

 Early Warning System

IFC-602138

Mpesa Mozambique



### Quick Facts

Countries	Mozambique
Financial Institutions	International Finance Corporation (IFC)
Status	Active
Bank Risk Rating	U
Voting Date	2017-10-11
Borrower	Vodacom Mozambique
Sectors	Communications
Investment Type(s)	Advisory Services
Project Cost (USD)	\$ 3.90 million



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## Project Description

The objective of the proposed advisory services is to support Vodacom Mpesa Mozambique to scale up its digital financial services business and promote increased access to financial services and financial inclusion in Mozambique.

IFCs role in the project will be to provide technical advisory services that will support MPESA in expanding their digital financial service.

The project comprises;

1. Business modelling - this will involve financial modelling to help the client build a sustainable operation that is sensitive to pricing for consumers and commissions for the entire value chain. Ultimately, this exercise will focus on ensuring that the business plans for sustainable growth - long term.
2. Customer acquisition- In Mozambique, access to formal financial services is low. Marketing mobile money to the unbanked requires a highly interactive approach using simplified products that resonate with the users day to day needs. This project will help the client develop and deploy an effective customer acquisition strategy that will target a larger segment of the population that presently has limited access to these services.
3. Merchant proposition and product development the goal is to develop and roll out a new Merchant proposition for M-Pesa. This will also include the business case development for new products like micro loans and savings.
4. Agent network build out and management - mobile banking deployments need a well-structured agent network/distribution strategy to support the growth, management and oversight of the network. The project will support the client in achieving this through review of their agent management and compensation structure and building staff capacity to manage the agent network.



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### People Affected By This Project

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## Investment Description

- International Finance Corporation (IFC)



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Vodacom Mozambique	Client	-



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## Contact Information

*\*Contact information not provided at the time of disclosure\**

## ACCOUNTABILITY MECHANISM OF IFC

The Compliance Advisor Ombudsman (CAO) is the independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an IFC or MIGA- financed project. If you submit a complaint to the CAO, they may assist you in resolving a dispute with the company and/or investigate to assess whether the IFC is following its own policies and procedures for preventing harm to people or the environment. If you want to submit a complaint electronically, you can email the CAO at [CAO@worldbankgroup.org](mailto:CAO@worldbankgroup.org). You can learn more about the CAO and how to file a complaint at <http://www.cao-ombudsman.org/>