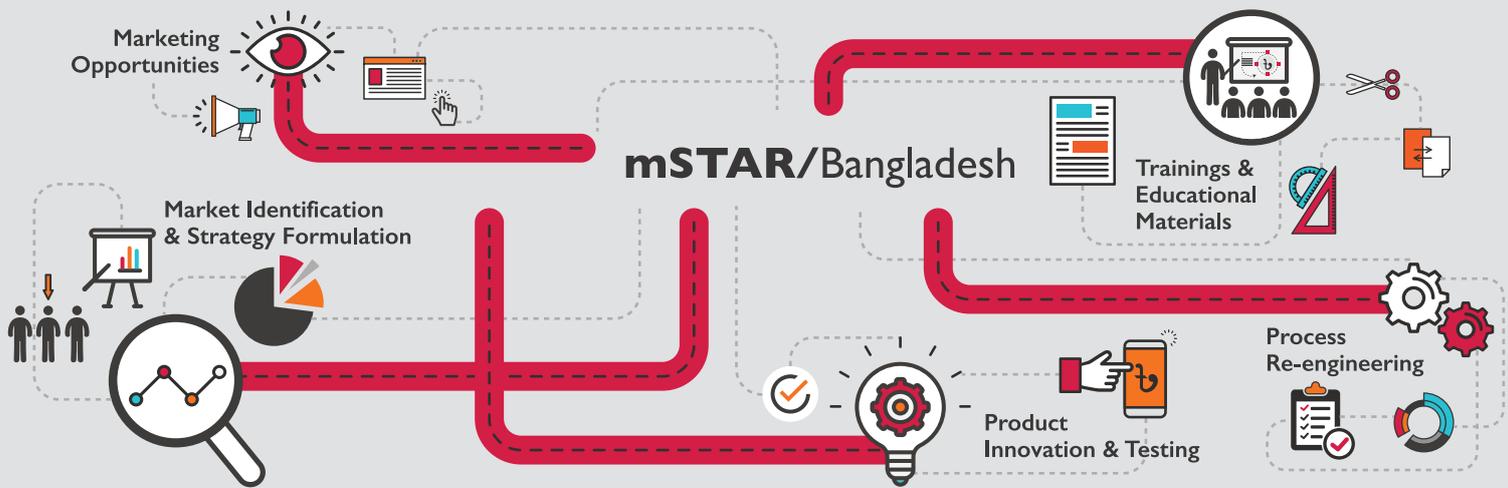


HOW mSTAR/BANGLADESH CAN HELP DIGITAL FINANCIAL SERVICES PROVIDERS

As a Digital Financial Services (DFS) provider, why would you want to collaborate with USAID's Mobile Solutions Technical Assistance and Research/Bangladesh (mSTAR/B) project? The answer is simple. We work closely with many organizations in the development sector, and have an intimate understanding of their needs, as well as of those individuals they work with. The following are some of the possible ways that we can support you to expand your business to this sector and the populations it works with.



MARKET IDENTIFICATION AND STRATEGY FORMULATION

mSTAR/B has in-depth knowledge about various payment streams made by the development sector, particularly those in the agriculture and health sectors, as well as the financial behaviors and needs of many of the populations they work with. We can help you to better understand specific market segments and identify potential market opportunities. Our insights can help you understand unmet market needs and assess the potential market size of different segments. In addition, we can also help you to develop strategies to penetrate those markets based on the right value proposition for each segment.

We have conducted a number of assessments to date looking at usage and potential for DFS for a number of market segments, including ones on usage of mobile financial services by USAID implementing partners, on savings groups, on rice value chain actors, and on a number of other agricultural value chain actors (report forthcoming).



MARKETING OPPORTUNITIES

mSTAR/B deeply understands the products offered by DFS providers and is also well connected within the development sector. We can provide you with a platform to showcase your products and services to the development community through mSTAR/B organized events, as well as by facilitating one-on-one meetings. Through this, you will gain new opportunities to reach out to potential corporate customers who are looking for the types of services you offer.

mSTAR/B hosts quarterly Mobile Money Consultative Group (MMCG) meetings and technical workshops through which DFS providers can have a platform to showcase their products and offerings. We also co-host a variety of other events and seminars on DFS, such as 'Digital Financial Inclusion: Innovations from Bangladesh'. Additionally, we regularly facilitate meetings between DFS providers and development organizations.



PRODUCT INNOVATION AND TESTING

mSTAR/B conducts periodic assessments for USAID's implementing partners, which entail conducting field work to better understand the financial behavior of their beneficiaries, project field staff, and other value chain actors. Subsequently, analysis is done to identify opportunities for DFS based on the financial behaviors and needs of these actors. By collaborating with mSTAR/B, you will be able to tap into these learnings and take informed decisions to customize your existing products or develop new products to reflect the needs, capacity, and aspirations of those segments. We can also facilitate partnerships with development organizations working with those segments in order to pilot test these products, as well as help to capture outcomes and lessons learned with an eye on sustainable and successful scale up.

To date, we have worked with two DFS providers to develop and pilot test (forthcoming) innovative digital financial services related to savings, micro-credit, and merchant payments within the agriculture sector in partnership with two USAID projects.



TRAININGS AND EDUCATIONAL MATERIALS

Our experience has shown that the trainings and educational materials developed by DFS providers are not always attuned to the learning needs of less digitally literate population segments. Our deep knowledge of the development sector and its beneficiaries, including our own experience conducting trainings for them, enables us to help you to modify your trainings and materials to better meet the needs of specific market segments. Our training team can also support you to conduct trainings for USAID's implementing partners, where helpful.

mSTAR/B regularly conducts trainings for frontline trainers and staff focused on increasing awareness and adoption of DFS. Additionally, mSTAR/B has supported Dnet and WorldFish to develop training manuals (see [here](#) and [here](#)) aimed at increasing the digital financial literacy and capacity of rural communities. You can find all of our publications and training reports [here](#).



PROCESS RE-ENGINEERING

From our comprehensive experience implementing DFS with different development organizations and through our value chain assessments, we can identify and understand 'What' the needs are, 'Why' these are needed, and 'How' these can be delivered from the perspective of end recipients or customers. Our insights can help you to rethink and redesign your operational processes in order to achieve improvements in service delivery quality, customer satisfaction, and efficiency.

We have worked with DFS providers to help them design and implement more efficient processes for addressing the actual needs of end customers. For instance, we helped one provider think about how to ease the process for collecting and approving loan documents.



If you are interested in working with us or learning more about any of the above, please contact Md. Majidul Haque, mSTAR/Bangladesh Technical Lead at mhaque@fhi360.org.

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