



MICROFINANCE CENTRE

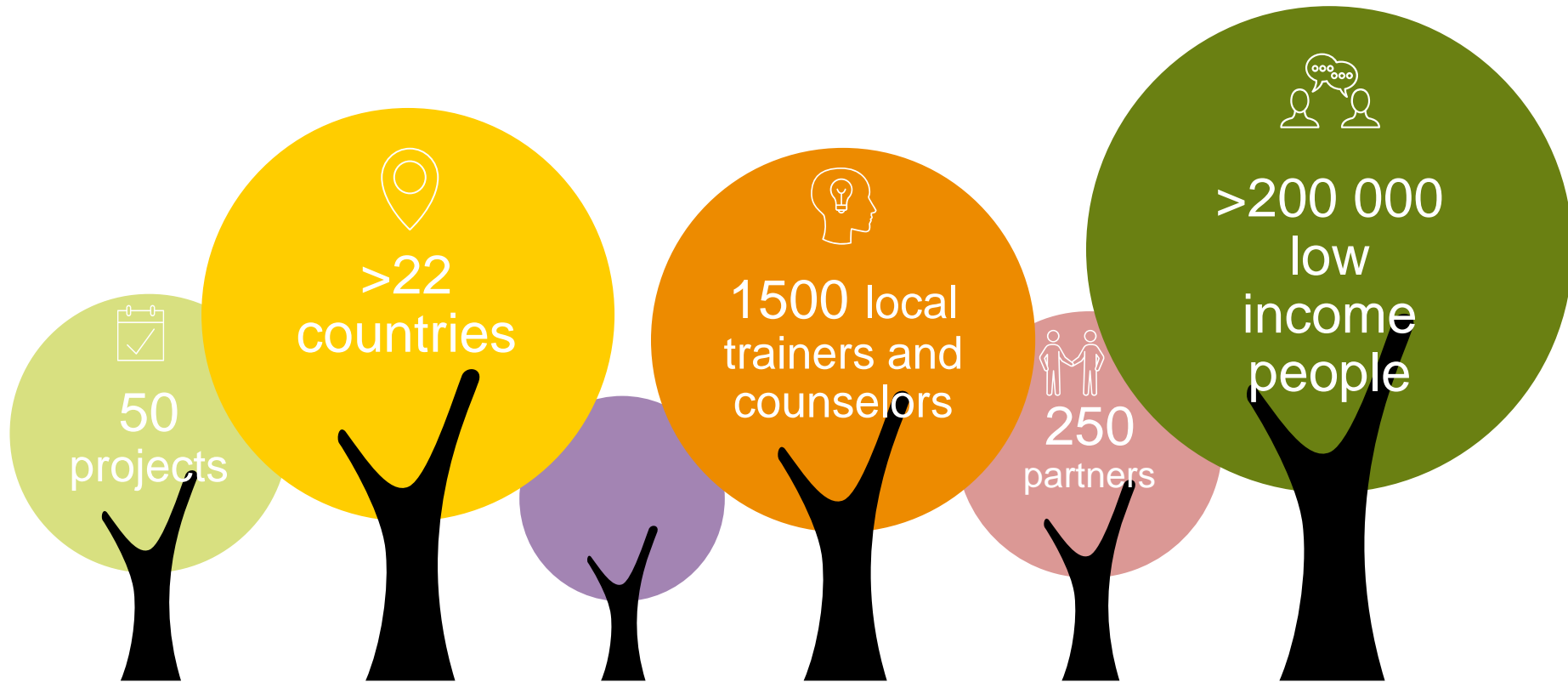
CENTER *for*
FINANCIAL
INCLUSION

ACCION

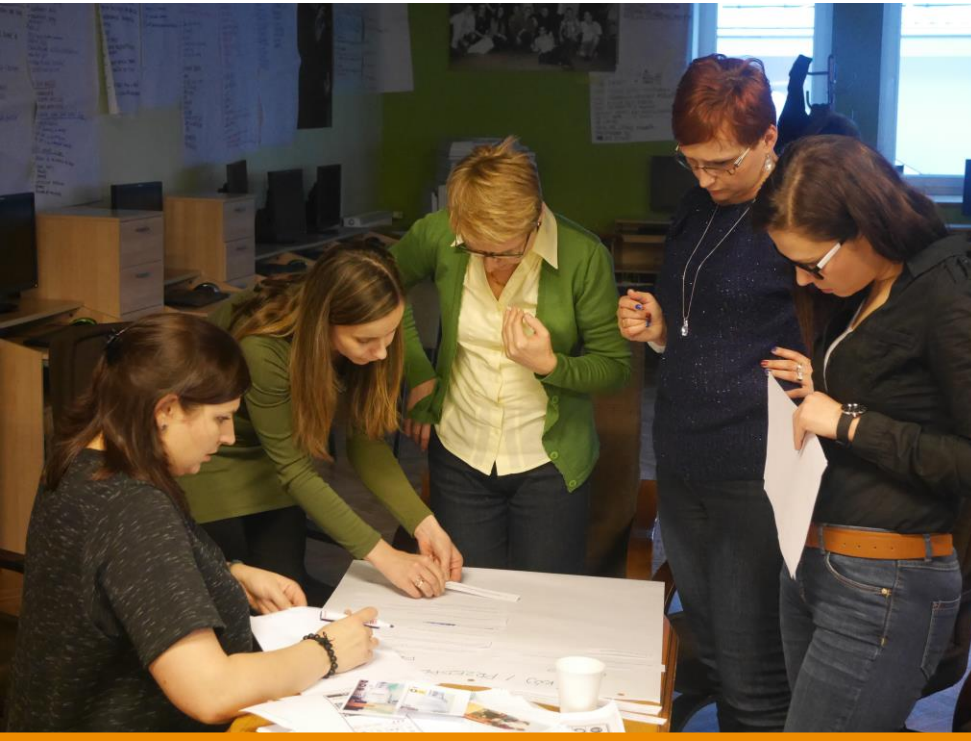
Financial Health

from diagnosis to medicine

15 years of Financial Education Program



And the problem is...



