

mondato



Measuring Progress:
Pursuing Transparency for Scale

2 December 2016

Proprietary and Confidential

Initial observations from mapping analytics for FI

Improving transparency, especially at national level, w/ more extensive data for a few select markets

- Ability to compare high-level progress across markets to assess impact of overall initiative portfolios
- Some opportunity to overlay national socio-economic data to consider structural drivers of FI
- Localized data available for some “headline” markets in FI, but are somewhat outliers given adoption

Granularity is resource intensive, but needed at the operational level, requires a new approach

- Localized pain points and segmentation difficult to assess, makes pre-implementation much more risky
- Lacking these data, it can be difficult to contextualize pilots when then looking to scale more broadly
- Digitization offers efficiencies for data collection; complexity calls for collaboration and standardization

Allows stakeholders to focus on bottom-up innovation, shift resources to targeted implementations

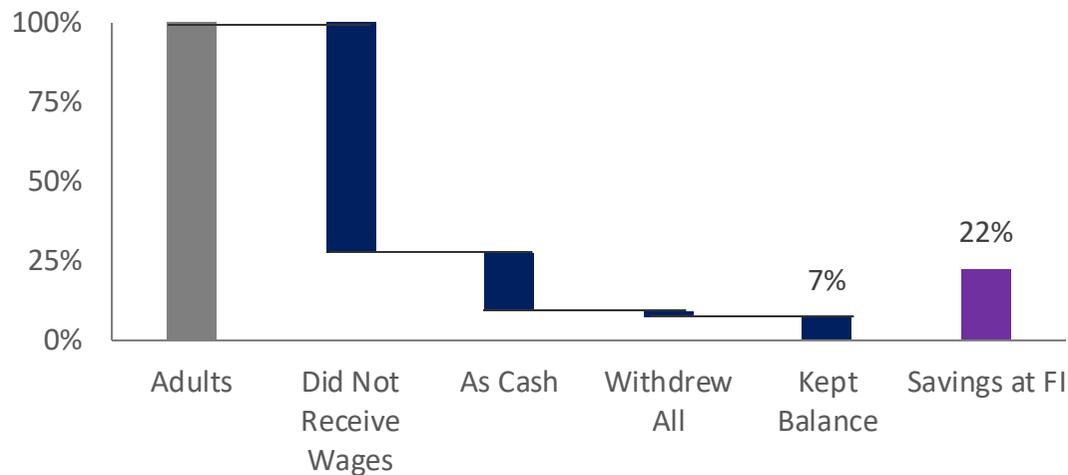
- Funders facilitate data aggregation / synthesis w/ more robust impact assessments to justify initiatives
- Stakeholders align market definitions, segmentation, or opportunity assessments to their propositions
- Panelists are illustrative of opportunities for a more data-driven approach to planning / operationalization



High-level metrics useful in profiling financial inclusion gaps

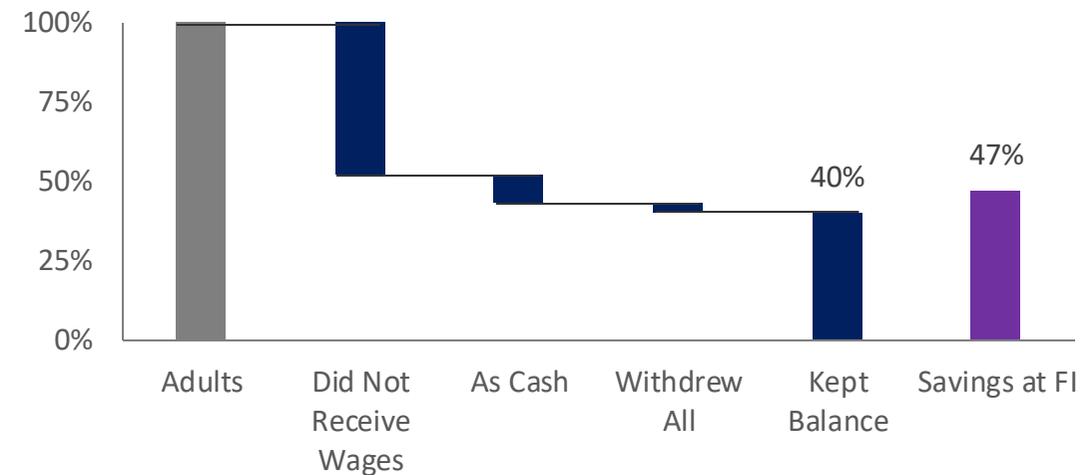
Sessions over the past couple of days have highlighted the need for and benefits from financial inclusion, and we now take a look at the potential role of measurement for identifying key gaps to address, developing new initiatives, and optimizing overall impact

