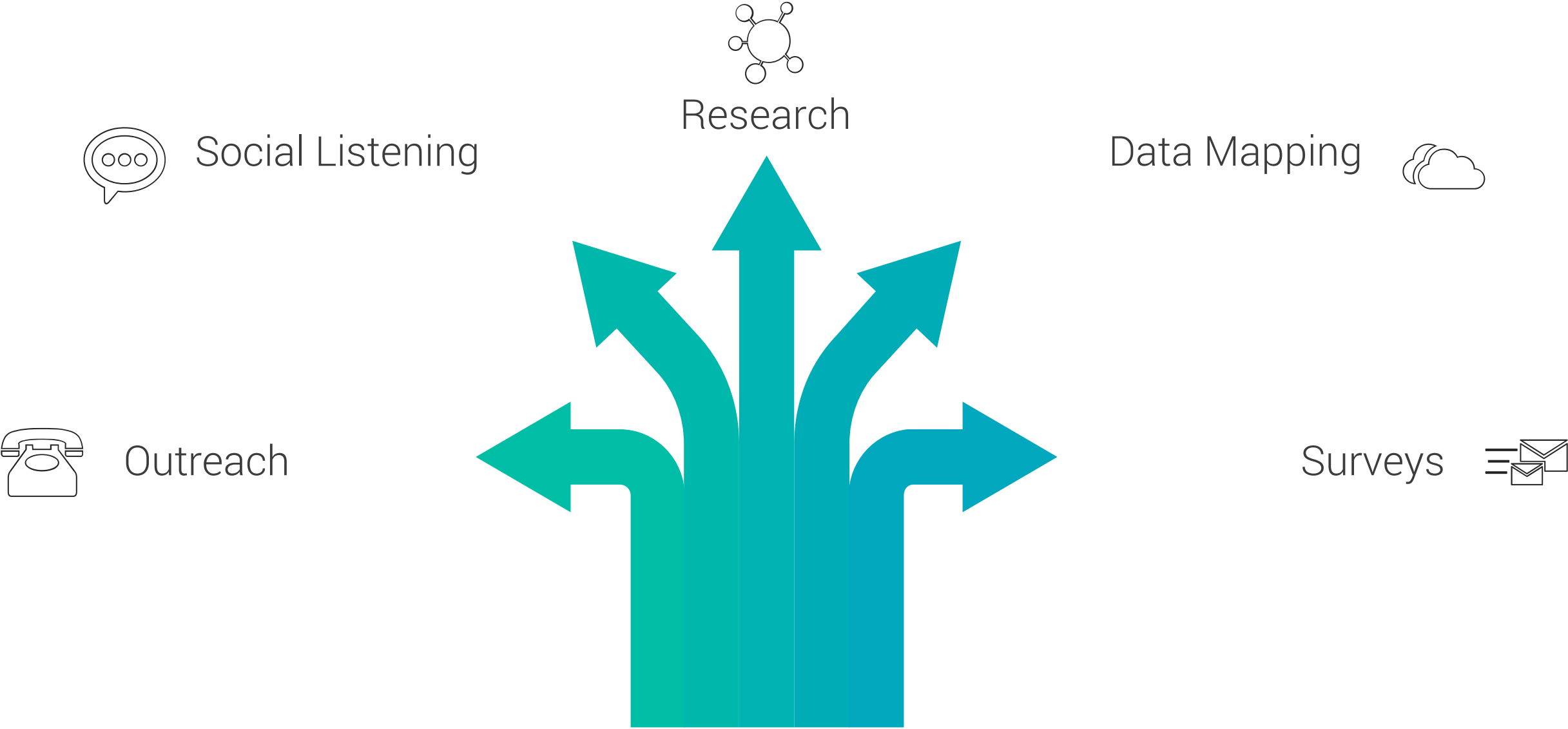


Talent
Knowledge, experience



Treasure
Capacity for investment and development

Designing a Data Driven Solution



Research Phase Findings

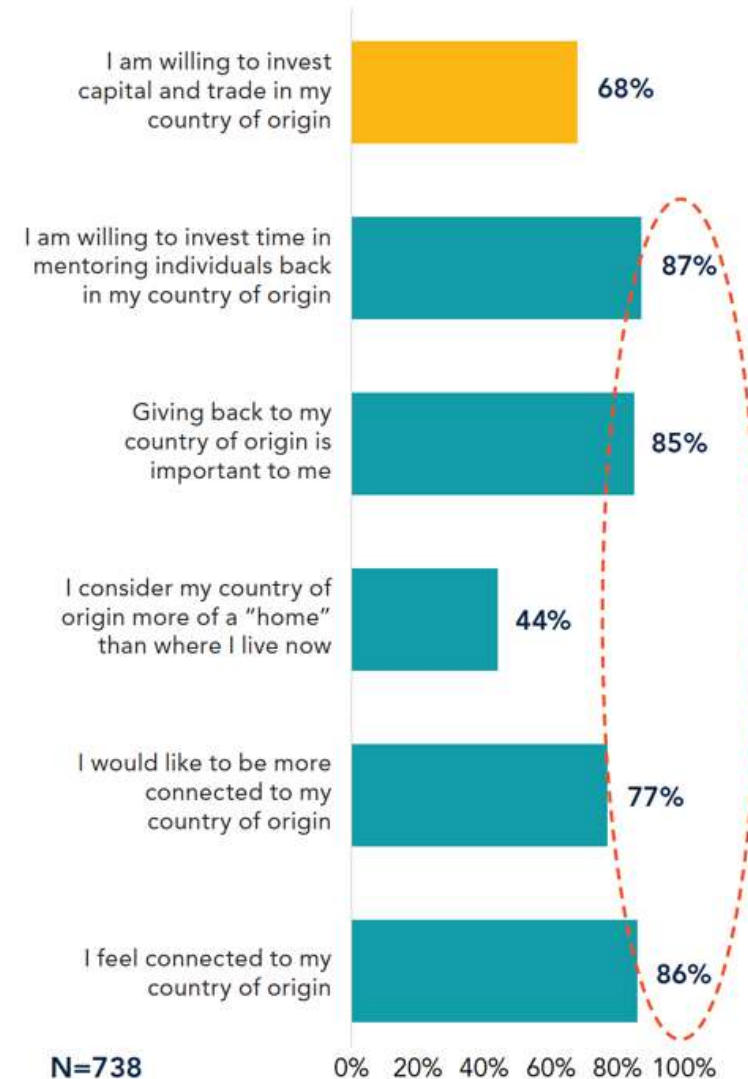
1. What the Diaspora Needs

A The need to be connected
The majority wants to be better connected to their country of origin, and is willing to invest in activities that benefit their homeland.

