



# **Business Diaries -** **How Financial Service Providers CAN Serve MSMEs**

**17<sup>th</sup> November 2023**

**10:45 – 12:00**

**Room Edmond Dune**

# SMALL FIRM DIARIES: A GLOBAL STUDY

**35,984**  
HOURS OF INTERVIEWS



**COLOMBIA**  
100 FIRMS



**NIGERIA**  
150 FIRMS



**KENYA**  
155 FIRMS

**UGANDA**  
619 FIRMS

**ETHIOPIA**  
122 FIRMS



**INDONESIA**  
165 FIRMS

**FIJI**  
50 FIRMS

## SMALL FIRM DIARIES: 4 KEY TAKEAWAYS



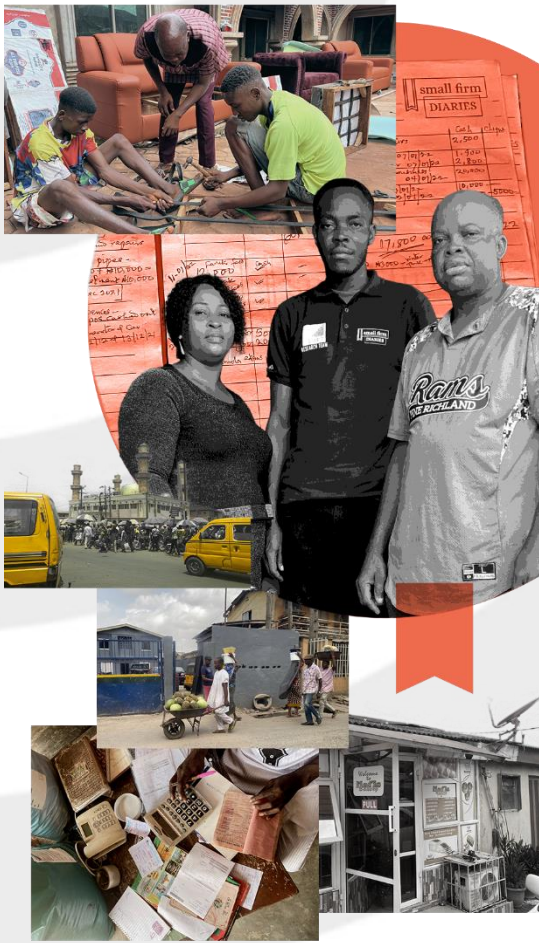
**1**  
A Distinct  
Group

**2**  
Stability  
Entrepreneurs

**3**  
Missing Ingredient:  
Working Capital

**4**  
Fragile Jobs, Vulnerable  
Workers

# SMALL FIRM DIARIES: 3 RECOMMENDATIONS



**1**  
Design for Stability  
Entrepreneurs

**2**  
Innovate Flexible  
Financing

**3**  
Invest in Workers





## IMBE accelerator

- [https://drive.google.com/file/d/1v\\_AQpG5Z5oQcQzO2r258Ezh4ogH2jxBN/view?usp=drivesdk](https://drive.google.com/file/d/1v_AQpG5Z5oQcQzO2r258Ezh4ogH2jxBN/view?usp=drivesdk)

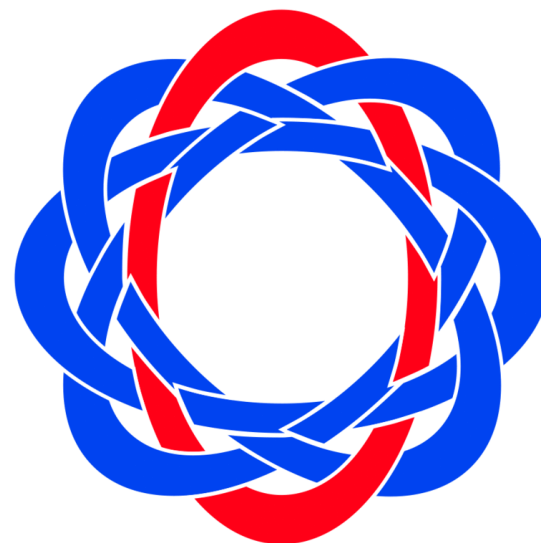




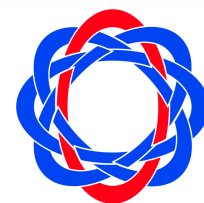
**EUROPEAN  
MICROFINANCE WEEK**  
connecting the inclusive finance world

