

CONNECTING SMEs TO

FINANCE | GRANTS | INVESTMENT | GROWTH.

BUSINESS SUPPORT
ORGANIZATIONS

DIGITAL
ECOSYSTEM

PARTICIPATION
PROSPECTUS

2026 • 2027

Connecting Enterprise Support Organizations
to Nigeria's Largest SME Development Ecosystem

Discover, engage, support and empower millions of
verified SMEs across Nigeria through NASFIM's
all-year-round digital ecosystem designed for
enterprise development, capacity building, grants,
enterprise development, capacity building, grants
advisory service, innovation, partnerships and
measurable impact.



CONVENED BY

“

NASFIM helps
us reach thousands
of SMEs
nationwide.



GRANTS &
INTERVENTIONS



CAPACITY
BUILDING



BUSINESS
DEVELOPMENT



SME
MATCHMAKING



KNOWLEDGE
HUB



ANALYTICS &
REPORTING



VISIBILITY &
PROMOTION



PARTNERSHIPS &
COLLABORATION



ENTERPRISE
GROWTH



EXPECTED MARKET REACH



5M+

Expected
SMEs



100+

Business Support
Organizations



50+

Development
Partners



100+

Professional
Service Providers



100+

Financial
Institutions



200+

Investors



NATIONWIDE

Digital Reach
36 States + FCT



WHY NASFIM?

Nigeria's Largest SME Finance, Grants, Investment & Business Growth Ecosystem

NASFIM is a national digital ecosystem that connects millions of SMEs with financial institutions, investors, grant funders, development partners, business support organization and professional service providers to create unlimited opportunities for enterprise development, innovation,, investment and growth.



**ONE PLATFORM.
MILLIONS OF SMEs.
ENDLESS IMPACT.**

Your growth. Our mission.



WHY THIS MATTERS



WIDER DISCOVERY

Structured access to verified SMEs across Nigeria.



STRONGER OUTREACH

Promote programs, services, grants and events year-round.



QUALIFIED ENGAGEMENT

Intelligent matching with the right SMEs and stakeholders.



SMARTER DECISIONS

Actionable intelligence and analytics for better outcomes.



GREATER IMPACT

Drive inclusion, enterprise growth and national impact.



LONG-TERM PARTNERSHIPS

Sustainable relationships that build stronger ecosystems.

Stronger SMEs. Stronger Economy. Stronger Nigeria.

VALUE FOR YOUR ORGANIZATION



- ✓ Connect with millions of verified SMEs
- ✓ Deliver programmes and interventions digitally
- ✓ Recruit beneficiaries with ease
- ✓ Publish grants, opportunities and services
- ✓ Host webinars, trainings and events
- ✓ access business intelligence & analytics
- ✓ Measure impact and track outcomes
- ✓ Build strategic partnerships
- ✓ Increase institutional visibility
- ✓ Drive national development impact

SMES CAN ACCESS



Commercial Loans



Grants & Interventions



Investment Opportunities



Business Support Services



Training & Capacity Building



Export & Market Access



Mentorship & Advisory



Innovation & Technology



Knowledge Hub & Resources



Partnership & Collaboration



**JOIN THE MOVEMENT.
EMPOWER ORGANIZATIONS.
TRANSFORM SMEs.
TOGETHER, WE BUILD A STRONGER NIGERIA.**



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**TOGETHER,
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CONNECTING SMEs TO

FINANCE | GRANTS | INVESTMENT | GROWTH.

WHAT YOUR ORGANIZATION CAN DO ON NASFIM

NASFIM is a powerful digital ecosystem that enables your organization to connect, collaborate and create sustainable impact by empowering SMEs with access to finance, opportunities and business support across Nigeria.



ONE PLATFORM.
MILLIONS
OF SMES.
ENDLESS
IMPACT.

POWERFUL CAPABILITIES FOR YOUR ORGANIZATION



PUBLISH & PROMOTE

Publish grants, programmes, interventions, training, incubations, accelerators and more.



