



MFC-EMN
ANNUAL CONFERENCE
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PEOPLE AND THE DIGITAL REVOLUTION:
Advancing our social mission through technology

How can digitalization improve your BDS Services

Facilitators

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Type of digital product for BDS?

Interactive e-learning – with built-in workbook

Motivation!
Your motivation for starting your own business should be recorded in the business plan. It can be quite a challenge to put it into words.

Out of the box
Motivating yourself has everything to do with the way you formulate your circumstances. Sometimes, thinking out of the box may put everything into a different perspective. Click on the strategies below.

Formulate it positively

Think in opportunities

Check your motivation

Check my business plan

The financial plan
We will now start preparing the financial plan.

Let's get started!
This is an important part of your business plan. It will let you conclude whether your business has a realistic chance of survival. Every lender will want to review this financial plan. After this module, you will have your future company's financial plan!

A little help
We'll make it easier for you: you fill in the figures, and this programme will turn it into a financial plan. You will regularly have to look up information and put your brain to work. So it may be best not to complete this module in one go. However, you can always take a peek at Armin and Rose's information, as well as our tips.

Use the tips!
The tip explains the question. It can be identified by this icon.

Armin
I will tell a little more about myself. I'm married and have two children, ages 6 and 9. While completing this module, you can always check what I entered and why. That could be very useful!

Rose
Hi, I'm Rose and I want to take over a fashion store. I'm married, but have no children. I too have gone through this whole module and completed all forms. It was quite a task, but after completing it you will have a financial plan. You can also read what I entered next to the assignment.

My plan
Determining your target group - Consumers (1/2)

Is it aimed at local customers or can you also work at a regional, national or international level?

What is the target age group?

Is your product or service intended for people with a low, medium or high income?

What type of people are they?

Where do your potential customers work?

Where do your potential customers work?

My product or service is aimed at the business market

Interactive e-learning – built-in workbook

Reason for developing these digital products

- Online is where our target group can be found
- Attract young (starting) entrepreneurs and students
- Step-by-step guidance through different phases of business development
- Blended learning – applicable to anyone
- Available to anybody anytime anywhere

- Improve quality of business plans
- More uniform applications for credit
- Maximum outreach with relatively low investment
- Easy to combine with mentoring program

Interactive e-learning – built-in workbook

Results & output

Investment and Financing budget

Microfinanciering Nederland



Fixed assets (excluding BTW)	Owned	To be investe	Total
Buying estate	10	10	10
Renovation	10	10	10
Inventory and fixtures	10	10	10
Computer and software	10	10	10
Means of transportation	10	10	10
Goodwill / Franchise Fee / Rental Guarantee		10	10
Current assets (excluding BTW)			
Start-up stock	10	10	10
Promotion and start-up costs		10	10
BTW on purchasing / costs		10	10
Cash (reserve)		10	10
Total investment amount	10	10	10

Own contribution	
Assets held	10
Cash contribution (e.g. savings)	10
Subordinated loans (family / friends)	10
Total equity	10

Financing	
Other funding	10
Financing by lender	10
Total loan capital	10

Total	
Total	10

Loan Qredits 10

Enter the number of years in which you would like to repay the loan
 Select: 5 years
 Enter after how many months you would like to start paying off the loan
 Select: 3 months
 Choose the amortization profile:
 Select: fixed amount for repayment

Conditions (indication)

Interest rate ¹	8,75%
Formalisation fee	10,00
Effective interest rate ²	0,00%
Monthly costs³	
Redemption and interest amount per month	10,00

¹ Subject to change, for more information, visit www.qredits.nl

² Specification in 'Qredits monthly costs'

Intro VRAGENLIJST Investeren & Financiering Liquiditeit Exploitatie Qredits maandlasten

Financial Plan in MS Excel

- 600 downloads per month
- Translated into 5 languages
- Can be customized for other MFIs

The screenshots show the user interface of the business plan software. The first screenshot displays a 'Table of contents' with sections for 'The entrepreneur', 'The company', 'The market', 'The marketing mix', and 'SWOT Analysis'. The second screenshot shows a form for 'Personal information' with fields for name, gender, date of birth, nationality, address, phone number, and email. The third screenshot shows a 'SWOT Analysis' section with sub-sections for 'Strengths', 'Weaknesses', 'Opportunities', and 'Threats'.

