



SUCCESS STORY

DEED GRANT PARTNER WINS NATIONAL BUSINESS PLAN COMPETITION AWARD



Photo: DAI

Eddyson Mesamour receiving an award check from the Minister of Finance Ronald Baudin.



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Award ceremony for the 10 winners of the HIFIVE business plan competition. The competitors received over 50 hours of in class training for several business modules, and 10 hours of one on one consulting assistance to finalize and present their business plans.

As a child Eddyson Mesamour accompanied his parents as they worked on their plantation. His interest in the field grew into a course of study and Eddyson attained his BA in agriculture. In doing his work, he noticed how the local farmers produced and sold their crops individually without any technical assistance or knowledge of soil conservation. The production was not optimal and the soil was left impoverished and unfertile. In an effort to fight the massive erosion in the region, he set up an agricultural association MODEPROVES. Its' main objectives were to create a cooperative farmer work approach, (similar to the American barn-raising), to establish a tree nursery which would serve the community, and to provide training for farmers on soil conservation.

Eddyson and his association teamed up with technicians from Haiti DEED who introduced them to permaculture initiatives and also organized training on leadership, business planning, finance, and accounting. DEED informed Eddyson of a national business plan competition, organized by a USAID funded project HIFIVE (Haiti Integrated Finance for Value Chains and Enterprise), and sponsored by several governmental agencies and private sector companies. The winner of the competition would receive extensive training on business modules and be awarded \$10,000 US towards their business initiative.

In August 2010 Eddyson, with the help of DEED consultants, participated in the competition and was selected to be part of the 80 first round winners out of the 377 applicants. After six weekends of training, Eddyson had to submit his business plan. Chosen as one of the 20 semifinals, he then had to present and defend his business plan before a panel of judges. In December 2010, Eddyson was named one of the 10 national winners and was recognized in an award ceremony.



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From left to right: **Greg van Koughnett**, head of legal and regulatory affairs for Digicel Haiti; **Carline Dei**, USAID Mission Director; **Ronald Baudin** Haitian Minister of Finance; and **Eddyson Mesamour** receiving the award.



Photo: DAI

Eddyson is happy and proud of his achievement for himself and the community. He states: ***“We hope that we can grow and from this, our association can invest and work with other sectors like education and training”***

Eddyson recalls: ***“The results were announced on the radio and my father went crazy with joy when the journalist named the winners. Everybody in the village was ecstatic... I felt proud and was humbled by the whole experience.”***

Eddyson wants to create a general agricultural supply store, which will carry organic fertilizer, natural pesticides, and seeds among other agricultural products to serve the community in Limbe.

Economic Development for a Sustainable Environment (DEED) is a three year project aiming to protect watersheds in Haiti 90,000 hectares around Montrouis and Limbé—focusing on environmentally economic development through commercial agriculture, alternative livelihood development, natural resource management and environmental recovery. DEED works in direct partnership with local producer groups that are already established and active in the watersheds. By engaging local stakeholders as implementation partners, DEED works to create successful and sustainable economic growth and environmental regeneration in the watersheds.

HIFIVE is a financial sector service project designed to encourage the Haitian economy by increasing the availability of financial products and services to its people and to its enterprises. HIFIVE works primarily on the supply side of the financial sector to empower Haitians by providing access to innovative financial products and services with a focus on rural areas, targeting high potential value chains, encouraging Diaspora investments, supporting the use of technology for increasing financial inclusion, and maximizing synergies with other USAID projects.