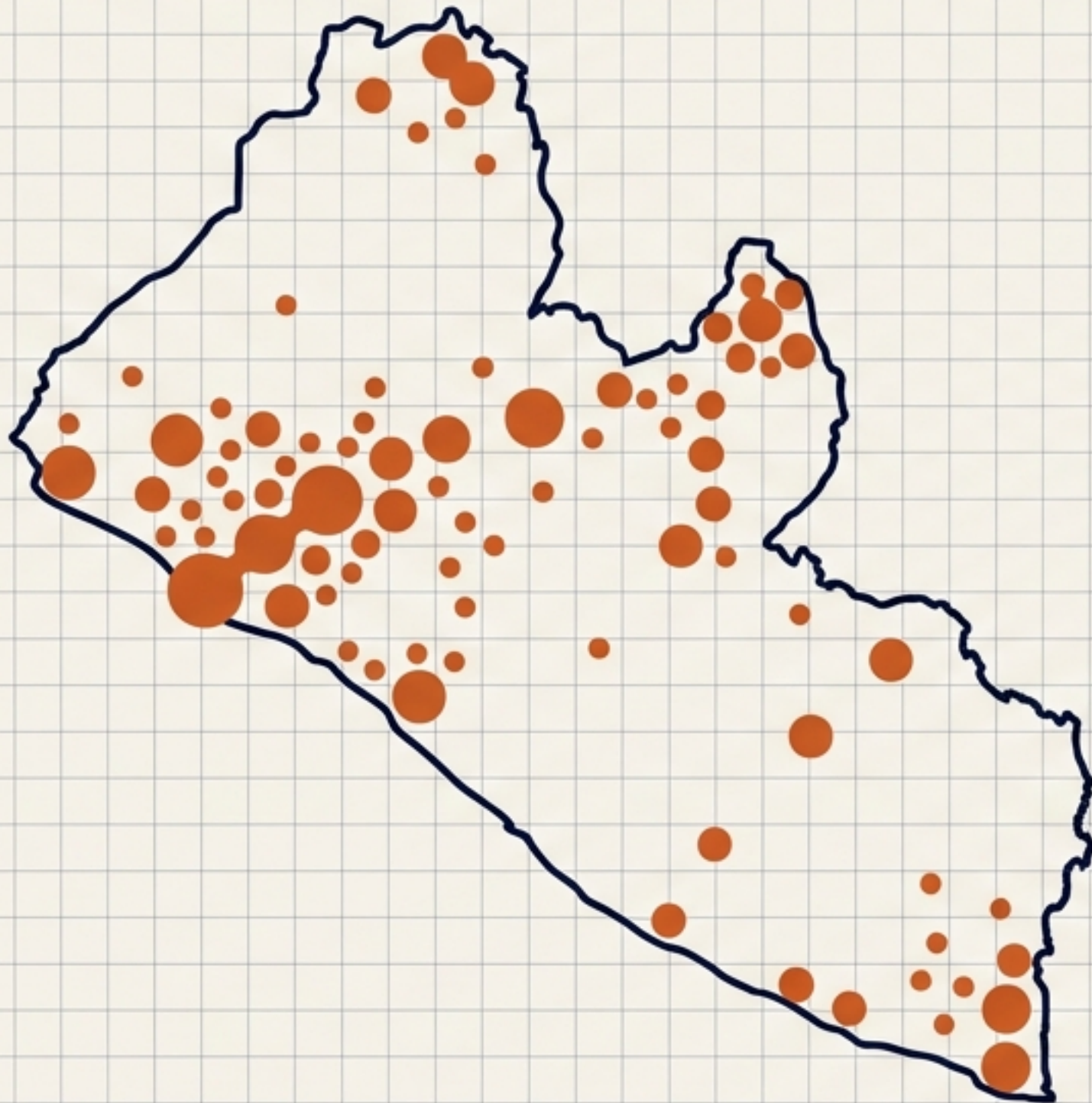


# Structuring Liberia's Economic Engine

The CEPRES Business & Enterprise Movement (CBEM):  
A national blueprint for transforming informal survival activities into scalable, profitable enterprises.