**Weselina Angelow**  
**Scale2Save Program Director**

**Luxembourg, 17 November**  
**2023**



**WSBI**



WSBI

Helping savings and retail banks and their customers thrive

MILESTONE

100 years Anniversary

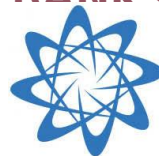
2024

MEMBERS BANKS



96

REPRESENTING SAVINGS AND RETAILS BANKS



6 400

COUNTRIES



69

GLOBAL PARTNERSHIPS



BRANCHES



220,000

CUSTOMERS



1.4 billion

Deposits



\$11.4 trillion

EMPLOYEES



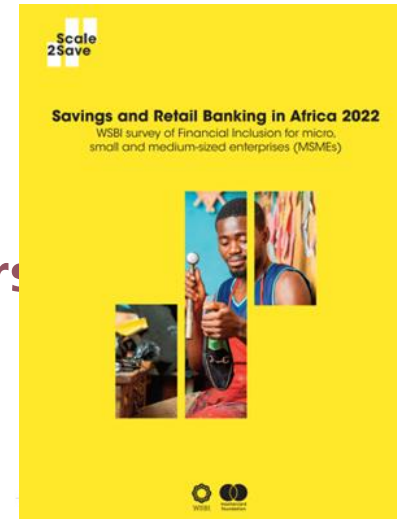
2.1 million



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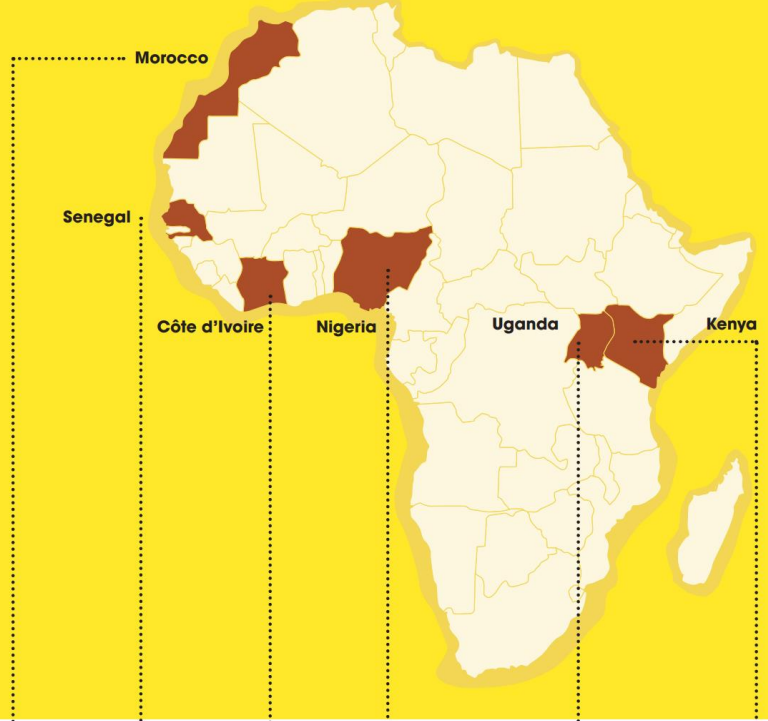
**Scale  
2Save**

1.3 million people reached by working with partners that build innovative inclusive financial and non-financial services for the most vulnerable



Highlights from research with 10 FSPs in 7 countries:

- Most MSMEs are informal, group based informal underserved businesses are wide-spread but not many FSPs serve them
- Informal businesses are not served by larger banks, cannot open accounts for building collateral or transaction history
- 80% of surveyed FSPs require MSME business record for credit access, huge information asymmetries about scale of MSME activities
- 60% use credit bureaus for background checks, fragmented credit-bureau information



**Women**

More than half of the financially excluded people worldwide are women. Scale2Save contributes to close this gender gap with products specifically designed to support economically active women: Savings accounts linked to microloan access to develop a new business, microinsurance tied to scholarships for their children, or simply by keeping their individual or group savings secure in a formal account.