Low & Middle Income Markets



Irregular incomes and cash payments tilt table against FI, so propositions will need to both push and pull funds into formal channels / accounts

High Income Markets



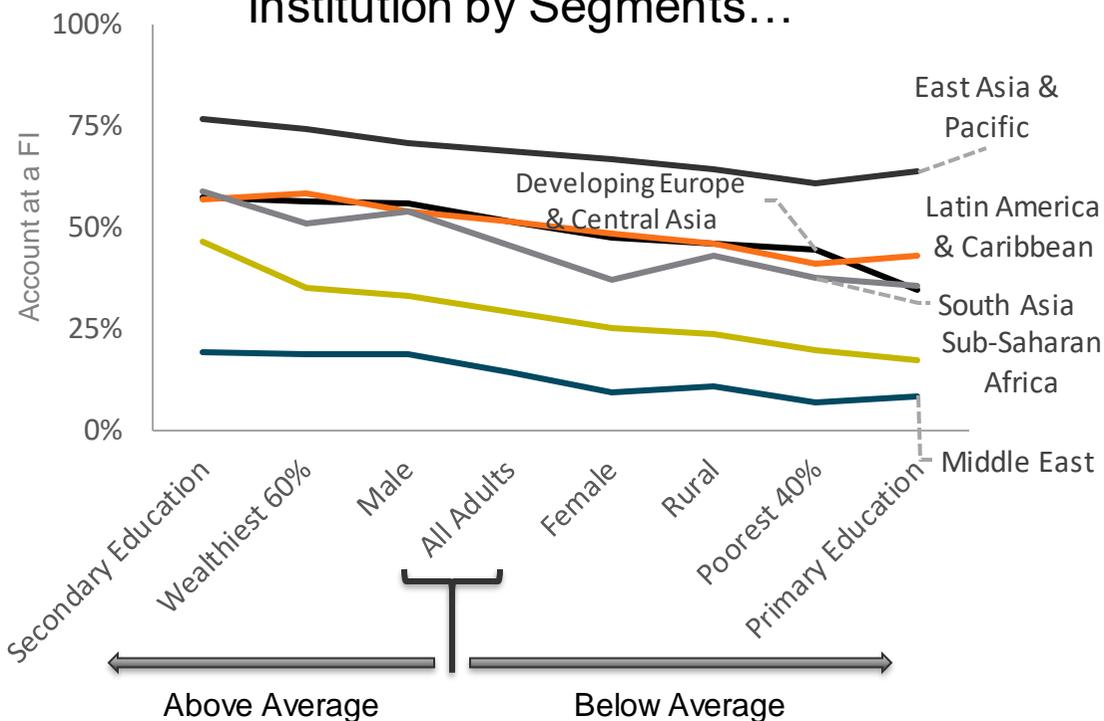
Global metrics facilitate greater benchmarking, and can provide for interesting comparative profiles, and potentially as upper layers for dashboards