# High Entrepreneurial Energy Trapped in Survival Mode



## The Reality

Liberia possesses strong entrepreneurial drive among youth, women, and informal sector operators.



## The Problem

This energy is uncoordinated. Micro and small business owners operate without structure, mentorship, or organized business systems at the community level.



## The Result

High business failure rates, low profitability, and stagnant macroeconomic growth.

# Four Structural Chasms Block the Path to Scale

## Structural Gap

No localized business support; weak coordination between training, finance, and markets.

## Financial Gap

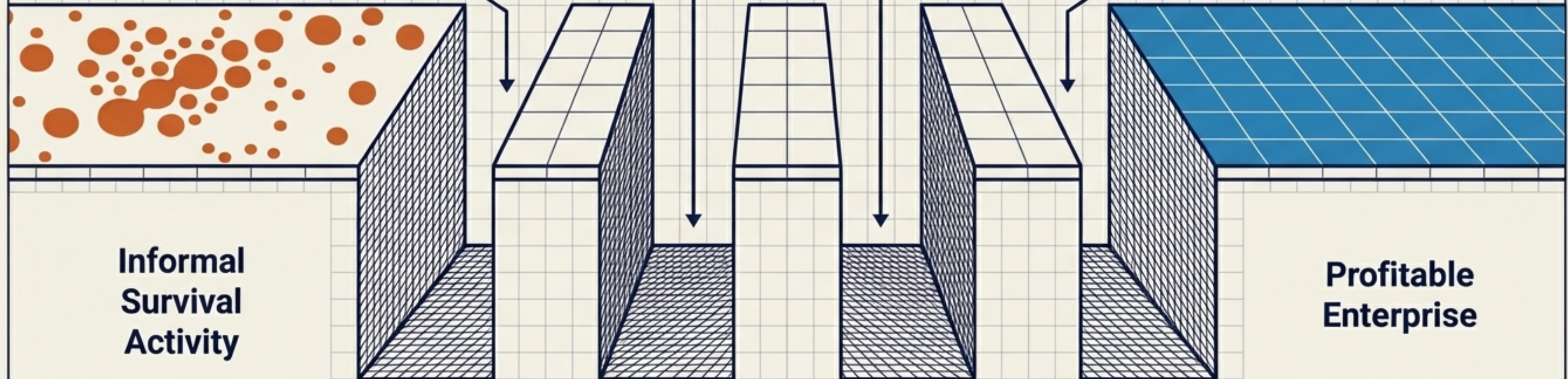
Extreme reliance on informal, predatory lending; no credit tracking systems.

## Capacity Gap

Low financial literacy; weak record-keeping and innovation pathways.

