

*Agent Banking
Innovation Forum*

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EFInA Overview

About EFInA

- Enhancing Financial Innovation & Access (EFInA) is an independent, professional and non-profit organisation funded by the Department for International Development (DFID) and the Bill & Melinda Gates Foundation. EFInA was set up in late 2007 and its purpose is to promote pro-poor Financial Sector Development and Financial Inclusion in Nigeria

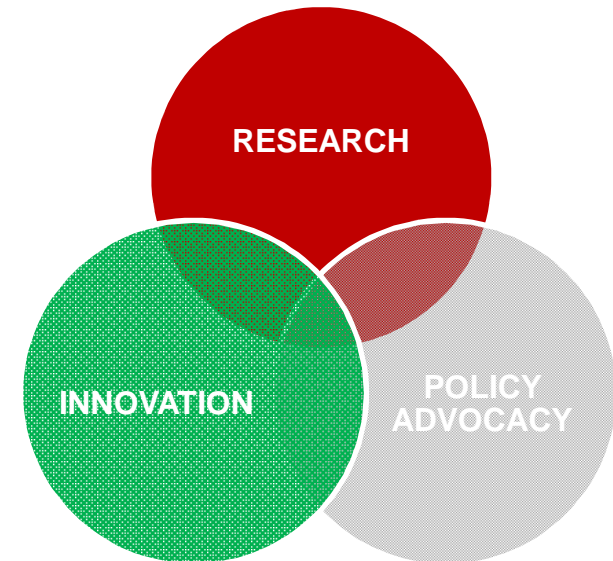
Our Approach

- EFInA's aim is to become an innovation centre targeting catalytic change across Nigeria's financial sector, to make markets work for those currently excluded from formal financial services

Key Objectives

EFInA focuses on three distinct but mutually reinforcing sets of activities:

- Providing credible market information on the Nigerian financial sector
- Supporting projects which will augment the development of Innovative Inclusive Financial Services for the unbanked and under-banked through our Innovation Fund
- Engaging in policy related advocacy and catalyzing the banking industry to promote financial inclusion



