



Are ePayments going to bring financial inclusion to the next level?

The example of KiWi, an App and mobile POS solution in Mexico.

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# Finance delivered through digital channels



1950

1969

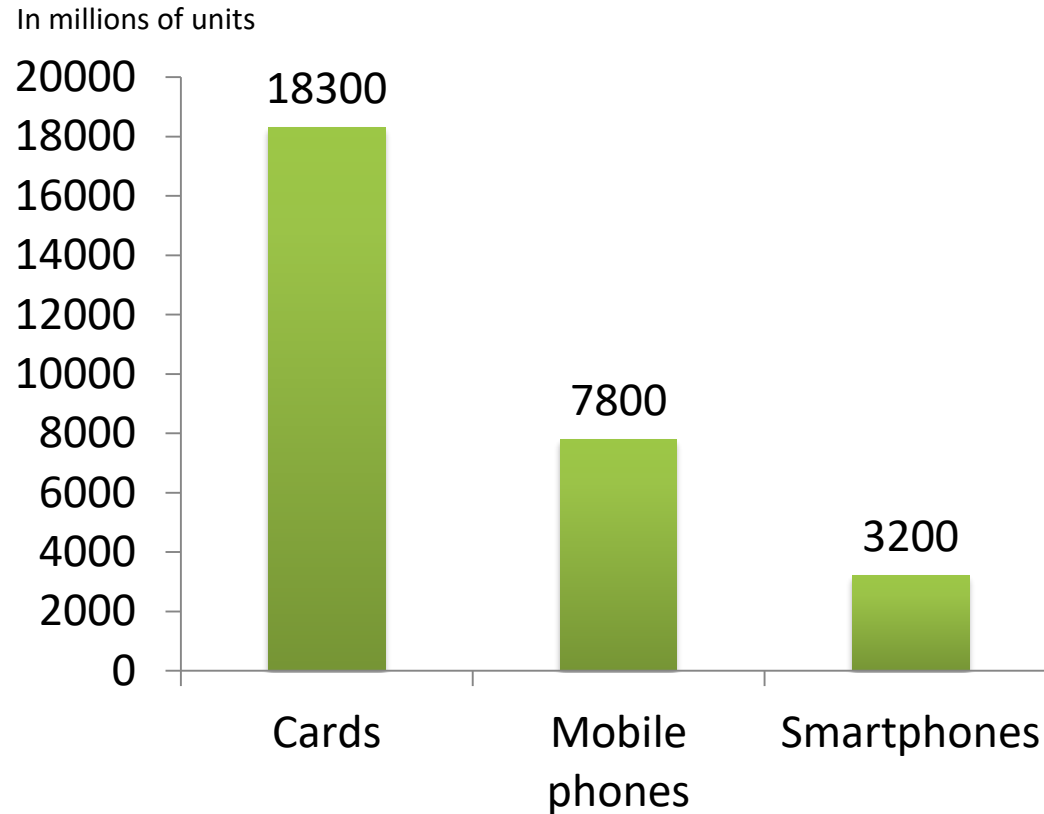
1979

1984

1993

2015

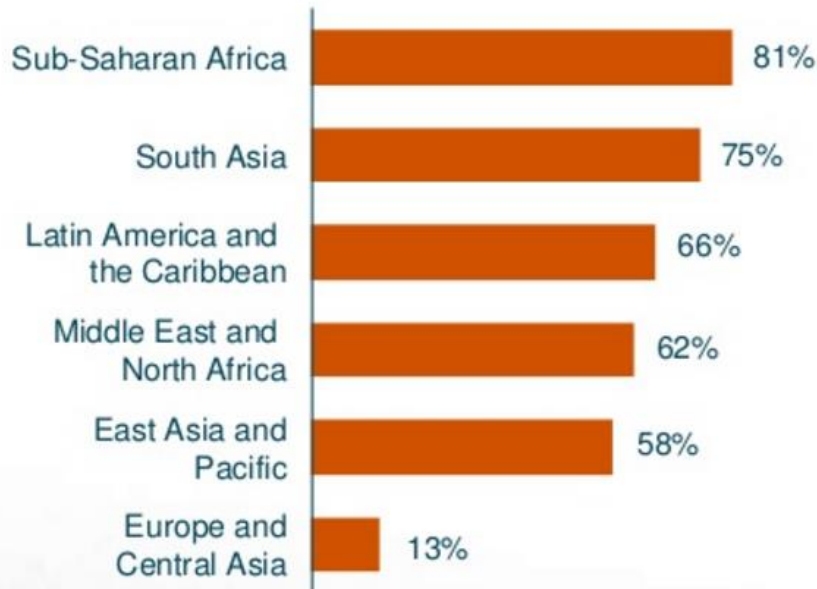
# Disruption needs innovation... and scale



