Illuminated by Data

New Tools to Develop Financial Solutions for Smallholders

Photo: Allison Shelley

CGAP, i2i, MIX, and One Acre Fund

8 May 2018

CGAP MICROFINANCE GATEWAY

WEBINAR

Logistics

1. This is an audio broadcast. Attendee microphones will remain muted during the entire webinar session.

2. To ask questions during the webinar, please use the Chat box on the right-hand side of the Webex session. Please submit your question at any time during the webinar presentation.

3. To ensure your question is seen by the moderator, select "**All Participants**" from the drop down menu when sending your question.

4. The webinar recording will be emailed to all attendees and registrants.

CGAP MICROFINANCE GATEWAY

Speakers

Jamie Anderson
CGAP

Henry Bruce
MIX

Anne Maftei
One Acre Fund

Michael dos Santos
i2i

CGAP MICROFINANCE GATEWAY

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Agenda

9:00	Introductions and agenda
9:05	Meet Alberto and Alina's family
9:10	CGAP Smallholder Families Data Hub
9:20	i2i Data Portal
9:30	MIX-1AF Smallholder Finance Product Explorer
9:40	Q&A

CGAP MICROFINANCE GATEWAY

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Why smallholder families?

Jamie Anderson

Photo: Allison Shelley

Why smallholder families?

Jamie Anderson

Photo: Allison Shelley

Why smallholder families?

Jamie Anderson

500 million
smallholder families with diverse financial needs

Largest
client segment by livelihood living on less than $2/day

Photo: Allison Shelley

Meet Alberto and Alina's family

Jamie Anderson

Photo: Allison Shelley

Alberto, Alina, and their eight children – five still at home – live in northern Mozambique. They grow cotton, maize, beans, millet, and cassava, and Alberto also works as a tailor. They're building a house and want to connect to the electrical grid.

Meet Alberto and Alina's family

Jamie Anderson

The family does not have a bank account. Says Alberto, "It would be better for me to have a card. It would help me to save money. If I have a worry, I could take the card and withdraw in the city."

Diving into the data

Jamie Anderson

Photo: Allison Shelley

Diving into the data

Jamie Anderson

1. What are their family's most common expenses?

Photo: Allison Shelley

Diving into the data

Jamie Anderson

1. What are their family's most common expenses?

2. What sort of financial tools are they using, and which providers do they trust?

Photo: Allison Shelley

1. CGAP Data Hub

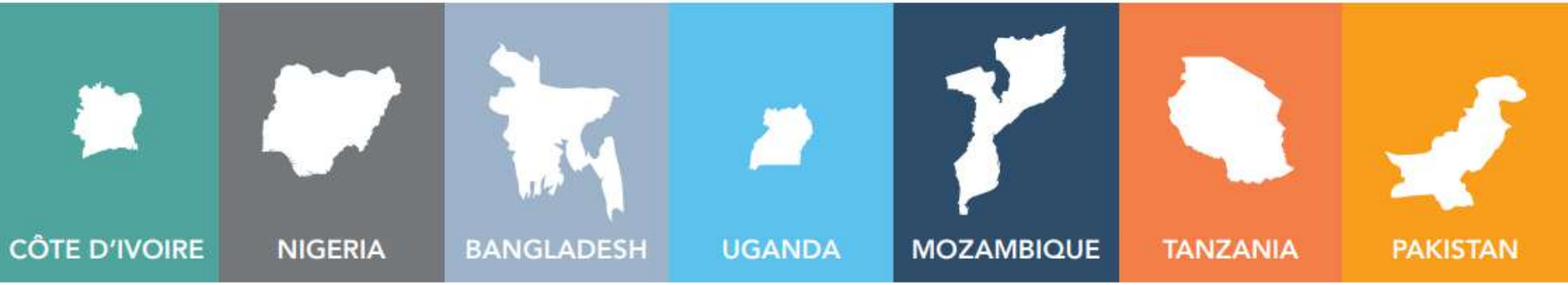
National surveys of smallholder households

CGAP

National surveys in six countries

Jamie Anderson

Six countries have data from
National Surveys of Smallholder Households



Mozambique, Tanzania, and Pakistan utilize
an additional data source: Financial Diaries

CGAP

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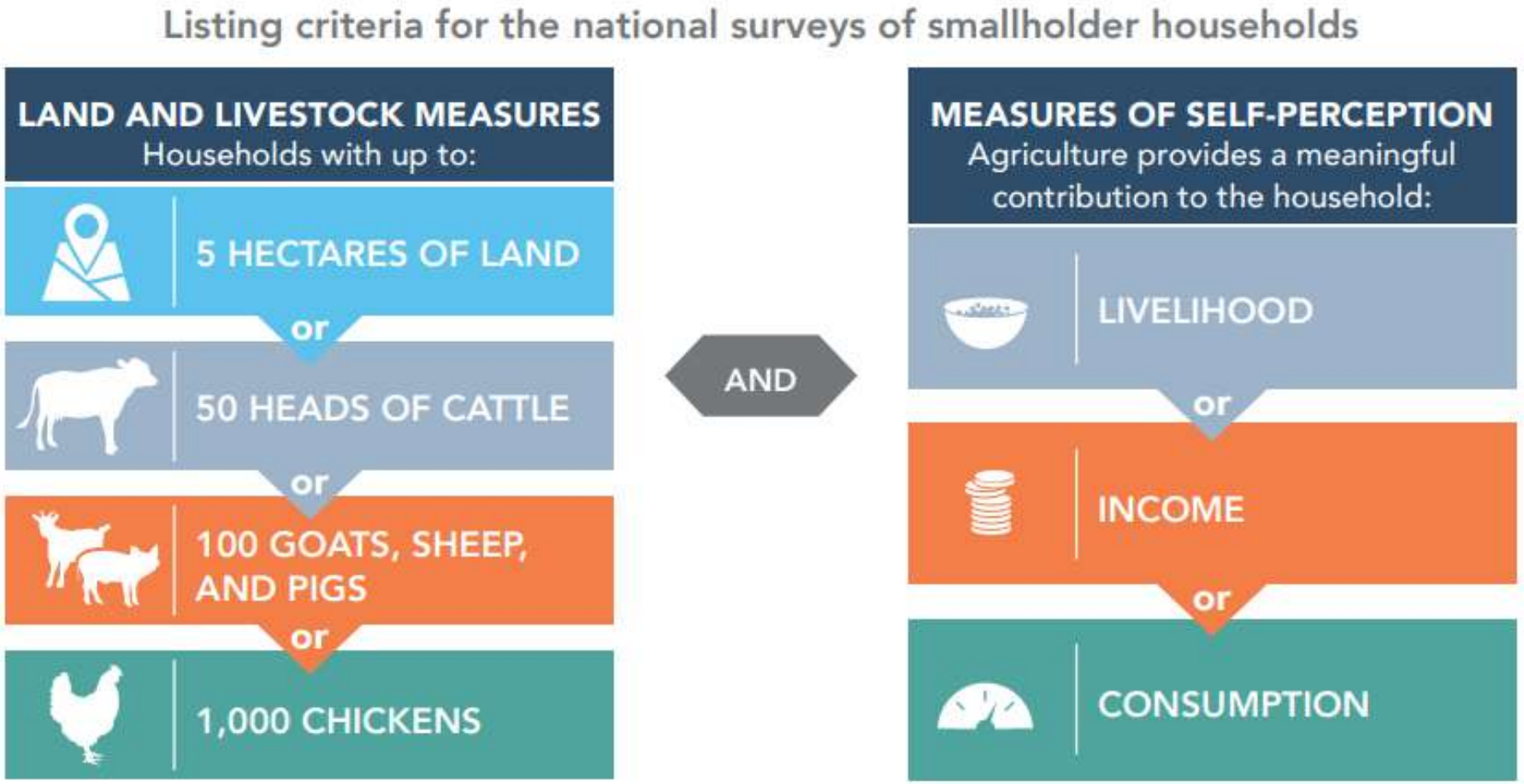
Who was surveyed

Jamie Anderson



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What the surveys cover

Jamie Anderson

Demographics	Household economics	Agricultural practices	Mobile phones	Financial services
General	Income sources	Farmographics	Awareness	Awareness
Livelihood	Expenses	Practices vs. other income	Usage	Usage
Other	Vulnerability	Practices vs. other household activities	Demand	Demand
	Planning	Decision-making	Relevance	Relevance
	Economic mgmt philosophies	Philosophies	Interest	Interest
			Ability to access	Ability to access
			Impetus for trying	Impetus for trying
			Use it	Use it
			Impact on life	Impact on life

Gender:
For many questions, we capture the perspectives of both male and female members of the household

CGAP

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Diving into the data – 1

Jamie Anderson

Photo: Allison Shelley

Diving into the data – 1

Jamie Anderson

1. What are their family's most common expenses?

Photo: Allison Shelley

Diving into the data – 1

Jamie Anderson

1. What are their family's most common expenses?

2. What sort of financial tools are they using, and which providers do they trust?

Photo: Allison Shelley

CGAP Smallholder Families Data Hub

Welcome | Bangladesh | Côte d'Ivoire | Mozambique | Nigeria | Tanzania | Uganda

About the data hub

Welcome to the CGAP Smallholder Families Data Hub. These interactive dashboards provide easy access to more than **300,000 data points** on smallholder families' financial lives, drawn from **nationally representative household surveys** across six countries:

- Bangladesh
- Côte d'Ivoire
- Mozambique
- Nigeria
- Tanzania
- Uganda

"CGAP's data is a great resource. It helped us design our mobile layaway service and plan for a pilot. Now we're using the data to understand the product's potential in other regions."