Agent Banking

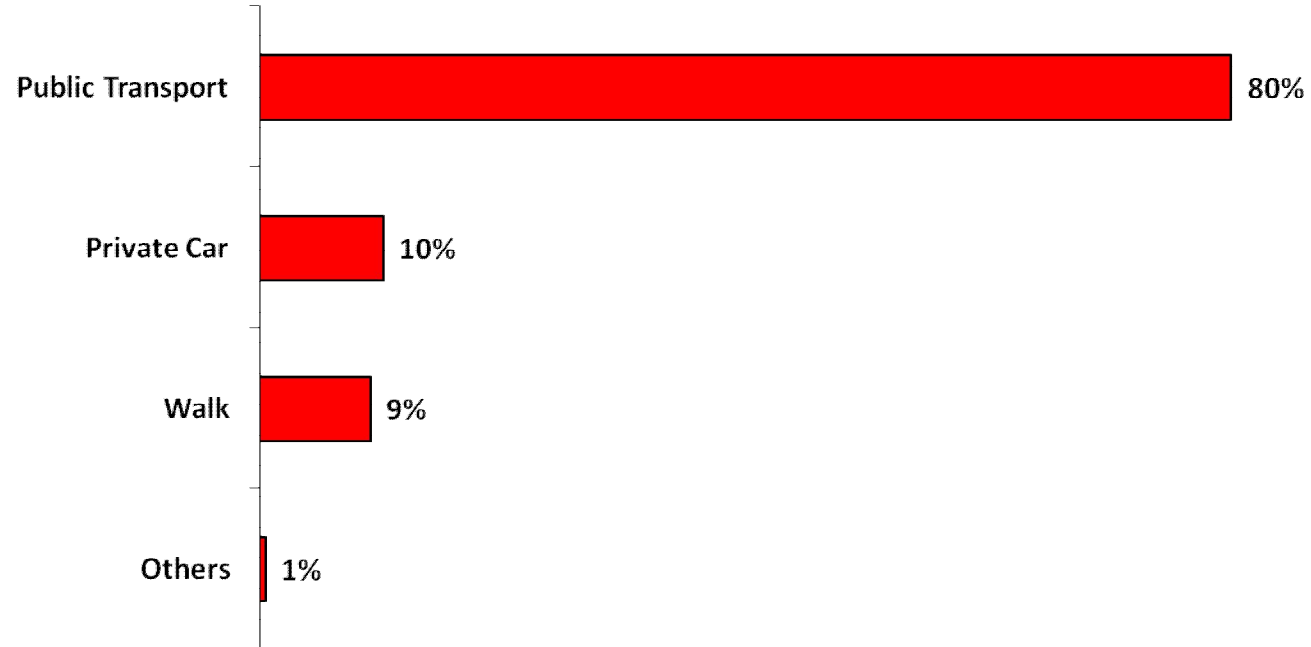
Definition

- Agent banking refers to the delivery of financial services outside conventional bank branches, often using non bank retail outlets that rely on technologies such as point-of-sale (POS) devices or mobile phones for real time transaction processing

Why is Agent Banking so important in Nigeria?

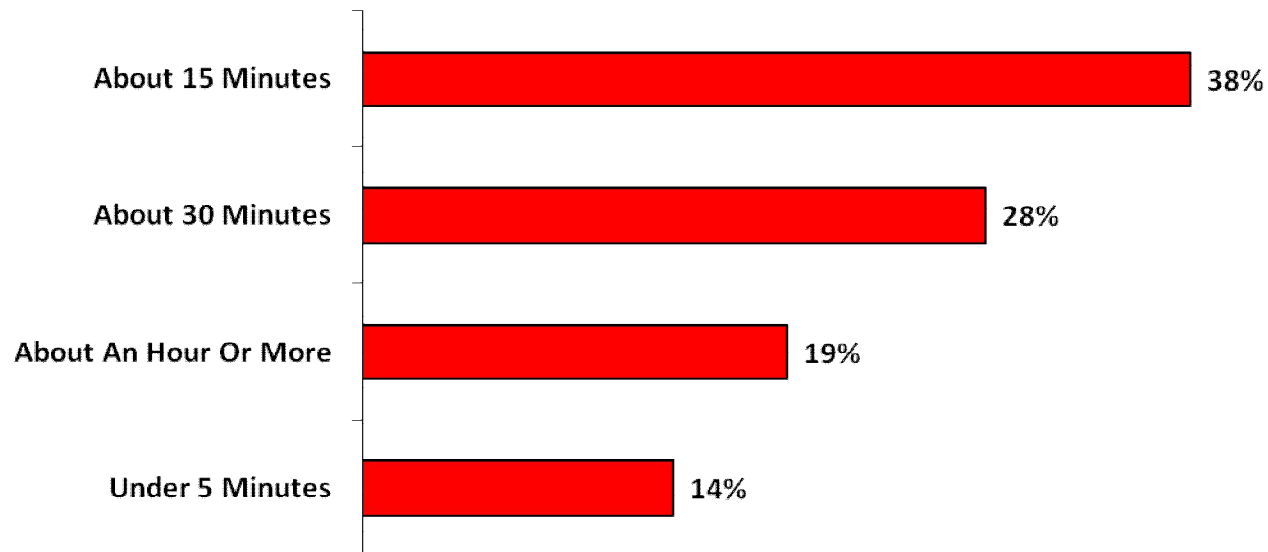
How do you most often get to the bank?

