

# SLinT Tech Expo



*“Innovation Without Borders”*

Gain year-round brand visibility, direct access to decision-makers, and a strategic foothold in Africa’s rapidly growing tech ecosystem.



The SLinT Tech Expo is a driving force for innovation, collaboration, and progress. By bringing together visionary leaders, tech pioneers, and change-makers, this event is shaping the future of technology beyond borders. It’s not just about ideas—it’s about action, investment, and impact. I fully endorse this initiative and encourage industry leaders, innovators, and investors to be part of this transformative movement.

**Aminata Kondeh | President**  
Sierra Leoneans in Technology  
Tel: 301-792-6305 | <https://slint.org>  
Email: [aminata.kondeh@slint.org](mailto:aminata.kondeh@slint.org)

**Sierra Leoneans in Technology**

## SLinT Tech Expo 2025: Innovation Without Borders

**Date:** May 10, 2025

**Location:** University of Maryland

**Focus:** Bridging technology, innovation, and investment between Sierra Leone, the African diaspora, and the global tech ecosystem.



### Why Sponsor the SLinT Tech Expo?

Sponsoring the SLinT Tech Expo means unparalleled access, visibility, and engagement with a highly influential and fast-growing tech community. Our event connects your brand with government leaders, business decision-makers, entrepreneurs, professionals, and students actively shaping the future of technology in Africa and beyond.

### Sponsor Benefits & Deliverables

- Year-Round Brand Exposure – Logo placement on event materials, website, social media, and marketing campaigns.
- Direct Access to Decision-Makers – Engage with top-tier government officials, industry leaders, and tech professionals.
- Targeted Networking Opportunities – VIP meetups, private roundtables, and industry-specific sessions.
- Thought Leadership Positioning – Speaking engagements, panel participation, and content collaborations.
- Lead Generation & Market Expansion – Showcase your solutions to a tech-savvy audience eager for innovation.
- Workforce Development & Talent Access – Connect with the next generation of skilled African technologists.
- Corporate Social Responsibility & Impact – Partner with us to support education, technology, and entrepreneurship initiatives.

### Quick Facts at a Glance

**20+** Expert Speakers | **200+** Attendees | Global Reach | Tech & Business Innovations | Industry Panels & Workshops

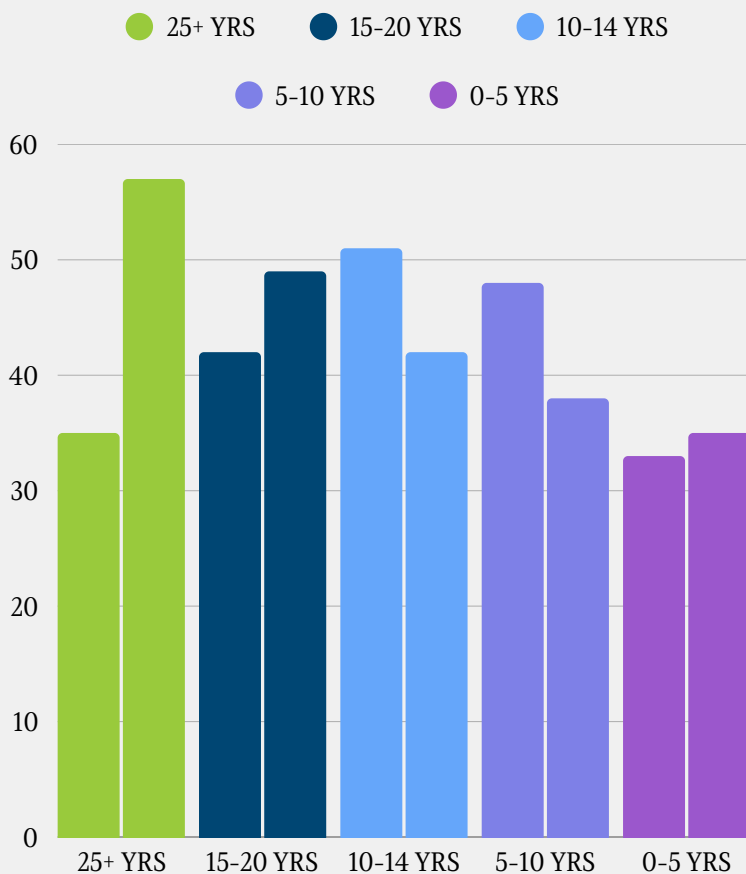
Let's craft a sponsorship package that aligns with your business goals and maximizes your impact; contact us at [sponsors@slint.org](mailto:sponsors@slint.org) or call **301-792-6305**.