# Channels are in place, products are not

## Availability of mobile money

(% of developing markets in region w/mobile money, 2014)



## Mobile money product mix

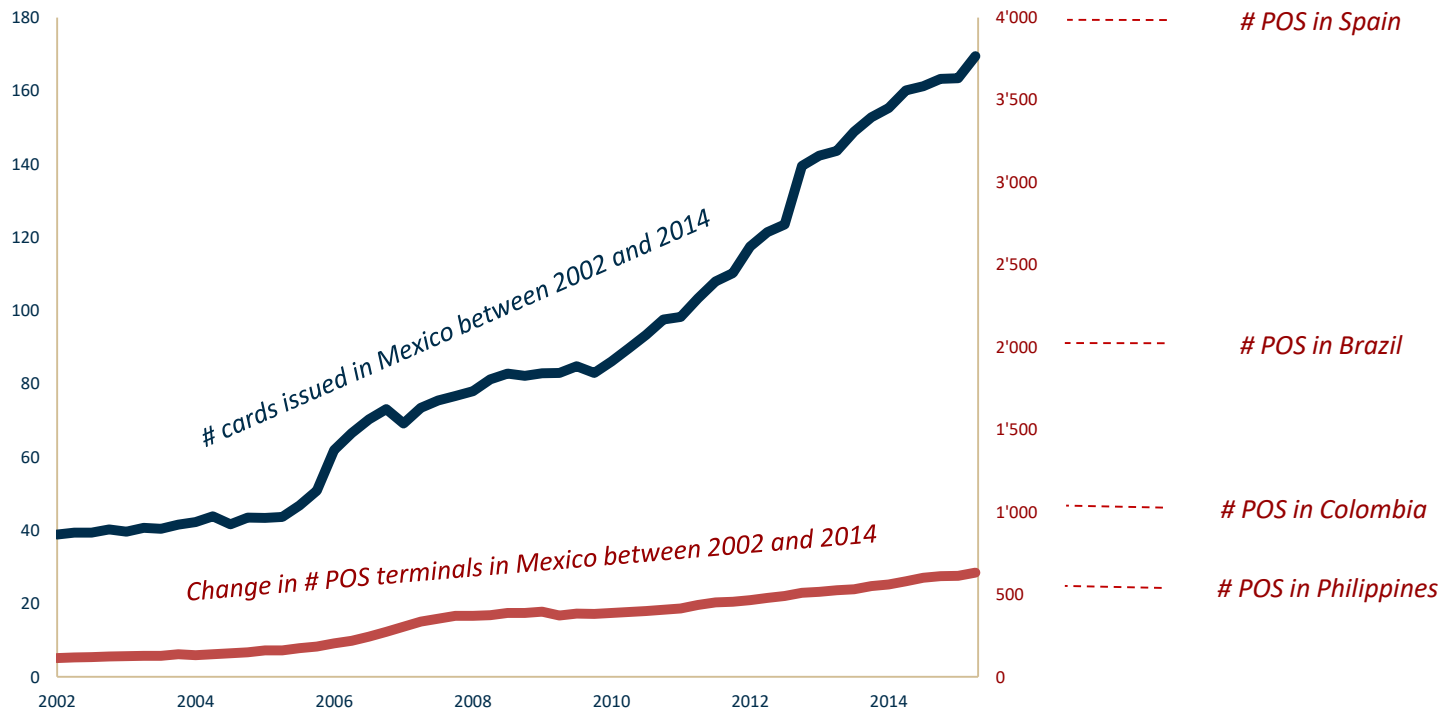
(% of total mobile money transactions by volume, 2013)



