


## INTERNATIONAL MODELS FOR UNDERBANKED INNOVATION

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### International trends in innovation

Functional	Bansefi	Wonga	M-payments
Technology	X	X	X
Product			
Distribution	X	X	X
Business model			

- Developing countries: pervasive wireless connectivity in developing countries is unleashing new models of payment, using agent-type distribution for cash
- Mobile data 'revolution' yet to come




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### One example: M-Pesa, Kenya



- ❖ Started in Kenya 2005 as pilot for MFI loan disbursement
- ❖ Launched as nationwide service in March 2007 by Vodafone local mobile operator Safaricom
- ❖ Offers e-transfers to cell numbers, whether registered users or not (pricing different); now bill payments
- ❖ Cash in and out via over 6000 accredited agents and now ATMs
- ❖ More than 5m customers enrolled in less than 2 years




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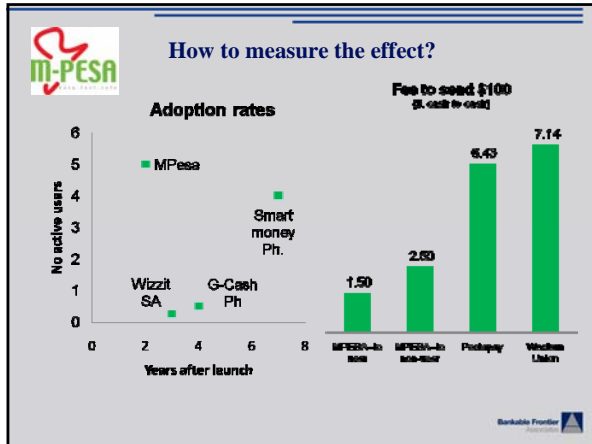
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**So, what does this mean for US?**

❖ This session is about hearing about these models and drawing conclusions

Bankable Frontier

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