B The will to help...
The diaspora associates giving back with the urge to help their family, friends, and hometowns. vague notions like "helping one's country" will not be effective.

C ... On their own terms
The diaspora wants to be engaged as a true partner in the development process, and be recognized as such

Do you agree with the following statements?



Research Phase Findings

2. Obstacles Hindering Involvement

A

Mistrust

In the weak legal framework, business law enforcement, and local business culture.

B

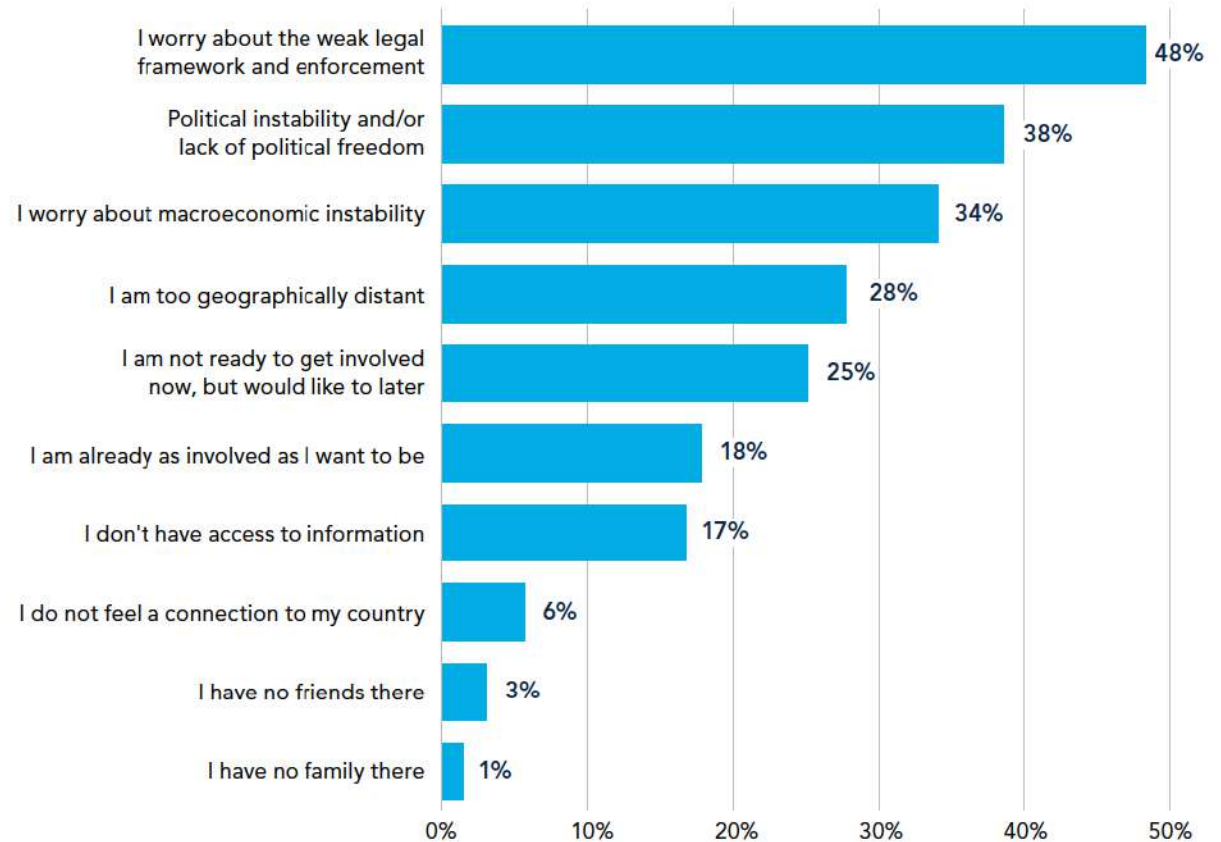
Dedicated Institutions Welcome

Despite the mistrust in the public sector and skepticism in government-led initiatives, the diaspora welcomes the establishment of public institutions dedicated to diasporic matters.

C

Geographical Distance

Is an issue for the third of respondents.



