

IFADA





## ABOUT IFADA

AN INVITATION TO  
TRANSFORM OUR ECONOMY

Join us and immerse yourself in ifada, a one-of-a-kind fellowship program that provides a network of mentors and advisors to support the design, fundraising, and launch of new innovative financial products and services for Jordan and the wider MENA region. Designed as a three-month journey (and up to six months to support the implementation of ideas that graduate), ifada provides leaders with hands-on design thinking and capacity building workshops, data workshops, inspirational talks, as well as business economics intensive capacity building and guidance.

ا  
ف  
ا  
د  
ق

## ABOUT IFADA

## WHY ARE WE PASSIONATE ABOUT INNOVATION FINANCE?

Simply put, we're responding to a national call to action. With Jordan ranking #159 out of #181 countries for "access to credit" in the Ease of Doing Business Report 2017, the time for action is now. Transformation is already underway, as Jordan is seeing a once-in-a-generation opportunity for finance entrepreneurs to help shape the future prosperity of Jordanian businesses.

## ANSWERING A CALL TO ACTION

We cater to innovative finance entrepreneurs, those from private ventures, corporations, developmental finance organizations, or even standalone entrepreneurs keen to design products that multiply the potential for access to capital in Jordan. Included are those catering to equity products, debt products, hybrid finance models, across all economic clusters, and in any structure envisioned from funds to corporations to startups.





## ABOUT IFADA

## IFADA'S GOALS

Ideas are not enough, and at ifada, our goal is to help convert product concepts into real fundable finance instruments. We aspire towards:

1. Working within a small "fellowship" mindset that enables peer-to-peer learning to help participants imagine, refine, prototype, and test new innovation finance ideas.
2. Enabling those capable (including full-cycle and corporate entrepreneurs) to develop products and/or services that both investors and potential beneficiaries find appealing.
3. Unleashing a culture of execution that enables participants to deliver impactful finance products that multiply access to capital for entrepreneurs.
4. Enabling those capable (including full-cycle and corporate entrepreneurs) to develop products and/or services that both investors and potential beneficiaries find appealing.



## ABOUT IFADA

## BEYOND CAPITAL

BeyondCapital promotes the entrepreneurial ecosystem in Jordan through comprehensive support for Entrepreneurs, Finance Entrepreneurs and Angel Investors. BeyondCapital leverages capital, expertise and access to networks to foster a dynamic and open environment, leading to job growth, increased equity investment and driving the new generation of Jordanian businesses.

!

ف

|

)

ة

beyond  
capital