— Karan Kapoor, Managing Director, Positive International Limited

How to get started

You don't have to be a data scientist. For each country where CGAP has survey data, a set of interactive dashboards helps you explore opportunities to reach smallholders with relevant services. There's no need to download and interrogate the data yourself.

Six country tabs feature easy-to-use data visualizations of the surveys and links to in-depth resources

CGAP Smallholder Families Data Hub

Welcome | Bangladesh | Côte d'Ivoire | Mozambique | Nigeria | Tanzania | Uganda

Poverty Status | Income Sources | Regular Expenses | Household Segmentation | Crops and Livestock | Saving for Agriculture | Agricultural Mar

Uganda

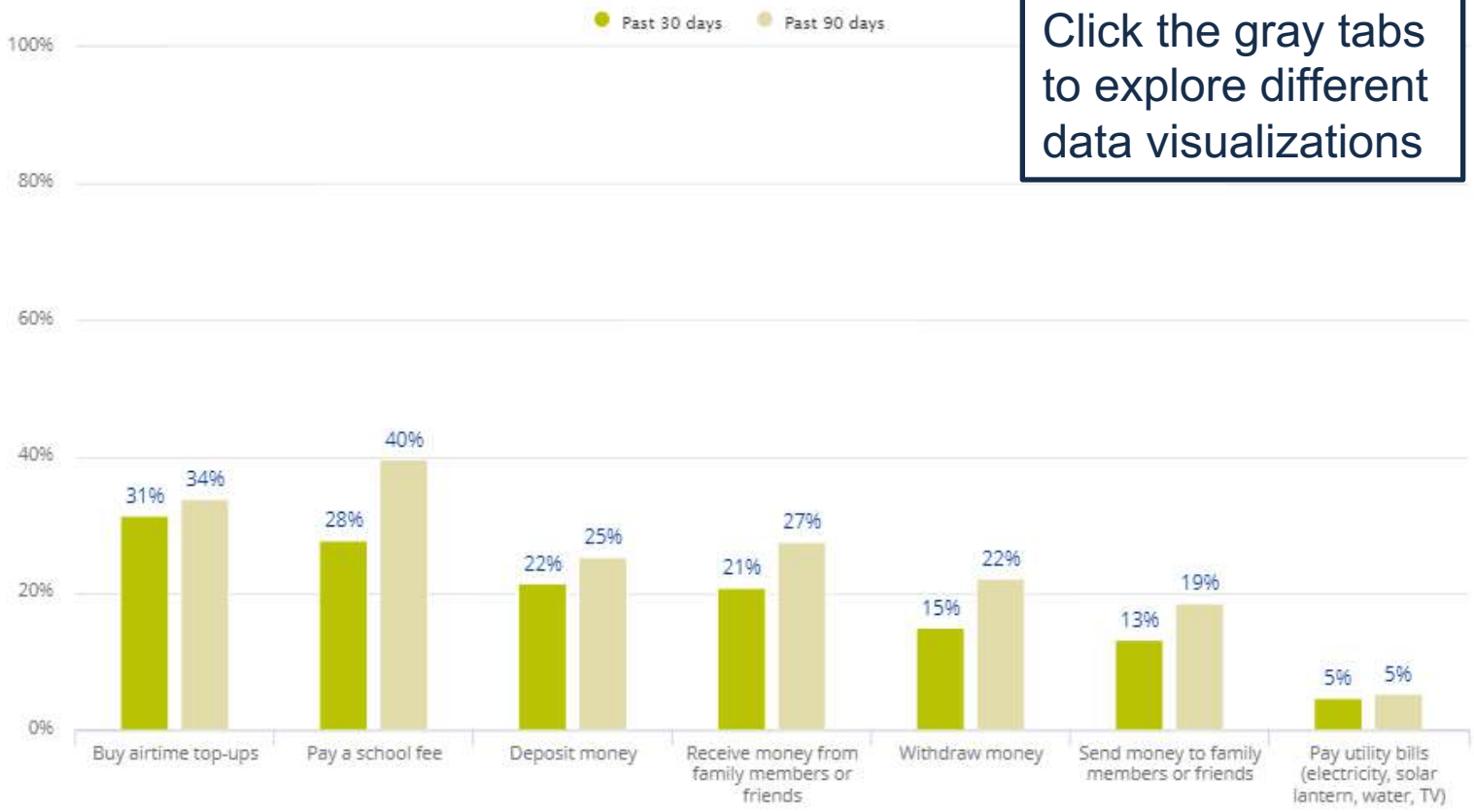
About 80 percent of smallholders in Uganda sell crops for income, and 56 percent sell to retailers. To learn more about Ugandan smallholders, explore the dashboards to the right. These dashboards show data from a nationally representative survey with a target sample of 3,000 smallholder households, conducted in 2015.

Photo: Allison Shelley

Download resources on the survey

- Summary of findings
- In-depth analysis
- Survey data
- User guide and methodology

Did you do the following activities at least once in the past 30 or 90 days? (%)



Click the gray tabs to explore different data visualizations

Gender: Female | Age: All | Mobile phone ownership: All

Disaggregate data by key demographics and characteristics

Sample: Smallholder farmers. Total sample size n=2,771. Current selection n=1,529.

CGAP Smallholder Families Data Hub

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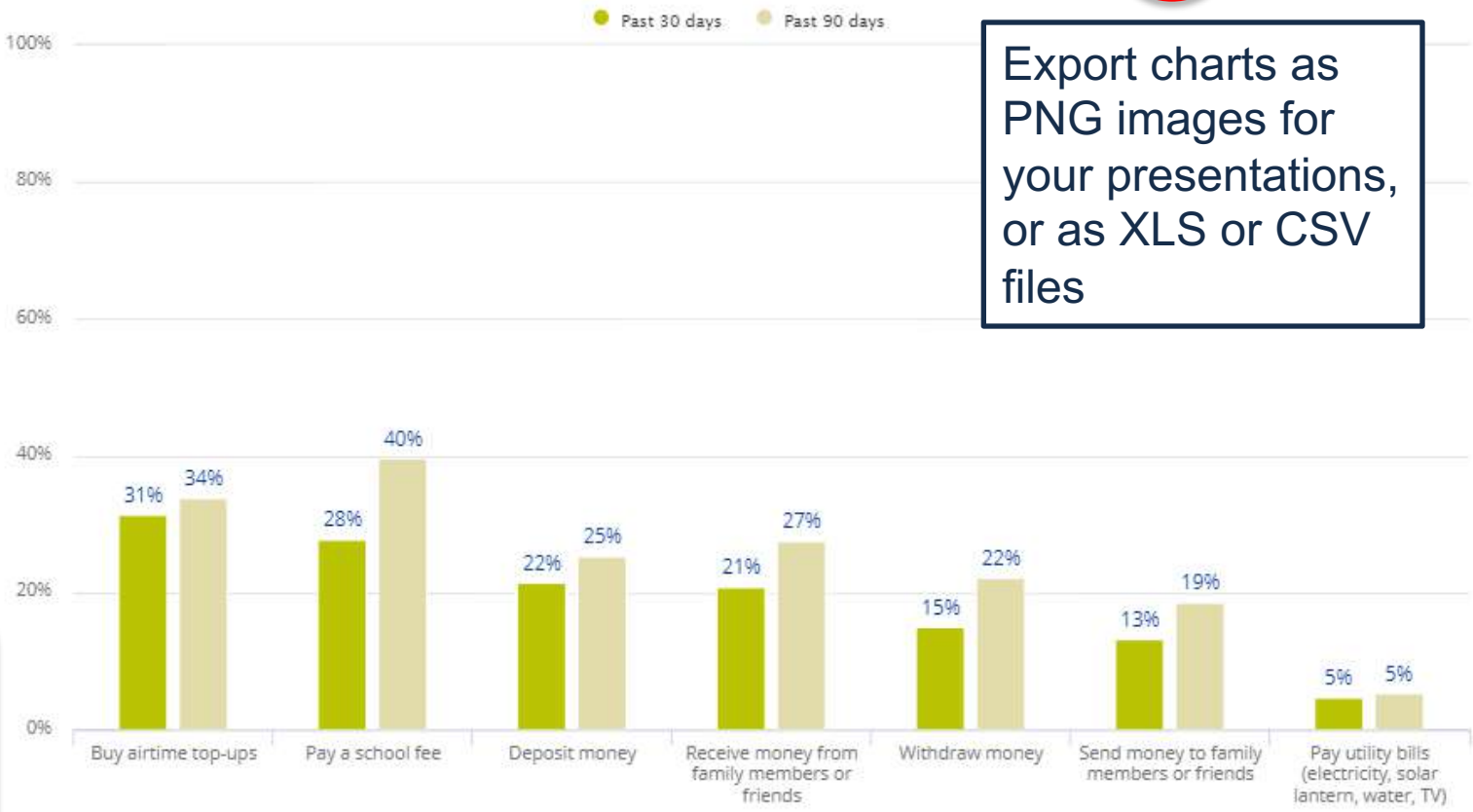

Export charts as PNG images for your presentations, or as XLS or CSV files

Gender: Female | Age: All | Mobile phone ownership: All

Dig deeper by downloading data sets and analyses

Source: CGAP National Survey of Smallholder Households in Uganda.
Sample: Smallholder farmers. Total sample size n=2,771. Current selection n=1,529.

