



# EXPLORING ALTERNATIVE PRODUCT CONCEPTS

**Additional Product Ideas from CGAP's  
Applied Product Innovation Projects in Branchless Banking**

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# Preface

CGAP's work in Applied Product Innovation (API) aims to understand how customer-centric design methodologies (inspired by the human-centered design approach), used in other industries, could be tailored to branchless banking in order to achieve better financial service offerings for the poor.

CGAP has conducted three API projects in Brazil, Mexico and Uganda in conjunction with independent design firms. To learn more about these projects, check out [this deck](#). To keep up to date with CGAP's ongoing work in Applied Product Innovation, take a look at our [ongoing blog series](#).

The processes in these three countries yielded a number of interesting product concepts and features. Several of these were not chosen by the provider or design partner for commercial launch. Although there was a lot of enthusiasm around these concepts, they were not chosen for a number of reasons specific to the particular provider, industry and/or market (e.g. in some cases there were regulatory constraints, in some based on the risk appetite of the provider, and in some because ultimately customers weren't that excited by the concept). Even though these were not launched commercially, we believe they might be useful to providers in other geographies that find themselves in different circumstances and that might be inspired by creative new concepts.

If you're interested in more details about a specific product, please contact Claudia McKay at [cmckay@worldbank.org](mailto:cmckay@worldbank.org) or Yanina Seltzer at [yseltzer@worldbank.org](mailto:yseltzer@worldbank.org).

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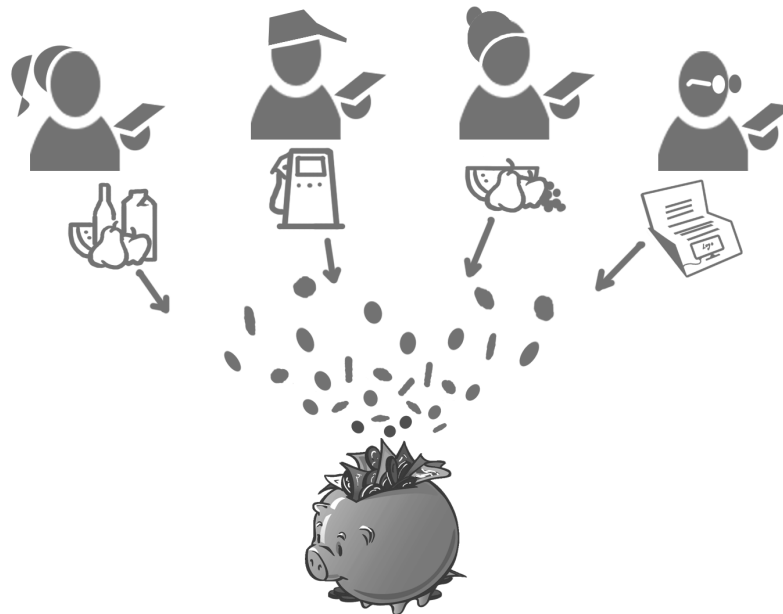


# BRAZIL

## 4 Products

# Piggybank Family

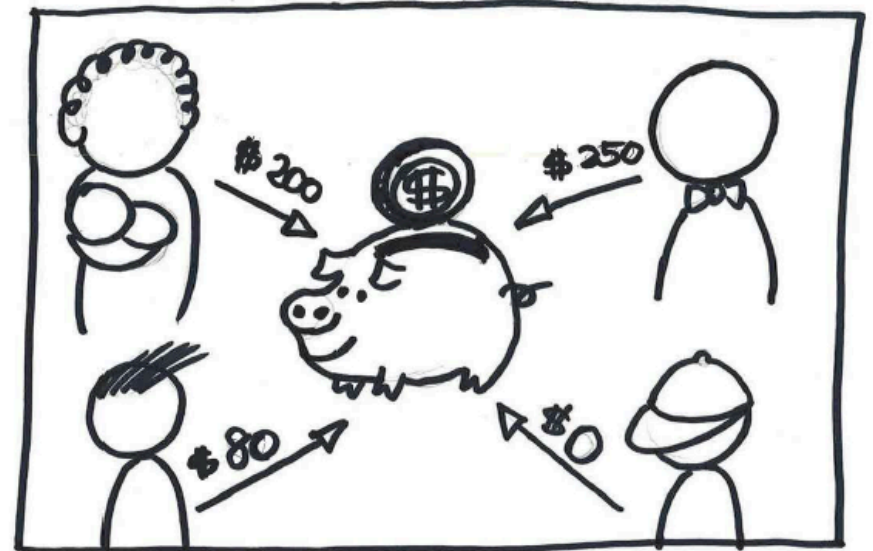
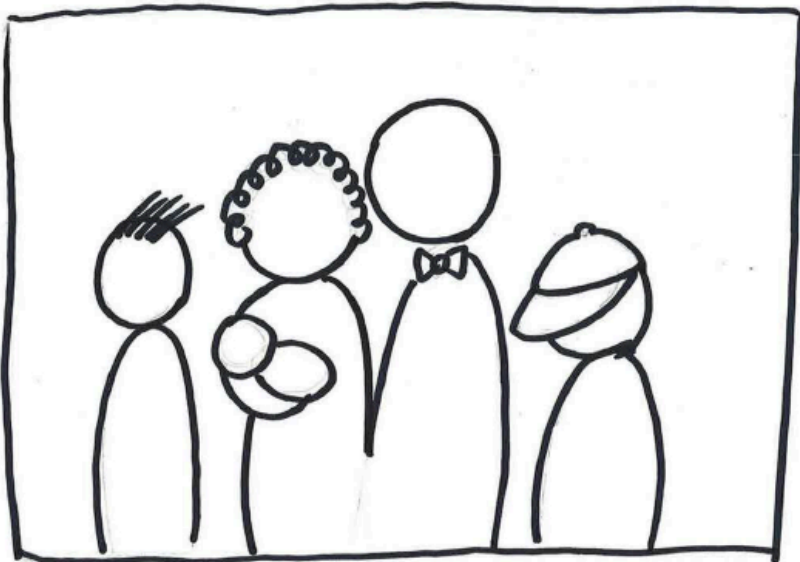
Provides a way for families to save together through a mobile wallet.



# Piggybank Family

## HOW DOES IT WORK?

Piggybank Family is a group savings pool for the family:



# Piggybank Family

## WHAT NEEDS DOES IT ADDRESS?

Family member's inability to save individually. By aggregating and pooling savings each individual can be motivated to save more.

## WHAT CUSTOMERS DOES IT TARGET?

This product targets customers from the lower C and D segments in Brazil (households earning a gross monthly income between US\$ 700-1,200 and between US\$ 350-700 respectively).

Piggybank Family targets family-centered customers, more likely to be a parent or a head of household, interested in pooling in savings from several household members.

## WHY WASN'T IT LAUNCHED?

“Throw this away! Your money is your own.” People felt this could cause confusion and frustration in the family, since people contribute different amounts – it could only work in some families with a strong sense of trust and good communication.

# Separate Pockets

Allows individuals to separate a certain amount of money and keep it separate from 'spending' money.



committed  
money



Available  
money



# Separate Pockets

## HOW DOES IT WORK?

Mimicking the existing habit of physically separating committed cash from the cash you can spend from, Separate Pockets (*Bolso Separado*) is a tool allowing customers to commit part of their mobile wallet balance to a “separate pocket”.

The customer can see the Separate Pocket balance (in this example R\$ 182.50) in addition to the total balance (R\$ 320), and can easily transfer money from the total balance to the Separate Pocket.



# Separate Pockets

## WHAT NEEDS DOES IT ADDRESS?

Lack of control and discipline. Brazilians often feel that if they have money in their pockets they will spend all of it. It is common behavior to put 'committed' money in a separate pocket so they will not 'touch' or spend this money. Physically separating committed cash is a habit people currently have.

## WHAT CUSTOMERS DOES IT TARGET?

This product targets customers from the lower C and D segments in Brazil.

Separate Pockets aims to serve people who have a hard time saving and could benefit from separating 'live' money with 'money they can't touch,' thus allowing for better budgeting.

## WHY WASN'T IT LAUNCHED?

Although the idea mimics their habit, many felt that having it in their phone might lead them to spend it.

# Weekly Limits

Customizable weekly limit of budget/money.