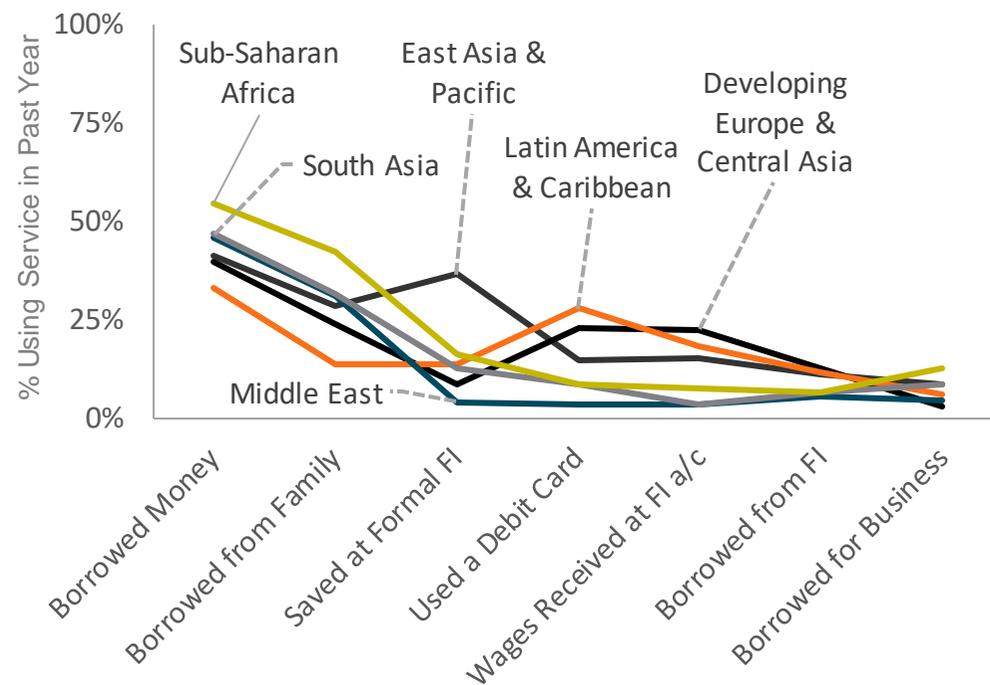
Source: Mondato analysis, World Bank Global Findex

Findex regional / nat'l data provides more nuanced views

Accounts at a Financial Institution by Segments...