CONNECT & ENGAGE

Connect with millions of verified SMEs and relevant stakeholders.



ATTRACT & SCREEN

Receive applications, screen effectively and generate qualified leads.



MATCH & COLLABORATE

Find the rights SMEs for your needs and build strategic partnerships.



ANALYZE & MEASURE

Access real-time data, analytics and insights to measure impact and make better decisions.



HOST & MANAGE EVENTS

Organize webinars, virtual events, trade fairs and matchmaking sessions seamlessly.



SHARE & EDUCATE

Share knowledge resources, reports, guidelines and industry updates.



PROVIDE ADVISORY SERVICES

Offer expert advisory services tailored to the needs of SMEs.



EXTEND YOUR REACH

Increase visibility and strengthen your brand presence nationwide.



ENSURE TRUST & COMPLIANCE

Operate in a secure verified and credible environment.



DELIVERY CAPACITY BUILDING

Deliver training and capacity building programmes.



PUBLISH RESEARCH & REPORTS

Simplify application and submission processes digitally.



GENERATE QUALIFIED LEADS

Build a pipeline of interested and qualified SMEs.



ORGANIZE WEBINARS

Host and manage impactful webinars with ease.



ORGANIZE VIRTUAL EVENTS

Create engaging virtual events that drive participation and results.

SMART TOOLS. REAL RESULTS.



Advanced Search & Filters
Find SMEs, by sector, location, size, needs & more.



Communication Hub
Engage via email, SMS, in-app messaging & alerts.



Performance Dashboard
Track engagement, applications, outreach & impact in real time.



Document & Application Manager
Manage submissions and approvals, seamlessly.



Role & Access Control
Secure access for your team with defined permissions.



Impact Reporting
Generate reports that showcase your impact.



Security You Can Trust
All SMEs are verified for credibility and trust.

INTELLIGENT SME MATCHMAKING

We connect the right opportunities with the right SMEs using technology and data intelligence.



SMART ALGORITHMS
AI-powered matching that understands SME needs and goals.



QUALITY NETWORK
Access a verified ecosystem of SMEs, investors and partners.



DEEP INSIGHTS
Real-time data on sectors, locations, tools and growth potential.



ACTIONABLE RESULTS
Better targeting, stronger engagement and measurable impact.

“

NASFIM empowers organizations to reach more SMEs, deliver more value and create more impact across Nigeria.

Ally Year. Every Year.



THE VALUE YOU CREATE THROUGH NASFIM



NATIONAL REACH
Connect across 36 States + FCT



INCREASED ENGAGEMENT
More Connections
More Impact



STRONGER VISIBILITY
Year-round brand presence.



COST-EFFECTIVE OUTREACH
Lower acquisition costs, higher impact.



BETTER OUTCOMES
Data-driven decisions for better results.



SUSTAINABLE PARTNERSHIPS
Build lasting relationships that drive the ecosystem



CREDIBILITY & TRUST
Work with verified, professional and credible SMEs



**JOIN THE MOVEMENT
THAT EMPOWERS SMEs.**

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GREATER NIGERIA.**

CONNECTING SMEs TO

FINANCE | GRANTS | INVESTMENT | GROWTH.

POWERFUL SME ENGAGEMENT TOOLS

NASFIM gives participating organizations powerful engagement and communication tools to connect, inform, educate and empower millions of SMEs.



ONE PLATFORM.
MILLIONS
OF SMEs.
ENDLESS
IMPACT.

01 PROMOTE DIRECTLY TO SMEs

Reach and engage millions of SMEs through targeted and high-visibility promotional channels.

- Advertise on SME Dashboards
- Advertise on Homepage
- Featured Homepage Placement
- Homepage Banner Advertisements
- Opportunity Promotions
- Push Notifications
- Email Campaigns
- SMS Notifications
- Featured Newsletters



Increase visibility.
Drive engagement.
Generate results.
All in one powerful platform.