# INNOVATION WITHOUT BORDERS 2025

University of Maryland, college Park, MD

Demographic Information

## 250 REGISTERED



38 SPEAKERS

29 MEN | 9 WOMEN

### 90K+

SM REACH

|#SLinTTechExpo

### 3K+

LIVE STREAM  
VIEWS

### 60K+

IMPRESSIONS

### 41+

VOLUNTEERS

**Goals:** We connect sponsors with a highly engaged and diverse audience, providing a platform to showcase products and services that matter. By educating potential customers through direct engagement, thought leadership, and interactive experiences, we help drive sales and accelerate customer growth.

With a focus on Innovation Without Borders and the African region, the Expo is a strategic gateway to a rapidly growing market of tech professionals, entrepreneurs, and industry leaders. This is an opportunity to align your brand with a growing market, expand your reach into Africa's thriving tech ecosystem, and forge meaningful partnerships that transcend geographic boundaries.

## About the Founders



SLinT was founded to bridge the gap between Sierra Leone's tech ecosystem and the global stage, creating opportunities for Sierra Leonean professionals to thrive in the ever-evolving world of technology. With the vision of Alie Bangura, Gad Swaray, Sahr Lebbie, and Tamba Lamin, the movement has grown into a thriving platform that fosters collaboration, nurtures talent, and attracts investment to drive innovation without borders.

## A Journey of Leadership & Impact

Leading SLinT is personal to Amie Kondeh, whose tech journey began as a desktop technician. Through perseverance and a passion for cybersecurity, she rose into leadership. Born in Freetown, Sierra Leone, and building her career in the U.S., she understands the barriers African professionals face. This drives SLinT's mission to bridge gaps, create opportunities, and empower future African innovators.



# Empowering Innovation, Bridging Gaps, and Shaping Africa's Tech Future

SLinT is more than an organization—it's a mission to bridge gaps and empower African innovators. Sponsoring SLinT means investing in people, progress, and Africa's tech future, turning ideas into impact and driving global leadership.

## Building Bridges Through Technology

SLinT empowers Sierra Leone's tech ecosystem, connecting it to the global stage through collaboration and innovation. We extend technology's reach by partnering with **SUDU, Project 1835, Develop Africa, and Thaakat Foundation**—supporting **education, entrepreneurship, healthcare, and digital access**.

What sets SLinT apart is our focus on real, **measurable change**. We're not just advocating for technology; we're using it as an **economic growth and empowerment catalyst**.

Sponsoring SLinT is an investment in talent, innovation, and Africa's future. Together, we can drive progress and create lasting impact.

## Mission Statement

Our mission is to empower Sierra Leonean technologists through philanthropy, professional development, and strategic collaborations, driving innovation and fostering a more equitable, tech-driven future.

## SLinT Tech Expo Mission

The SLinT Tech Expo unites tech leaders, entrepreneurs, and investors to drive innovation, collaboration, and economic growth. Under the theme "**Innovation Without Borders**," it showcases advancements, fosters partnerships, and highlights technology's role in Africa's digital future. Through panels, workshops, and exhibitions, the expo positions Sierra Leone as a hub for tech innovation and investment.

## Sponsor Benefits

Some promotional opportunities can include, but are not limited to:

- Branding to the Sierra Leonean government, including all Ministries, Departments and Agencies, Organizations such as the **World Bank, UN, Entrepreneurs in Sierra Leone** and the broader African community
- Our partners' websites – <https://slint.org/about/partners/>
- Cross promotions with **UMD, AccelerEd, PM4Change, UMGC Ventures, TpGroup, SBTS Group, IMOTECH Solutions, Sierra Leone Government, Sudu Salone, Develop Africa, Thaakat Foundation**
- Enhance your cause-related marketing by participating in a program that empowers Sierra Leone's tech ecosystem, bridging the digital divide and creating opportunities for underserved communities.

By sponsoring SLinT Tech Expo, your organization will directly contribute to empowering Sierra Leone's tech ecosystem, bridging the digital divide, and creating opportunities for underserved communities. Through our partnerships with local organizations, your support will help:

- Provide students in Sierra Leone with access to technology and education, equipping them with the skills needed for the future.
- Support Sierra Leoneans by providing quality education, healthcare, and socio-emotional development.
- Train the next generation of technologists and entrepreneurs through innovation hubs, vocational training, and mentorship programs.
- Foster economic development by supporting initiatives that provide microfinance, business training, and resources to local innovators.
- Exclusivity in your category
- Exhibitor opportunities, signage and your company representatives at the event(s)
- Promotion in social media: High-impact exposure before, during, and after the event through digital marketing, social media campaigns, and press releases.
- Branding on a national resource list
- Speaking opportunity at the event(s)
- Option to provide premium in show bags
- Free ad in the program book
- Option to provide prize giveaways
- Onsite sales, sampling and couponing opportunities
- VIP passes for staff and special clients
- Promotion in upcoming webinar series
- Dedicated campaign with pre-marketing and follow-up promotion
- Email blast to a highly engaged audience of tech professionals, business leaders, government officials, entrepreneurs, and students across Sierra Leone and the diaspora, reaching over 3,000+ audiences in our community.
- Year-long coaching program to keep the sponsor's name visible
- Making a Difference Award will be presented to sponsors with photo opportunities



The SLinT Tech Expo attracts a diverse and high-impact audience, offering sponsors access to key decision-makers, innovators, and a rapidly growing tech-savvy market.