Active

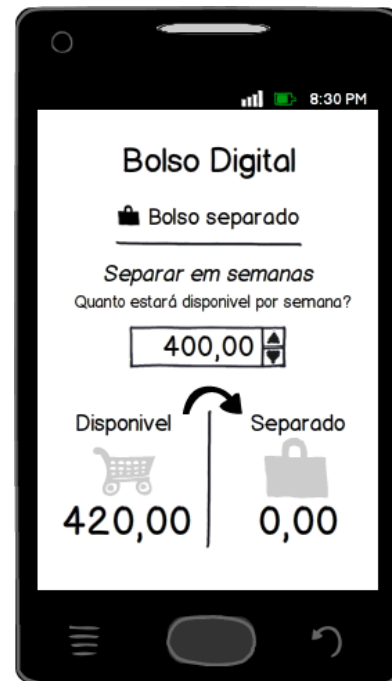
	M	T	W	TH	F	S/S
R \$ 100,00 →						
R \$ 100,00 →						
R \$ 100 →						
R \$ 100 →						

# Weekly Limits

## HOW DOES IT WORK?

Weekly Limits (*Separar Dinheiro Semanal*) helps customers better plan their cash spending by dividing it to weekly amounts that act as spending ceilings for that time period:

The customer can select an amount from the total balance (in this example R\$ 400) and separate it into four weekly limits (R\$ 100 each). They will receive a notification once they have reached the weekly limit they set to spend.



# Weekly Limits

## WHAT NEEDS DOES IT ADDRESS?

Increased need for better budgeting, control and discipline. Will allow users to plan their spending ahead of time. Weekly separation of cash was seen as something that helps people plan, but many felt in control.

## WHAT CUSTOMERS DOES IT TARGET?

This product targets customers from the lower C and D segments in Brazil.

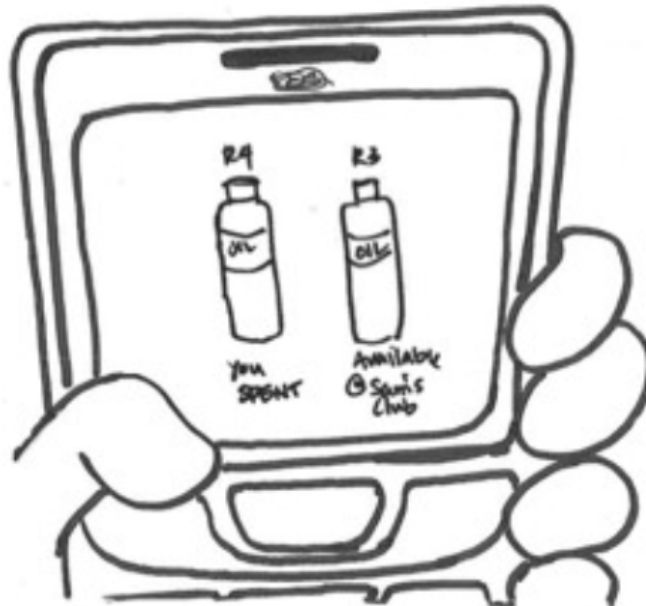
Weekly Limits was conceived for people who are not as disciplined about budgeting and would like help setting up weekly budgets and limits to how much they can spend within a specific time frame.

## WHY WASN'T IT LAUNCHED?

For those people who have control it is not that interesting. Most people preferred to see everything not divided since they think they don't have consistent weekly spending (so they cannot plan by week).

# Deal Finder

**A service that allows individuals to search for and compare product prices and sales.**

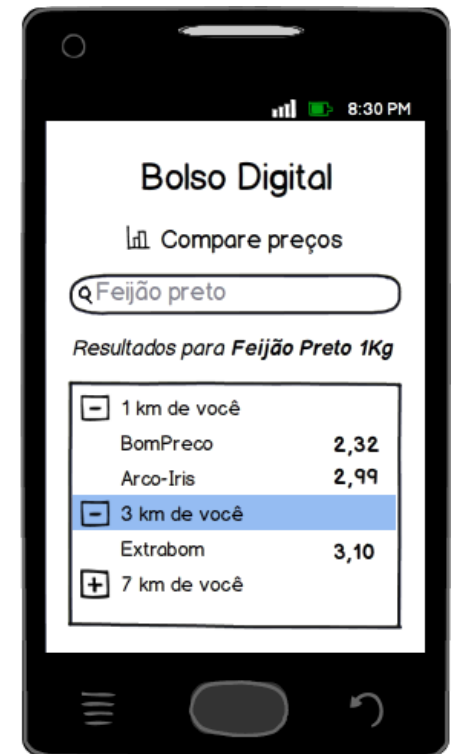


# Deal Finder

## HOW DOES IT WORK?

Deal Finder (*Buscador de Promoção*) is a tool for customers to research and find the best deals and prices. Customers who own the GPS-enabled handsets can also receive location-based notifications.

The customer can select the “Compare Prices” option in the menu, and search for an item that they would like to find the best deals for. The results show the different brands and offerings for the item, displaying the prices filtered by distance from the customer, then from low prices to high prices.



# Deal Finder

## WHAT NEEDS DOES IT ADDRESS?

Smarter spending and 'stretching' money to optimize spending with people's limited budgets. It allows people to make educated choices and to find the best deal when purchasing a product. Researching to find the best deals and prices is part of the culture.

## WHAT CUSTOMERS DOES IT TARGET?

This product targets customers from the lower C and D segments in Brazil.

Deal Finder targets shoppers, especially the 'smart shoppers' who would like to be able to find bargains close by.

## WHY WASN'T IT LAUNCHED?

"I always research price, but friends also pass the information if they find good prices." Some found the concept interesting, but not that appealing – most people shop at local markets where they know always have the best prices.





# MEXICO

## 5 Products

# Tangible Savings

Physical tools that connect you to your money.

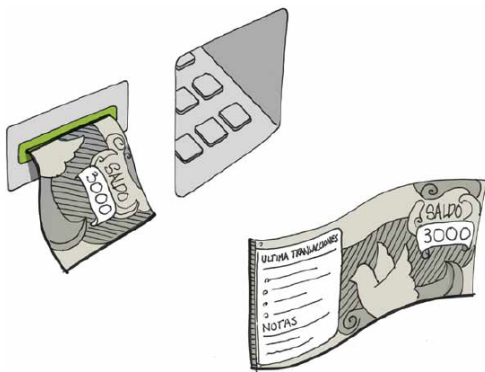


# Tangible Savings

## HOW DOES IT WORK?

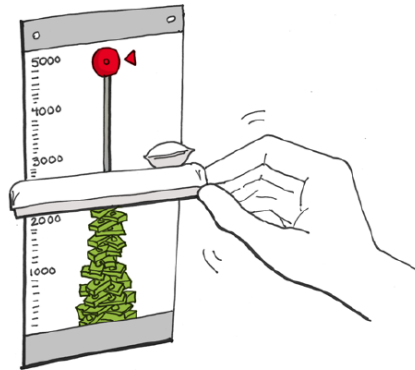
Tangible Savings (*Seguimiento Tangible*) is a set of four tools that connect people to their money:

### Bank statements



ATMs could print blank bank statements that feel more precious and also provide space to write their notes.

### At home balance



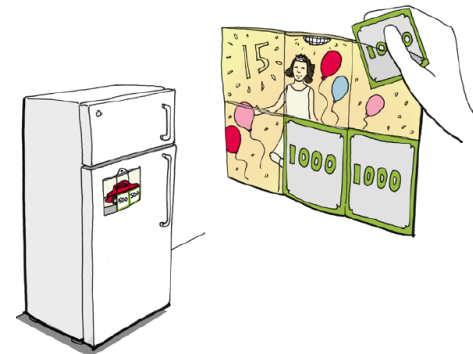
Wall-hang balance that helps people keep track of their balance at home. People can update this with receipts from deposits.

### My first calculator



Cardboard calculator that serves as an easy way for people to plan and follow up on their savings targets.

### Project tracking



Picture/puzzle that allows people to visualize the progress on their projects while saving in the bank.

# Tangible Savings

## WHAT NEEDS DOES IT ADDRESS?

Tangible Savings provides a variety of tools and features that address people's need to experience the “tangible comfort” that cash provides (people like counting and feeling their cash) while helping them keep track of their progress towards building a lump sum of money.