CGAP Smallholder Families Data Hub

Welcome | Bangladesh | Côte d'Ivoire | Mozambique | Nigeria | Tanzania | Uganda

Mozambique

Smallholders under 30 are the most likely age group to trust banks in Mozambique. To learn more about Mozambican smallholders, explore the dashboards to the right. These dashboards show data from a nationally representative survey with a target sample of 3,000 smallholder households, conducted in 2015.

Photo: Allison Shelley

Download resources on the survey

- Summary of findings (English | Portuguese)
- In-depth analysis (English | Portuguese)
- Survey data
- User guide and methodology (English | Portuguese)

Poverty Status | Income Sources | Regular Expenses | Household Segmentation | Crops and Livestock | Saving for Agriculture | Agricultural Ma

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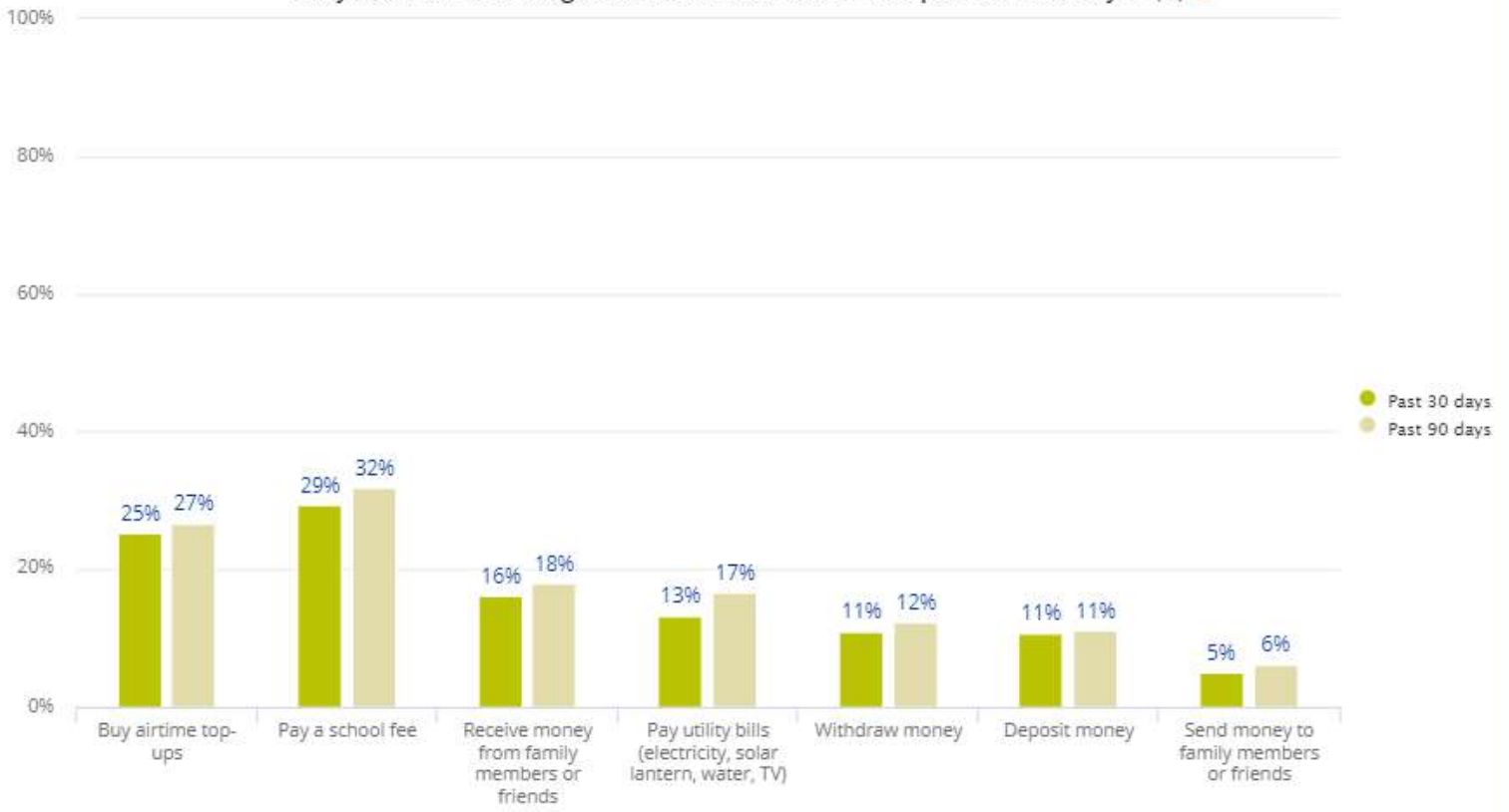

Gender: Female | Age: 31-45 | Mobile phone ownership: All

Disaggregate by gender and age to view regular expenses.

powered by Cubeplan

CGAP Smallholder Families Data Hub

Welcome | Bangladesh | Côte d'Ivoire | Mozambique | Nigeria | Tanzania | Uganda

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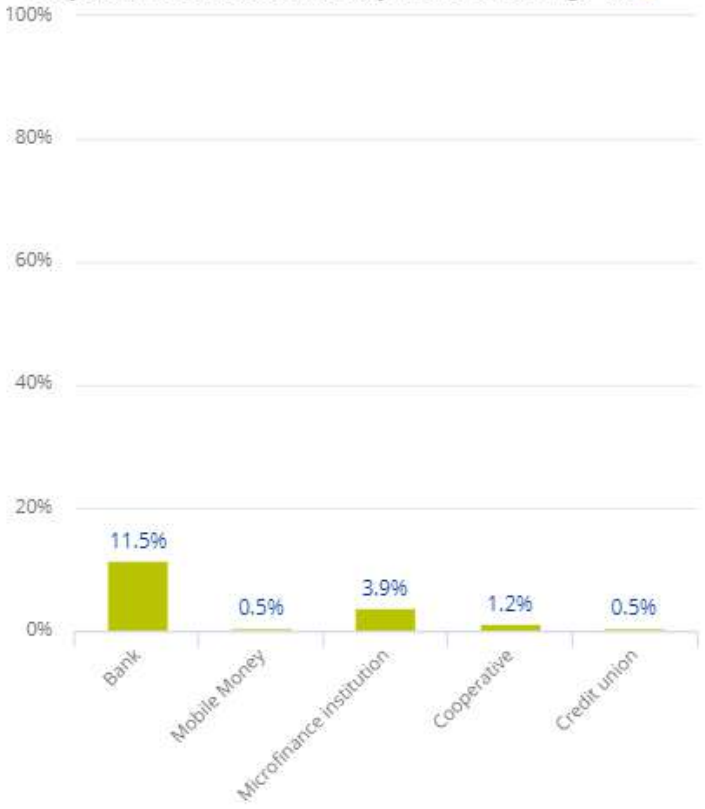
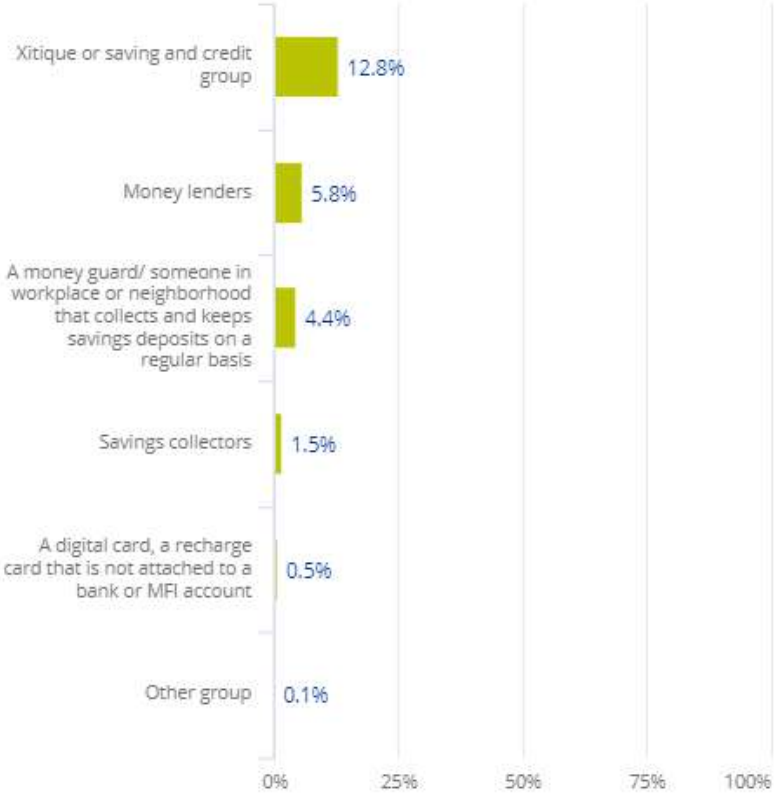
- User guide and methodology (English | Portuguese)

Regular Expenses | Household Segmentation | Crops and Livestock | Saving for Agriculture | Agricultural Markets | Financial Inclusion

Do you have an account at any of the following? (%)



Have you used any of the following within the past 90 days?



