





## Launch of FinScope Mobile Banking Pilot

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FinMark Trust

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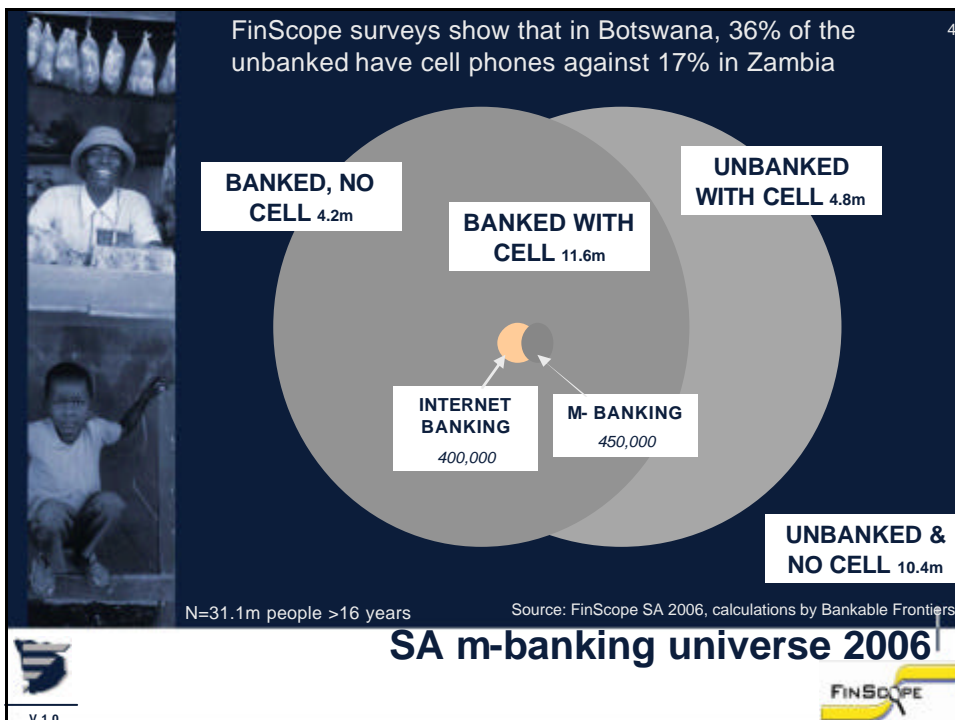
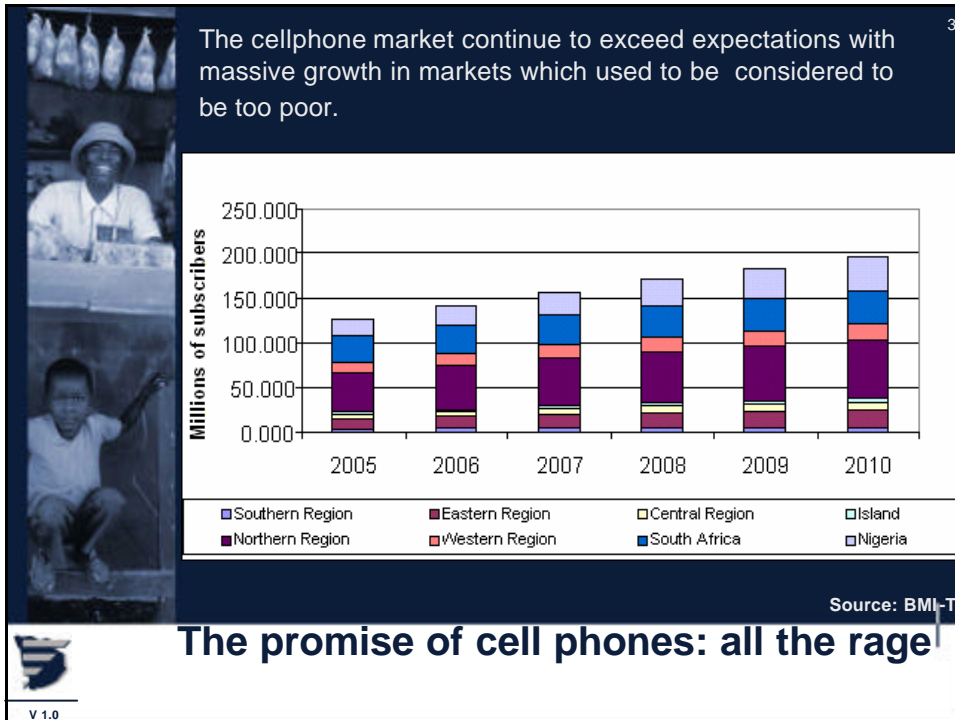
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- Independent trust formed in April 2002
- Initial funding from UK's DFID
- Mission of *"Making Financial Markets Work for the Poor"* in Africa
- Facilitating and catalysing the next generation of development around access to financial services, to include:
  - **FinScope™** has now become the premier market insight tool with costs syndicated out to the private sector in Southern Africa and interest beyond.
  - **FinScope™** now in 10 countries with two pilots – Small Business and Mobile Banking.




