MarketEdge

Bridging Insight to Action

MarketEdge partners with the teams and institutions reshaping sustainable development, conservation, and humanitarian assistance.

ADVANCED ANALYTICS · ORGANIZATIONAL DEVELOPMENT · SHARED VALUE PARTNERSHIPS

Too much of what gets analyzed never gets acted on.

That is why so much good analysis dies in a PDF. We exist to close that gap.

MarketEdge tackles the hard problems in systems for our clients in sustainable development, conservation impact, and humanitarian assistance.

We specialize in untangling complex systemic dynamics where the market, environment, and social factors all pull against each other, and you cannot move one without moving the others.



HOW WE WORK

Expertise teams can act on

Our value lies in what happens after the insight. We pair senior practitioners with practical pathways to act on their advice: custom digital tools teams use every day, and training where people learn by working on their own problems. Lean, senior-led teams keep the cost within reach of mission-driven budgets.

The senior experts who scope the work deliver it.

No handoff to junior staff behind the scenes with generic inputs. Our team, systems, and tools prioritize direct client and stakeholder engagement.

Built around your decision, in your language.

MarketEdge puts you in the driver's seat. Your team co-creates the strategy and tests the tools while we build them.

Tailored digital tools carry the routine load.

PartnerAI assists data collection, dataset synthesis, and hands-on learning. Senior time goes to understanding, innovation, and critical thinking.

Build it, hand it over, get out of the way.

We teach your people to run it. You will stop needing us. That is the point.



OUR SERVICES

Smarter insight. Stronger teams. Partnerships that hold.

Most firms specialize in one of these. Our advantage is moving across all three within a single engagement, led by senior practitioners and assisted by PartnerAI.



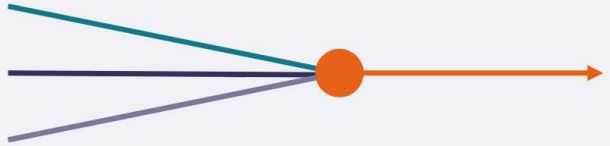
Advanced Analytics

Decision-ready insight at the speed institutions now require.



Organizational Development

Teams build the skills and systems they will own and run.



Shared Value Partnerships

Commercial, social, and environmental interests aligned around shared goals, and acted on.

One engagement. One senior team. All three delivered.



ADVANCED ANALYTICS

Insight built around the decision

Our senior experts lead the analysis. MarketEdge's PartnerAI platform assists them, so what you receive is a tool your team can use, not a report you have to interpret.

INPUT

Evidence in

Interviews, field data, documents, market signals.

Tailor-made decision tools

Our experts design the tool around the choice you face, such as a commodity selection tool or a site ranking.

PROCESS

Experts analyze, PartnerAI assists

Synthesis, scenarios, and tracking at a speed one team could not reach alone.

Findings tracked in real time

Results land in a digital dashboard your team watches as conditions shift, not in a PDF six months later.

OUTPUT

A tailored tool out

A selection tool, a scorecard, a live dashboard, built around your decision.

Analytics that travel

The same analysis feeds the partnerships we help build and the curriculum we customize, so teams accelerate toward their goals.

ORGANIZATIONAL DEVELOPMENT

Learners work before they listen

Learners attempt the real task before any instruction. Instruction targets the gaps that attempt exposes. Every module ends with something the learner produced that a senior practitioner reviews.

1

Attempt first

A self-led try at the real task, with digital tools, before anyone teaches.

2

Coach on the live case

Practitioners teach to the gaps the attempt exposed, on the team's own work.

3

Practice in real-world setting

Practice role playing, rehearse with AI stakeholder personas, and polish your pitch.

4

Produce and review

A plan, analysis, a prioritization, reviewed by a practitioner and supported with a custom digital tool.

5

Apply and own

Ride-alongs, 1:1 coaching, digital tools, templates, guides and playbooks the team runs after we leave.



Three rules we do not bend. Learners act before instruction. The hands-on scenario gets the most time. The module ends with a reviewable artifact.

SEE IT IN ACTION USDA Food for Peace, WWF political economy mentorship, SEA Coastal Leaders.

SHARED VALUE PARTNERSHIPS

From partnership ambition to real collaboration

Commercial, social, and environmental interests rarely start aligned. We find where they overlap, score the alignment honestly, and structure the finance and governance so the partnership runs after we leave.



Demand-driven blended finance

Deals structured around what the market will pay for and what private capital will move on, with donor and public money filling only the gaps that remain.

Iterative multi-stakeholder co-creation

Each party's trade-offs surfaced first, then everyone convenes around a working draft, so alignment happens upstream.

Stakeholder alignment scoring

Where incentives truly converge and where they only appear to, with the terms each party needs before it commits made visible.