Gender: All | Age: 31-45 | Smallholder Segment: All

Disaggregate by age to see use of financial tools.

powered by Cubeplan

CGAP Smallholder Families Data Hub

Welcome | Bangladesh | Côte d'Ivoire | Mozambique | Nigeria | Tanzania | Uganda

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Smallholders under 30 are the most likely age group to trust banks in Mozambique. To learn more about Mozambican smallholders, explore the dashboards to the right. These dashboards show data from a nationally representative survey with a target sample of 3,000 smallholder households, conducted in 2015.

Photo: Allison Shelley

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- In-depth analysis (English | Portuguese)
- Survey data
- User guide and methodology (English | Portuguese)

sehold Segmentation | Crops and Livestock | Saving for Agriculture | Agricultural Markets | Financial Inclusion | Financial Tools | Trust in Financial

How much do you trust each of the following as financial sources? (%)

Gender: All

Age: 31-45

Disaggregate by age to see trust in providers.

powered by Cubeplan

Photo: Allison Shelley

2. i2i data portal

National surveys and financial diaries

Diving into the data

Michael dos Santos

Photo: Allison Shelley

Diving into the data

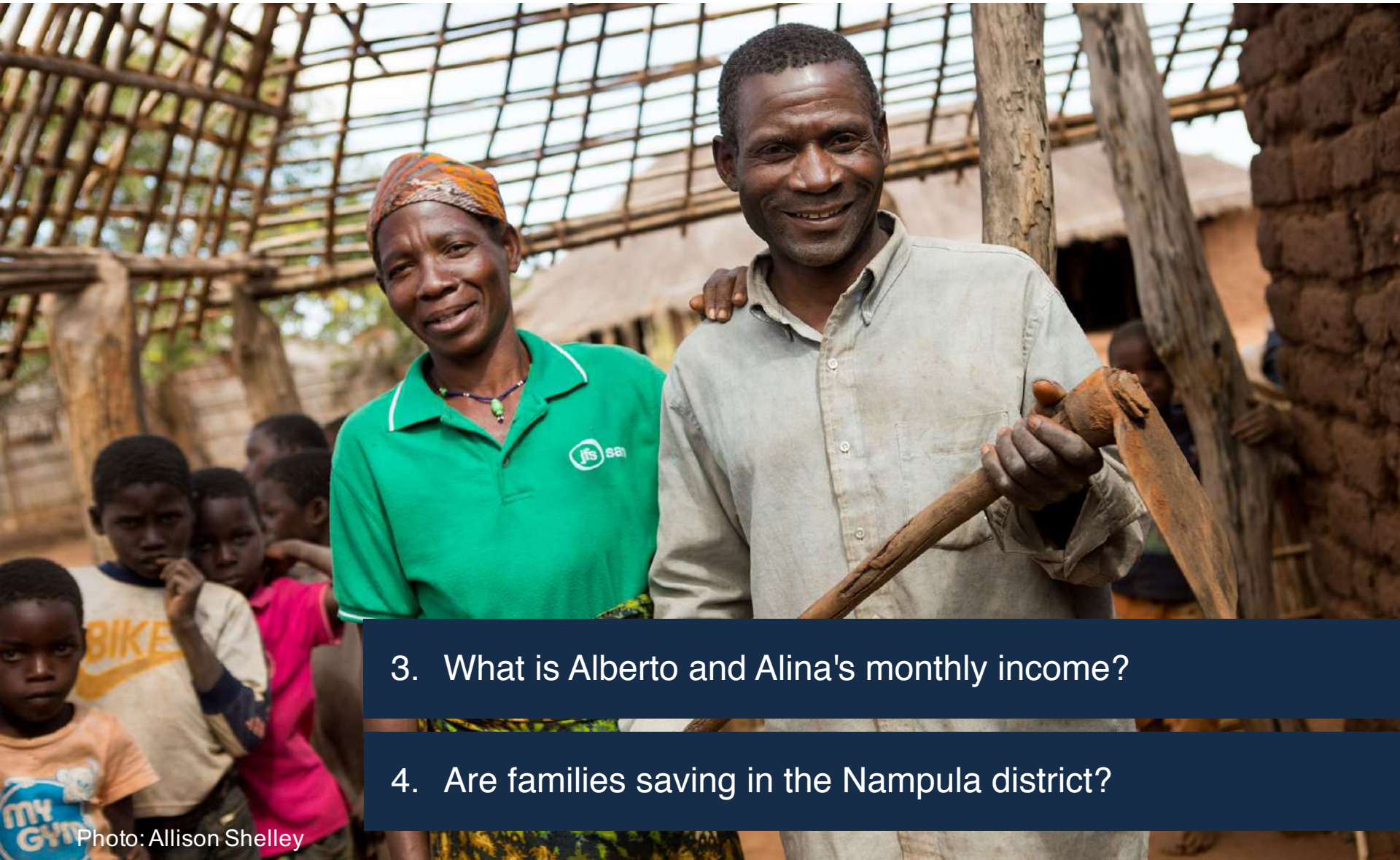
Michael dos Santos

3. What is Alberto and Alina's monthly income?

Photo: Allison Shelley

Diving into the data

Michael dos Santos



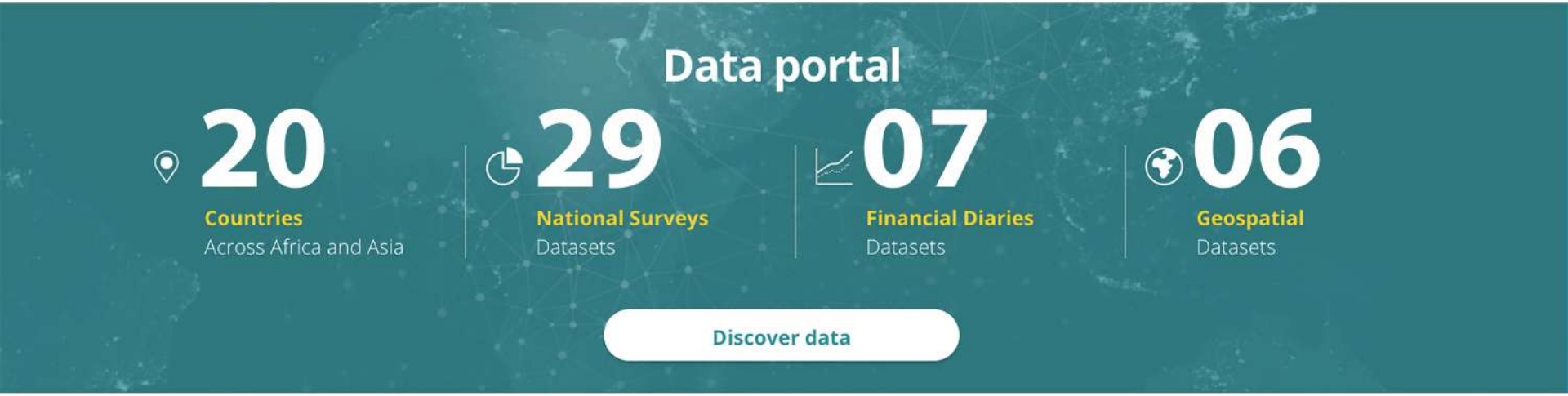
3. What is Alberto and Alina's monthly income?