- 80% of those who are currently banked indicated that they take public transport most often to get to their bank



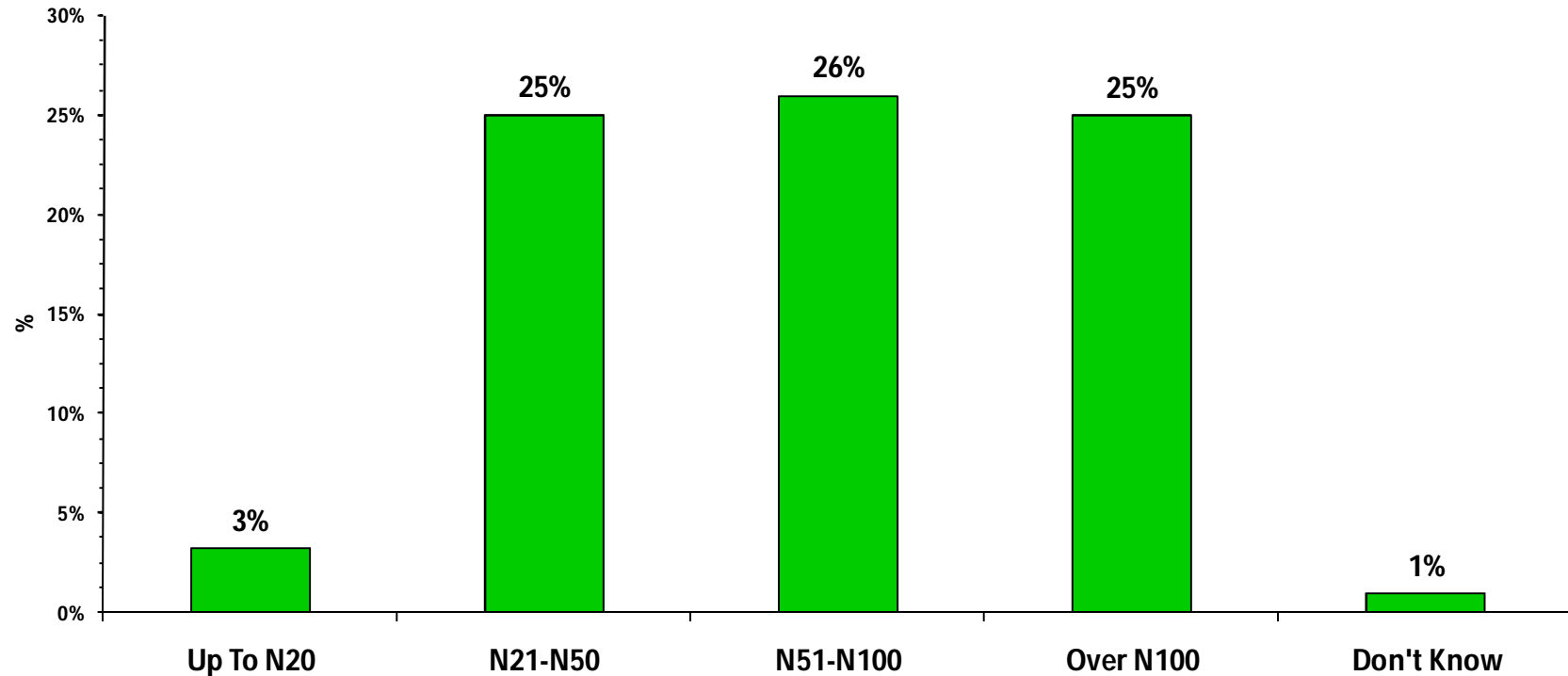
What is the average time it takes to get to the bank?

- For those who are currently banked 38% indicated that it takes an average of 15 minutes to get to the bank