Research Phase Findings

3. Business Obstacles

A Needs Connections and Business Contacts

B Needs Transparency, Good ROI, or Relevant Themes

C Needs Information

FIGURE 4F: Obstacles to investing

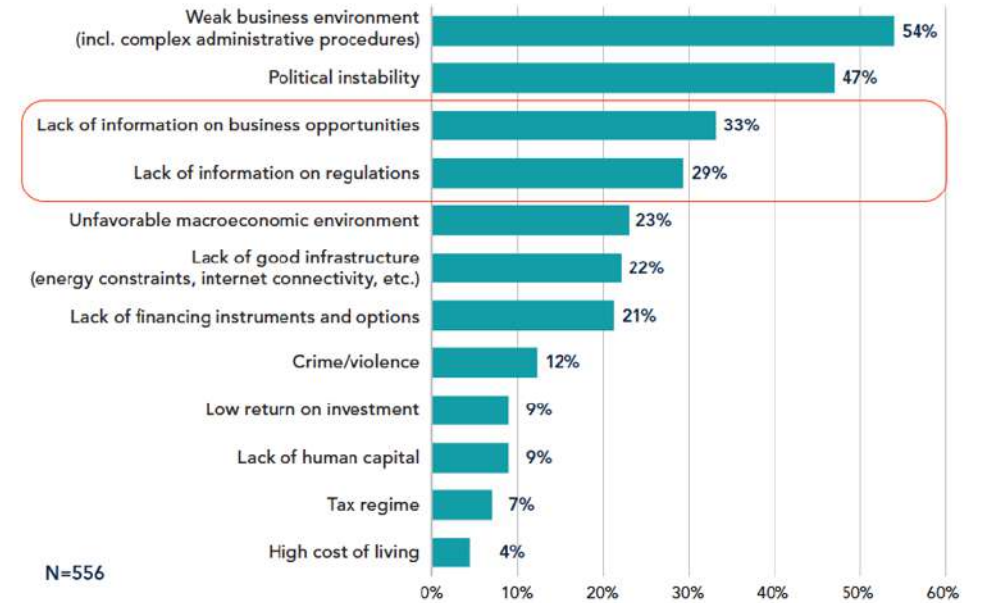
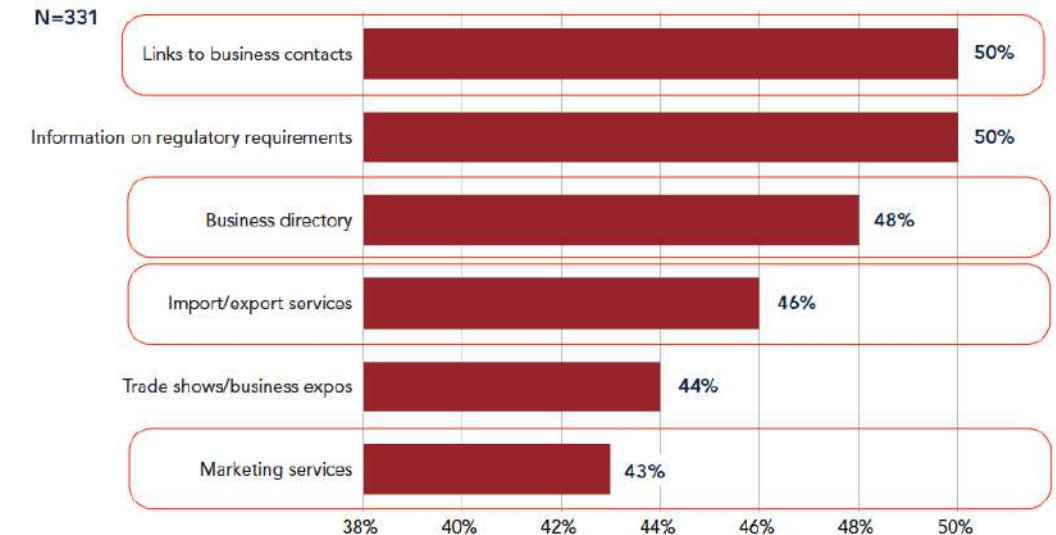


FIGURE 6B: Embassy services desired for trade facilitation





diasporaaid



Video Introduction

What is DiasporaID ?

A platform enabling networking, trade, development and collaboration for Lebanese people worldwide





DO
BUSINESS
GLOBALLY

DISCOVER
OPPORTUNITIES

DEEPEN
BONDS

DEVELOP
NETWORKS





DO
BUSINESS
GLOBALLY

DISCOVER
OPPORTUNITIES

DEEPEN
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DEVELOP
NETWORKS



DO BUSINESS GLOBALLY

STARTUP

BUSINESS

SOCIAL
ENTERPRISE

List Your Company's

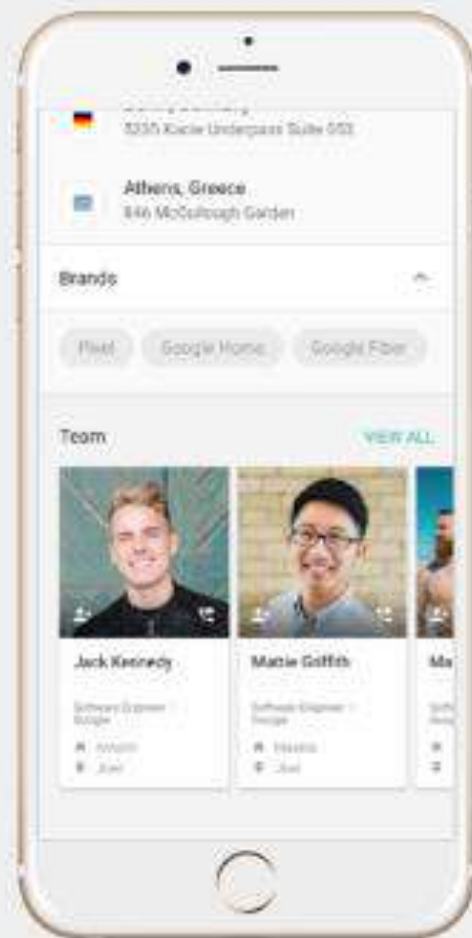
- Business Information
- Products
- Services
- Franchises