## WHAT CUSTOMERS DOES IT TARGET?

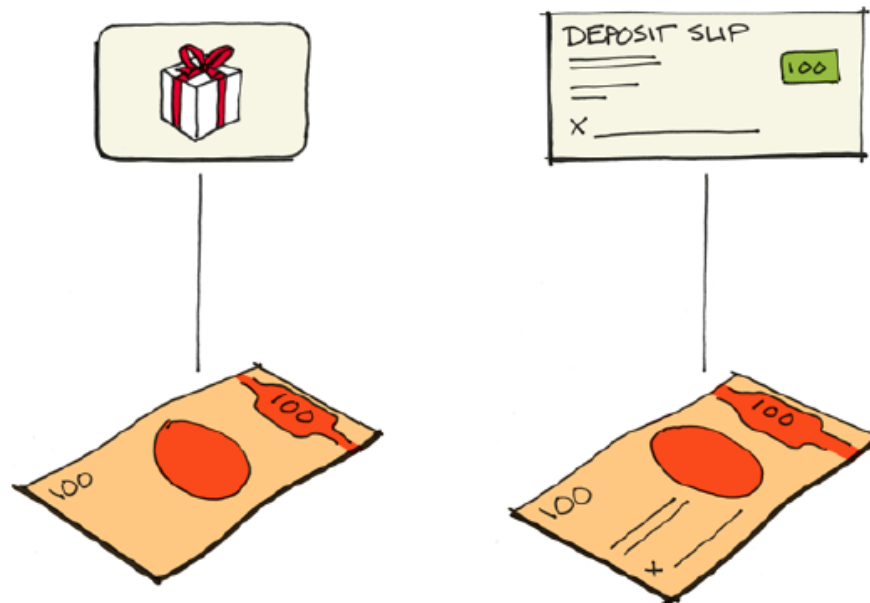
Tangible Savings targets customers from the D income segment—between US\$ 290-970—in Mexico, which corresponds to low-income salaried workers, low-income entrepreneurs, and informal salaried workers.

## WHY WASN'T IT LAUNCHED?

Bancomer thought these concepts worked better as complements to another product rather than as stand-alone concepts. However, the Calculator was used as a sacrificial concept, which allowed the team to realize that people think in pesos, not in percentages, contributing to the design principle “Use people speak, not bank speak.”

# Home-Savings

Formal at-home savings.

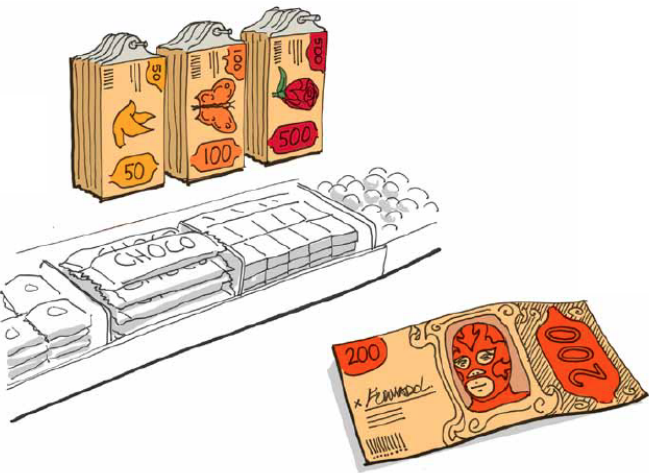


# Home-Savings

## HOW DOES IT WORK?

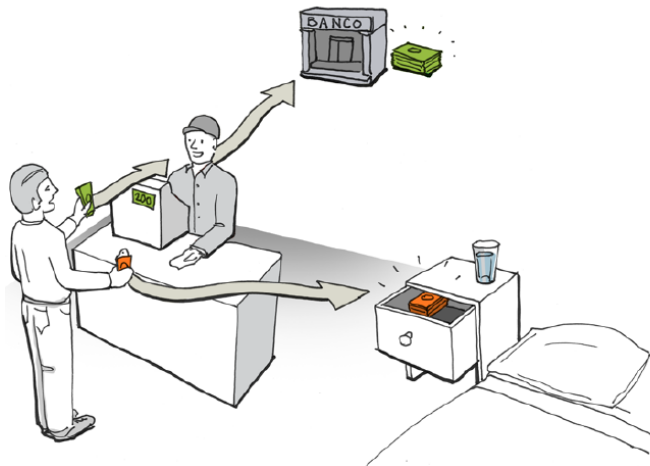
Home-Savings (*Banco Bajo el Colchón*) allows people to keep “physical representation of their money” in a safe place at home, while the real money is in the bank generating returns:

### Buy savings in the store



Savings are bought just like any other product in the store.

### Save in bank, keep at home



People keep “mattress money” in a safe place at home, but the real money is in the bank.

### Clear language



Returns are printed on the “mattress money” so that people can know exactly what they are getting.

# Home-Savings

## WHAT NEEDS DOES IT ADDRESS?

Home-Savings addresses various interrelated needs: (a) keeping “flexible distance” from money to avoid spending temptation and preventing theft, while being able to access it in case of emergency; (b) experiencing the “tangible comfort” that cash provides; (c) having a clear idea of earnings, allowing people to know exactly how much their lump sum is worth at any time.

## WHAT CUSTOMERS DOES IT TARGET?

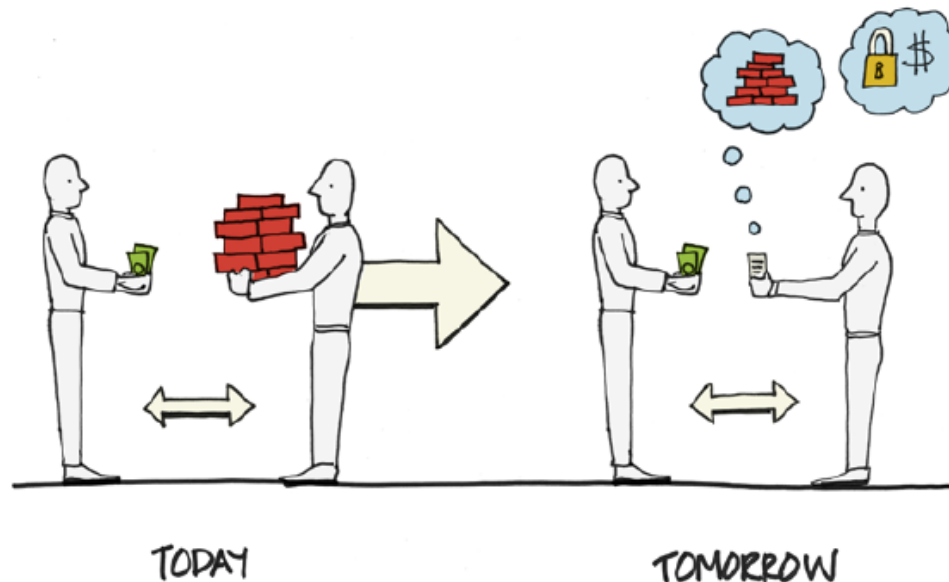
Home-Savings targets customers from the D income segment—between US\$ 290-970—in Mexico, which corresponds to low-income salaried workers, low-income entrepreneurs, and informal salaried workers.

## WHY WASN'T IT LAUNCHED?

There were costing issues but, mainly, there were strong regulatory concerns around creating “parallel currency.” The idea of “buying” a savings coupon did not generate much enthusiasm among people, although they appreciated being able to see their potential earnings in a straightforward way.

# Micro-Investing

**Providing easy investment opportunities  
by reducing the amount needed to invest and created familiar offerings.**





# Micro-Investing

## HOW DOES IT WORK?

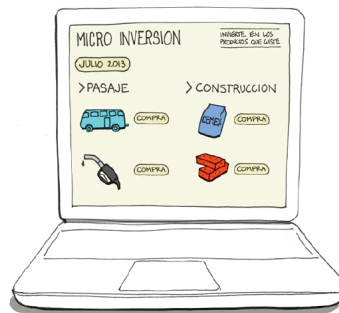
Micro-Investing (*Micro-Inversión*) provides easy investment opportunities by reducing the amount needed to invest and creating familiar offerings:

### Locked-in amount



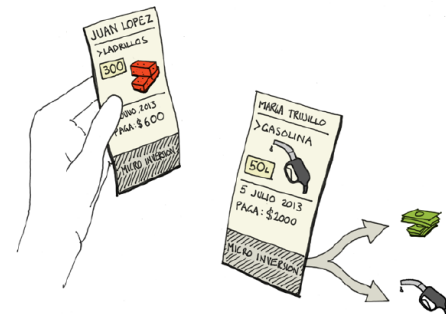
Gives assurance to people that their money will not lose value relative to their product. It can be used as investment or as insurance.