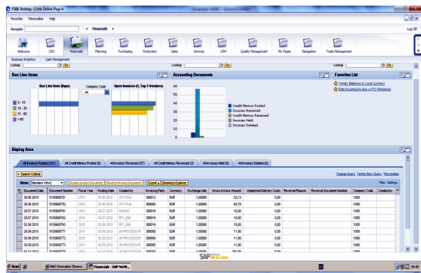
# Cards payments: trends in emerging markets

# debit & credit cards issued (in million)

# POS terminals per 100,000 habitants



# The costs of existing solutions are prohibitive for micro-merchants...



## Grocery & Gourmet Food



Even for free, those tools would not match micro-merchant's needs

*Complex pricing and contracting*

*Most functions are useless or not adapted*

*Requires training, IT and/or accounting skills*

*Fiscal transparency without "offsetting revenues"*



# Consequences on the whole value chain

## Suppliers (FMCGs)



- Extra costs
- Time wasting
- Risks
- Lack of information

## Customers



*Convenience is so far  
a false promise*



# What can micro-merchants do?



# KiWi's app & reader



1. Download



2. Register

3. Buy reader



*KiWi's mission is to support micro-merchants in improving their business in a fast changing marketplace*



# KiWi make fintech works for micro-merchants

2015-2016

Card Payments

Cash register  
(*Cuadernito digital*)

2017

Microloans

Value added services  
(Airtime)

Backlog - 2018-19

Analytics;  
Personal finance,  
savings and  
gamification

eCatalog;  
new value added  
services  
(micro-insurance)

# Expected impact of KiWi Community

Financial Inclusion of  
micro-merchants

Financial Inclusion of  
cardholders

Economic  
Development of  
Merchants

Transparency

Speed, Cost, Security



Financial Inclusion of micro-  
merchants

- End of information asymmetry
- End of dormant accounts
- Financial literacy

Financial Inclusion of  
cardholders

- Accounts are liquid, paying is convenient, safe

**Economic Development of  
Merchants**

- Sell more
- Diversify
- Adapt

Transparency

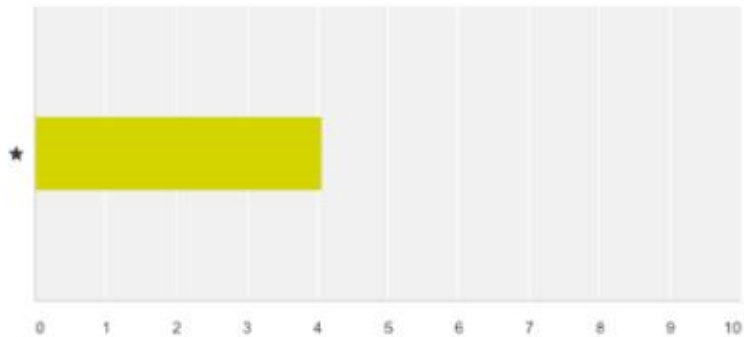
- G2P
- Positive incentives



# What micro-merchants think about KiWi

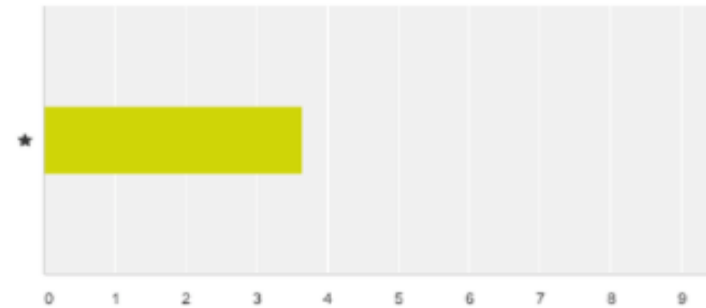
## Usar la app KiWi me parece...