4. Are families saving in the Nampula district?

Photo: Allison Shelley

Data count

Michael dos Santos

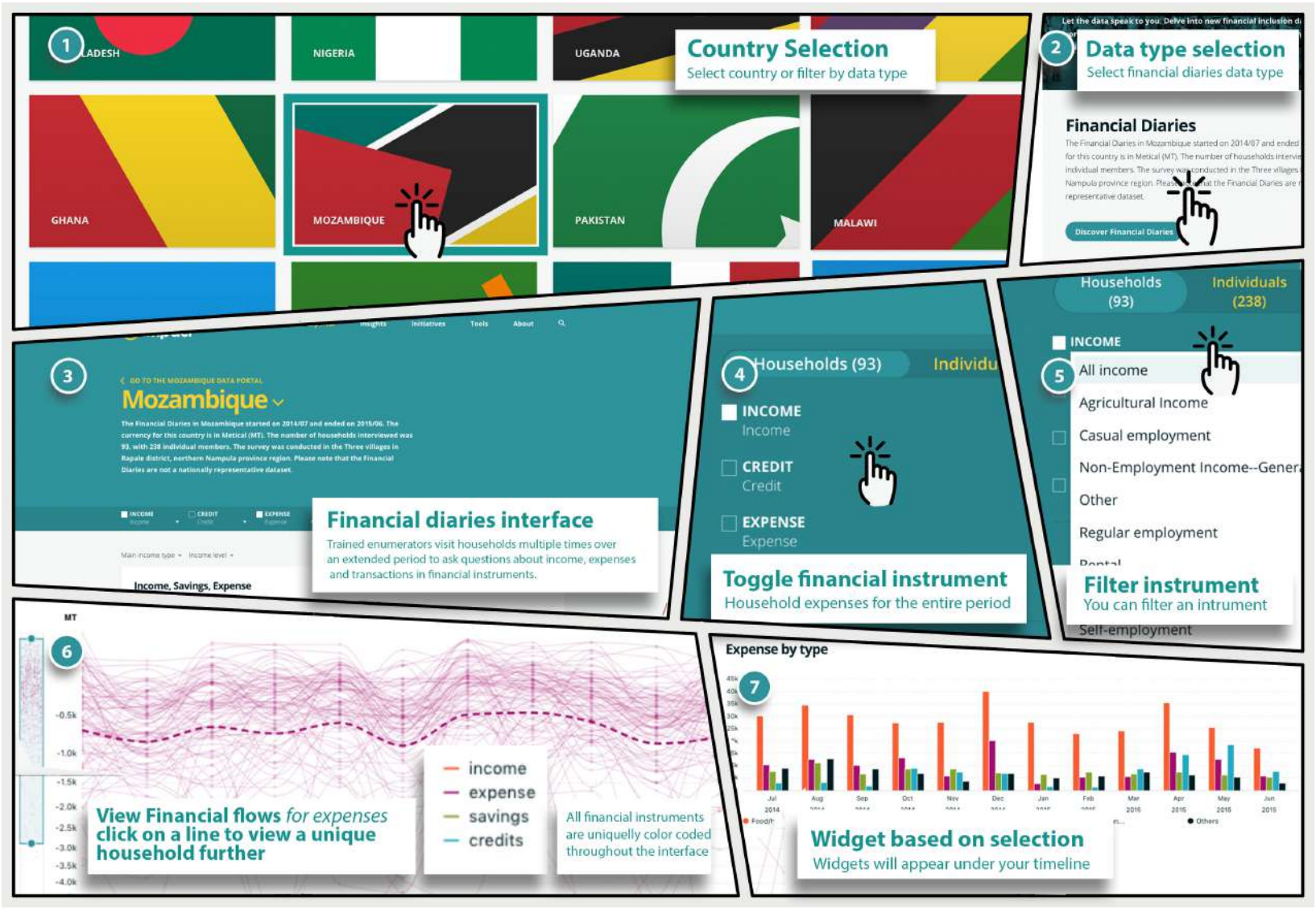


http://i2ifacility.org/data-portal

Financial diaries data - interface

What are Alberto and Alina's monthly Income?

Michael dos Santos

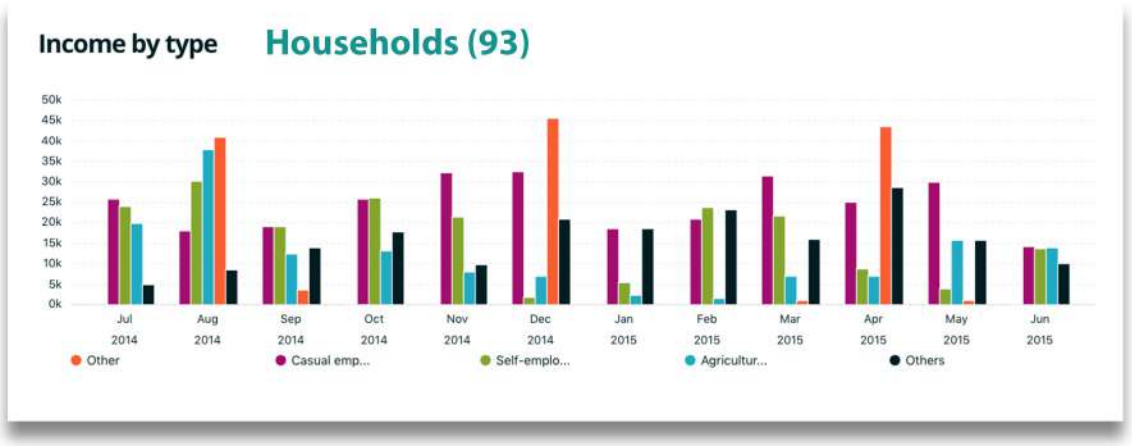


Insight2 Impact

Advancing Financial Inclusion

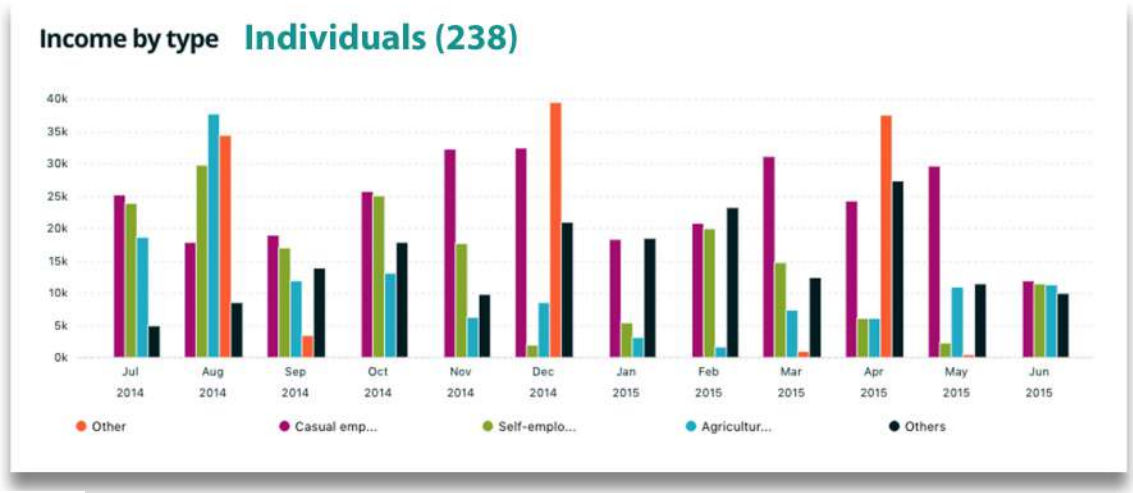
What are Alberto and Alina's monthly Income?

Widget results from http://i2ifacility.org/data-portal/MOZ/financial-diaries



Alberto and Alina's monthly expenses are;