### **Government Officials & Policymakers (35–60+)**

Predominantly **male (87.6%)** with a growing **female presence (12.4%)**, they are high-income earners with budget control and policy influence. Representing key sectors like **ICT, finance, education, and infrastructure**, they are driven by **economic growth, digital transformation, and sustainable development**. They face challenges in **infrastructure, cybersecurity, and emerging technologies** while staying influenced by global tech trends.

### **Business Owners & Decision-Makers (30–55+)**

A balanced gender mix with a growing number of female entrepreneurs, these **mid to high-income leaders** are actively **investing in business growth and digital transformation**. Representing diverse sectors such as **fintech, agritech, healthtech, and e-commerce**, they are **highly educated with business or entrepreneurial training**. Motivated by scaling businesses, networking, and funding opportunities, they value **growth, strategic partnerships, and community impact**. Their challenges include access to **tech tools, digital marketing, and scalability**, while their decisions are influenced by industry trends, investors, and digital platforms.

## **WHY THIS MARKET MATTERS TO SPONSORS**

Africa's technology sector is rapidly growing, with AI and emerging technologies projected to contribute **\$1.5 trillion** to the continent's GDP by **2030 (World Economic Forum, 2025)**. The African tech startup ecosystem remains strong, securing **\$3.2 billion** in funding in 2024, reflecting continued investor confidence and innovation-driven expansion. This thriving market presents a unique opportunity for sponsors to engage with decision-makers, gain brand visibility in a booming digital economy, and drive industry growth across Sierra Leone and beyond. Partnering with SLinT Tech Expo connects sponsors to the next generation of tech leaders, innovators, and businesses shaping Africa's digital future.

## Marketing Plan

To spread the word about the SLinT Tech Expo, we'll use a multi-channel approach that blends:

- **Traditional Media** – Press releases, media partnerships, and industry publication features to position SLinT as a leader in innovation.
- **Digital Marketing** – Social media campaigns, influencer collaborations, and targeted digital ads to generate buzz and drive attendance.
- **Broadcast & Audio Outreach** – Radio interviews, podcast features, and email newsletters to maintain engagement.
- **Direct Outreach** – Leveraging partners, WhatsApp groups, and networking events to invite government officials, business leaders, and professionals personally.
- **Local Engagement** – Billboards, university activations, and industry meetups to amplify our presence on the ground.

## Cause-Related Marketing Opportunities

To maximize awareness and engagement for the SLinT Tech Expo, we will deploy a multi-channel marketing strategy:

- **Media & Thought Leadership** – Press releases, media partnerships, and industry articles to establish credibility and attract attention.
- **Influencer & Network Collaborations** – Partnering with tech leaders, influencers, and diaspora networks to expand global reach.
- **Social Media Campaigns** – Targeted ads, viral content, live Q&As, and behind-the-scenes footage to drive excitement and registrations.
- **Direct Outreach** – Email marketing, personal invitations, and networking to engage government officials, business leaders, and decision-makers.
- **Public Relations** – Podcast interviews, radio segments, and guest features to position SLinT as a leader in innovation.
- **Local Engagement** – Billboards, community events, and university partnerships to connect with students and professionals.
- **Sponsor Visibility** – Co-branded content, promotional videos, and year-round exposure for lasting marketing value.

By combining these strategies, we'll create sustained visibility, build excitement, and ensure the SLinT Tech Expo reaches the people who matter most.



# Strategic Alliances

The SLinT Tech Expo thrives on partnerships with industry leaders, including **SBTS Group**, **TpGROUP**, **Innovate SL**, **IMOTECH Solutions**, **The Energy Nexus Network**, and **REASL**, alongside **government** and **global tech collaborations**. These alliances expand our reach, giving sponsors direct access to key decision-makers, entrepreneurs, and professionals. Partnering with SLinT enhances brand visibility, market influence, and networking opportunities while positioning sponsors at the forefront of Africa’s digital transformation. This is more than sponsorship—a strategic investment in the continent’s tech future.