Respondido: 203 Omitido: 0



## Desde que uso KiWi...

Respondido: 119 Omitido: 84



	Muy difícil	Difícil	Relativamente fácil	Fácil	Muy fácil	Total	Promedio ponderado
★	5,91% 12	3,94% 8	11,82% 24	32,51% 66	45,81% 93	203	4,08

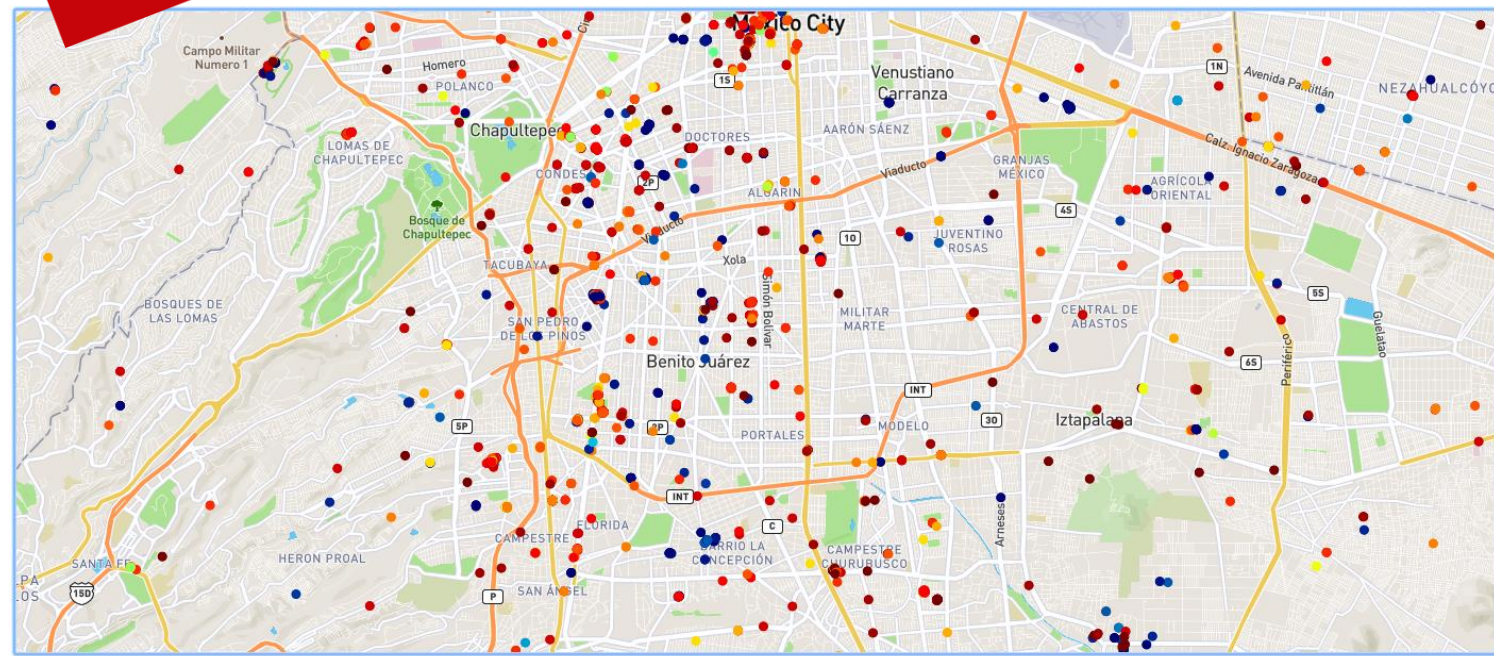
	Pierdo tiempo	No noto ningún cambio	He mejorado algunas cosas	Gano tiempo	Gano mucho tiempo y control sobre mi negocio	Total	Promedio ponderado
★	5,04% 6	9,24% 11	33,61% 40	20,17% 24	31,93% 38	119	3,