- Casual employment
- Self-employment
- Other
- Agriculture

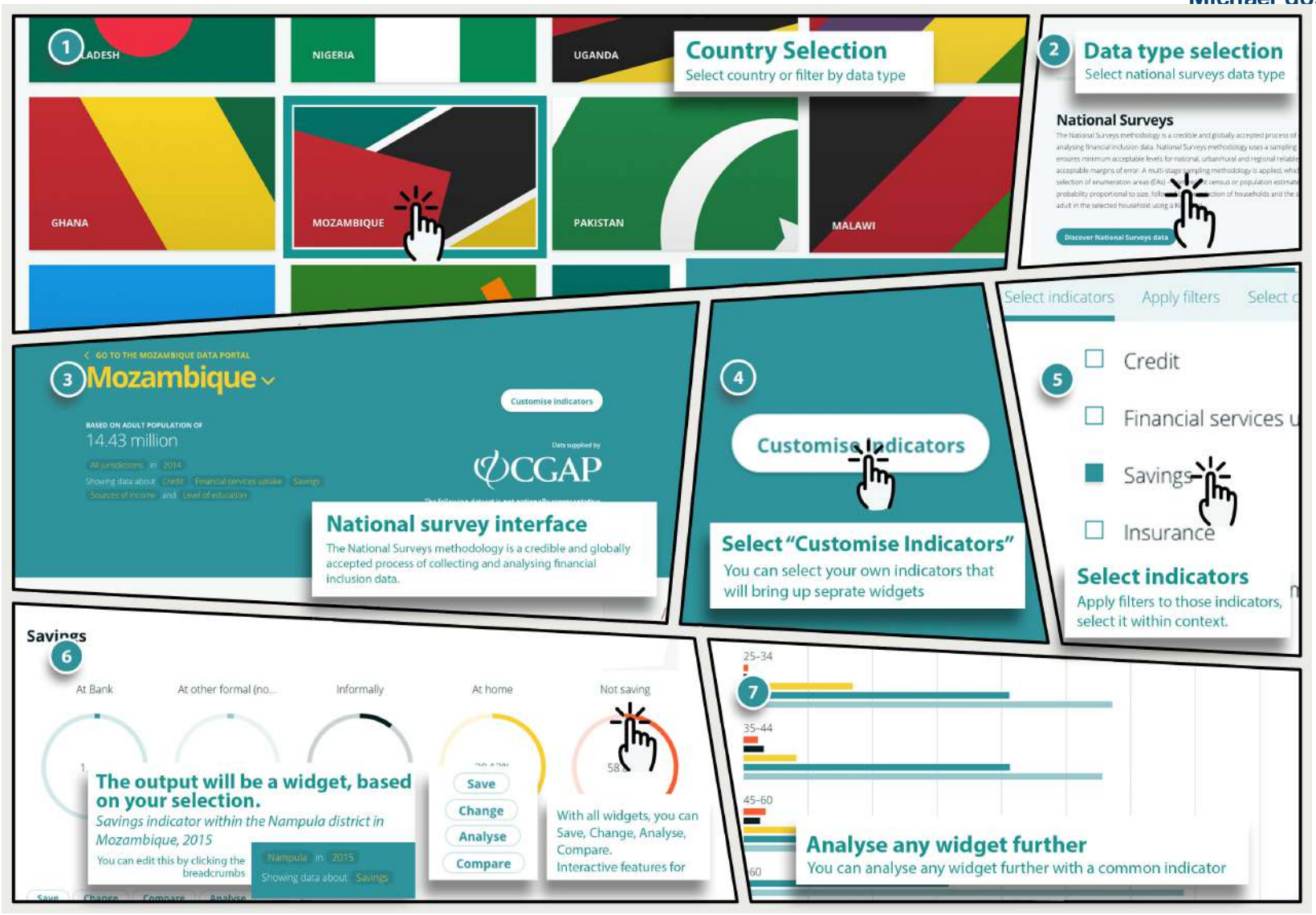


- Casual employment
- Self-employment
- Other
- Agriculture

National survey data interface

Are family's saving in the Nampula district?

Michael dos Santos

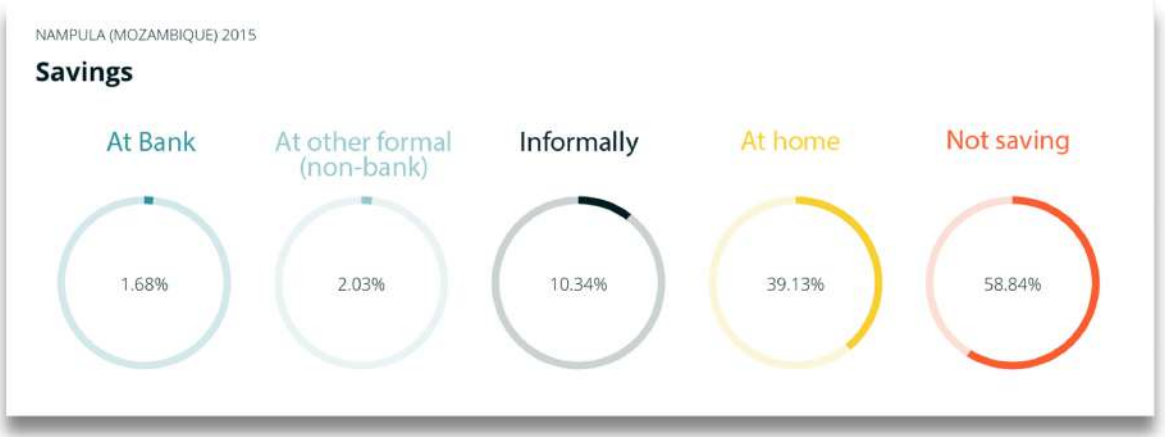


Insight2Impact

Advancing Financial Inclusion

Are families saving in the Nampula district?

Widget results from http://i2ifacility.org/data-portal/MOZ/2015



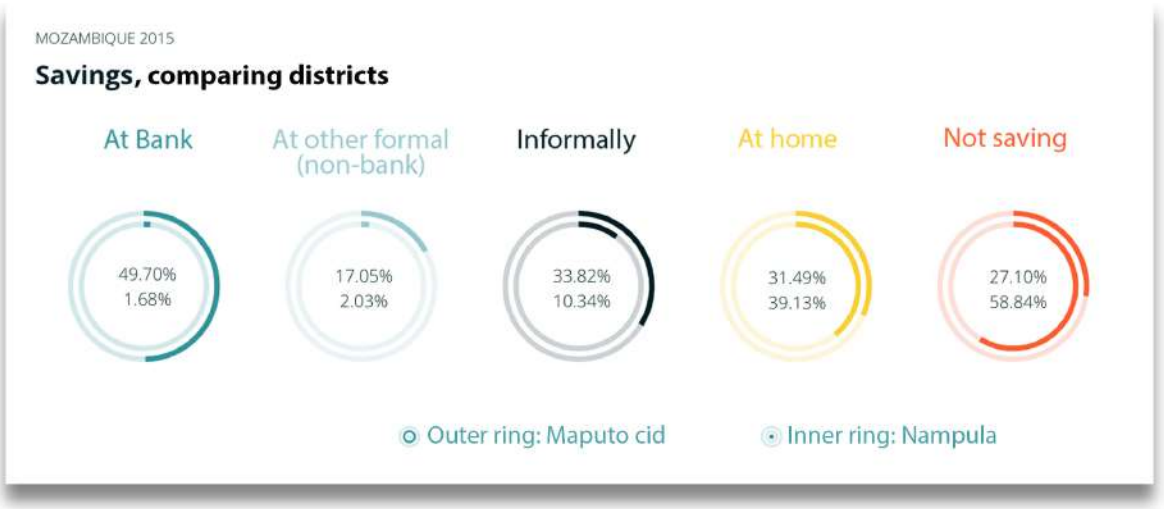


Photo: Allison Shelley

3. Product Explorer

Profiling supply-side providers' financial products

Lack of information on successful product models inhibits growth

Henry Bruce

Accessible and practical information supports:

Providers design/deploy better products	Funders increase investment in smallholder finance	Client-centric products improve farmer outcomes
Learn from other providers Save money & time Design farmer-centric products Reach under-served clients, profitably	Save time on market research Identify providers with robust product offerings Invest in new, innovative providers	Improved quality & availability of products for smallholder farmers Increased farmer investment in farms Increase yields & income

Operationally useful product information

Henry Bruce

Product Overview and Scale

- Description of Product
- Total Clients
- Number of Product Clients
- Product Portfolio
- Key Players / Partnership Structure
- Farmer and Value Chain Categories
- Client Segment
- Channels

Financial Structure and Pricing

- Credit Product and Repayment Structure
- Credit Pricing and Transparency
- Insurance Product Features
- Savings Product Features
- Payment Product Features
- Pricing and Transparency for Payment Product(s)
- Organization Level Sustainability (OSS)
- Product Level Sustainability

Value Chain Support

- Pre-harvest support
- Post-harvest Support: Storage/ Management
- Post-harvest Support: Market Linkages

Training

- Training Structure
- Training Accessibility

Measuring Impact

- Measurement of Farmer Yields
- Impact on Farmer Yields
- Measurement of Livelihood Impact

mix

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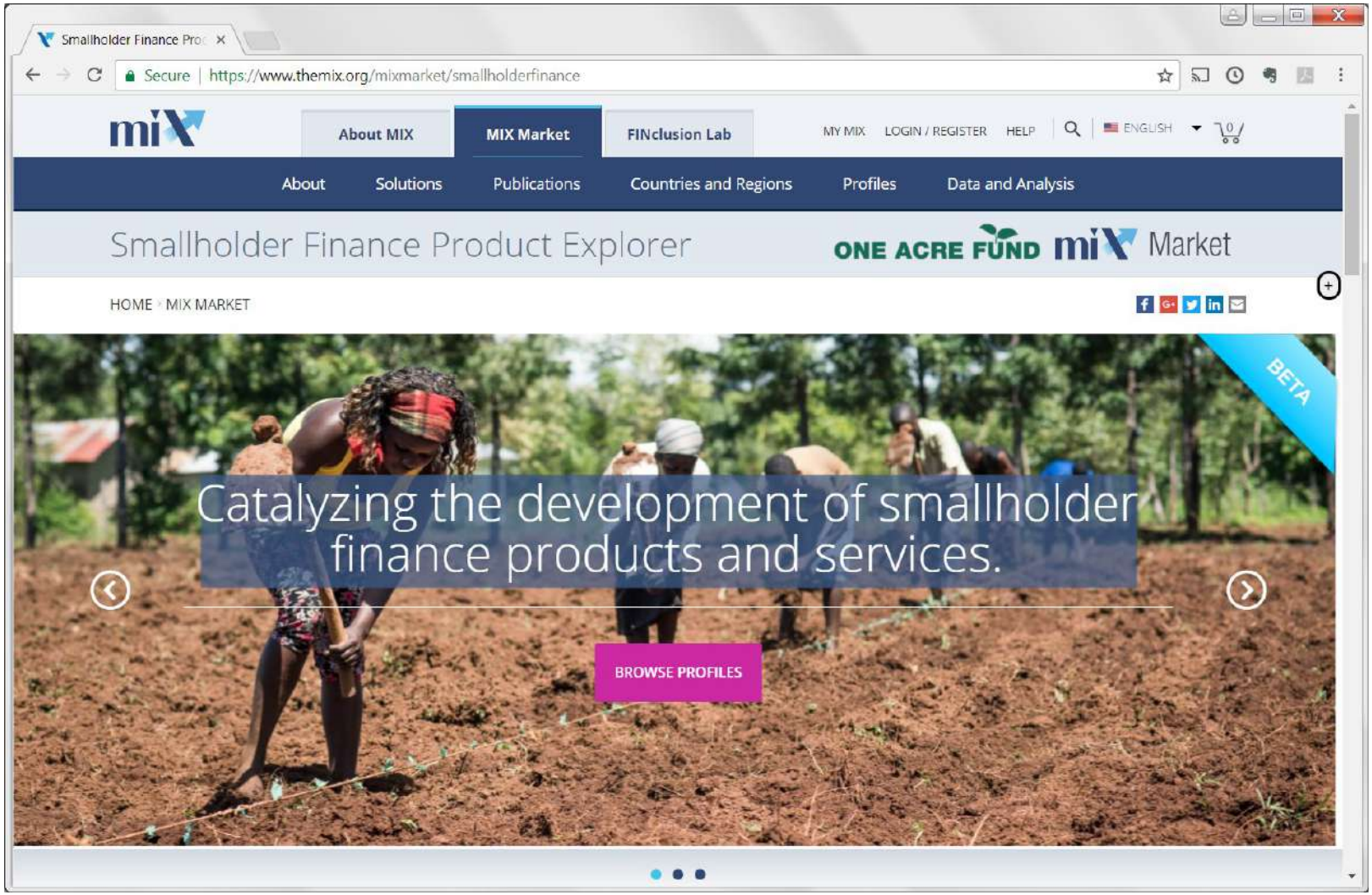
Smallholder Finance Product Explorer