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## Approaching mobile banking



**ENTRY POINTS**

- Airtime top up
- Balance enquiry
- Bill payments
- Money transfer
- FULL MOBILE BANKING

Source: Paym8

**Mobile commerce: Entry points**

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Cost of sending \$50 to unbanked person:

- via Post office : \$4

Cost of Point of sale device:

- Normal: US\$50+ p.m


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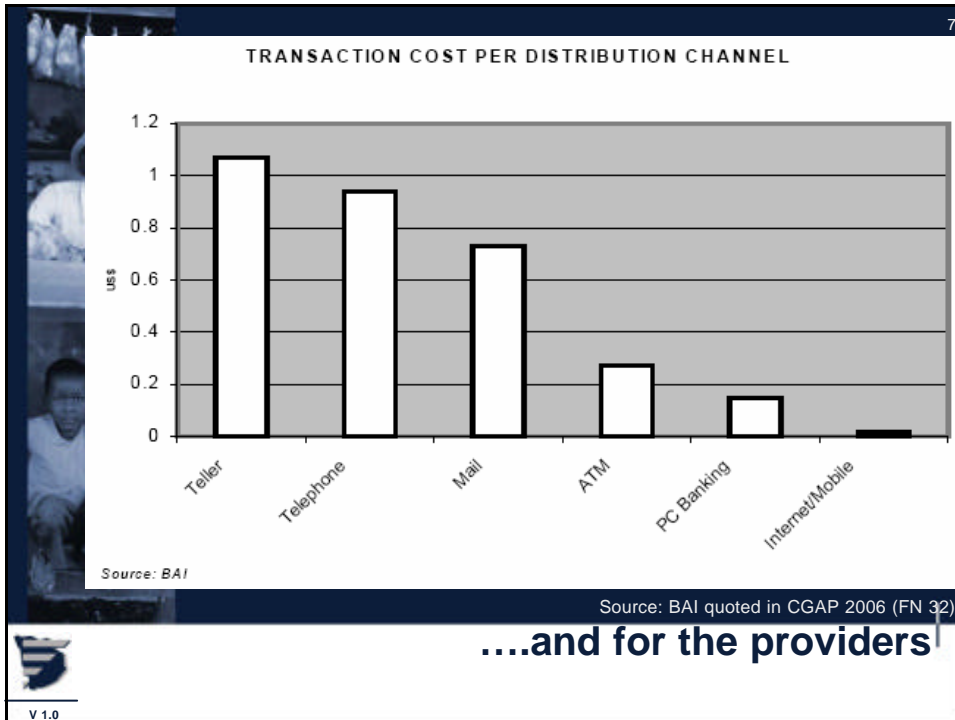
- via WIZZIT US\$0.49c (1/8) (vs MTN airtime trf US\$0.12c)

- Cell phone POS: US\$25 (1/2)


FINSCOPE

**Technology is changing the cost of distribution: for the consumer...**


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South Africa




South Africa



Congo & Zambia



Philippines



Kenya (pilot)

But still early days. Lessons to be learnt around choice of technology, right partnerships and distribution. Better understanding of consumers will assist this.

**So the question is - will cell phone banking bring the next wave of access to financial services?**

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**FINSCOPE**  
MOBILE BANKING

**Funded and developed by:**

 **Vodafone Group Foundation**  **UNITED NATIONS FOUNDATION**

**In partnership with:**  **FINMARK TRUST** **Conducted by:** 

**And supported by:** 

 **FinScope™ Mobile Banking Pilot launch**

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