02 KNOWLEDGE HUB & LEARNING CENTRE

Build thought leadership and empower SMEs with knowledge that drives growth.

- Publish Articles
- Upload Research
- Publish Videos
- Upload Learning Resources
- Host Courses
- Deliver Online Training
- Publish Business Guides
- Build Institutional Thought Leadership



Educate. Empower. Influence.
Position your organization
as a trusted knowledge leader.

03 INTELLIGENT SME MATCHMAKING

Find, filter and connect with the right SMEs for your goals.

FILTER SMEs BY:

- | | |
|---------------|----------------------------|
| State | Turnover |
| LGA | Years in Business |
| Industry | Funding Need |
| Gender | Credit Readiness Score |
| Age | Investment Readiness Score |
| Business Size | Business Health Score |
| | Business Sector |



Smarter matching.
Better connections.
Stronger outcomes.

THE VALUE YOU CREATE THROUGH NASFIM



NATIONAL REACH
Connect across
36 States + FCT



INCREASED ENGAGEMENT
More SMEs.
More Impact.



STRONGER VISIBILITY
Year-round brand
presence



COST-EFFECTIVE OUTREACH
Lower acquisition
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BETTER OUTCOMES
Data-driven decisions
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PARTICIPATION PACKAGES

Choose the level of participation that best aligns with your organization's and impact ambitions.

PACKAGE		ANNUAL FEE
	01 BASIC PARTICIPATION Ideal for organizations starting their journey to support SMEs.	₦300,000
	02 STANDARD PARTICIPATION Designed for organizations seeking greater visibility and deeper SME engagement.	₦600,000
	03 PREMIUM PARTICIPATION For organizations looking for enhanced exposure and expanded impact.	₦1,200,000
	04 ENTERPRISE PARTICIPATION Built for institutions with broader reach and strategic program alignment.	₦2,500,000
	05 STRATEGIC PARTICIPATION For organizations driving national transformation and large-scale SME development.	₦5,000,000



WHICH PACKAGE IS RIGHT FOR YOU?

Every package had been designed to accommodate organization of different sizes and strategic objectives-from emerging enterprise support organizations to national and international development instituti.



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FEATURES COMPARISON

Full-page comparison table for easy decision-making.

FEATURES	BASIC	STANDARD	PREMIUM	ENTERPRISE	STRATEGIC
Organization Dashboard	✓	✓	✓	✓	✓
Organization Profile Page	✓	✓	✓	✓	✓
Organization Verification Badge	✓	✓	✓	✓	✓
Programme Listing	✓	✓	✓	✓	✓
Events Listing	✓	✓	✓	✓	✓
Training Listing	✓	✓	✓	✓	✓
Grant Listing	✓	✓	✓	✓	✓
Service Listing	✓	✓	✓	✓	✓
SME Enquiries	✓	✓	✓	✓	✓
Lead Generation	✓	✓	✓	✓	✓
Access to SME Dtatbase (Filtered)	—	✓	✓	✓	✓
Advanced Search Filters	—	✓	✓	✓	✓
Analytics Dashboard	—	✓	✓	✓	✓
Opportunity Promotions	—	✓	✓	✓	✓
Webinar Hosting	—	✓	✓	✓	✓
Featured Homepage Placement	—	—	✓	✓	✓
Banner Advert Placement	—	—	✓	✓	✓
Dedicated Account Manager	—	—	—	✓	✓
Email Campaigns to SMEs	—	—	—	✓	✓
Featured Newsletter	—	—	—	✓	✓
Sponsored Knowledge Center Articles	—	—	—	✓	✓
Custom Landing Page	—	—	—	✓	✓
API/Data Integration	—	—	—	—	✓
Impact Reporting Dashboard	—	—	—	✓	✓
Co-branding Opportunities	—	—	—	✓	✓
National Promotion Campaign	—	—	—	—	✓
Strategic Partnership Recognition	—	—	—	—	✓



CHOOSE THE RIGHT PACKAGE. CREATE GREATER IMPACT.