# What's next

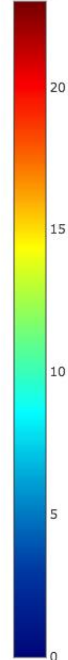


ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE

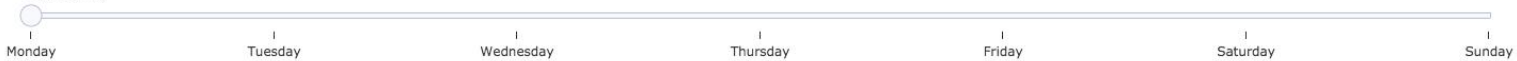
Transactions count by day and hour



Hour of the day:

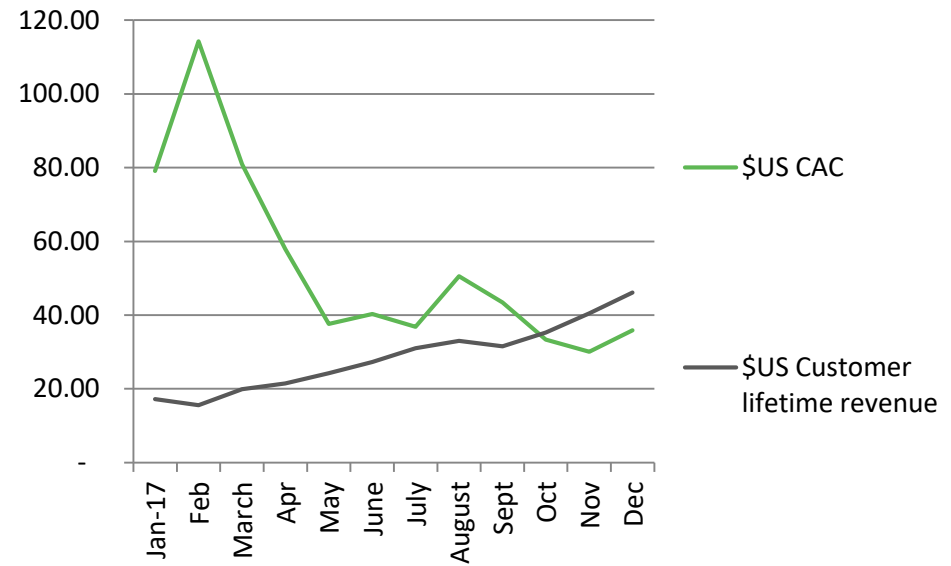
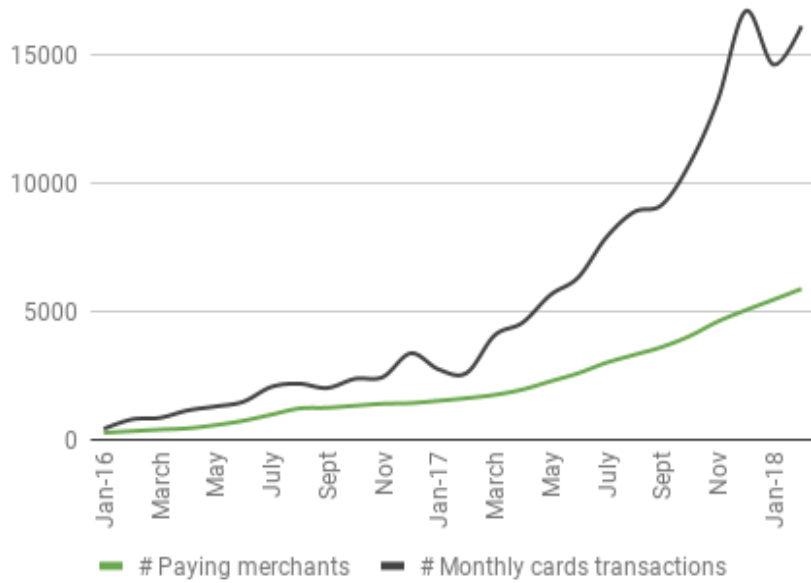


Day: Monday



[Export to plot.ly »](#)

# Current results





Thank You.

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