## Market Gap

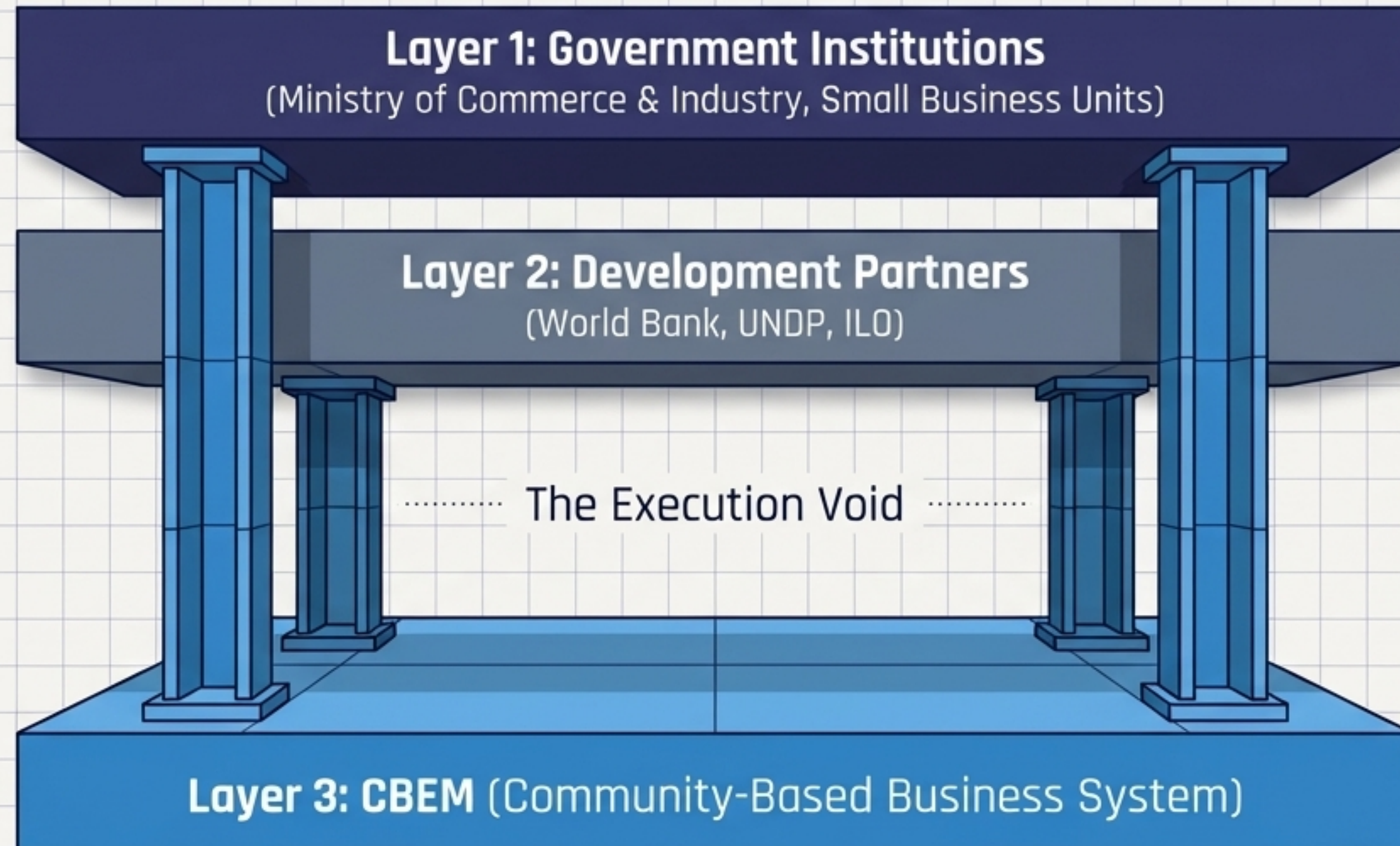
Poor value chain integration; hyper-local reach with low digital market participation.



**Informal  
Survival  
Activity**

**Profitable  
Enterprise**

# The Architectural Disconnect in Current Economic Development



**CBEM is the critical execution layer delivering real support to the underserved entrepreneur.**

# Moving from Fragmentation to Formalization

## Entrepreneurship Without Structure



Invisible, untracked, informal.



Predatory, informal lending with no credit history.



Hyper-local, physically constrained.



None.



## The CBEM Ecosystem

Business Passport System (BPS) providing digital identity and data.



Smart Finance Network linking VSLA, microfinance, and digital lending.



LINBACON Digital Commerce for B2B, B2C, and export linkages.



Community Enterprise Zones (CEZ) staffed by localized Youth Agents.