### Familiar investments



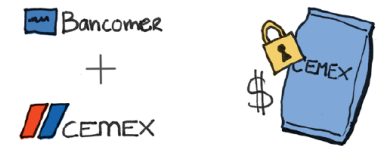
Investments include a range of products that are easily understood.

### Flexible exchange



The micro-investment can be exchanged for the product amount or its equivalent in money.

### Potential partners



The bank could seek out partners that could exchange futures for real products.

# Micro-Investing

## WHAT NEEDS DOES IT ADDRESS?

Micro-Investing mainly addresses people's need to keep their money from losing value, providing an option that is clear, straightforward and tangible. It has an added convenience: it allows people to lock a price of a product at present value enabling them to acquire the goods at a later date, without having to store them at home, in kind, for a long period of time.

## WHAT CUSTOMERS DOES IT TARGET?

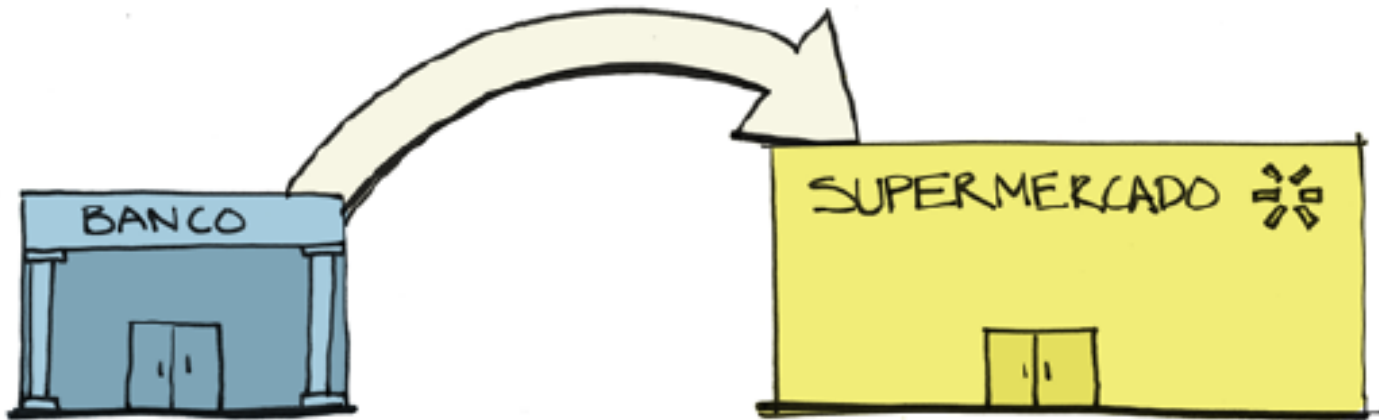
Micro-Investing targets customers from the D income segment—between US\$ 290-970—in Mexico, which corresponds to low-income salaried workers, low-income entrepreneurs, and informal salaried workers.

## WHY WASN'T IT LAUNCHED?

It was not something the bank could readily implement; it seemed too costly and complex. It was not tested with potential clients.

# Bank at the Supermarket

Integrating all the branch's services and savings opportunities into the safety and convenience of a store.

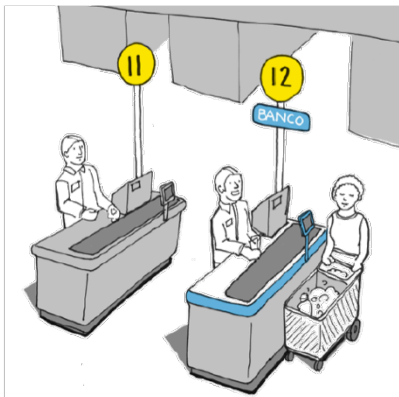


# Bank at the Supermarket

## HOW DOES IT WORK?

Bank at the Supermarket (*Bancosuper*) integrates savings opportunities into the convenience and safety of a store, by offer a “special banking line” to supermarkets”, automatically rendering discounts into savings accounts:

### In-store executive



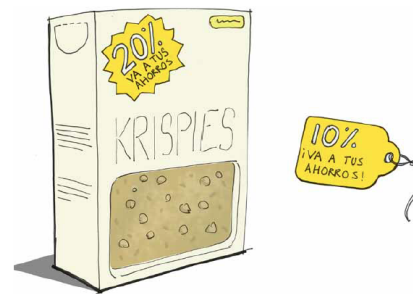
Adds functions of a bank executive, such as account opening, to the store cashiers.

### Modulo bank



Expands the capabilities of the current modules in supermarkets

### Discounted savings



Discounts in the store can be transferred fully or partially to a savings account.

### Guardamorraya



Allows people to save a fixed amount any time they buy in the store.

# Bank at the Supermarket

## WHAT NEEDS DOES IT ADDRESS?

Bank at the Supermarket addresses people's need to make savings an effortless and automatic activity in a place they trust and go to frequently.

## WHAT CUSTOMERS DOES IT TARGET?

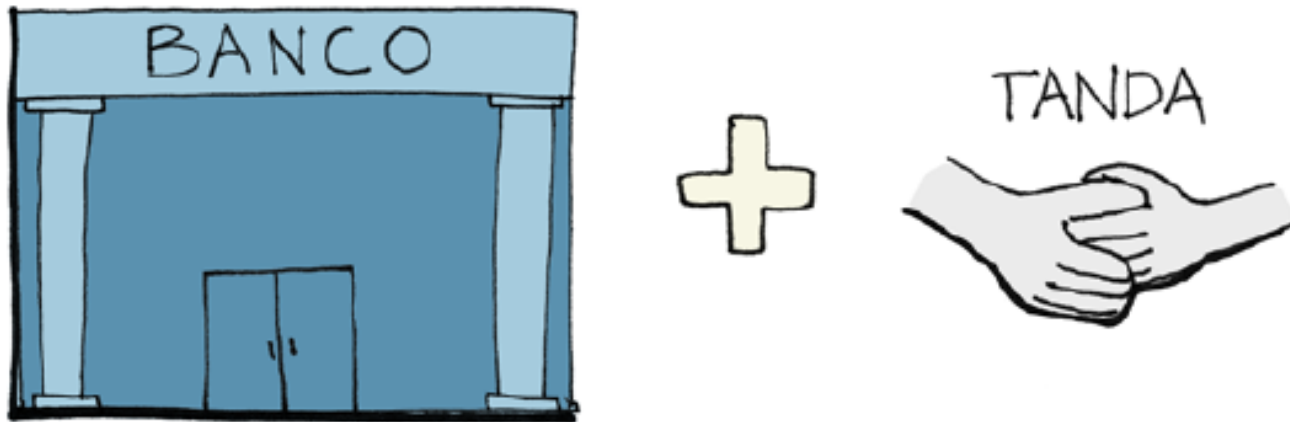
Bank at the Supermarket targets customers from the D income segment—between US\$ 290-970—in Mexico, which corresponds to low-income salaried workers, low-income entrepreneurs, and informal salaried workers.

## WHY WASN'T IT LAUNCHED?

The “In-Store Executive” and “Modulo Bank” were considered prohibitively expensive by Bancomer. The other two features just didn't generate as much excitement as the concepts that were selected.

# MyROSCA

The bank takes the role of the tanda organizer, allowing for customization while preserving some of the social elements.



# MyROSCA

## HOW DOES IT WORK?

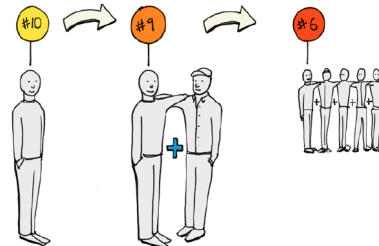
With MyROSCA (*Mi Tanda*), the bank takes the role of a ROSCA organizer. Clients can choose ROSCA members and the number of ROSCA rounds and specific features for each round. And the bank tracks savings records and uses them to offer credit to ROSCA members:

### Customization



Clients can choose the number of *tandas* and the specific features of each of them. They can also choose who will be the person putting social obligation.