To Access New Markets
Via Our Global Diaspora



ESTABLISH PRESENCE & BE FOUND

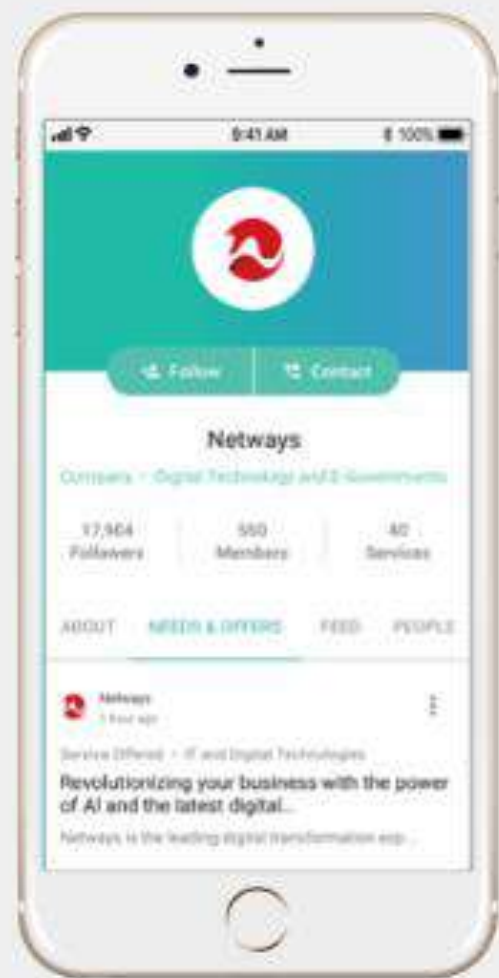
- CONTACT INFORMATION
- BRANCHES
- INDUSTRY SECTOR
- SPECIALTY KEYWORDS
- MANAGE TEAM MEMBERS
- BRANDS



LIST YOUR OFFERED OR NEEDED:

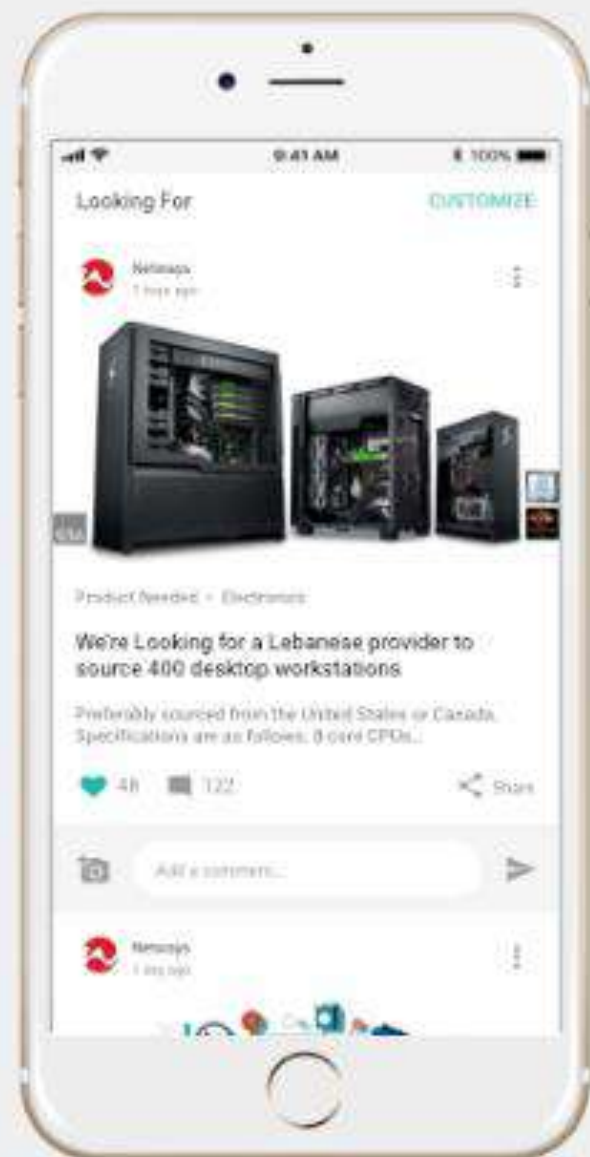
- PRODUCTS
- SERVICES
- FRANCHISES

Adding An Offered Product Under Company



Grow Your Profile, Company & Country

Import, Export, Outsource Or
Win New Clients

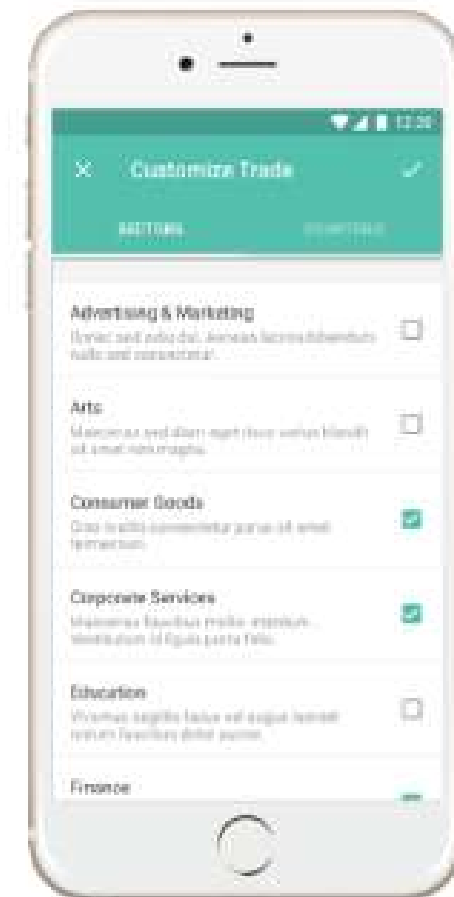
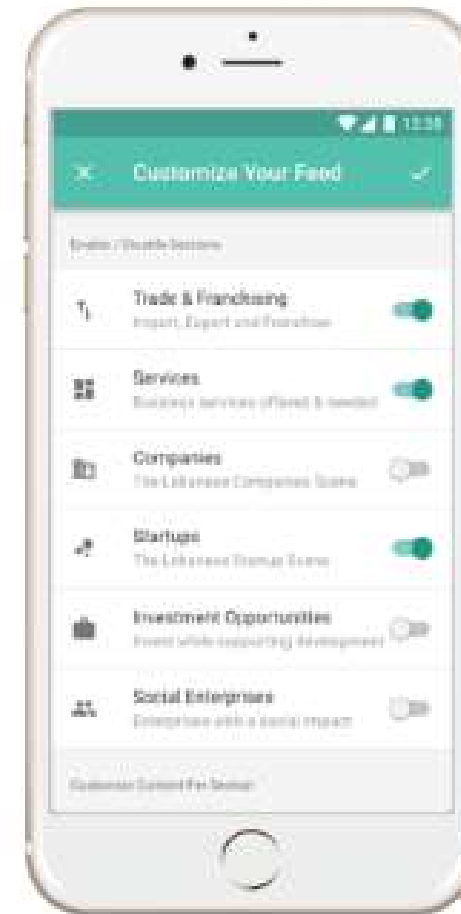