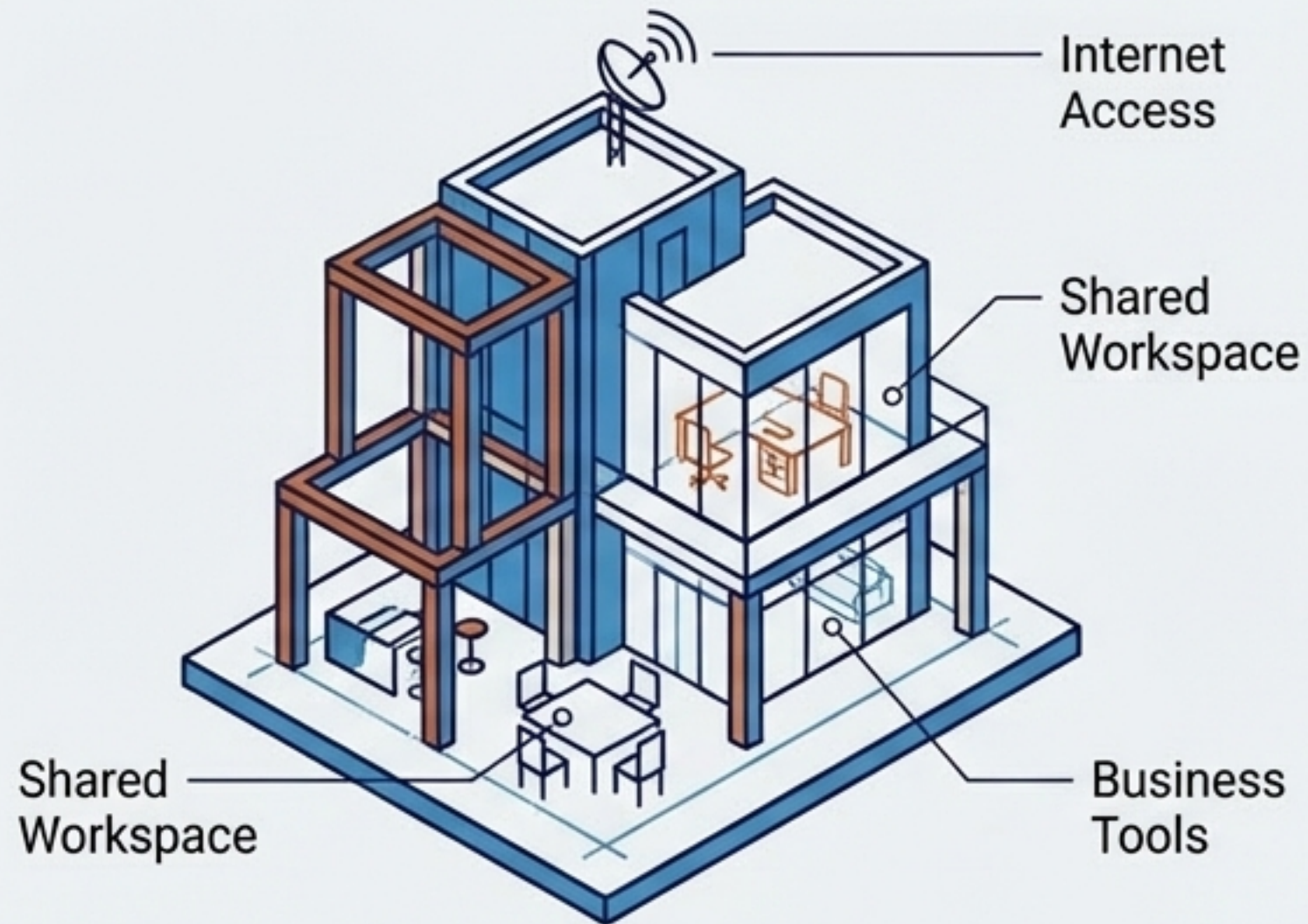
# The CBEM Engine Operates as a Continuous Flywheel



The youth-led workforce at the center continuously drives businesses through data, capital, and markets.