Diving into the data – 3

Henry Bruce

5. What kind of product should we design for our target client?

6. What other product features could we include to increase impact on their livelihood?

Photo: Allison Shelley

What kind of product should we design for our target client?

Anne Maftei

Source: i2i Data Portal, Mozambique Financial Diaries 2014-2015

Main source of income: farming

Financial goal: saving money for children's secondary school fees

Constraints:

1. Inputs need to be purchased in September
2. School fees are due in January

What attributes should the product have?

Anne Maftei

Outside of cotton, grows mainly staple crops

Product Overview and Scale

De

nts

Number of Product Clients

Product Portfolio

Key Players / Partnership Structure

Farmer and Value Chain Categories

Client Segment

Channels

Object of the loan
☑ Access inputs
❑ Access land

Commodity
☑ Maize
☑ Beans
☑ Cassava
☑ Millet
❑ …

Client type
☑ Non-commercial smallholder farmer

Financial Structu

Credit Product and Repayment Structure

Credit Pricing and Transparency

Insurance Product Features

Savings Product Features

and
rency
ment
ct(s)

Organization Level Sustainability (OSS)

Product Level Sustainability

Value Chain Support

Pre-harvest support

Post-harvest Support: Storage/ Management

Post-harvest Support: Market Linkages

Train

Training Structure

Training Accessibility

Measuring Impact

Measurement of Farmer Yields

Impact on Farmer Yields

Measurement of Livelihood Impact

What attributes should the product have?

Anne Maftei

A flexible repayment schedule would better suit their cash-flow

Product Overview and Scale

Description of Product | Total Clients | Number of Product Clients | Product Portfolio | Key Players / Partnership Structure | Farmer and Value Chain Categories | Client Segment | Channels

Object of the loan
- ☑ Access inputs
- ❑ Access land

Commodity
- ☑ Maize
- ☑ Beans
- ☑ Cassava
- ☑ Millet
- ❑ …

Client type
- ☑ Non-commercial smallholder farmer

Financial Structure and Pricing

Credit Product and Repayment Structure | Credit Pricing and Transparency | Insurance Product Features | Savings Product Features | Payment Product | Pricing and Transparency for Payment Product(s) | Organization Level Sustainability (OSS) | Product Level Sustainability

Repayment structure is flexible
☑ Yes
Grace period offered
☑ Yes
Loan or product term covers growing season
☑ Yes
❑ No

Chain Support

Training

Training Structure | Training Accessibility

Measuring Impact

Measurement of Farmer Yields | Impact on Farmer Yields | Measurement of Livelihood Impact

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What attributes should the product have?

Anne Maftei

Not part of a local savings group

Product Overview and Scale

- Description of Product
- Total Clients
- Number of Product Clients
- Product Portfolio
- Key Players / Partnership Structure
- Farmer and Value Chain Categories
- Client Segment
- Channels

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Financial Structure and Pricing

- Credit Product and Repayment Structure
- Savings Product Features
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Group or individual loan
❑ Group
☑ Individual

Value Chain Support

- Pre-harvest Support
- Post-harvest Support: Storage/ Management
- Post-harvest Support: Market Linkages

Repayment structure is flexible
☑ Yes

Grace period offered
☑ Yes

Loan or product term covers growing season
☑ Yes
❑ No

Training

- Training Structure
- Training Accessibility

Measuring Impact

- Measurement of Farmer Yields
- Impact on Farmer Yields
- Measurement of Livelihood Impact

What attributes should the product have?

Anne Maftei

Open to receiving cash via his mobile phone

Product Overview and Scale

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☑ Cassava
☑ Millet
❑ …

Client type
☑ Non-commercial smallholder farmer

Disbursement, repayment and/or savings channels
☑ Mobile banking
☑ Field agents
❑ Value chain actor

Financial Structure and Pricing

- Credit Product and Repayment Structure
- Credit Pricing and Transparency
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- Org … Sust…

Group or individual loan
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- Training Structure
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Measuring Impact

- Measurement of Farmer Yields
- Impact on Farmer Yields
- Measurement of Livelihood Impact

mix

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What attributes should the product have?

Anne Maftei

Looking for a solution that capitalizes on his savings habit

Product Overview and Scale

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- Post-harvest Support: Market Linkages

Repayment structure is flexible
☑ Yes

Grace period offered
☑ Yes

Loan or product term covers growing season
☑ Yes
❑ No

Tra… Stru…

Type of saving product
❑ Current account
☑ Regular savings account
❑ Fixed deposit
☑ Compulsory savings

Measuring Impact

- …ement …mer …ds
- Impact on Farmer Yields
- Measurement of Livelihood Impact

mix

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What products match those attributes?

Anne Maftei

Product Overview and Scale

Description of Product	Total Clients	Number of Product Clients	Product Portfolio	Key Players / Partnership Structure	Farmer and Value Chain Categories	Client Segment	Channels
Agricultural loan **Ethiopia**	**100k – 500k**	*Number of product client:* **51,732** *Average loan size/client:* **$172**	**$2M – 10M**	*Type of provider:* **MFI** *Last mile partner:* **None** *Training partner:* **None**	*Commodity:* **Maize** *Target customer:* **Non-commercial smallholder farmer**	*Target client by income:* **<$3.20/day** *% clients that are female:* **45%**	*Client acquisition:* **Field agents** *Number of field agents:* **65** *Digitized customer registration:* **Partially**
Input loan **Ghana**	**500k – 1M**	*Number of product client:* **232,753** *Average loan size/client:* **$98**	**+$20M**	*Type of provider:* **Social lender** *Last mile partner:* **None** *Training partner:* **Input**	*Commodity:* **Maize** *Target customer:* **Non-commercial smallholder farmer**	*Target client by income:* **<$3.20/day** *% clients that are female:* **65%**	*Client acquisition:* **Field agents** *Number of field agents:* **1163** *Digitized*

What products match those attributes?

Anne Maftei

Financial Structure and Pricing

Credit Product and Repayment Structure	Credit Pricing and Transparency	Insurance Product Features	Savings Product Features	Payment Product Features	Pricing and Transparency for Payment Product(s)	Organization Level Sustainability (OSS)	Product Level Sustainability
Repayment is flexible **Loan term covers growing season** **Grace period is offered**	**Product uses declining balance interest rate** **Compulsory cash deposit** **No penalties for early interest repayment** *APR:* **24%**	**Life/funeral insurance** **Average $2.50 premium / client**	**Compulsory savings of 10% of total loan amount for the first cycle**	**None**	**N/A**	**>100%**	*Product-level sustainability:* **Breaking-even / cost-neutral** *Annualized repayment rate:* **90-95%**
Repayment is flexible **Loan term covers growing season**	**Compulsory cash deposit** **No penalties for early interest repayment**	**Life/funeral insurance** **Average $2.50 premium / client**	**15% of loan amount required as upfront deposit**	**None**	**N/A**	**>100%**	*Product-level sustainability:* **Profitable** *Annualized repayment rate:* **95-98%**

Smallholder Finance Product Explorer

What other product features could we include to increase impact on their livelihood?

Anne Maftei

Key challenges:

1. Low rates of fertilizer usage
2. Accessing good-quality seeds
3. Poor harvests due to changing weather patterns

What attributes should the product have?