Difficult outreach
Questionable results
People prefer simple advices

Automatisation of behavior



Put aside any each 1
EUR coin that is left each
time you shop

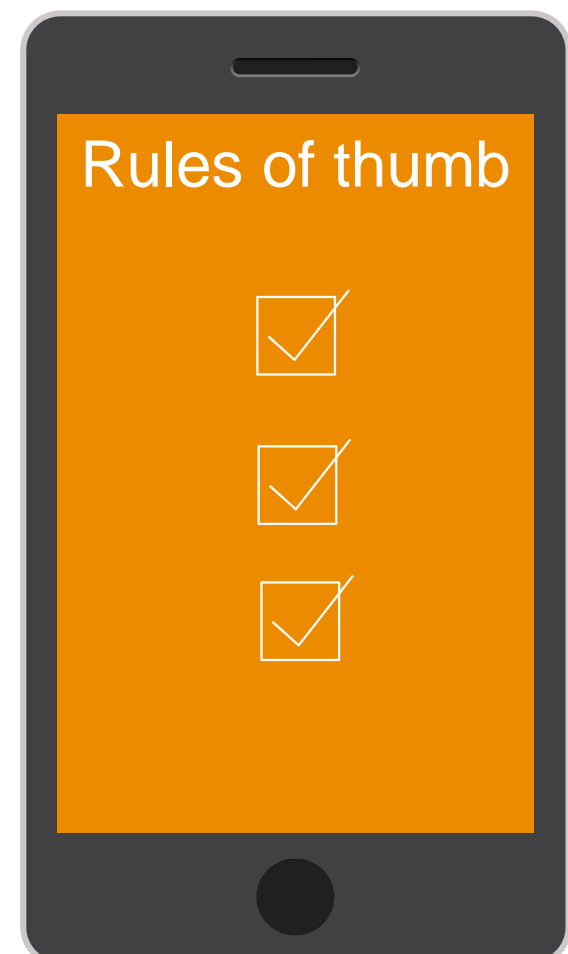
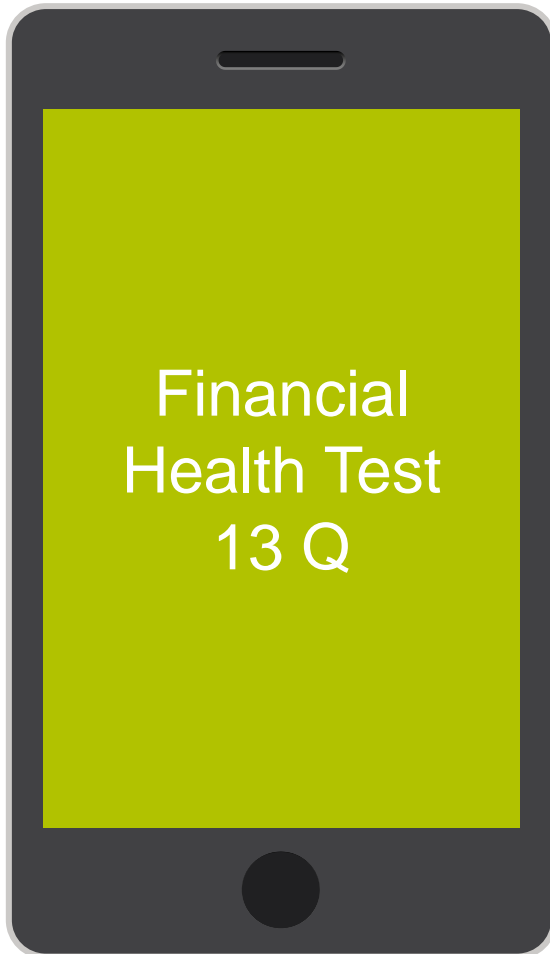
App to support changing behaviour



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Opportunity Bank Serbia testing



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21%

32%

36%

11%



FIGHTER



WIZARD



ADVANCED



MASTER

Congratulations! You are on a way to actively improve your challenging financial health.

