

# MOBILE MONEY



TECHNOLOGY TO TRANSFORM TRANSACTIONS  
SEPTEMBER 19-20, 2013 BERKELEY, CA

*What if anybody with a phone could send and receive money? What if mobile money agent services could be crowd-sourced? And what if every mobile phone came with a full suite of financial services?*

These aspirations, and the technological, economic, and behavioral challenges that accompany them, will be the focus of **Mobile Money: Technology to Transform Transactions**, a two-day convening on **September 19th and 20th, 2013** at the **Hotel Shattuck Plaza, Berkeley**.

The event is sponsored by the Bill & Melinda Gates Foundation and hosted by the Center for Effective Global Action (CEGA) and partners at UC Berkeley and Georgetown University. We aim to inject fresh thinking and new collaborations into mobile money in emerging markets.

The convening is structured as a series of workshops, each addressing a specific issue along the arc of service delivery.

**KEYNOTE SPEAKER | IGNACIO MAS**

## SELECT LISTS OF PARTICIPATING ORGANIZATIONS:

Alcatel-Lucent  
Bill & Melinda Gates  
Foundation  
CGAP  
CoinLab  
Eko  
Equity Bank  
FHI 360  
FINO PayTech

Fundamo  
Georgetown University  
HaitiPay  
IDMission  
IDEO.org  
InVenture  
Innovations for Poverty Action  
MIT Media Lab  
Mastercard

MTN Group  
NYU  
Omidyar Network  
PayActiv  
Reboot  
Real Impact Analytics  
Roshan  
Ruma  
Safaricom

Tagattitude  
Telefónica  
Telenor Pakistan  
Easypaisa  
UC Berkeley  
UC Irvine  
University of Washington  
USAID  
Visa



# SCHEDULE

DAY 1 – THURSDAY, SEPTEMBER 19, 2013	
REGISTRATION AND BREAKFAST	8:00 AM – 9:00 AM
KEYNOTE	9:00 AM – 10:00 AM
WORKSHOP 1: ENGAGING CLIENTS AND CUSTOMIZING PRODUCTS	10:15 AM – 12:45 PM
LUNCH	12:45 PM – 2:00 PM
WORKSHOP 2: INTEGRATING SUPPORT FOR FINANCIAL DECISION MAKING	2:00 PM – 4:00 PM
HAPPY HOUR	4:00 PM – 6:00 PM
DAY 2 - FRIDAY, SEPTEMBER 20, 2013	
BREAKFAST	8:00 AM – 9:00 AM
WORKSHOP 3: USING DATA TO OPTIMIZE OPERATIONS AND MARKETING	9:00 AM – 12:00 PM
LUNCH	12:00 PM – 1:00 PM
WORKSHOP 4: ON-BOARDING CLIENTS AND IMPROVING TRANSACTIONS	1:00 PM – 3:00 PM
CLOSING REMARKS	3:00 PM – 4:00 PM

# WORKSHOP AGENDA

## WORKSHOP 1: ENGAGING CLIENTS AND CUSTOMIZING PRODUCTS

Clients in the informal economy undervalue formal financial services. They don't trust that services will deliver value at low risk. **Challenge:** Cutting through the noise of advertising and daily life, establishing brand trust, and creating the feeling of assurance in products and transactional integrity.

Shared ownership of phones has unintended consequences for services designed for a sole user e.g., social mistrust and hierarchy. Additionally, mobile money is often poorly coordinated with clients' existing physical-world accounting and payment practices. **Challenge:** Creating services that accommodate ownership and access issues for shared services and cards. Facilitating transactions that are customized to local asset accounting practices.

## WORKSHOP 2: INTEGRATING SUPPORT FOR FINANCIAL DECISION MAKING

Behavioral economics shows that embedding people in a system of reminders, default actions, portfolio summaries, labeled sub-accounts, and other features can enhance their ability to make choices, tradeoffs, and commitments.

**Challenge:** Gauging consumer behavior in the developing world context, and translating that within the design constraints of limited features and interfaces, while being sensitive to preferences of local customers.

## WORKSHOP 3: USING DATA TO OPTIMIZE OPERATIONS AND MARKETING

The high cost of branch-based retail is a barrier for expanding services to low income populations. New models require mapping and managing agent networks and cash-in/cash-out (CICO) points at low costs, and new approaches to risk management.

**Challenge:** Maintaining liquidity efficiently. Optimizing agent location, screening and churn. Lowering the cost of access points.

Little is known about clients in the informal economy e.g., formal records or credit history. Their mobile usage generates data that could be a rich asset for developing customer insights and also for risk management.

**Challenge:** Developing credit scores and risk profiles, predicting uptake patterns, and targeting market efforts.

## WORKSHOP 4: ON-BOARDING CLIENTS AND IMPROVING TRANSACTIONS

The process of on-boarding clients – including mapping, accessing, and authenticating users – is a major cost driver and pain point.

**Challenge:** Collecting and verifying client information and ID. Using analytics to on-board clients and map them to products.

Completing real time transactions with convenient form factors, relevant data and security is a major hurdle for service providers.

**Challenge:** Ensuring transactional integrity, automating service and authentication, presenting timely and relevant data.

# PANELISTS

Alcatel-Lucent – Saurabh Panjwani

CoinLab – Peter Vessenens

CGAP – Gregory Chen

Eko – Abhishek Sinha

Equity Bank – John Staley

FHI 360 – Shailee Adinolfi

FINO PayTech – Jatinder Handoo

Fundamo – Hannes Van Rensburg

Bill & Melinda Gates Foundation – Jake Kendall

Georgetown University – Billy Jack

HaitiPay – Georges Andy René

ID Mission – Ashim Bannerji

IDEO.org – Cris Valerio

InVenture – Shivani Suraya

Innovations for Poverty Action – Aishwarya Ratan

MIT Media Lab – Yves-Alexandre de Montjoye

Mobile Payment Solutions (MasterCard) – Zahir Khoja

MTN Group – Zerubabel Kwebiiha Junior

NYU – Lakshmi Subramaniam

Omidyar Network – Arjuna Costa

PayActiv – Safwan Shah

Real Impact Analytics – Frederic Pivetta

Real Impact Analytics – Gautier Krings

Reboot – Dave Algosó

Roshan – Karim Khoja

Ruma – Salma Desenta

Safaricom – Sitoyo Lopokoiyit

Tagattitude – Isabelle Berner

Telefónica – Vanessa Frias-Martinez

Telenor Pakistan – Roar Bjærum

UC Irvine – Bill Maurer

University of Washington – Joshua Blumenstock