

## Transcript

**Video 3:** Leveraging fintech for MSMEs: Short videos  
Online marketplaces to reach a larger audience

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Now, if you want to reach large international markets and don't want to manage your own transactional website, you can sell your products or services on Airbnb, Amazon, Etsy, and others.

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The Commission is generally much higher, but you don't have to invest as much in marketing to scale.

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However, you must investigate which payout gateway they use and if they can be integrated to your bank account in the Caribbean.

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PayPal, for example, is only integrated in a few Caribbean banks at the moment.

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A few years ago, you could rent your house on Airbnb only if you had a bank account in the US or Canada, So that's not useful if you cannot access your funds.

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While the digital payment ecosystem is evolving, there are often legal workarounds.

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But before you invest in those, make sure you focus on the digital platform that connects you most effectively to your target market.