Anne Maftei

Agronomic training on proper fertilizer use

Product Overview and Scale

- Description of Product
- Total Clients
- Number of Product Clients
- Product Portfolio
- Key Players / Partnership Structure
- Farmer and Value Chain Categories
- Client Segment
- Channels

Financial Structure and Pricing

- Credit Product and Repayment Structure
- Credit Pricing and Transparency
- Insurance Product Features
- Savi… Prod… Feat…
- Organization Level Sustainability (OSS)
- Product Level Sustainability

Value Chain Support

- Pre-harvest support
- Post-harvest Support: Storage/ Management
- Post-harvest Support: Market Linkages

Tra…ng

- Training Structure
- Training Accessibility

Meas… of …

Agricultural training offered
☑ Yes
Training uses formal curriculum
☑ Yes
Training or tools are mobile-based
☑ Yes
☑ No

Training engages clients in participatory learning
☑ Yes
Training is offered in a convenient location for clients
☑ Yes

What attributes should the product have?

Insurance to help protect from weather-related crop loss

Anne Maftei

Type of insurance product
- ❑ Life/funeral insurance
- ☑ Traditional crop insurance
- ☑ Weather-index based insurance
- ❑ Livestock insurance
- ❑ …

roduct Overview and Scale

Description of Product | Product Portfolio | Key Players / Partnership Structure | Farmer and Value Chain Categories | Client Segment | Channels

Financial Structure and Pricing

Credit Product and Repayment Structure | Credit Pricing and Transparency | Insurance Product Features | Savings Product Features | Payment Product Features | Pricing and Transparency for Payment Product(s) | Organization Level Sustainability (OSS) | Product Level Sustainability

Agricultural training offered
☑ Yes
Training uses formal curriculum
☑ Yes
Training or tools are mobile-based
☑ Yes
☑ No

Value Chain Support

Pre-harvest support | Post-harvest Support: Storage/ Management | Post-harvest Support: Market Linkages

Training

Training Structure | Training Accessibility

Measuring Impact

Measurement of Farmer Yield | Impact on Farmer Yields | Measurement of Livelihood Impact

Training engages clients in participatory learning
☑ Yes
Training is offered in a convenient location for clients
☑ Yes

mix

ONE ACRE FUND

What attributes should the product have?

Facilitated access to good-quality farming inputs

Anne Maftei

Product Overview and Scale

Description of Product	Number of Product Clients	Product Portfolio	Key Players / Partnership Structure	Farmer and Value Chain Categories	Client Segment	Channels

Type of insurance product
- ❑ Life/funeral insurance
- ☑ Traditional crop insurance
- ☑ Weather-index based insurance
- ❑ Livestock insurance
- ❑ ...

Financial Structure and Pricing

Credit Product and Repayment Structure	Credit Pricing	Insurance	Savings	Payment Product Features	Pricing and Transparency for Payment Product(s)	Organization Level Sustainability (OSS)	Product Level Sustainability

Agricultural training offered
- ☑ Yes

Training uses formal curriculum
- ☑ Yes

Training or tools are mobile-based
- ☑ Yes
- ☑ No

Inputs are readily available
☑ Yes
Inputs are available at a time demanded by clients
☑ Yes
FSP involvement
☑ Direct
☑ Indirect
Type of inputs offered
☑ Usable
❑ Assets
❑ Services

Value Chain

Pre-harvest support

Training

Training Accessibility

Measuring Impact

Measurement of Farmer Yield	Impact on Farmer Yields	Measurement of Livelihood Impact

Training engages clients in participatory learning
- ☑ Yes

Training is offered in a convenient location for clients
- ☑ Yes

What products match those attributes?

Anne Maftei

Product Overview and Scale

Description of Product	Total Clients	Number of Product Clients	Product Portfolio	Key Players / Partnership Structure	Farmer and Value Chain Categories	Client Segment	Channels
Input loan **Ghana**	**500k – 1M**	*Number of product client:* **232,753** *Average loan size/client:* **$98**	**+$20M**	*Type of provider:* **Social lender** *Last mile partner:* **None** *Training partner:* **Input suppliers, extension workers**	*Commodity:* **Maize** *Target customer:* **Non-commercial smallholder farmer**	*Target client by income:* **<$3.20/day** *% clients that are female:* **65%**	*Client acquisition:* **Field agents** *Number of field agents:* ***1163*** *Digitized customer registration:* **Partially**
Agricultural loan **Ethiopia**	**100k – 500k**	*Number of product client:* **51,732** *Average loan size/client:* **$172**	**$2M – 10M**	*Type of provider:* **MFI** *Last mile partner:* **None** *Training partner:* **None**	*Commodity:* **Maize** *Target customer:* **Smallholder farmer, segment unspecified**	*Target client by income:* **<$3.20/day** *% clients that are female:* **45%**	*Client acquisition:* **Field agents** *Number of field agents:* **65** *Digitized*

What products match those attributes?

Anne Maftei

Value Chain Support			Training		Measuring Impact		
Pre-harvest support	Post-harvest Support: Storage/ Management	Post-harvest Support: Market Linkages	Training Structure	Training Accessibility	Measurement of Farmer Yields	Impact on Farmer Yields	Measurement of Livelihood Impact
Inputs are readily available, at time demanded by client **Inputs are of good quality** *FSP involvement:* **Direct** *Who pays for service:* **Clients**							
N/A							

What products match those attributes?

Anne Maftei

Value Chain Support			Training		Measuring Impact		
Pre-harvest support	Post-harvest Support: Storage/ Management	Post-harvest Support: Market Linkages	Training Structure	Training Accessibility	Measurement of Farmer Yields	Impact on Farmer Yields	Measurement of Livelihood Impact
Inputs are readily available, at time demanded by client **Inputs are of good quality** *FSP involvement:* **Direct** *Who pays for service:* **Clients**	**Formal post-harvest management program** *FSP involvement:* **Direct** *Where storage takes place:* **On farm** *Who pays for service:* **N/A**	**No formal or informal linkages exist between clients & buyers** *FSP involvement:* **Nothing**					
N/A	No formal	No formal or					

What products match those attributes?

Anne Maftei

Value Chain Support			Training		Measuring Impact		
Pre-harvest support	Post-harvest Support: Storage/ Management	Post-harvest Support: Market Linkages	Training Structure	Training Accessibility	Measurement of Farmer Yields	Impact on Farmer Yields	Measurement of Livelihood Impact
Inputs are readily available, at time demanded by client **Inputs are of good quality** *FSP involvement:* **Direct** *Who pays for service:* **Clients**	**Formal post-harvest management program** *FSP involvement:* **Direct** *Where storage takes place:* **On farm** *Who pays for service:* **N/A**	**No formal or informal linkages exist between clients & buyers** *FSP involvement:* **Nothing**	**Multiple agricultural trainings delivered during product cycle** *Who pays for service:* **N/A** *Delivery party/ mechanism:* **Input suppliers, extension workers** **Training/tools not mobile based**	*Classroom / theoretical training offered:* **No** **Training engages clients in participatory learning** **Training is offered in a convenient location for clients**			
N/A	No formal	No formal or	Multiple	*Classroom /			

What products match those attributes?

Anne Maftei

Value Chain Support			Training		Measuring Impact		
Pre-harvest support	Post-harvest Support: Storage/ Management	Post-harvest Support: Market Linkages	Training Structure	Training Accessibility	Measurement of Farmer Yields	Impact on Farmer Yields	Measurement of Livelihood Impact
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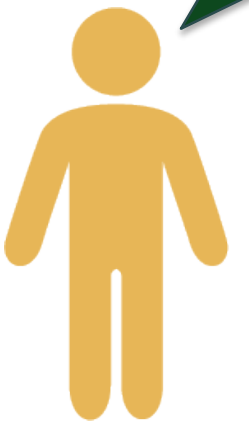
N/A	No formal	No formal or	Multiple	*Classroom /	N/A		N/A

Translating data & insights into action

Anne Maftei

"I want to benchmark my product against robust product examples from the region."

"I'd like help identifying gaps in my existing product / service."



"I need to understand the cost and pricing structure of smallholder finance products in order to get internal buy-in from senior management."

What opportunities will you find?

CGAP Smallholder Families Data Hub

www.cgap.org/smallholder-families-data-hub

i2i Portal

http://i2ifacility.org/data-portal

MIX-1AF Smallholder Finance Product Explorer

www.themix.org/mixmarket/smallholderfinance

Q & A

1 For questions, please use the Chat box on the right-hand side of the Webex session to send in your questions.

2 To ensure your question is seen by the moderator, select "**All Participants**" from the drop-down menu when sending the question.

Jamie Anderson
CGAP

Michael dos Santos
i2i

Henry Bruce
MIX

Anne Maftei
One Acre Fund

CGAP MICROFINANCE GATEWAY

Questions? Ideas?

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Smallholder Finance Product Explorer smallholderfinance@themix.org

CGAP MICROFINANCE GATEWAY

Poll

Please take a moment to respond to the poll questions on the right-hand side of your screen.

What's Next?

1 We will email you when the webinar recording and related materials become available on the Microfinance Gateway website.

2 Join the Microfinance Gateway's next Webinars:

- 15 May - Microfinance: Revolution or Footnote? Microfinance Over the Next Ten Years
- 24 May - Making the Case for Digital Learning, Gateway Academy

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Thank you

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