...and Penetration by Use Case



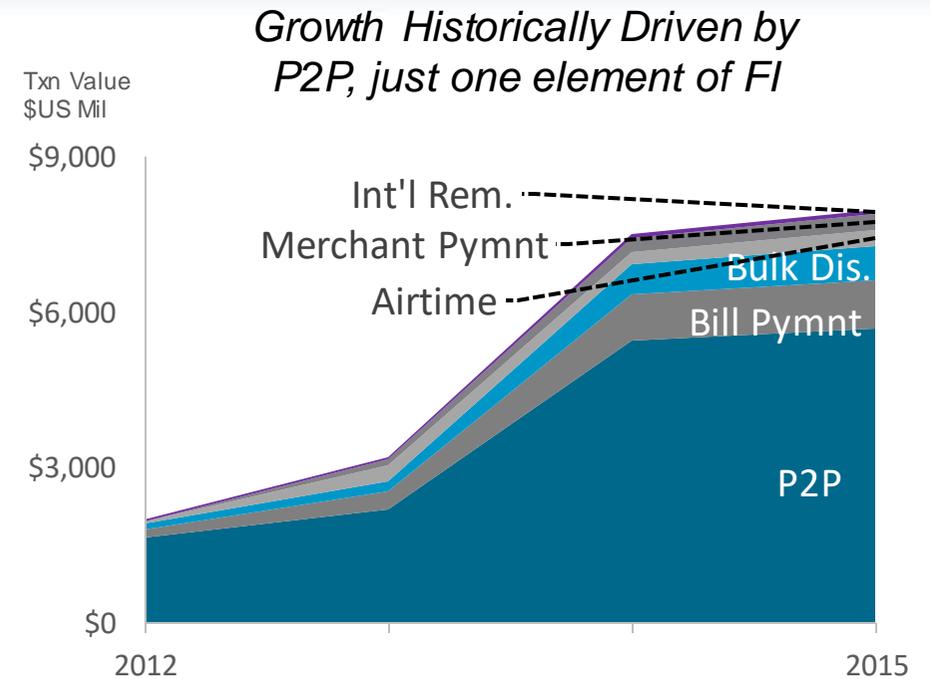
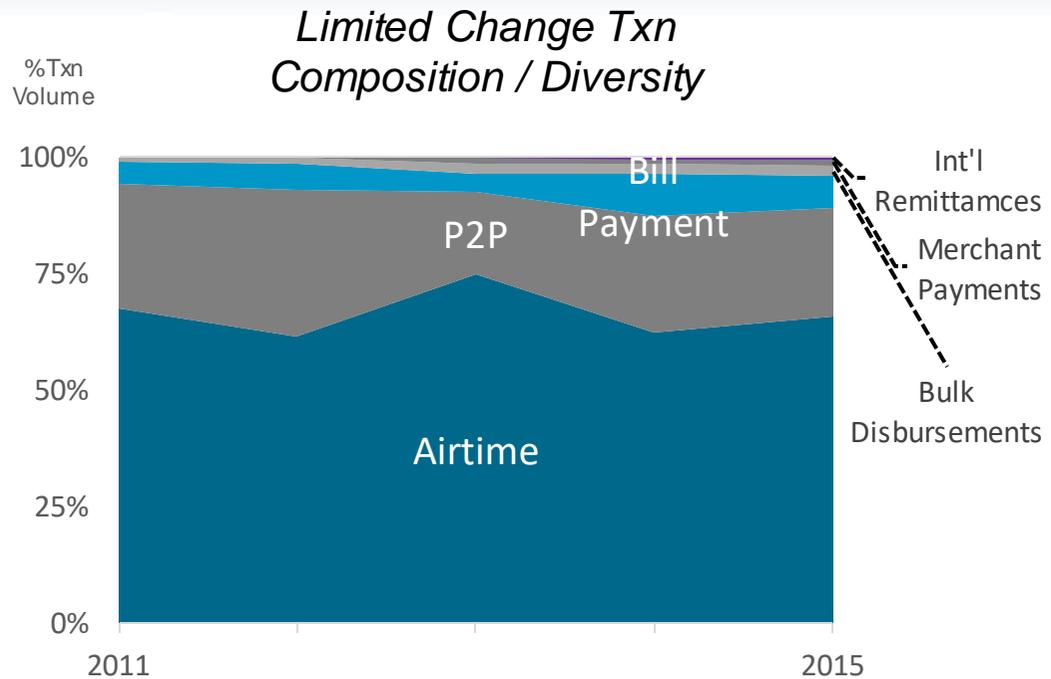
National level segmentation allows stakeholders to track objectives, but not targeted local initiatives