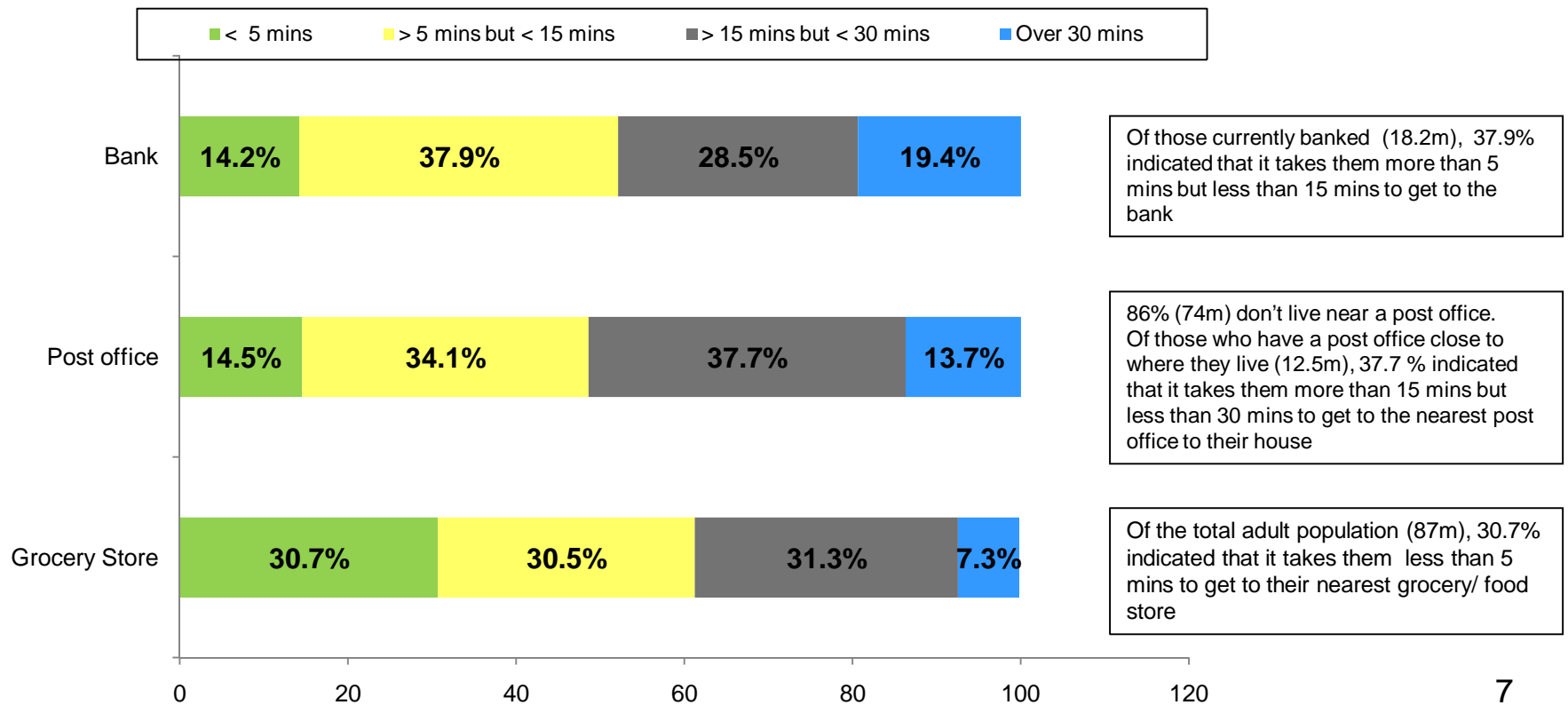
Average Transport Fare to the Bank based on a one way trip only

- Of those who are currently banked and use public transport, 25% spend between N21-50; 26% spend between N51-100 and 25% spend over N100 on a one way trip to the bank



Time currently banked spend to get to.....

- For 20% of those currently banked, it takes more than an half an hour to get to a bank
- The convenience of branchless banking such as mobile phone banking could be a valued solution for the unbanked, and also for those currently banked as they will no longer need to travel to distant bank branches.



The Innovation Fund

Objective

- The Innovation Fund is a special facility within EFInA that seeks to promote innovation in the development of financial services and thus expand financial access to the underserved population in Nigeria

New Application Process

2 stage process:

- **Concept Note** which should cover the following - the project objectives; target client segment; target number of new clients; what is innovative about the project ; how it directly/indirectly creates access to financial services for the unbanked/underbanked in Nigeria; risks & mitigation; key success factors (**maximum 5 pages**)
- **Selected applicants** will be asked to produce a more detailed business plan. Technical assistance in the form of a grant will be available for applicants to assist them in developing their business plans

Key Focus Sectors

- Branchless banking including agent banking, PoS devices and mobile phone banking
- Savings
- Payment Services