### Social status



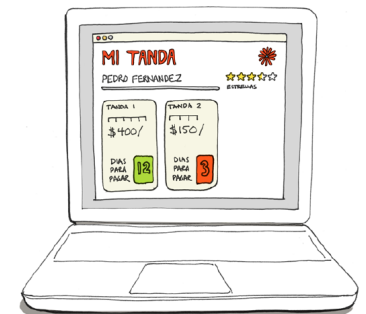
If members add friends to their *tanda* account, they will build status and gain the ability to access lower numbers.

### Reminders



People can opt in for friendly reminders to keep up with the *tanda* payments.

### Loan screening



The bank could rate people based on their payment discipline and give lower loans to the best rated customers.

# MyROSCA

## WHAT NEEDS DOES IT ADDRESS?

MyROSCA addresses the need to provide structure and a systematic way to build one or several lump sums, away from the temptations of the home, with the secure backing of a bank.

## WHAT CUSTOMERS DOES IT TARGET?

MyROSCA targets customers from the D income segment—between MXP3,600 and MXP12,000—in Mexico, which corresponds to low-income salaried workers, low-income entrepreneurs, and informal salaried workers.

## WHY WASN'T IT LAUNCHED?

MyROSCA was neither a ROSCA proper, nor did it have all the features necessary to make it a truly distinct and valuable offering, but some of its features were added to the two concepts that were selected (e.g., optional degree of social pressure, Tandas-style “saving up” or “down”).



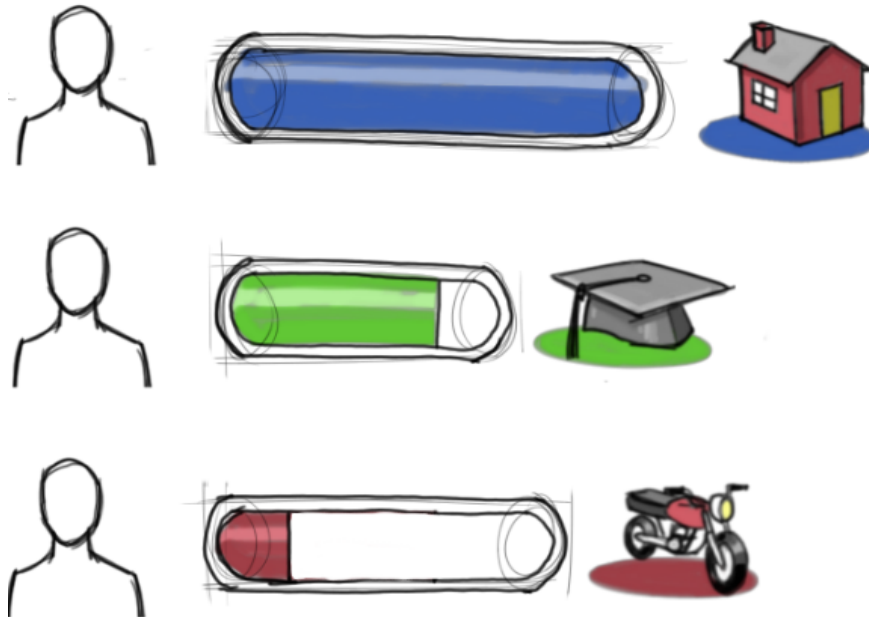
# UGANDA

## 6 Products



# Beat the Bank

A collaborative savings game.

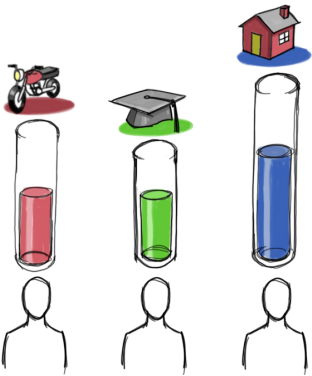


# Beat the Bank

## HOW DOES IT WORK?

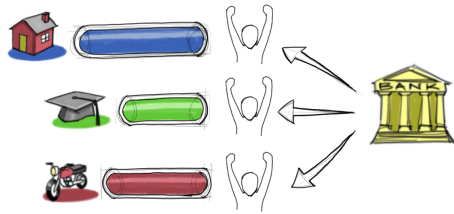
Beat the Bank is a collaborative savings game where friends team up to support each other in achieving their savings goals and win rewards from the bank:

### Customizable

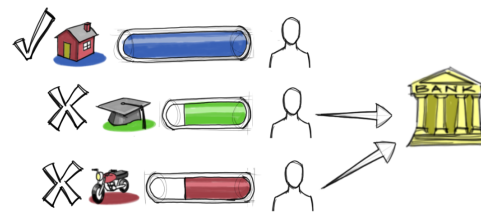


Team members each set their own savings goal amount, but the goals must be reached in the same timeframe (e.g. 6 months).

### Group incentives

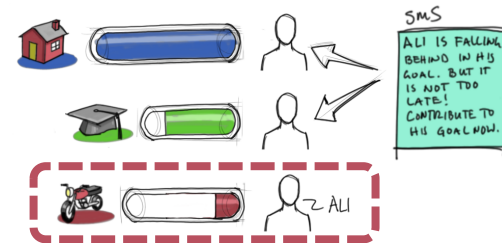


If everyone reaches their goal in time they “beat the bank” and the bank pays out a tangible reward. Rewards are divided proportionally based on goal size.



If ANY team member fails to reach their goal, no reward is paid. Those who do not reach their goal are charged a withdrawal fee and also cause other members to lose the reward on their savings.

### Teamwork



The whole team is notified if any members are falling behind in their pace to reach their goals and team members can even contribute to each others' goals, encouraging teamwork.

# Beat the Bank

## WHAT NEEDS DOES IT ADDRESS?

Beat the Bank addresses two main needs: (a) “Save to smooth,” i.e. creating savings products that help people accumulate cash during “good times” that can smooth their consumption during “bad times” of the farming cycle; and (b) “New networks,” i.e. lessening customers’ reliance on networks of social obligation by providing alternative savings and investment mechanisms.

## WHAT CUSTOMERS DOES IT TARGET?

Beat the Bank targets three customer types:

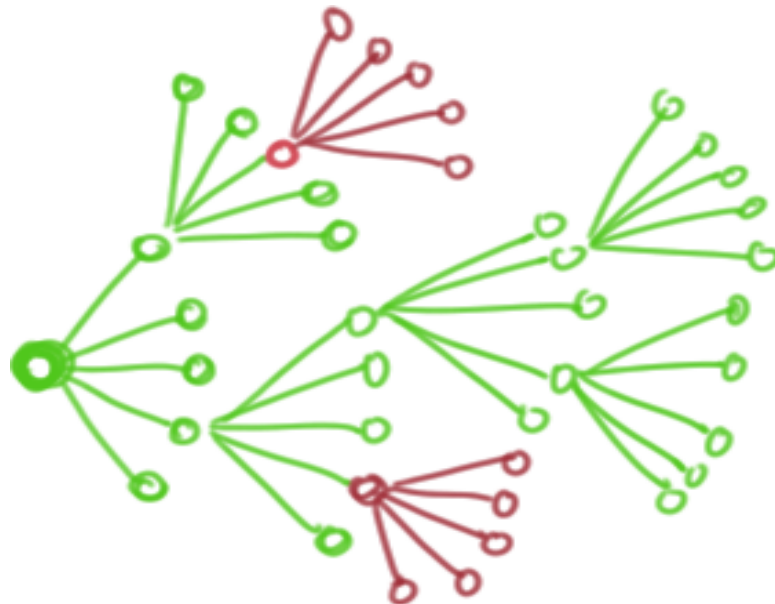
- (a) The “newly independent” customer, with a low income but a small household size, prioritizes liquidity, ease, and security in savings options. This customer puts high trust in mobile money and is very interested in new payment products;
- (b) The “financial manager,” with a high and regular income, is potentially hard to access as already served by a multitude of products and providers. This customer uses credit to invest in building existing assets;
- (c) The “careful investor,” with a relatively high but informal income, relies on savings as a means to invest in building existing assets. While this customer does not borrow today, he/she express interest in future borrowing.