## Advisory Board and Executive Members

The SLinT Advisory and Executive Board comprises experienced professionals and industry leaders who provide guidance, expertise, and strategic direction to help grow and strengthen SLinT’s impact. These advisors include former board members, founders, and key technology, business, and education influencers. Their role is to support SLinT’s mission, connect the organization with valuable opportunities, and help shape the future of technology in Sierra Leone and beyond. With their knowledge and leadership, SLinT continues to build a strong tech community, create opportunities, and drive innovation.



Adrian Labor  
Dir. of Finance



Alie Bangura  
Adv. Board Mem.



Aminata Jalloh  
Adv. Board Mem.



Abdulai Swaray  
Adv. Board Mem.



Evelyn Lewis  
Adv. Board Mem.



Tamba Lamin  
Adv. Board Mem.



Alimamy Conteh  
VP



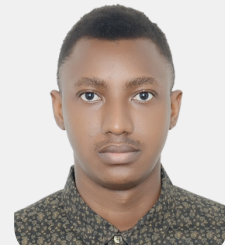
Aminata Kondeh  
President



Abdul Malik Jalloh  
Dir. of Technology



Yenoh Kanu  
Dir. of Marketing



Mohamed Lebbie  
Board Member



Joshua Kamanda  
Adv. Board Member

# Our Charitable Partner

**Thaakat Foundation** is a global nonprofit that uplifts underserved communities through education, healthcare, and sustainable development. Their impact is profound in Sierra Leone, having built and supported schools in rural provinces to provide quality education where resources are scarce. Their efforts extend beyond classrooms, ensuring students access to essential supplies, trained educators, and a supportive learning environment.

As a charitable partner of the SLinT Tech Expo, we are working with the Thaakat Foundation to integrate technology into the schools they've built in Sierra Leone's provinces. Through this collaboration, we aim to equip students with digital tools, internet access, and STEM training, bridging the educational divide and preparing them for the modern workforce. By fostering innovation at the grassroots level, we are helping create sustainable pathways for learning, economic empowerment, and technological advancement in underserved communities.

## Thank you to Our Partners & Sponsors



# Testimonials

*"The SLinT Tech Expo unites thought leaders, innovators, and changemakers from Sierra Leone and the diaspora to drive technology forward. **This platform fosters collaboration, ignites ideas, and accelerates digital growth.** More than an event, SLinT is building a movement that empowers Sierra Leoneans locally and globally. I fully endorse this initiative and look forward to the opportunities and innovation it will create." – **Francis Stevens George**, Founder and CEO, Innovation SL, Managing Director, GEN Sierra Leone.*



*"The SLinT Tech Expo is a vital platform connecting renewable energy and technology to drive sustainable development in Sierra Leone. **By uniting innovators, industry leaders, and stakeholders, it fosters collaboration and knowledge exchange to advance our energy landscape.** I proudly endorse this initiative and look forward to the innovations and partnerships it will inspire." – **Muctarr Turay**, Director, Renewable Energy Association of Sierra Leone (REASL)*

*"The SLinT Tech Expo drives innovation, global collaboration, and business growth. **It connects tech leaders, visionaries, and exhibitors to showcase solutions and explore how Africa can leverage technology to advance Sierra Leone's ecosystem.** I look forward to this event's lasting impact on technology and entrepreneurship." – **Alie Bangura**, PMP, CISSP.*



*"SLinT Tech Expo is the realization of a vision—to empower Sierra Leoneans in technology and **create a global platform for innovation and economic transformation.** This event showcases groundbreaking technologies, connects industry leaders, and drives digital adoption. As a co-founder, I am proud to see it flourish, bringing together brilliant minds to shape the future.*

*I look forward to the impact it will have in bridging local and global tech ecosystems." – **Tamba (Sheku) Lamin**, Co-founder & Advisory Board Member, SLinT | Co-founder & CEO, TpGROUP*

# Partnering with SLinT

Partnering with SLinT provides unparalleled visibility, direct access to key decision-makers, and the opportunity to align with a movement driving technology and innovation in Sierra Leone and beyond. Sponsors gain brand exposure, networking opportunities, and co-branded marketing benefits, positioning themselves at the forefront of Africa's digital transformation.

📞 **Contact Us:** +1 301-792-6305 | 301-812-7915


✉️ **Email:** [sponsors@slint.org](mailto:sponsors@slint.org)

🌐 **Website:** <https://slint.org>



# Thank You!

We appreciate your support for the SLinT Tech Expo. Your partnership and belief in our vision drive innovation, collaboration, and growth in Sierra Leone and beyond.

 **Contact Us:** +1 301-792-6305 | 301-812-7915

 **Email:** [sponsors@slint.org](mailto:sponsors@slint.org)

 **Website:** <https://slint.org>

 <https://slint.org>