Sustainable partnership facilities

The governance, financial flows, and decision routines that let the partnership run over time under local ownership.

SEE IT IN ACTION DFAT BASIN (World Vision); Indonesia's National Mariculture Roadmap.

WHO WE ARE

Our core team members



Nikolaus Eichman

Co-Founder and Managing Partner

Private sector engagement, financial modeling, investment structuring, and firm operations.



Ben Amick

Co-Founder and Managing Partner

Inclusive economic growth, adult learning, and AI-enabled solutions. 20+ years in accelerating market-driven and locally-led solutions.



Marisa Traniello

Technical Director



Tim Moore

Senior Advisor, Blue Food Systems



Johs Pierce

USDA Food for Peace Project Director



Blake Stabler

USDA Food for Peace Deputy Project Director



Farid Maruf

Blue Economy Partnerships Advisor



Ross Mallory

AI Enablement Advisor



Pinchai Chipibhop

Program and Event Coordinator

Three situations we get called into

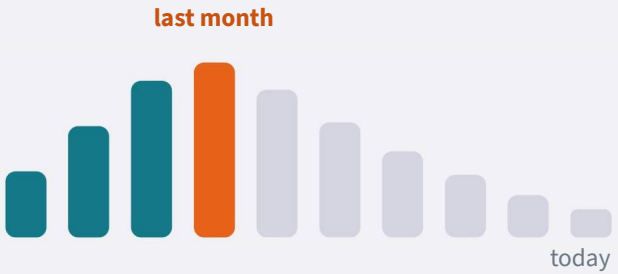
We tailor every strategy, tool, and training to the team that has to act on it.



“You have thirty commodity options and no defensible way to choose.”

We build you a tailored decision tool that picks one and shows the reasoning, so you can put it in front of your board.

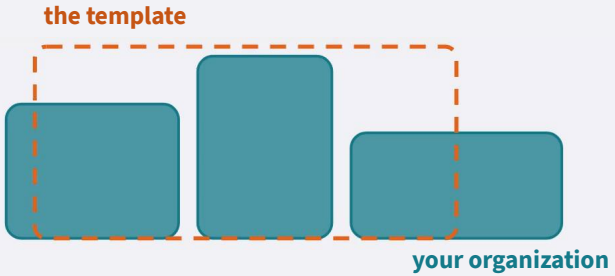
Advanced Analytics



“You met the partner last month. Everyone agreed. The momentum is fading.”

We tell you what step one is and how to prepare for it. Then we get you ready for step five, and for managing it once we are gone.

Shared Value Partnerships



“Your teams need to work differently. No generic template fits.”

We assess what your teams actually need, then co-design the change with them, on their live cases rather than ours.

Organizational Development

Helping USDA learn to run Food for Peace

USDA, Food for Peace Transition 2026 to 2027

In 2026 USDA took ownership of Food for Peace from USAID. Its staff need to select countries, choose commodities, design programs, and manage awards, and that know-how has to stay in the building. MarketEdge is transferring the capability through four channels at once.

On-demand advisory

Questions answered as they arise by former Food for Peace, FEWS NET, and BHA staff, captured in an FAQ framework.

Operational guides

Eight thematic working tools, starting with country and commodity selection, written with thresholds and worked examples.

Curriculum and training

Practitioner-led sessions built on the inductive method, with competency assessments to set the baseline and show progress.

Digital tools

Decision tools USDA staff run themselves, so the reasoning behind a choice is visible and repeatable.

The objective USDA staff run the program independently by contract end in June 2027.





Getting coastal finance to the community level

FCDO COAST Program via DAI 2025 to 2027

THE SITUATION

Funders want to back local organisations but cannot find them, so the usual suspects keep winning. When they find one, it rarely clears due diligence or investment thresholds, so the money routes back through an intermediary and stops short of the community.

WHAT WE DO

1. **2026: build the voice.** Eight leaders from six countries trained across 21 skills (confidence 3.3 to 4.2), then put in the room with ministers and donors. Policy work continues in the Philippines and Timor-Leste.
2. **2027: ready the organisations.** Eight for-profit and non-profit organisations across Southeast Asia and East Africa get a readiness diagnostic, 1:1 coaching, and modules on systems, governance, story, and finance.
3. **2027 and beyond: connect them to capital.** Curated funder and investor meetings feed a readiness-scored pipeline that any funder can draw on, so capital reaches the community level directly.

The change A repeatable method that moves coastal organisations from global voice to investable, and gives funders a pipeline they can see.

Charting Indonesia's blue economy future

Indonesia Ministry of Marine Affairs and Fisheries (KKP), FCDO COAST via DAI 2025 to 2026

Indonesia is scaling marine aquaculture across 12 million hectares. KKP needed a National Mariculture Development Roadmap that was internationally benchmarked and locally owned. One senior team carried it across all three service areas.