# Anchoring the System Through Localized Execution Hubs

## Community Enterprise Zones (CEZ)



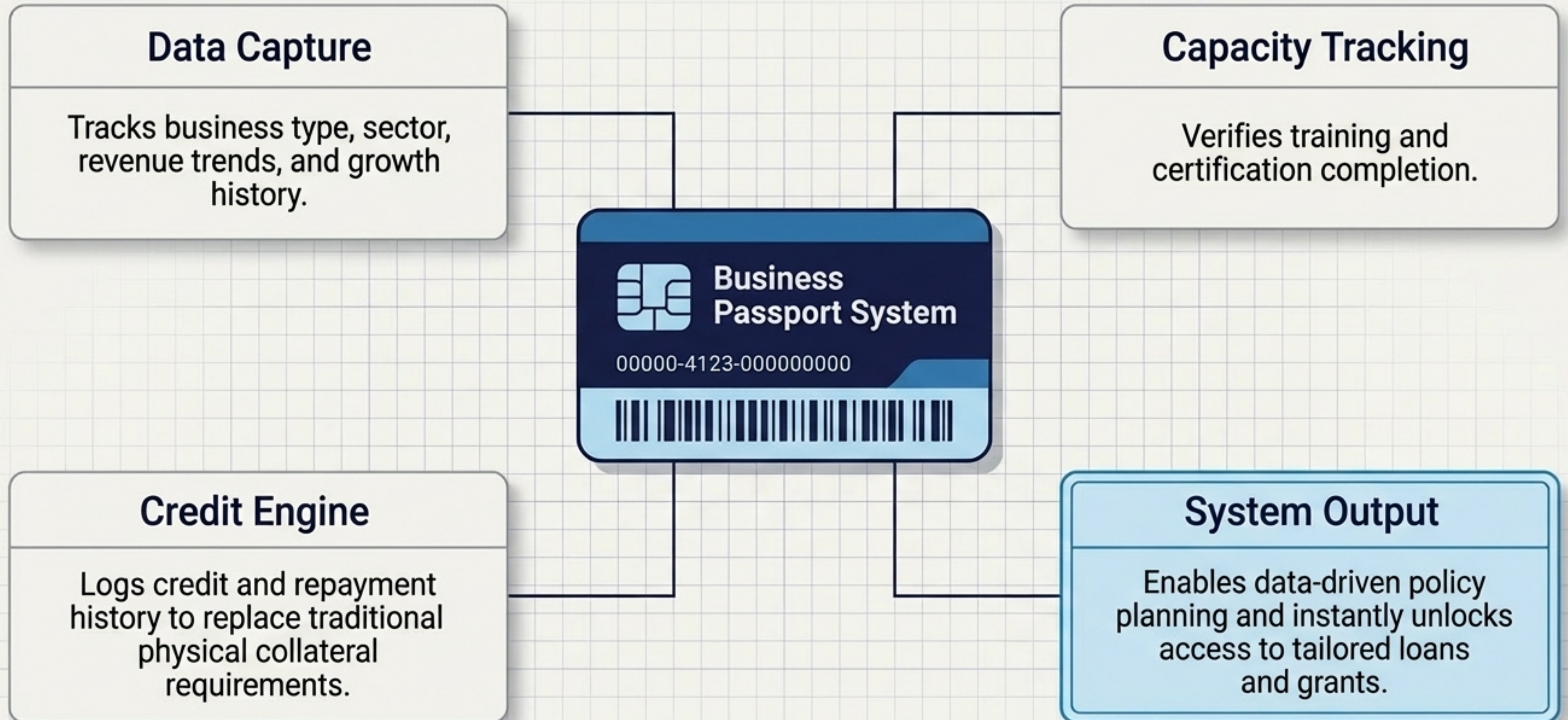
Localized hubs providing registration support, mentorship, and shared services. Organized strictly by sector: Agriculture, Trade, Manufacturing, Services.

## Volunteer Business Support Corps (VBSC)



A youth-led enterprise support workforce. They deliver business coaching, financial literacy, registration assistance, and market linkage directly to the entrepreneur.

# The Business Passport Turns Identity into Collateral



# The Entrepreneurial Lifecycle Escalator



## Step 1: Prevention (Readiness)

Entrepreneurship training, idea validation, and foundational financial literacy.

## Step 2: Startup Support

Formal business registration, access to initial startup capital, and core mentorship.

