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alerzo



Project Launchpad

Project: Alerzo

Location: Nigeria

Start: January 2024

Overview

Alerzo is a B2B platform for micro, small, and medium size businesses focused on providing orders of stock supply (for retail sale) from large distributors or manufacturers to MSMEs through digital solutions while also layering financial and digital solutions.

Through the **eTrade Alliance** and **Mastercard's** Microcredit program, Alerzo will pilot and deploy its suite of digital capabilities that provide financial services and supply chain management support to MSMEs as well as improve their financial and digital literacy. The pilot will prioritize MSMEs in rural communities across distinct geo-political zones.

See the [press release here](#).

Objectives



Onboard **7,000** new MSMEs



Upgrade services for **3,000** previously enrolled MSMEs



Train **1,000** MSMEs on financial & digital literacy

Impact Areas

Financial Inclusion: Through the Mastercard Microcredit program and Alerzo's network, the pilot will increase access to basic banking, digital payments, and credit services for thousands of MSME retailers by deploying field agents throughout Nigeria.

Capacity Building: Alerzo will train individuals on basic business, financial literacy, and banking tools so that they may utilize Alerzo's app-based digital business management and payment solutions.

Access to Supplies & Stock Financing: Alerzo's digital B2B marketplace digitizes the supply chain, connecting MSMEs with major distributors or manufacturers. The platform also enables MSMEs to acquire inventory without upfront costs (via stock financing) enabling them to expand product offerings and availability to meet customer demands.