1 Advanced Analytics

Benchmark and test

Benchmarking, policy analysis, and field engagement across coastal provinces, modelling which pathways hold.

2 Organizational Development

Build ownership inside KKP

Every stage co-developed with the ministry, with pause-and-reflect sessions so KKP staff own the reasoning.

3 Shared Value Partnerships

Align capital and community

Government, industry, and community stakeholders agreed investment pathways and a readiness tool.

Result A government-led roadmap, GEDSI annex, policy brief, action plan, and readiness tool, published in Bahasa Indonesia and carried by the ministry that will implement it.





Which textile park sites can attract private capital

Palladium, UK-Ghana JET Programme (FCDO) 2026

THE SITUATION

Ghana's 24H+ agenda proposes a network of regional textile and garment parks. Before committing public money, government needed to know which sites are commercially viable and what it would take to bring investors in.

WHAT WE DID

1. **Stress-tested feasibility.** Pre-feasibility and site analysis with Beyond Borders Development Group, modelling what makes each site bankable.
2. **Behavioral market intelligence.** Investor appetite tested directly, with PartnerAI speeding synthesis across government, manufacturers, and developers.
3. **Investment-ready outputs.** A transparent site ranking, early anchor tenants, and a capital-ready roadmap.

Site ranking

Government can show investors why a site was chosen and what conditions make it bankable.



Finding the co-investment in Mekong value chains

Shared Value Partnerships

World Vision, DFAT BASIN Program 2025 to 2026

World Vision needed a market assessment and value chain analysis across Cambodia, Laos, and Vietnam to design the BASIN program and identify where private co-investment could carry part of the load.

1. **Market and value chain analysis.** Assessed the chains across the three countries for where the market already moves and where it stalls.
2. **Demand-driven co-investment.** Opportunities identified where a private partner has a commercial reason to stay, and the program designed around them.
3. **Decision-ready delivery.** Findings delivered in the form the design team needed to act on them directly.

Strengthening USAID's flagship innovation fund

USAID Development Innovation Ventures (DIV) 2019 to 2024

THE SITUATION

DIV backed breakthrough solutions with tiered, stage-based grants. As the portfolio matured, the fund needed to accelerate grantees beyond capital, strengthen its investor and partner ecosystem, and learn what had worked across geographies.

WHAT WE DID

1. **Acceleration program assessment.** Recommended how DIV deepens non-financial support to high-potential innovations.
2. **DIV India lookback.** A decade-long retrospective across 62 grants and over USD 40 million, surfacing lessons for future investment strategy.
3. **First in-person grantee convening.** Designed and led, turning a fragmented portfolio into a connected community of innovators and investors.

Ecosystem

Peer learning across the Water and Energy for Food Challenge, Tech4Farmers Challenge, and Fish 2.0.



Where private capital meets resilience in Bangladesh

EnCompass, USAID/Bangladesh 2024

THE SITUATION

USAID/Bangladesh wanted a clear view of where private investment could advance resilience, conservation, and inclusive growth, and which partnership models the Mission could realistically pursue.

WHAT WE DID

1. **Behavioral market intelligence.** 93 stakeholder interviews across health, finance, and livelihoods, read for what firms will actually fund.
2. **Partnership models.** 22 models identified, each with the conditions it needs to work and the partner who would carry it.
3. **Decision-ready delivery.** A landscape assessment the Mission used to set its private sector engagement strategy.

> *"You have given us the universe on what is possible in engaging the private sector and we thank you greatly."* Reed J. Aeschliman, Mission Director, USAID/Bangladesh



ORGANIZATIONAL DEVELOPMENT IN ACTION

Teaching conservation teams to read the room

WWF International Rounds 3 and 4, 2025 to 2027

THE SITUATION

WWF country teams work where power, competing interests, and relationships decide conservation outcomes. The Secretariat wanted teams able to run political economy analysis themselves and act on it, not commission another report.

WHAT WE DID

1. **Practitioner-led learning.** Hands-on mentorship for WWF Bolivia and Myanmar on live challenges, coached through to an action plan.
2. **Stakeholder personas.** Teams rehearsed negotiations with PartnerAI personas, under practitioner coaching, before meeting the real stakeholders.
3. **Round 4.** WWF asked for the same program for Madagascar, Malaysia, and Zambia, 2026 to 2027.

> *"This report was so fascinating, clear, and gave a great balance of substantive and process points."* Micol Martini, WWF Secretariat



WHAT PARTNERS SAY

In their words

“The depth of information gathered, access to key stakeholders, and the actionable insights into the environment, approach, and strategy were invaluable.”

