



FOR IMMEDIATE RELEASE

## **The Tulle-Box™ Collaborates with FutureFish on a Groundbreaking Bill and Melinda Gates Foundation Finance Project to Foster Financial Inclusion for Aquaculture, Fisheries and Small Holder Farmers in India**

Washington, D.C. – May 20th, 2024 – The Tulle-Box™ (<https://www.TheTulle-Box.com>) a new and exciting leadership development consultancy empowering women with personal, professional and financial success, is thrilled to announce a ground-breaking partnership with FutureFish (<https://www.FutureFish.org>) and the [Bill and Melinda Gates Foundation](https://www.gatesfoundation.org/) (<https://www.gatesfoundation.org/>). This collaborative started in April 2024 and tackles the critical challenge of early stage finance and the resulting financial exclusion faced by small-scale aquaculture and fishery farmers across India and sub-Saharan Africa. This builds upon the deep research that FutureFish began in India in 2022. This critical research supports local Financial Services Providers with early-stage finance programs that will benefit 'last mile' farmers, especially women by closing the gaps between innovation and investment.

The Tulle-Box™, founded by financial inclusion & communications experts Viola Llewellyn and Kate Byrne, brings a wealth of experience in alternative finance, credit development, and social capital building. Their mission aligns perfectly with FutureFish, a leader in promoting sustainable fisheries and aquaculture practices globally. Together, they share a deep commitment to empowering communities with alternative finance models at the intersection of culture and technology.



“We have long been aware of the challenges small businesses experience in emerging markets”, Viola Llewellyn said. She further added, “enabling growth becomes exciting when you understand the role of stakeholders, suppliers, technology and trade finance. There is power and flexibility in supporting small businesses with early stage alternative finance solutions whilst simultaneously supporting local microfinance and banks with technology, credit enhancement and risk management solutions. This is an ecosystem move designed to create long term sustainability.”

Dr. Michael Philips, co-founder of FutureFish has been previously quoted, “At a time when hunger and poverty are on the rise, it is so timely to see the Bill & Melinda Gates Foundation focus on aquaculture in sub-Saharan Africa and South Asia.” He also expressed, “It is a great privilege for FUTUREFISH to be given the opportunity to explore impactful aquaculture investments that will benefit food and nutrition security, smallholder productivity and livelihoods, women’s empowerment, and climate resilience.”

The aquaculture market in APAC is expected to grow from US\$ 1,85,110.64 million in 2021 to US\$ 2,48,205.92 million by 2028; it was estimated to grow at a CAGR of 4.3% from 2021 to 2028. The rising per capita consumption of seafood in developed and developing countries has propelled the aquaculture sector in APAC. The fish and other seafood products constitute a major part of the diet in the region and aquaculture provides employment opportunities for the rural population.

FutureFish and The Tulle-Box will be sharing their key insights in the very near future in a number of reports that will shed light on the challenges and current status of the industry and the outlook for the aquaculture sector.



## **ABOUT FUTUREFISH**

FUTUREFISH seeks to advance knowledge, innovation, and investment in ways that improve aquaculture – with a principal geographical focus on Africa and Asia – aiming to work closely with innovators and investors to accelerate and grow profitable and sustainable aquaculture businesses in ways that create positive impacts for people and our planet. Find out more about their programs: <https://futurefish.org/about-us/>

**ABOUT THE TULLE-Box™** The Tulle-Box™ was founded in 2023 by Viola Llewellyn and Kate Byrne to empower women to live their personal and professional lives "Aware, Prepared & Ready™" for anything regardless of location, age, or stage of life. The 'Tulles' are built upon a foundation of Human Design and Transactional Analysis with a healthy dose of commonsense. These elements and methodologies give women (and the humans they give birth to or care for) access to their authentic power and authority so that they can build lives that are mentally, financially, and emotionally productive and rewarding. Find out about their consulting services and workshops: <https://www.TheTulle-Box.com>

## **ABOUT THE BILL & MELINDA GATES FOUNDATION**

Guided by the belief that every life has equal value, the Bill & Melinda Gates Foundation works to help all people lead healthy, productive lives. In developing countries, it focuses on improving people's health and giving them the chance to lift themselves out of hunger and extreme poverty. In the United States, it seeks to ensure that all people—especially those with the fewest resources—have access to the opportunities they need to succeed in school and life. Based in Seattle, Washington, the foundation is led by CEO Mark Suzman, under the direction of Co-chairs Bill Gates and Melinda French Gates, and the board of trustees. Find out more about the BMGF: <https://www.gatesfoundation.org/about>

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