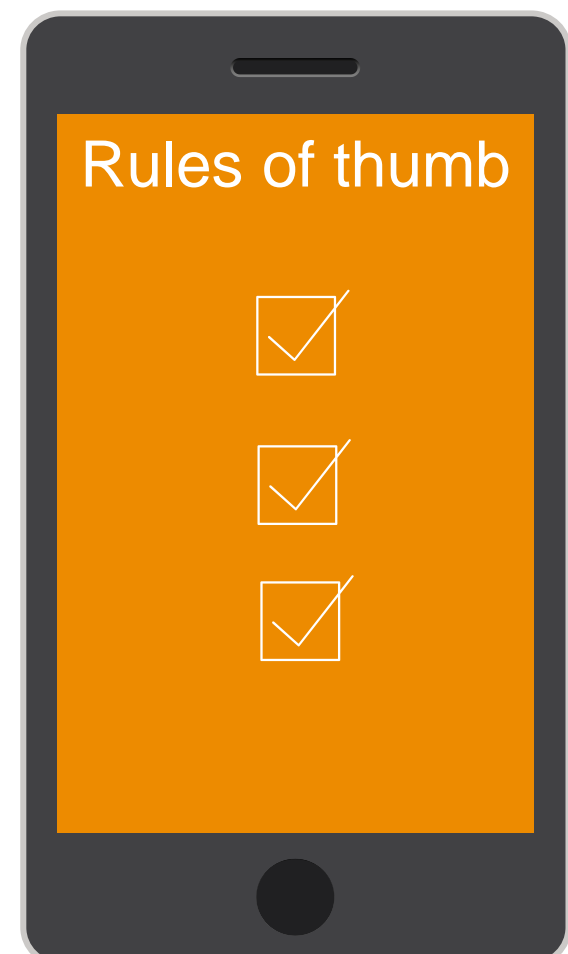
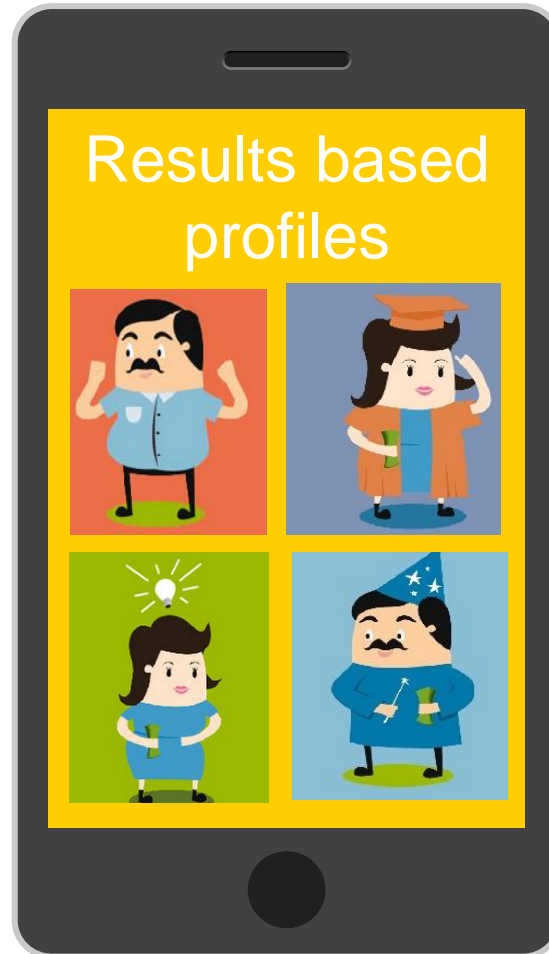
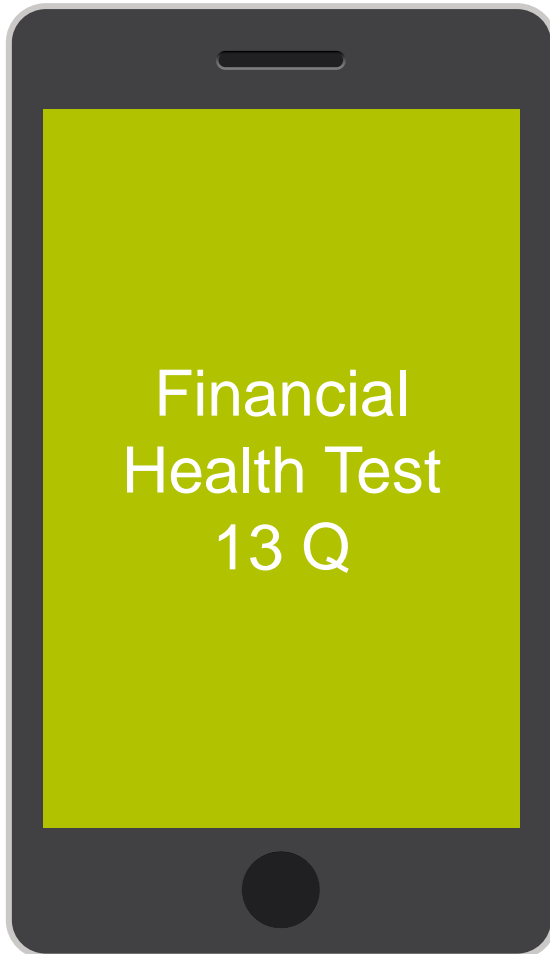
App to support changing behaviour



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Check your financial health



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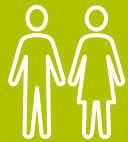
How do MFIs use it?



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Among your
staff **01**

02 Promotion
through staff



03 Social media



Thank you!



Contact us!

Microfinance Centre
Noakowskiego 10/38
00-666 Warsaw, Poland
+48 22 622 34 65

microfinance@mfc.org.pl