## WHY WASN'T IT LAUNCHED?

MTN did not see the product as a money maker. MTN felt, however, that it could be a good tool for promotion of some sort. Some MTN team members also felt that the key to “progress” for Ugandans is not to save together but rather to build up their own credit histories. As a result, the product scored low on sustainability.

# Social Vetting

**A lending product which identifies new loan customers virally through their association with existing, trusted borrowers.**

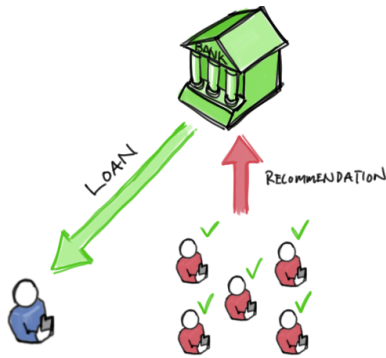


# Social Vetting

## HOW DOES IT WORK?

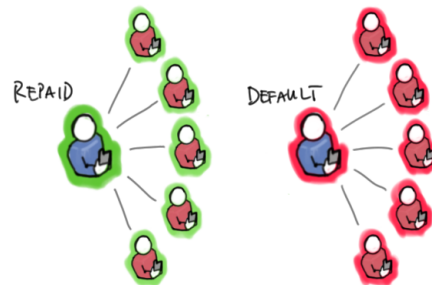
Social Vetting is based on the basic assumption that trustworthy people trust other trustworthy people. The viral nature of the product allows it to grow quickly with low marginal cost for customer due diligence:

### Reference-driven



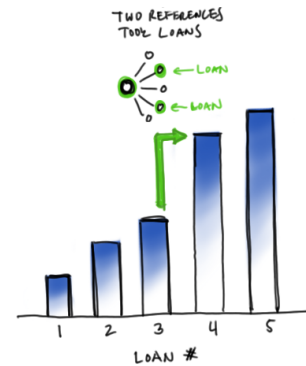
To receive their first loan, a new customer must provide phone numbers for 10 “references” who will receive an SMS inquiry on whether they would trust this person to repay.

### Trust-based



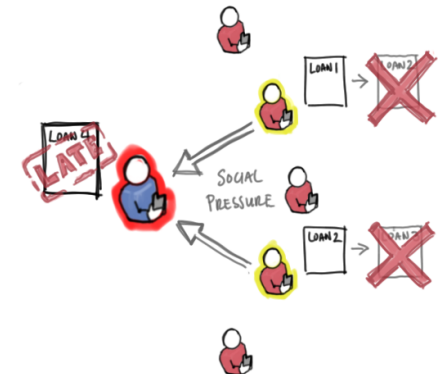
For customers who prove to be good borrowers, their references are assumed to be good borrowers and offered loans.

### Start small



Loans are “stepped” so that they start small to minimize risk, but grow over time if a positive borrowing history is built up.

### Social networks



The social aspects of the product can also help manage ongoing default risk by putting social pressure on late repayers.

# Social Vetting

## WHAT NEEDS DOES IT ADDRESS?

Social Vetting addresses four main needs: (a) “Data for credit,” i.e. using existing pools of data on rural customers to make appropriate credit available to them; (b) “Lend for bad times,” i.e. creating credit products that allow rural populations to access cash on demand during “bad times”; (c) “New networks,” i.e. lessening customers’ reliance on networks of social obligation by providing alternative savings and investment mechanisms; and (d) “Expand networks,” i.e. reducing capital constraints in livelihood networks by expanding their size and by providing these individuals with access to new forms of capital.

## WHAT CUSTOMERS DOES IT TARGET?

Social Vetting targets three customer types:

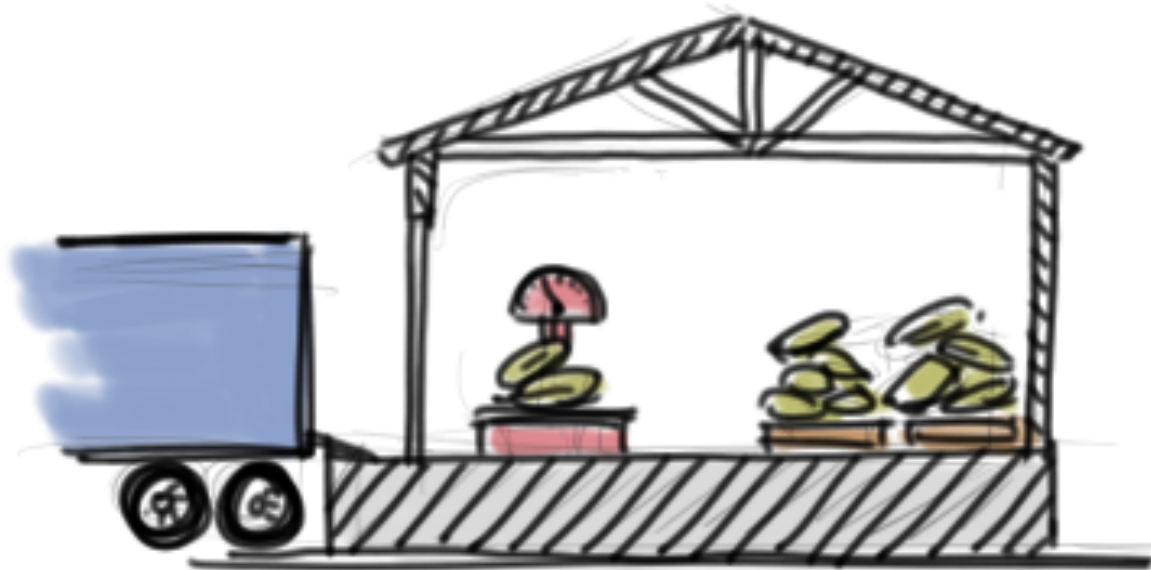
- (a) The “financial manager,” with a high and regular income, is potentially hard to access as already served by a multitude of products and providers. This customer uses credit to invest in building existing assets.
- (b) The “village entrepreneur” is a low income trader with a large household size. While this customer’s loans are limited to local sources only, he/she has high demands for new credit products but little access to or comfort with banks.
- (c) The “careful investor,” with a high but informal income, relies on savings as a means to invest in building existing assets. While this customer does not borrow today, he/she express interest in future borrowing.

## WHY WASN'T IT LAUNCHED?

The product scored low on external feedback and sustainability. Many of those who reviewed social vetting noted that it would be difficult to build a sustainable business model for the product. Many also felt that this product brought the least value to the customers.

# Warehouse E-Receipts

**Providing credit to enable small-holder farmers to store their crops and off-sell after harvest season for a higher market price.**



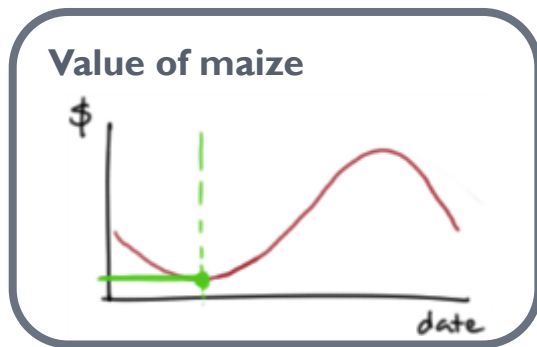


# Warehouse E-Receipts

## HOW DOES IT WORK?

Warehouse E-Receipts enables small-holder farmers to store their maize and off-sell after harvest season for a higher market price while giving them access to credit to meet immediate needs:

### Off-selling crops



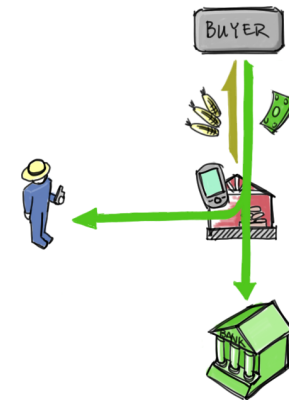
The Warehouse Receipt system allows farmers to “beat the cycle” by storing crops and selling their production away from saturated local markets to large buyers.

### Coupled with loans



To help bring small maize farmers into the warehouse receipt system the service allows immediate access to credit based on the maize stored while minimizing cost of due diligence for the lending bank.

### Direct repayment to bank



When a buyer purchases the farmer’s maize, the payment is made through the warehouse, which first pays back the bank for the loan principle + interest and then pays the difference to the farmer.

