Trade Desk Membership: Benefits by Tier

Elevate Africa Trade Desk · Membership year 2027

Membership buys service around the Desk. Every member is verified to the same Readiness Standard and matched on fit. Fees are annual, set in US dollars and invoiced in local currency.

	Community	Business	Institutional
Annual fee	US$200	US$2,500	US$5,000
Best suited to	Micro and small businesses, founders and individuals preparing for the Desk	Established businesses, usually Verified or Desk-Ready	Banks, funds, corporates and other institutions
What it does	Helps you get ready	Turns introductions into business	Builds an institutional relationship with the Desk
Contact at the Desk	The Desk team, through the Desk Clinic	A named relationship manager	Dedicated relationship management led by the Trade Desk Lead
Reply time	5 working days	3 working days	2 working days
Desk Clinic	Monthly, online	Monthly, online	Monthly, online
Readiness toolkit	Templates, worked examples and guides to the Mandate Profile, Trade Profile and Country Trade Profile	Included	Included
Review before submitting	One written review of your file	One written review of your file	One written review of your file
Peer circle	Quarterly, by sector or trade route, with monthly member-led meetings	Quarterly	Quarterly

	Community	Business	Institutional
Readiness Cohorts	A place in the sponsored cohorts, by application. A business a sponsor selects receives Community membership as a gift	A place in the sponsored cohorts, by application	Invitation to sponsor or co-host a cohort
Reviews with the Desk	Through the Desk Clinic	One-to-one review each quarter	Monthly check-in and an institutional review twice a year
Follow-up after introductions	At 60 and 180 days	At 30, 60, 90 and 180 days	At 30, 60, 90 and 180 days
Finance partners	What lenders look for, taught through the Desk Clinic	Referral to the Desk's partner banks and factoring providers once you are Verified, with your checked file ready to share	As Business, with the option to join the Desk's finance partners if you lend
Roundtables and briefings	Member sessions	Two to three business roundtables a year, plus cross-border trade briefings	Institutional roundtables and briefings on Trade Desk activity and market developments, with the option to host one on your sector
Missions	Open calls	Invitations to trade and investment missions	Invitations to trade and investment missions
Convenings	Member rates	Member rates	Two seats at Trade Desk convenings, including the Power Room
Visibility	Directory listing	Featured profile and one showcase spotlight a year	Logo recognition on member platforms and an institutional feature each year

How to choose

- **Community** if you are building your file and want help to reach Verified the first time.
- **Business** when you reach Desk-Ready and introductions begin. A named contact stays with you through each introduction, and partner banks can see your checked file. This is the natural time to move up from Community.
- **Institutional** if your organisation wants a standing relationship with the Desk, a voice in its convenings and visibility across the network.

Members move up a tier at any point in the year. The fee already paid counts towards the new tier, so a Community member who moves up pays only the difference, for the months remaining.

Join or ask a question: tradedesk@weelevateafrica.org