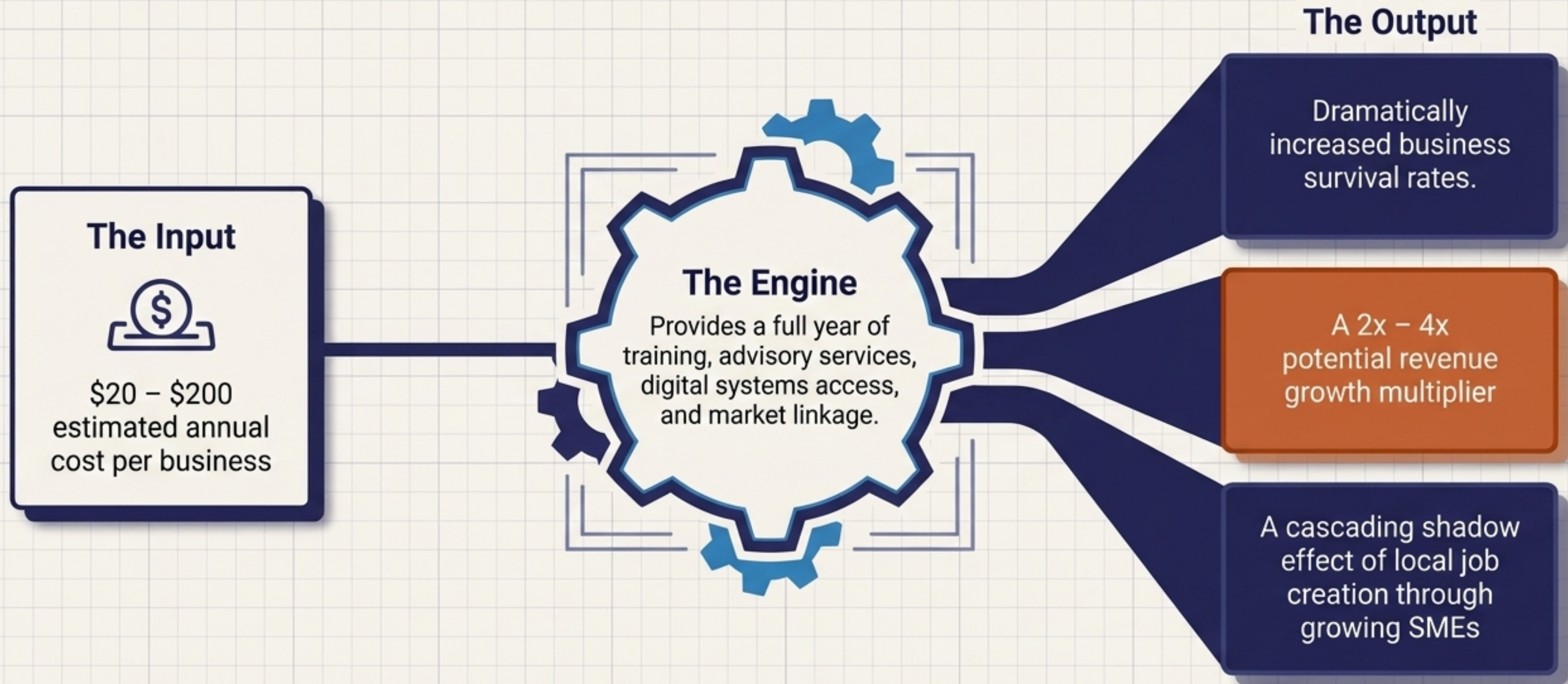
## Step 3: Stabilization (Survival)

Ongoing advisory services, active financial management, and risk mitigation strategies.