A Card Showing A Needed Product



DISCOVER MATCHED OPPORTUNITIES

- Your dashboard has a business feed that can be tailored to your sector and markets of interest, to discover matched opportunities.
- CPC 2.1 to classify products & services to UN standards.



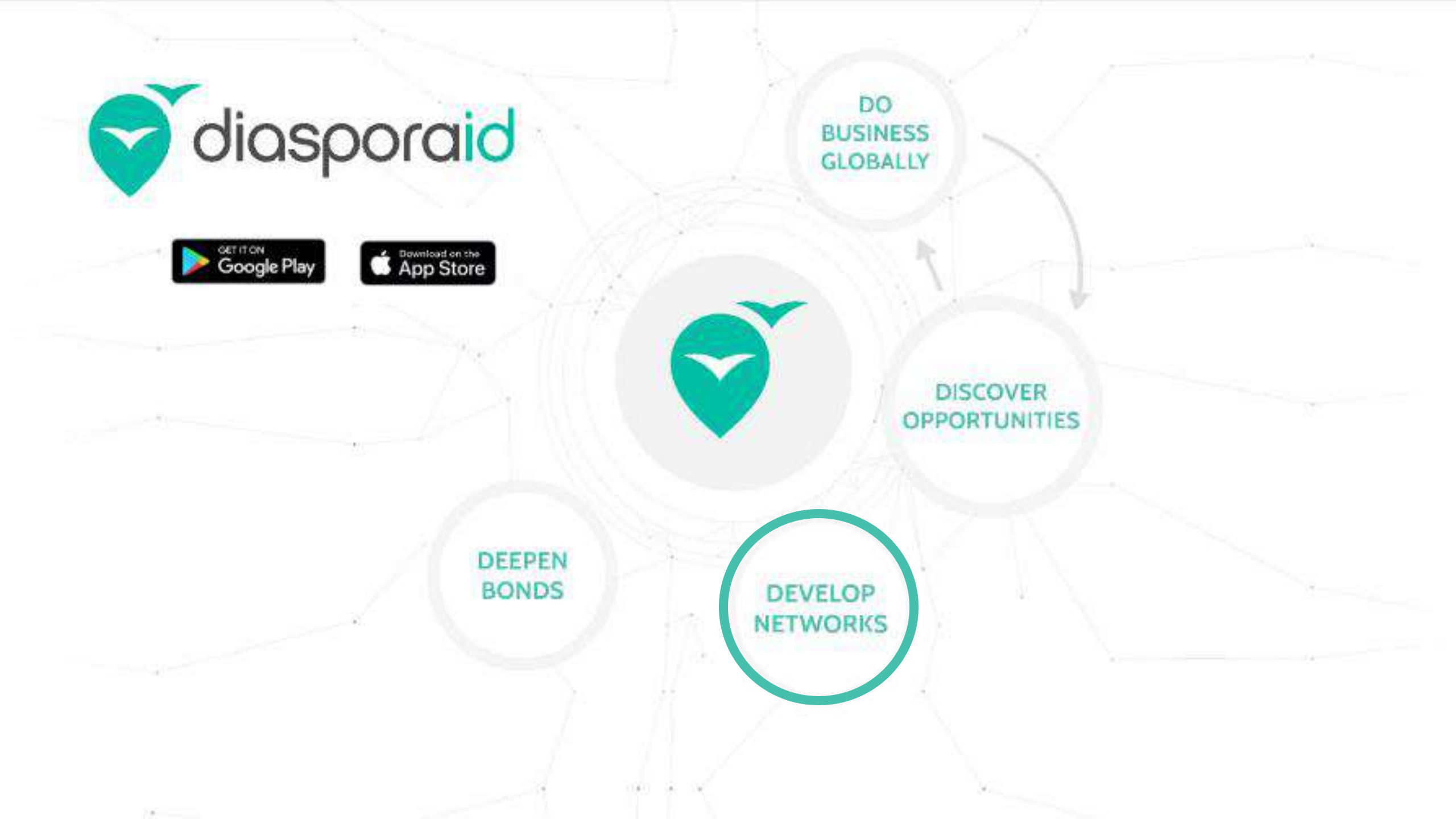


DO
BUSINESS
GLOBALLY

DISCOVER
OPPORTUNITIES

DEEPEN
BONDS

DEVELOP
NETWORKS





Create world-spanning
digital hubs for your
community.