# Warehouse E-Receipts

## WHAT NEEDS DOES IT ADDRESS?

Warehouse E-Receipts addresses the need for “off-sell produce”, by helping customers smooth consumption across cycle by selling produce when most valuable or purchasing inputs when cheapest.

## WHAT CUSTOMERS DOES IT TARGET?

Warehouse E-Receipts targets three customer types:

- (a) The “financial manager,” with a high and regular income, is potentially hard to access as already served by a multitude of products and providers. This customer uses credit to invest in building existing assets.
- (b) The “village entrepreneur” is a low income trader with a large household size. While this customer’s loans are limited to local sources only, he/she has high demands for new credit products but little access to or comfort with banks.
- (c) The “careful investor,” with a relatively high but informal income, relies on savings as a means to invest in building existing assets. While this customer does not borrow today, he/she express interest in future borrowing.

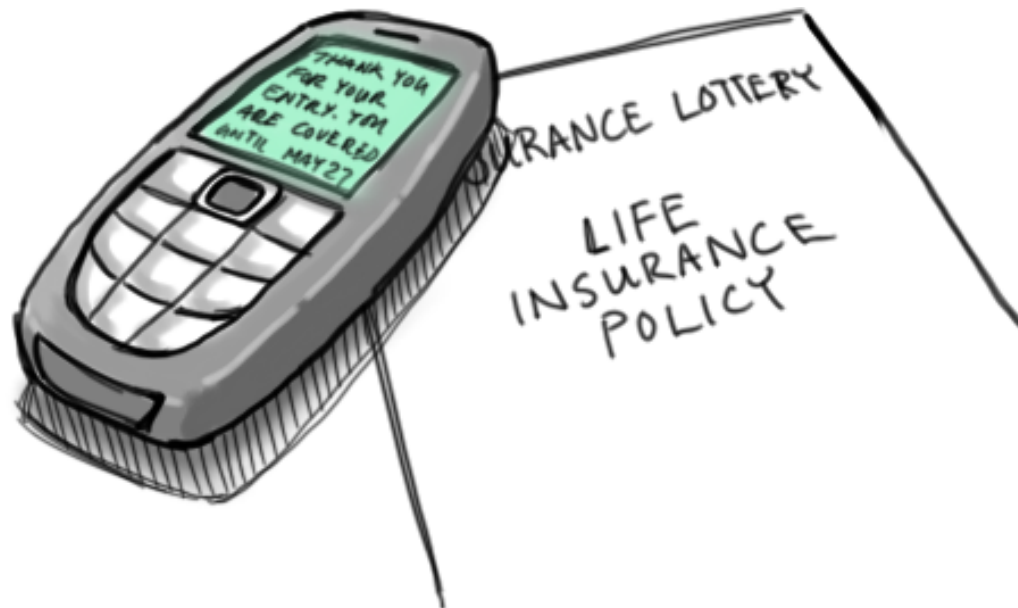
## WHY WASN'T IT LAUNCHED?

The design team, as well as MTN, felt this product had too many dependencies. For the product to work, we would need to bring the farmers into the an e-warehouse system as well as working with banking partners to give farmers non-collateral loans based against the grain stored. The product scored low not only on external feedback but also practicality because of these considerations.

In countries where a warehouse receipt program is already in place, adding a mobile money component makes a lot of sense.

# Insurance Lottery

An insurance product structured like a lottery leveraging the excitement of gambling to encourage customers to protect themselves against risks.

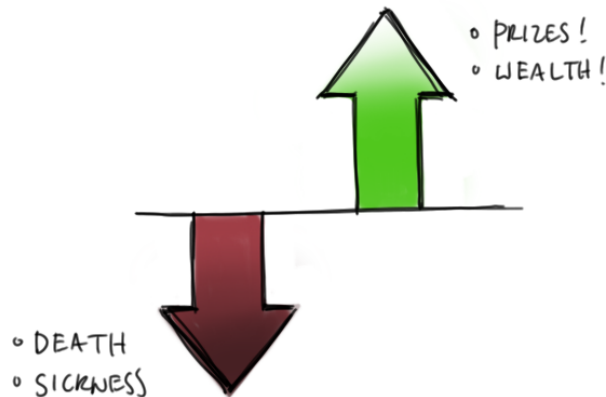


# Insurance Lottery

## HOW DOES IT WORK?

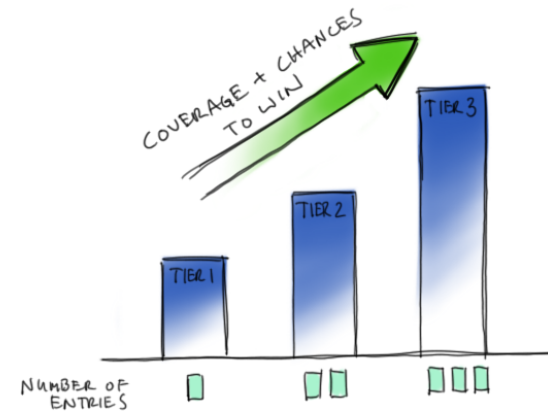
Insurance Lottery is an insurance product for which customers pay a premium to enter themselves into a lottery and have the chance to “win big.” Those who do not win are still covered for basic life insurance.

### Lottery + Life insurance



Tying life insurance to a lottery makes it easier for first-time insurance buyers to try out basic coverage. On the one hand, purchasing insurance is a hedge against a very negative outcome. On the other hand, users simultaneously bet on a very positive outcome with the lottery.

### Rewards



More entries in a month increase a customer's life insurance coverage for that month, giving customers the flexibility to adjust their premiums as necessitated by irregular incomes.

# Insurance Lottery

## WHAT NEEDS DOES IT ADDRESS?

Insurance Lottery addresses the need for “new networks”, by lessening customers’ reliance on networks of social obligation by providing alternative savings and investment mechanisms.

## WHAT CUSTOMERS DOES IT TARGET?

Insurance Lottery targets three customer types:

- (a) The “financial manager,” with a high and regular income, is potentially hard to access as already served by a multitude of products and providers. This customer uses credit to invest in building existing assets.
- (b) The “village entrepreneur” is a low income trader with a large household size. While this customer’s loans are limited to local sources only, he/she has high demands for new credit products but little access to or comfort with banks.
- (c) The “newly independent” customer, with a low income but a small household size, prioritizes liquidity, ease, and security in savings options. This customer puts high trust in mobile money and is very interested in new payment products.

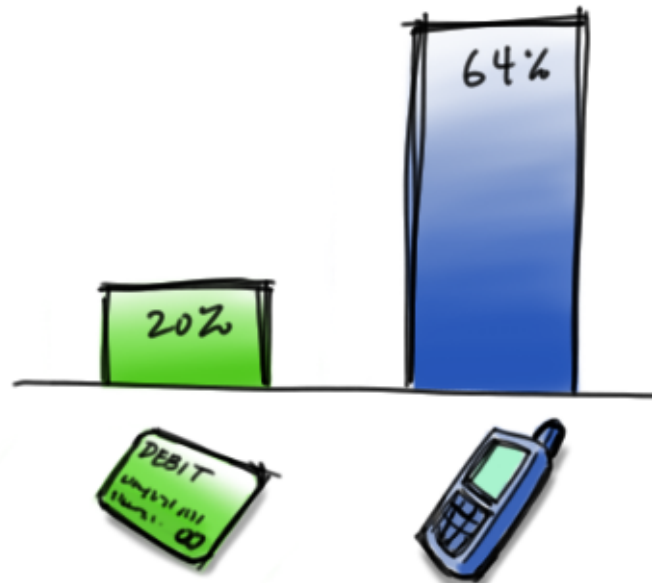
## WHY WASN'T IT LAUNCHED?

Customers were not too excited about this product. Many customers view insurance as a sunk cost and do not trust that they would be able to collect their pay-out from the company if they, or someone in their family died. A few also noted that a product like this would make them go through the hassle of getting a death certificate, which they did not want to do. As such, the product scored low on appropriateness.

This product could be very successful in a context where customers are familiar with insurance and/or is accompanied by financial literacy training.

# Mobile Data for Credit

An insurance product structured like a lottery leveraging the excitement of gambling to encourage customers to protect themselves against risks.