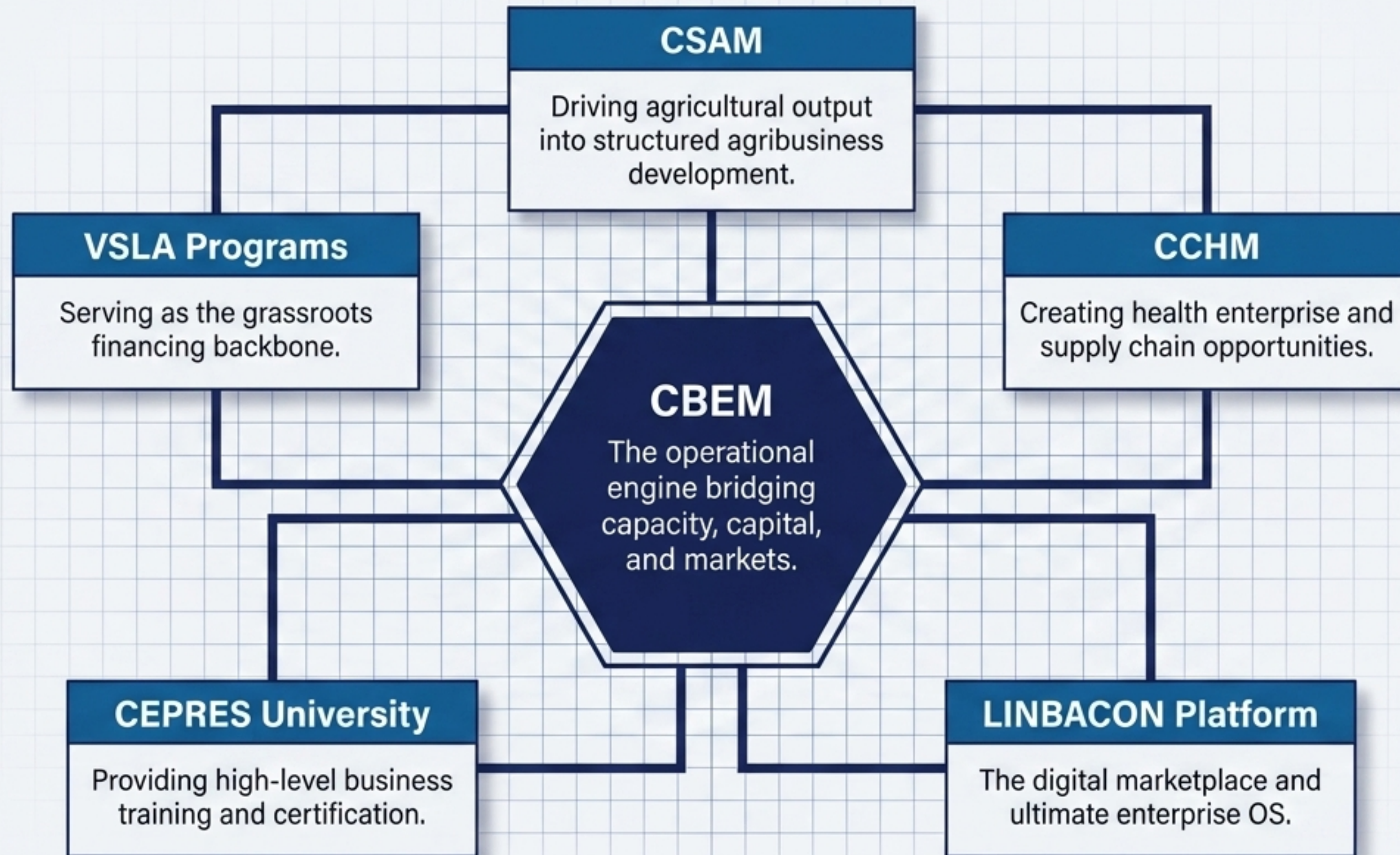
## Step 4: Growth & Expansion

Scaling strategies, market expansion via LINBACON, and total digital transformation.

# The Economic Multiplier Generates Asymmetric Returns



# The Macro-Ecosystem Blueprint



# Phased Rollout to National Scale



## Governance Backbone



# Systemic Formalization for a Resilient Economy

## Economic Expansion

Increasing national productivity and rapidly reducing unemployment through SME scale.

## Social Empowerment

Driving women-led enterprise growth and youth economic inclusion to reduce poverty.

## Systemic Resilience

Permanently formalizing the informal economy, enabling data-driven economic planning, and decentralizing access through technology.