Whether you are an emerging support organization or a national development institution, NASFIM offers the right tools and visibility to help you empower more SMEs.



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WHO SHOULD PARTICIPATE ?

This Opportunity is Ideal For:

01



BUSINESS DEVELOPMENT & ENTERPRISE SUPPORT

- Enterprise Development Centers
- Business Accelerators
- Innovation Hubs
- Incubators
- SME Support Organizations

02



TECHNOLOGY & DIGITAL SERVICES

- ICT Companies
- Software Companies
- Web Developers
- Digital Marketing Agencies
- Branding Agencies
- Telecommunications Companies

03



HUMAN CAPITAL DEVELOPMENT

- Training Companies
- Coaching Firms
- HR Companies
- Recruitment Agencies
- Mentorship Organizations

04



TRADE & MEMBERSHIP ORGANIZATIONS

- Chambers of Commerce
- Business Membership Organizations
- Trade Associations
- Cooperative Federations
- Export Promotion Organizations

05



AGRICULTURE & MANUFACTURING SUPPORT

- AgTech Companies
- Agro-input Suppliers
- Agricultural Extension Providers
- Manufacturing Support Providers

06



DEVELOPMENT SECTOR

- NGOs
- Government Agencies
- Development Finance Institutions
- Donor Agencies
- International Development Organizations
- Corporate Foundations
- Multilateral Organizations

07



OTHER BUSINESS SUPPORT PROVIDERS

- Insurance Companies
 - Logistics Companies
 - Energy Providers
 - Security Companies
 - Professional Service Firms
 - Business Advisory Firms
 - E-commerce Platforms
 - Shared Business Facilities
- And many more.



VISIT WEBSITE



YOUR PARTNERSHIP. OUR PLATFORM. LIMITLESS IMPACT.

Join a diverse community of organizations committed to empowering SMEs and driving sustainable economic growth across Nigeria and beyond.



JOIN THE MOVEMENT THAT EMPOWERS SMEs.
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Together for a **stronger Nigeria**

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TOGETHER, WE CAN BUILD A STRONGER SME ECOSYSTEM FOR A GREATER NIGERIA.

JOIN NIGERIA'S LARGEST SME DIGITAL ECOSYSTEM

YOUR PARTICIPATION DELIVERS:

-  Continuous National Visibility
-  Direct Access to Millions of SMEs
-  Verified SME Database
-  Intelligent Business Matching
-  Better Programme Reach
-  Lower Beneficiary Acquisition Costs
-  Stronger Monitoring & Evaluation
-  Real-Time Analytics
-  Measurable Development Impact
-  Sustainable Year-round Engagement
-  Strategic Partnerships
-  National Recognition



“ Together, we empower enterprises. We build system. We transform lives. **We grow Nigeria.** ”



PAYMENT DETAILS



Account Name

NASFIM MARKETPLACE LTD



Account Number

1014209580



Bank

Keystone Bank



CONTACT US

NASFIM Secretariat

Association of Small Business Owners of Nigeria (ASBON)
No. 91, Abeokuta Street, Anifowoshe,
Ikeja, Lagos, Nigeria.



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VISIT WEBSITE

CONNECT. SUPPORT. EMPOWER. TRANSFORM.

Join the NASFIM Digital Ecosystem today and become part of Nigeria's most comprehensive platform connecting Business Support Organizations with millions of SMEs, creating measurable impact, fostering innovation, and driving sustainable enterprise growth across the nation.



MILLIONS OF SMEs

One Platform.
Unlimited Potential.



STRONGER
PARTNERSHIPS

Greater Impact
Together.



DATA, INSIGHT,
IMPACT.

Powering Decisions
That Matter.



A NATION OF
OPPORTUNITIES

Empowering SMEs
Transforming Nigeria.

BE SEEN.
BE CONNECTED.
BE IMPACTFUL.

*Be Part of
Change!*