Increasing use cases adds additional data cuts, yet not granular enough for tracking intra-market experiments



Source: Mondato analysis, World Bank Global Findex

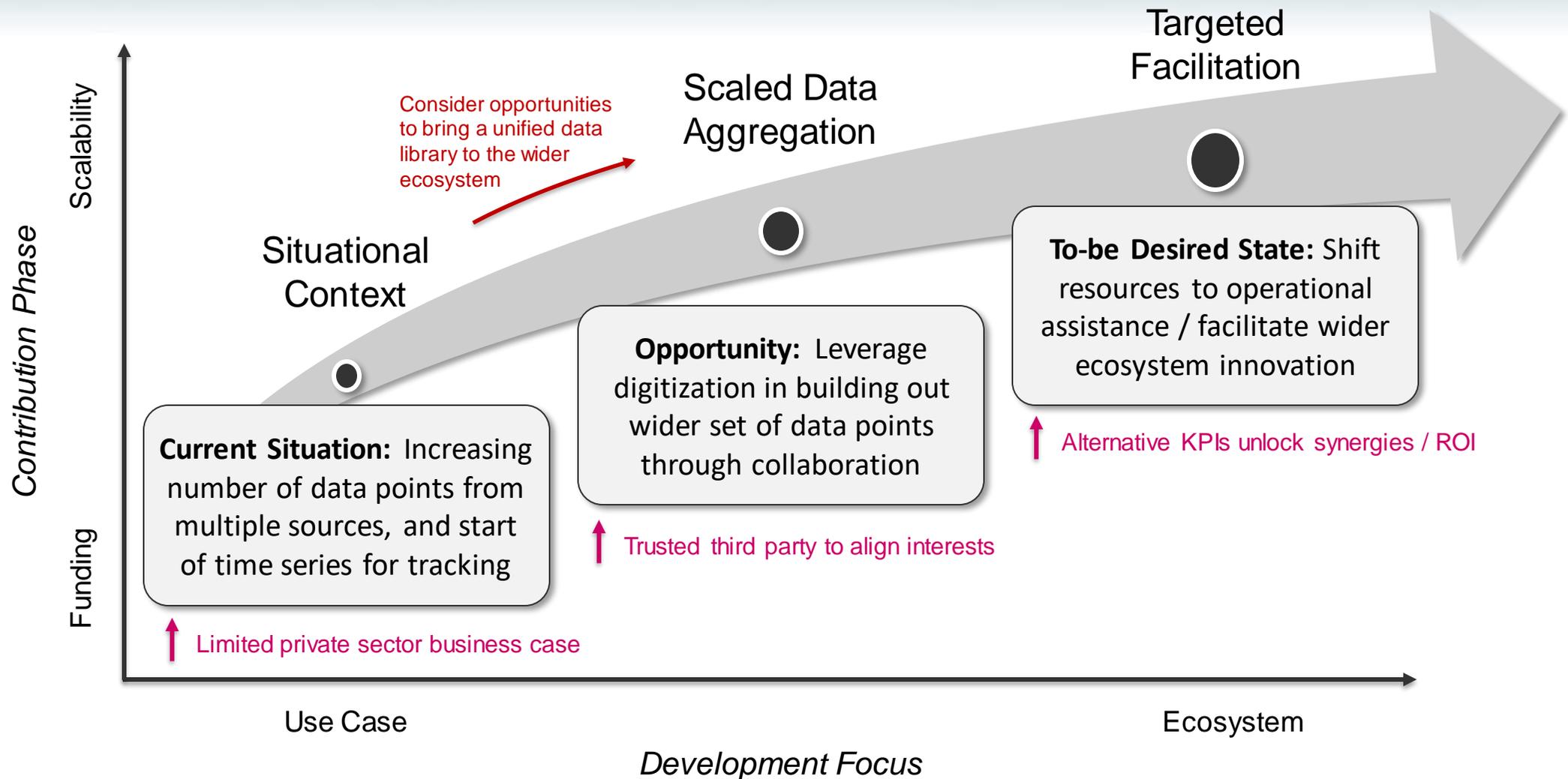
GSMA reveals MM traction, but use case adoption is “narrow”



- GSMA has taken a leading role in financial inclusion measurement w/ mobile money focus
- Significant growth in electronic transactions over past few years, but somewhat one dimensional
- Broader set of metrics beyond MNOs required for broader context, national benchmarking