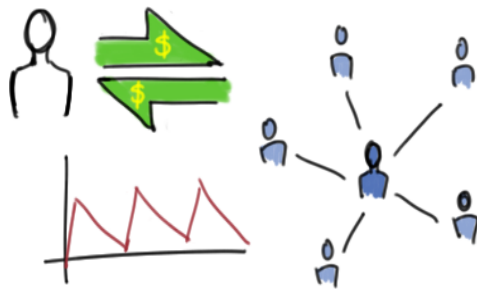


# Mobile Data for Credit

## HOW DOES IT WORK?

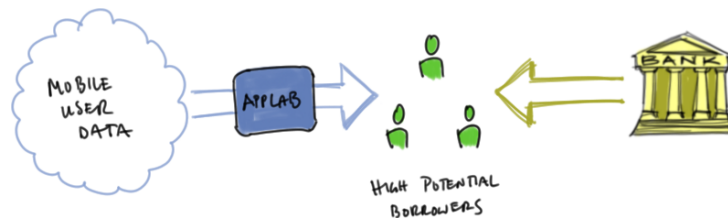
Mobile Data for Credit Is based on the observation that customers in the informal sector lack credit history data or credit scores that make due diligence on new borrowers expensive, especially given the size of loans demanded. Transactional data on these customers does exist, but it is held largely by MNOs, not by banks.

### Mobile data-driven



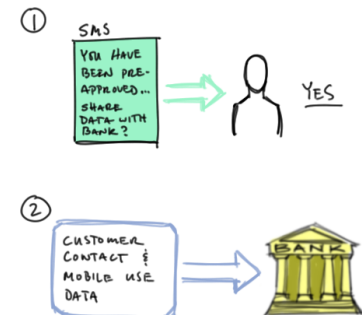
Potential borrowers are identified using a number of parameters derived from both MNO voice and/or mobile money data (volume and regularity of transactions, depth of social networks).

### Customizable



Parameters are created and tested by AppLab that utilize the various datasets to identify potential borrowers: AppLab identifies high potential borrowers, and banks provide the credit.

### Customer privacy



To protect customer privacy, potential borrowers would be sent an SMS message asking if MTN can share their mobile data with the bank in order for them access the loan.

# Mobile Data for Credit

## WHAT NEEDS DOES IT ADDRESS?

Mobile Data for Credit addresses the need for “data for credit”, by using existing pools of data on rural customers to make appropriate credit available to them.

## WHAT CUSTOMERS DOES IT TARGET?

Mobile Data for Credit targets three customer types:

- (a) The “financial manager,” with a high and regular income, is potentially hard to access as already served by a multitude of products and providers. This customer uses credit to invest in building existing assets.
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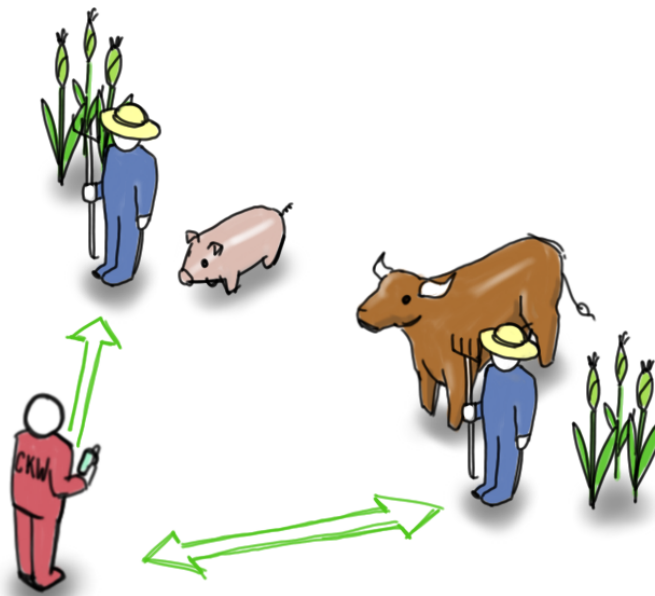
## WHY WASN'T IT LAUNCHED?

Creating a credit scoring algorithm would be an extensive exercise, and a lot of work would have to be done to test that algorithm. The team was uncertain whether they would get enough data from MTN to create that score. The product concepts came out shortly after MTN went through their fraud case and were naturally very data sensitive. Concerns like this made the design team rate the product low in terms of practicality. They also knew that numerous other players were working with credit scoring algorithms in the market, so they scored the product low in terms of novelty.



# CKW Data for Agri-Lending

Facilitates agricultural lending by identifying good borrowers using data collected on farmers by AppLab's Community Knowledge Workers (CKW).

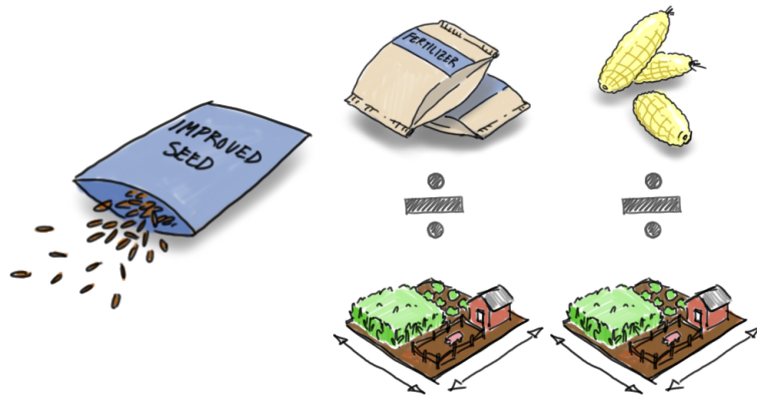


# CKW Data for Agri-Lending

## HOW DOES IT WORK?

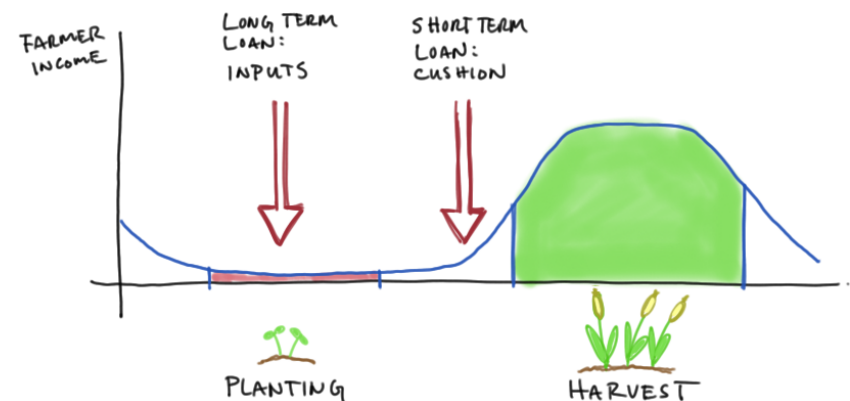
Applab's CKW program reaches 70,000 farmers currently and has detailed information on each farmer regarding crops planted, planting area, inputs used, assets held, and historical yields.

### Agricultural data-driven



Potential borrowers are identified not only based on the quantity of their assets, but also on how efficiently they use the assets they have (by looking at the type of inputs, inputs per acre, and yields per acre).

### Short-term credit



Credit could be provided short-term to help farmers get through the “hungry season” without liquidating productive assets, or longer term to help farmers invest in better use of inputs at planting.

# CKW Data for Agri-Lending

## WHAT NEEDS DOES IT ADDRESS?

CKW Data for Agri-Lending addresses the need for “data for credit,” by using existing pools of data on rural customers to make appropriate credit available to them.

## WHAT CUSTOMERS DOES IT TARGET?

CKW Data for Agri-Lending targets three customer types:

- (a) The “financial manager,” with a high and regular income, is potentially hard to access as already served by a multitude of products and providers. This customer uses credit to invest in building existing assets.
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- (c) The “careful investor,” with a relatively high but informal income, relies on savings as a means to invest in building existing assets. While this customer does not borrow today, he/she express interest in future borrowing.

## WHY WASN'T IT LAUNCHED?

This product scored low on sustainability and practicality simply because of the amount of data that the CKWs had to collect to make the system work. Such a data collection process is not only time consuming, but also expensive, so they chose to go with the simpler concepts.

# CGAP

Advancing financial inclusion to improve the lives of the poor