Business Plan in MS Word



Interactive e-learning – built-in workbook

Usage & Lessons learned

- Easy to add to / update
- Easy to add other languages / customize for other organisations
- Good tool to use in combination with mentoring (eg with migrants / younger students)

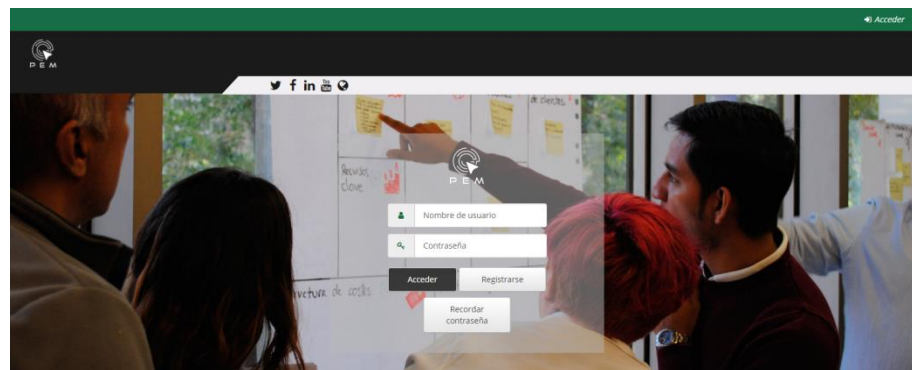
- Attractive tool for grant funding (relevant, contemporary, huge outreach)

Type of digital product for BDS?

Web + e-learning platform



- RESOURCE AREA
- NEWS AND TIPS
- MAP OF SUPPORT ENTITIES AT STATE LEVEL
- AREA FOR PUBLICITY
- ACCESS TO FINANCING



- E-LEARNING COURSE (10 MODULES)
- COMPLEMENTARY MATERIALS AND ACTIVITIES
- EVALUATION OF KNOWLEDGE
- ONLINE TOOL TO DEVELOP THE BUSINESS PLAN

Interactive e-learning – built-in workbook

Reason for developing these digital products

- Expand our reach: from Madrid to the world
- Adapt to the users' needs (anytime and anywhere)
- Facilitate access to our services
- Attract young entrepreneurs
- Possibility of combining with face-to-face programs

Interactive e-learning – built-in workbook

Results & output (4 months)

- Web: 8.500 visits and 3.600 users
62% women
- E-learning platform: 260 registered users
64% women
55% university studies
35% unemployed
From Spain and 10 LATAM countries
- Content most visited: access to financing and business plan
- More than 600 hours of training have been completed in total

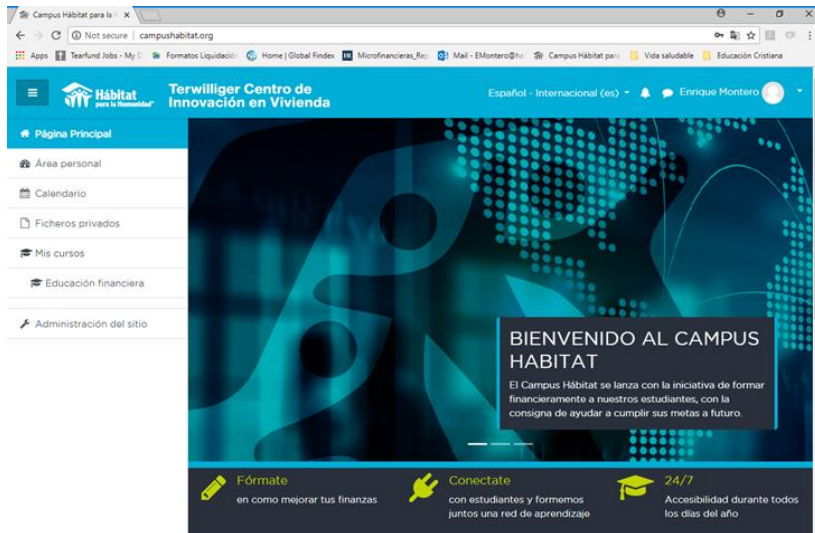
Interactive e-learning – built-in workbook

Usage & Lessons learned

- This kind of e-learning platform is easy to use for trainers and students
- Most users prefer to study specific content instead of the complete itinerary
- Most users access from their mobile phone
- It facilitates the adaptation to the needs of the users
- Savings in travel costs for trainers
- Users can complement their face-to-face training

Type of digital product for BDS?