Alaine Kennedy Vice President, EnCompass

“Your flexibility in adapting to our needs and incorporating our suggestions made a tremendous difference. Thanks to your team's efforts, we now have several PSE champions within the office.”

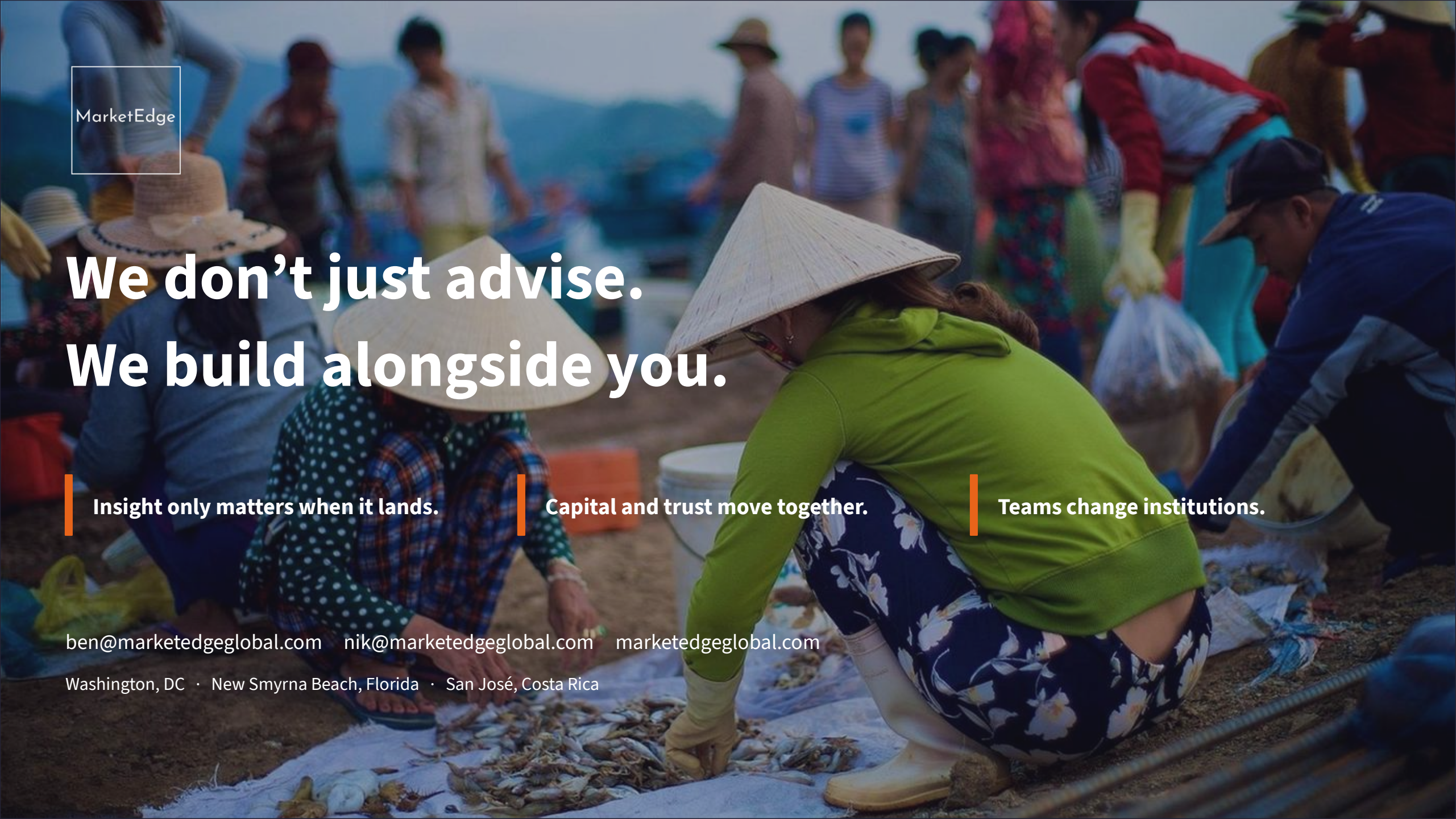
Yemi Tessema Megenasa Private Sector Engagement Advisor, USAID Zambia

“The team immediately jumped into the middle of things, took the lead on coordinating, brought fresh and engaging ideas, and skillfully managed the interests of numerous internal stakeholders.”

Ellie Wong Manager, Economic Empowerment, World Vision Australia

“Your approach to capacity assessment and capacity building is awesome. We still use the skills we gained, and we presented a new strategic direction at our annual general meeting.”

Mwenezi Development Training Centre Zimbabwe


MarketEdge
We don’t just advise.
We build alongside you.
Insight only matters when it lands.
Capital and trust move together.
Teams change institutions.
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