

SMALLHOLDER FINANCE PRODUCT EXPLORER

Presentation to Financial Services Providers I
March 2019



What do I need to know?

- ✦ The Smallholder Finance Product Explorer is a unique data source on smallholder finance.
- ✦ Featuring your product is a great way to showcase your work to investors - each year over 100,000 investors, funders and other actors visit MIX Market.
- ✦ Insights from the Product Explorer will help your organization develop smallholder finance products quicker and easier than before.
- ✦ All you have to do is email smallholderfinance@themix.org to get started sharing your profile.

The context.

- ✦ Financial Inclusion is failing to meet the needs of smallholder farmers.
 - ✦ Despite the proliferation of FinTechs, banks and other providers, only a quarter of smallholders' \$200 billion financing needs are currently being met.
- ✦ Knowledge sharing within the industry remains very limited.
 - ✦ Financial Services Providers (FSP) are facing high resource constraints to develop & deploy new smallholder finance products.
 - ✦ Investors & Funders are facing challenges identifying partners with impactful and scalable product offerings.

What is the Smallholder Finance Product Explorer?

- ✦ The Smallholder Finance Product Explorer is a unique source of data on financial services available to smallholder farmers around the world.
- ✦ The Product Explorer aims to improve the quality and availability of smallholder finance data. For service providers this contributes to quicker, and easier product development. For investors, this enables quicker, more insightful mapping of investment opportunities.
- ✦ There is currently a beta version available, with data from nearly 30 FSPs and 100 products in 10 countries.

Who has created this?

- ✦ Two complementary organizations have teamed up to build the Product Explorer:
 - ✦ [MIX](#): The leading global data resource for socially responsible investors and businesses focused on inclusive finance. MIX's data platform covers thousands of mission-focused financial service providers in more than 100 developing markets.
 - ✦ [One Acre Fund](#): A non-profit social enterprise that supplies 800,000 smallholder farmers in East & Southern Africa with asset-based financing and agriculture training services.

How would it benefit my organization?

- ✦ FSPs will learn from other smallholder products quicker and easier than ever before, saving time & money in the product design process.
 - ✦ For example, you will be able to analyze all smallholder products in Kenya, or search for maize products anywhere in Africa, or see how the most innovative providers are linking their clients to markets.
- ✦ With your profile in the Product Explorer, you will get the chance to showcase your product innovation and scale to investors & funders. Each year, over 100,000 investors, funders, and other market actors visit MIX's website.
- ✦ You will also benefit from the market visibility from MIX and One Acre Fund's promotional activities across email and social media of FSPs who update their profiles on the Product Explorer.

What are our future plans for Smallholder Finance Product Explorer?

Future releases will:

- ✦ Include a rich, practically useful set of qualitative & quantitative data which covers:
 - ✦ An overview of the product and scale;
 - ✦ Its financial structure and pricing;
 - ✦ Additional services such as links to the value-chain, bundled training services and measures of impact of the product on farmer yield and livelihoods.
- ✦ Focus on developing in-depth coverage of FinTech and digital services provided to smallholders
- ✦ Expand coverage to different product types, such as insurance and savings.
- ✦ Test analytics solutions to help FSPs and investors turn data into powerful insights for product development and investment

How to be part of this?

- ✦ Identify a person within your organization who will be responsible for sharing data on your SHF products.
- ✦ Share contact details of the SHF owner with the SHF team: smallholderfinance@themix.org.
- ✦ The SHF team will create a profile for your SHF owner, and share guidelines to upload data into an online form. The uploading process should not take more than 30 minutes per product profile.

Additional Resources

- ✦ On how to upload data into the Product Explorer:
 - ✦ [Video](#): Describes how to create, fill and submit your product profile.
 - ✦ Frequently Asked Questions: being developed.
- ✦ On the Product Explorer:
 - ✦ [Webinar](#) (from 29"): Learn how to use the Product Explorer to develop solutions for smallholders.
 - ✦ [Insight #2](#): This brief explores the unique dataset offered by the Product Explorer.
 - ✦ [Taxonomy](#): This document outlines the process to design and develop this resource