Virtual Training Center – Sustainable Financial Capabilities Program



- Digital instrument for knowledge dissemination
- Development /strengthening capacities
- Surveys & evaluations delivery
- Contributes to user's decision making
- Produces data by allowing the analysis of behavior change trends



End User

a. Staff, b. Customers
Potential Partners

- FSPs
- Private sector (e.g. Toyota)

Interactive e-learning – built-in workbook

Reason for developing

Opportunities

- Fight overindebteness
- Regulator's demand
- Cost-effective
- Leverage mobile access

Benefits

- Loan officers: channel to train low income families
- Step-by-step guidance to families
- Inclusive model, easy to deliver
- Facilitate access
- Faster scaling-up
- Available anytime anywhere
- Behavior change tracking tool

Interactive e-learning – built-in workbook

Results & outputs

Traditional SFCP: Since 2004, **75,000** families in 30 countries

Pilot phase*:

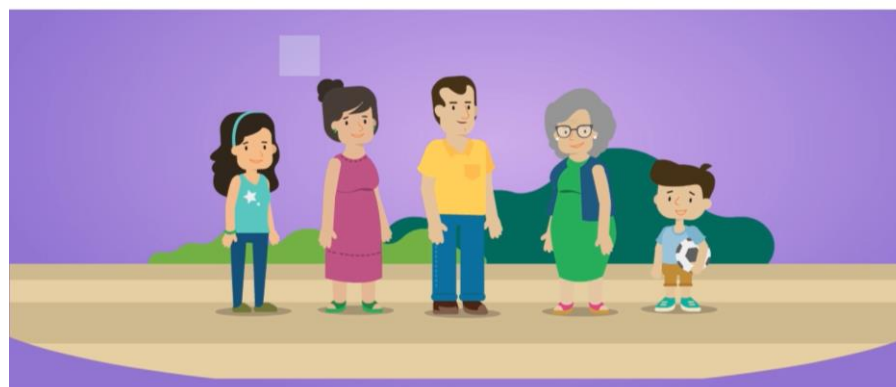
- Virtual class rooms
- Available in Spanish (English in progress)
- Online and w/offline option
- 6 FSPs
- 10+ FSPs (in negotiation)
- 1000+ potential users
- Can be customized for other partner's needs

* Launched in LAC, 2018

9 E-Learning interactive modules
(@8 min/each)
6 developed
3 under progress



Construyendo mi sueño
Capítulo 5: El ahorro



10 Videos
(@1min)

Interactive e-learning – built-in workbook

Usage

- User friendly
- Avoids time consuming
- Accessed by any device - 100% virtual
- Available 24/7
- Reminders and “before and after” surveys
- Contextualized according to partner’s needs and expectations
- Follow up reports for the partners
- Blended learning – applicable to anyone

Lessons

- A. Incentives** for users are important (e.g. certificate)
- B.** Completing the modules must be a **requirement** for sales forces
- C. Connectivity**
Internet access challenges generated the off-site alternative/solution
- D. User preferences**
 - Youth prefer interactive
 - Adults: complementary videos with key messages
- E. Contents** adapted according to target (language, financial terms, currency; etc.)

How to access

Qredits e-learning – go to:

- Go to: <https://login.e-campus.nl/portal/Qredits>
- Log-in with User-name & Password

Nantik Lum PEM platform – go to:

- Register at: <https://campus.emprendimientoymicrofinanzas.com>
- Log-in with User-name & Password

Habitat online training – go to:

- http://tutocr.com/habitat/educacion-financiera/ahorro/story_html5.html
- <https://www.youtube.com/watch?v=QYqZDhwKgF8&t=16s>



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