**Youth**

Young people are often important contributors to their household's finances and wellbeing. Many of them aspire to become entrepreneurs but they lack sources of funding and appropriate financial services. Scale2Save partners have recognised that young people are tech savvy and early adopters of digital financial services when offered in a meaningful way. Scale2Save enables this kind of financial access for young people to help them thrive.



**Farmers**

Most African farmers work small family plots. They face seasonal challenges due to low and irregular income flows that require heavy investments at some points in the year while profits only come several months later. Scale2Save partners are taking into consideration these seasonal challenges and offer products that help farmers ensure not only prosperity but also the wellbeing of their families all year round.





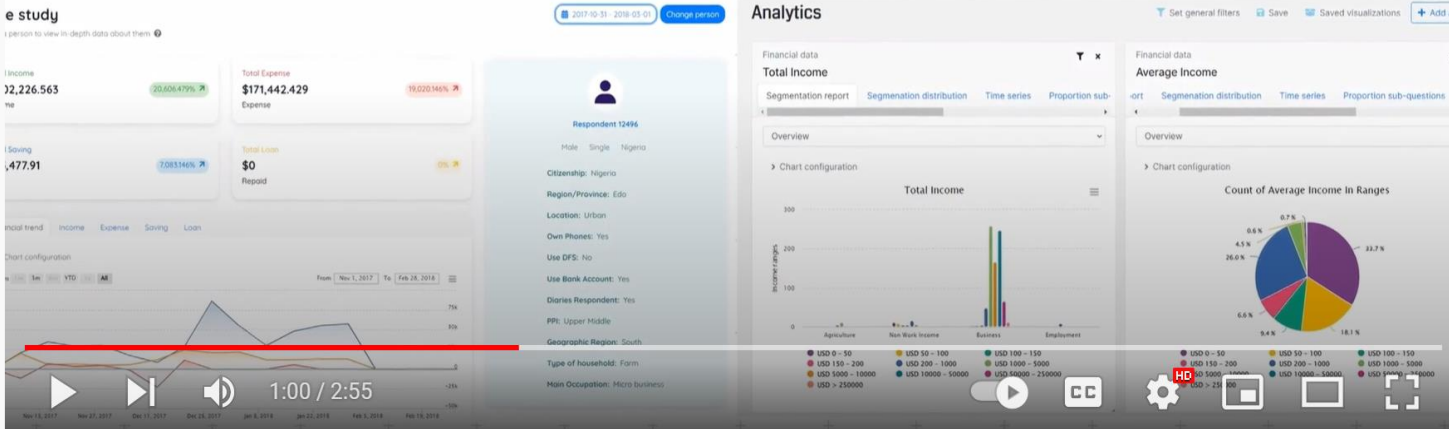
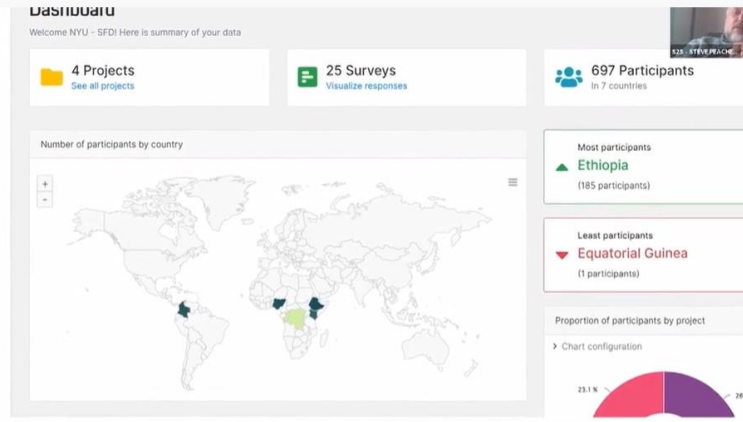
# The persona segmentation tool

Serving specific customer groups through  
openly shared market and real time data



## Finbit Portal features

- ❖ Access real time data
- ❖ Detail information about specific projects
- ❖ Visual representation of financial & surveys data of individuals (Case study) and combined data of all participants of the study
- ❖ Downloadable graphs and tables to



- The open-source data platform can host financial access data, financial and business diaries and national household data
- Produces use cases to help FSPs and market facilitators to analyze available market data
- Makes it easier to use large representative national data sets
- Supports informed real-time decision