**EXPAND & MOBILIZE
YOUR NETWORK.**

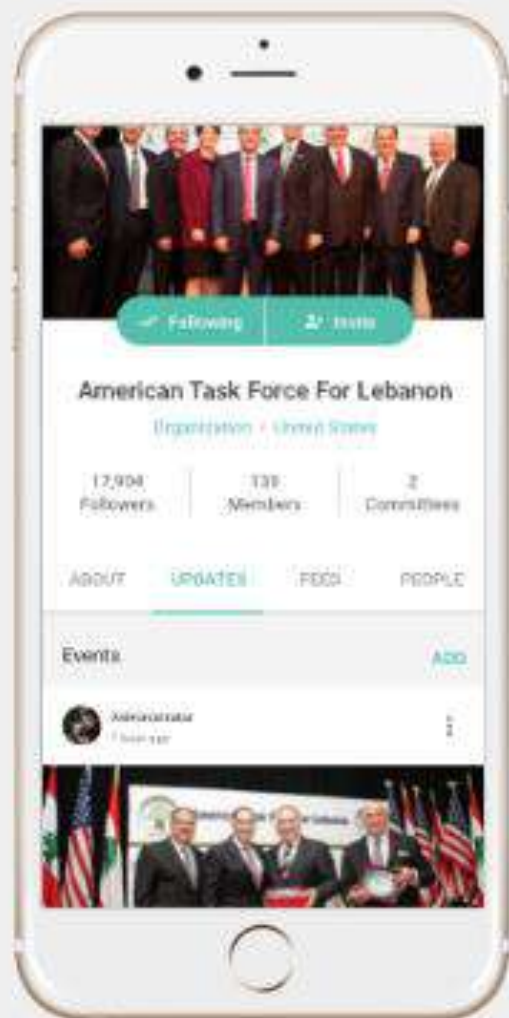
ORGANIZATION

ASSOC.
ALUMNI

Group
Etc.

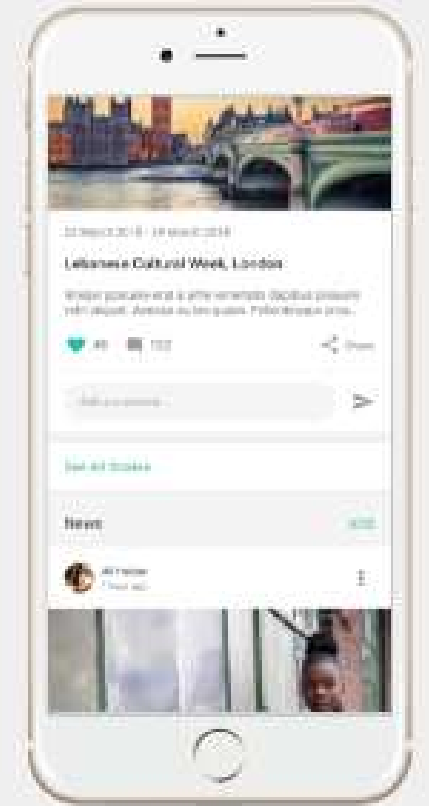
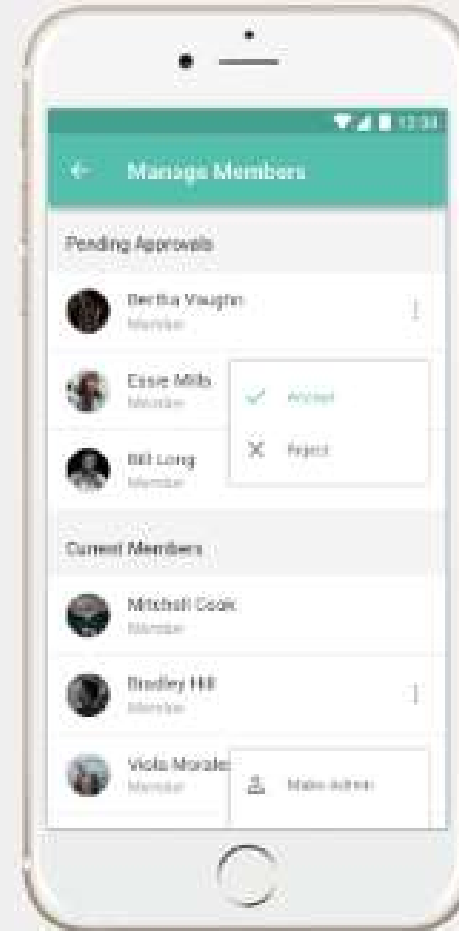
CREATE A VIBRANT DIGITAL HUB

- ADD YOUR INFO
- DIRECT MESSAGING THROUGH DIASPORAID
- INVITE MEMBERS
- LINK TO OTHER BRANCHES



CREATE A VIBRANT DIGITAL HUB

- SHARE EVENTS AND UPDATES
- MANAGE ROLES, COMMITTEES
- BE FOUND BY NEW MEMBERS





DO
BUSINESS
GLOBALLY

DISCOVER
OPPORTUNITIES

DEVELOP
NETWORKS

DEEPEN
BONDS



HOME-TOWN

DEEPEN BONDS

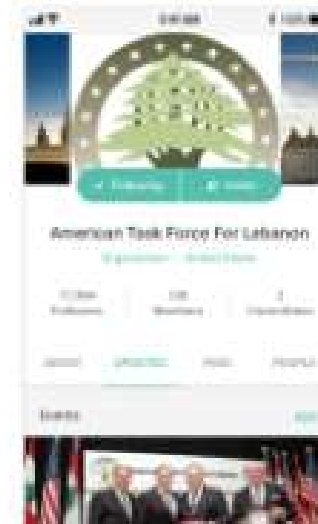
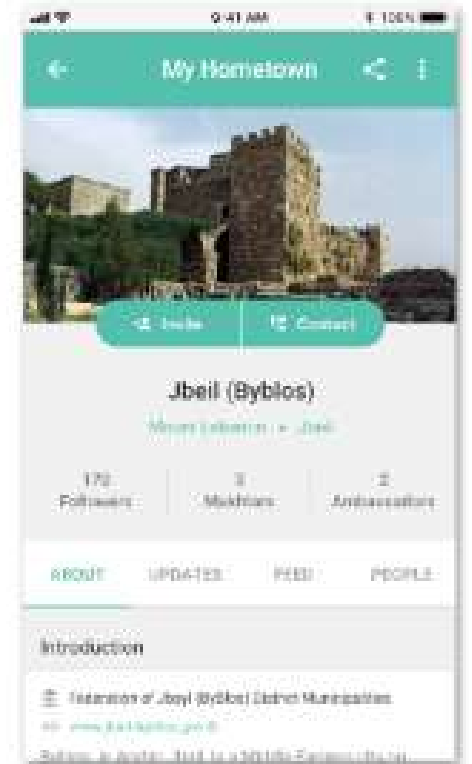
Forge & strengthen bonds with Lebanese communities and peers in all cities of the world, including your hometown.