Empowering the wider ecosystem to accelerate innovation

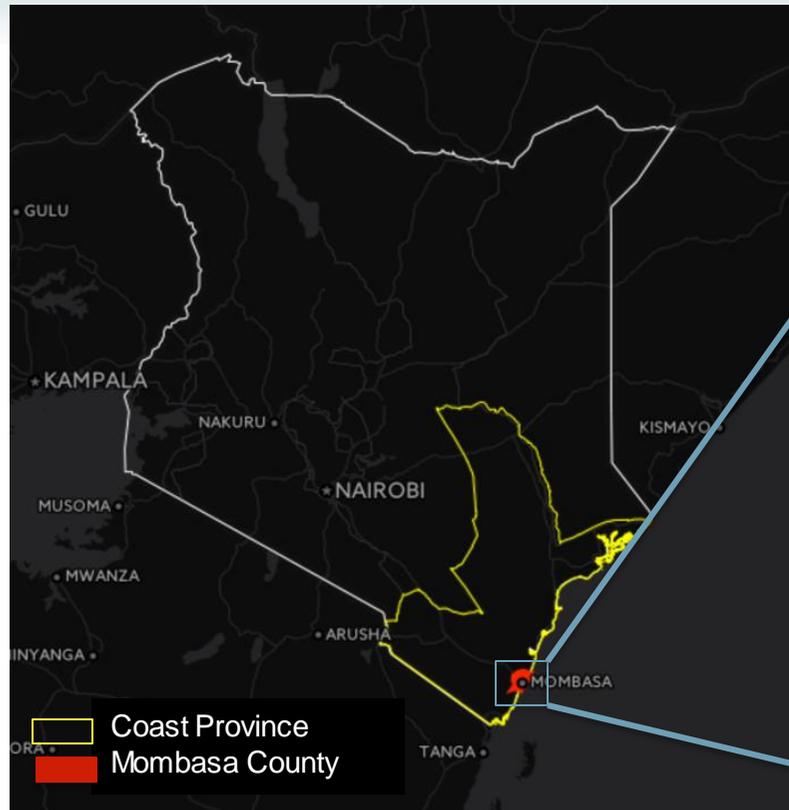


**Top-down initiatives are considered to generally be once-off interventions reliant on continued stakeholder funding, whereas a bottom-up approach is organic and continuous, such as collaborations to aggregate device-level data*



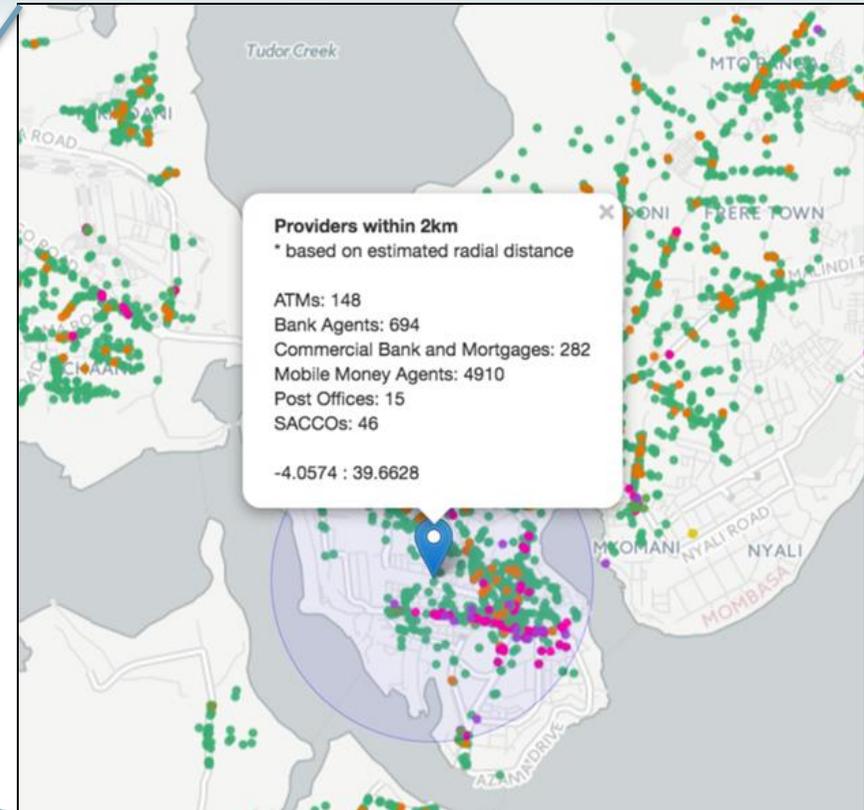
Moving towards more actionable insights on a localized basis

As-is: Moving Beyond Nat'l Level*



Increased sample sizes and making these representative at the sub-national level would be costly but increase ability to localize use cases (e.g., at provincial level as above)

To-be: Organic Database Aggregation



Less defined by geographic sampling, and more about aggregation of real-time device data to explore supply-demand dynamics / impact



*In reality, localized data are available for a few select markets that have been focus areas for mobile money (e.g., India, Kenya, Tanzania), but these tend to be one-off exceptions, and other countries tending to be based on a sample size of approximately 2,000 respondents per market

Panelists provide insight into measurement and impact

- Initiatives include small-plot agriculture insurance, education savings, and financial diaries
- Illustrative of challenges in measuring impact, and how data collection is resource intensive
- While always the case to a certain extent, consider where efficiencies are possible:
 - Initial hypothesis formulation, research methodology, and validation of key learnings
 - Innovative data collection channels / collaborations undertaken for the studies
 - Potential areas where collaboration might be both most effective and manageable
 - Possible challenges to be considered (e.g., data ownership / privacy, unstructured)
 - Further impact assessments being considered if data were available

