

# MARIE-REINE SESHIE

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**Kola Market**

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2024 Global Fellow



## BIG BOLD IDEA

**Increase sales, access to financing, and resources for women small business owners and underserved communities by providing market access, data science, training, and hands-on support.**

## ORGANIZATION OVERVIEW

Kola Market provides comprehensive training to improve business skills, helping small businesses effectively manage and deplete inventory. Kola Market's free app digitizes sales and credit data and aggregates demand, enabling business owners to command better prices and gain insights to finance the right high-margin products. Kola Market's vision is to transform small businesses from being risk-based to investable, equipping them with the tools, support, and knowledge necessary for sustainable growth.

## PERSONAL BIO

Marie-Reine Seshie is the founder and chief executive officer of Kola Market, a platform that enables women-owned small businesses to gain access to profit-enhancing financing and high-income generating products. Her work focuses on bridging gaps in equitable access and restoring dignity for women through business. After experiencing how supply chain issues and lack of access to financing impacted the incomes of small business owners — including her mother — Marie-Reine was determined to develop a scalable way to provide small businesses access to financing and profit-enhancing products. She has a bachelor's degree in economics and a master of business administration from Asia School of Business. As a banking executive, she developed innovative solutions that enhanced access to over \$100 million worth of financing for small businesses. In addition to winning a WSA Global Award, she's an AGYLE Fellow and a Google Accelerator alumna. Marie-Reine is also a speaker on small businesses and women representation.

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### Organization/Fellow Location

Accra, Ghana

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### Impact Location

Ghana

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### Organization Structure

For-profit

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