SEARCH

DIASPORA

HOMETOWN

- Register in your hometown
- Find other diaspora sharing your origins
- Directly contact your municipality
- Contact mayor, mukhtars (elders)
- Share posts, news, updates
- Stay ahead of latest town happenings





DEEPEN BONDS

Forge & strengthen bonds with Lebanese communities and peers in all cities of the world, including your hometown.

HOME-TOWN

SEARCH

DIASPORA

POWERFUL SEARCH



A Global Business Network

Harnessing the Lebanese Diaspora Strength



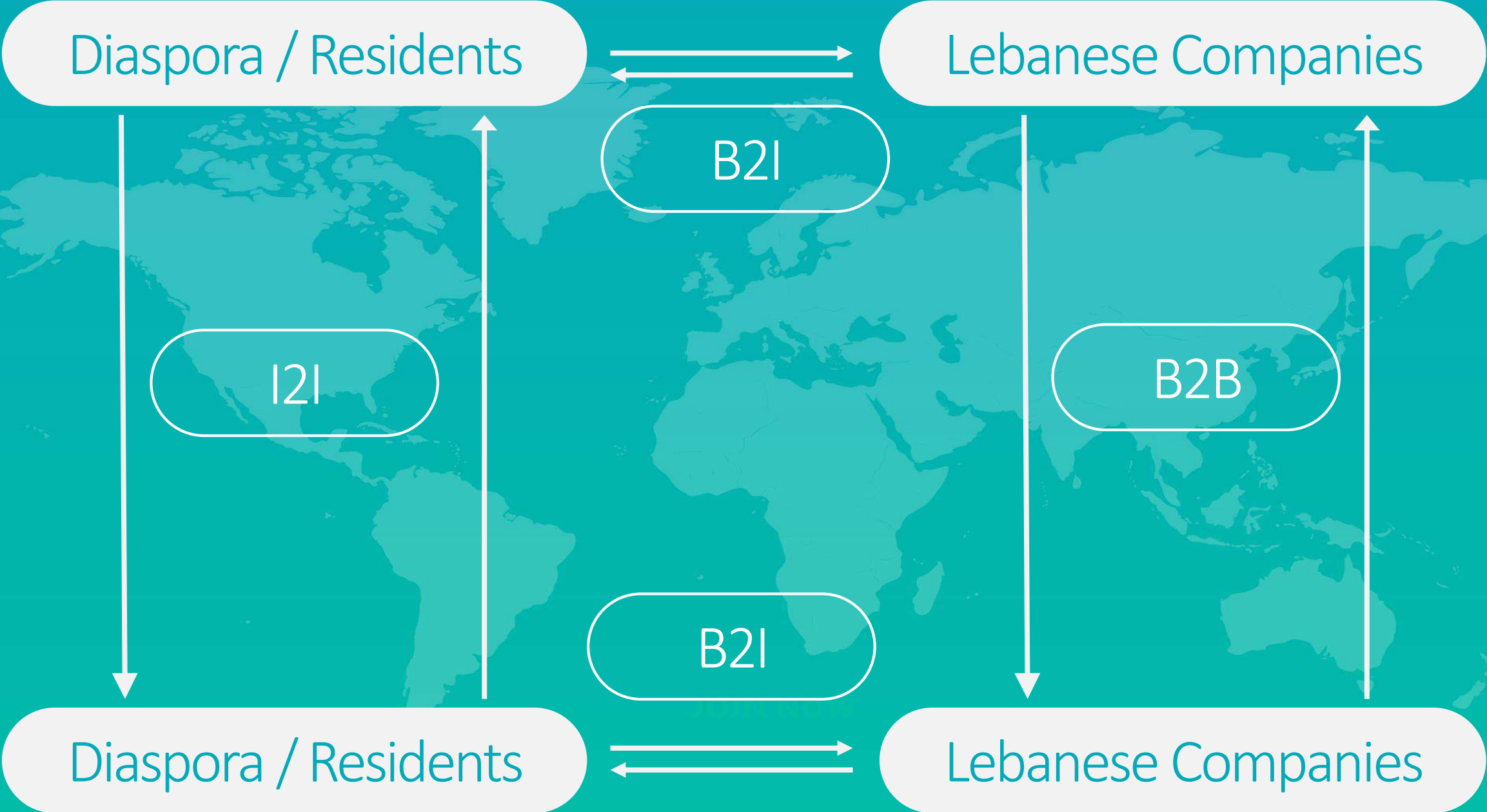
Market
Access



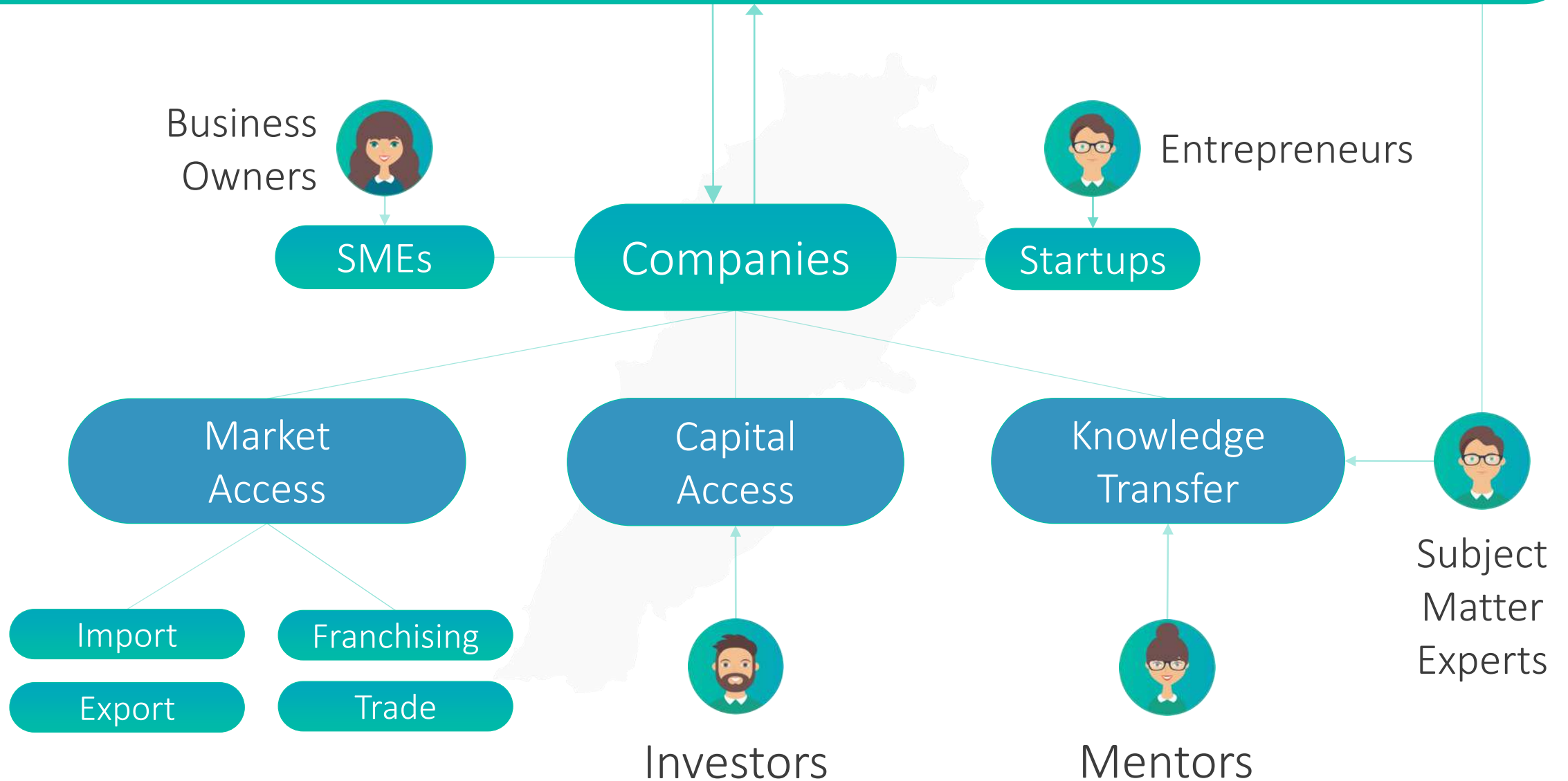
Capital
Access



Knowledge
Access



A Global Lebanese Service Provider Directory



DiasporaID as a Platform: Incubating Your Ideas



Your Idea



Tourism



Marketplace



Development



Philanthropy



Business



diasporaID
as a Platform

Acceleration

Incubation

Integration

Opportunities

Companies

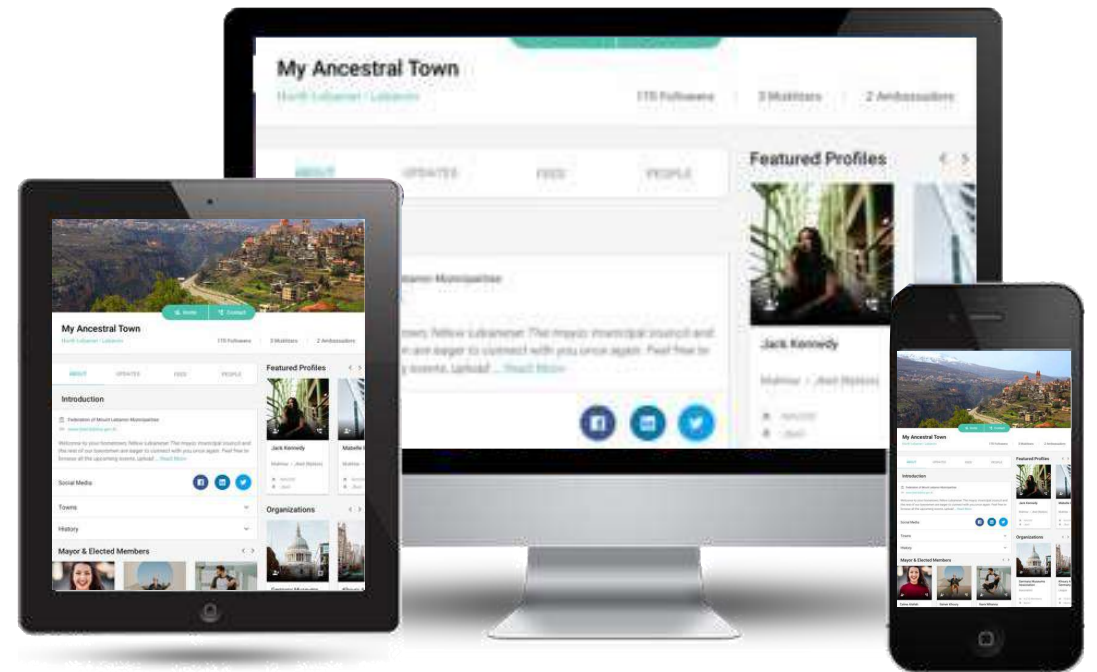
Startups

Services

Projects



Available for Download





www.DiasporaID.com

