Corporate Synopsis

What is Homestrings.com?

Homestrings.com (Homestrings) is an electronic platform that gives an “organized” voice to members of the Diaspora in influencing development choices in their homeland. Homestrings, a contraction of Homesick and Heartstrings, showcases vetted investment projects and funds that are focused on key development objectives chosen by the Diaspora, ranging from infrastructure to healthcare.

What is the supporting data for this initiative?

In 2008, according to the World Bank, migrant worker private transfers to Africa accounted for US$40 billion. Foreign Direct Investments accounted for less than US$4 billion and the World Bank’s own portfolio accounted for less than US$20 billion. Despite conventional wisdom that all private transfers are for subsistence purposes, there is strong evidence to suggest that a portion of those annual flows is directed at investments. Homestrings proposes to rationalize these investment options for the Diaspora.

How does Homestrings intend to offer opportunities to the Diaspora?

Homestrings uses strategic partnerships in both the public sector and the private sector to source, vet and structure opportunities it deems of interest to the Diaspora. To that end, investment funds that have a strong involvement in development projects and private public private partnerships in Africa covering many sectors and regions have uploaded such information onto the Homestrings platform. Each opportunity is selected on the basis of its impact on development as well as its return prospects. The combination of doing well and doing good is at the heart of the Homestrings proposition.

Why would the Diaspora be interested in Homestrings?

Current impact-driven credible investment offerings are scarce. Homestrings proposes to be the central repository for such investment offerings – using its financial structuring capability to reshape investment opportunities into palatable options for the Diaspora.

Does Homestrings intend to offer similar access to all Diaspora groups?

Yes, having started with showcasing vetted African and Caribbean funds, Homestrings is in the process of adding investment opportunities representing all regions of the world.
**Key contact:**

Eric-Vincent Guichard  
Founder & Chief Executive Officer  
Homestrings.com  
Washington, DC  
[eric@homestrings.com](mailto:eric@homestrings.com)  
www.homestrings.com

Derek J. Smail  
Senior Advisor  
Advisory Board  
Homestrings.com  
London, United Kingdom  
[DJRSmail@aol.com](mailto:DJRSmail@aol.com)  
www.homestrings.com