



## Case Study: Strategic Market Analysis - ICT Evaluation

<b>Client Description</b>	The client is an independent, private charitable foundation. Its objective is to connect financially excluded people around the world with banking and financial services.
<b>Client's Requirement &amp; Objectives</b>	<ul style="list-style-type: none"><li>▪ To understand the complete landscape from technology perspective on how investments take place in the area of microfinance and banking the unbanked</li><li>▪ The basic objective was to determine what would best serve the financially excluded clients and create sufficient value for microfinance institutions to adopt new approaches</li></ul>
<b>infoAnalytica's Role</b>	<ul style="list-style-type: none"><li>▪ Conduct extensive secondary research to answer key question viz.<ul style="list-style-type: none"><li>○ What are the main technology and outreach questions other investors in this space ask?</li><li>○ What experiments/pilots are being tested in the field?</li><li>○ What is being funded? By whom?</li><li>○ What is the major learning from experiments/pilots?</li><li>○ What are the key issues/ roadblocks to reaching clients?</li><li>○ What are the opportunities for foundations?</li></ul></li><li>▪ Conduct primary research through interview method with selected grantors and investors to fill gaps in research. This helped in obtaining thoughts from market leaders and experienced investors about the potential role for the Foundation.</li><li>▪ Provide strategic and gap analysis and a set of recommendations for the foundation's related grant and/or investment opportunities.</li></ul>
<b>Key Deliverables</b>	<ul style="list-style-type: none"><li>▪ Developed a comprehensive PowerPoint presentation detailing all research findings and results, along with strategic and gap analysis. This included:<ul style="list-style-type: none"><li>○ Description of entities funding technology for microfinance, including the size and types of investments being made</li><li>○ Key questions being considered through investments, pilots, and related activities as well as lessons learned to date</li><li>○ Gap analysis and description of support that is required but not being adequately funded</li><li>○ Description of investment opportunities and recommendations for the Foundation</li></ul></li><li>▪ Delivered comprehensive reports on microfinance technology projects/products and microfinance technology donors</li></ul>
<b>Value Proposition</b>	The client gained insight into the funding taking place for technology initiatives in microfinance, the success of projects, and the areas that needed funding which they looked at as an opportunity.