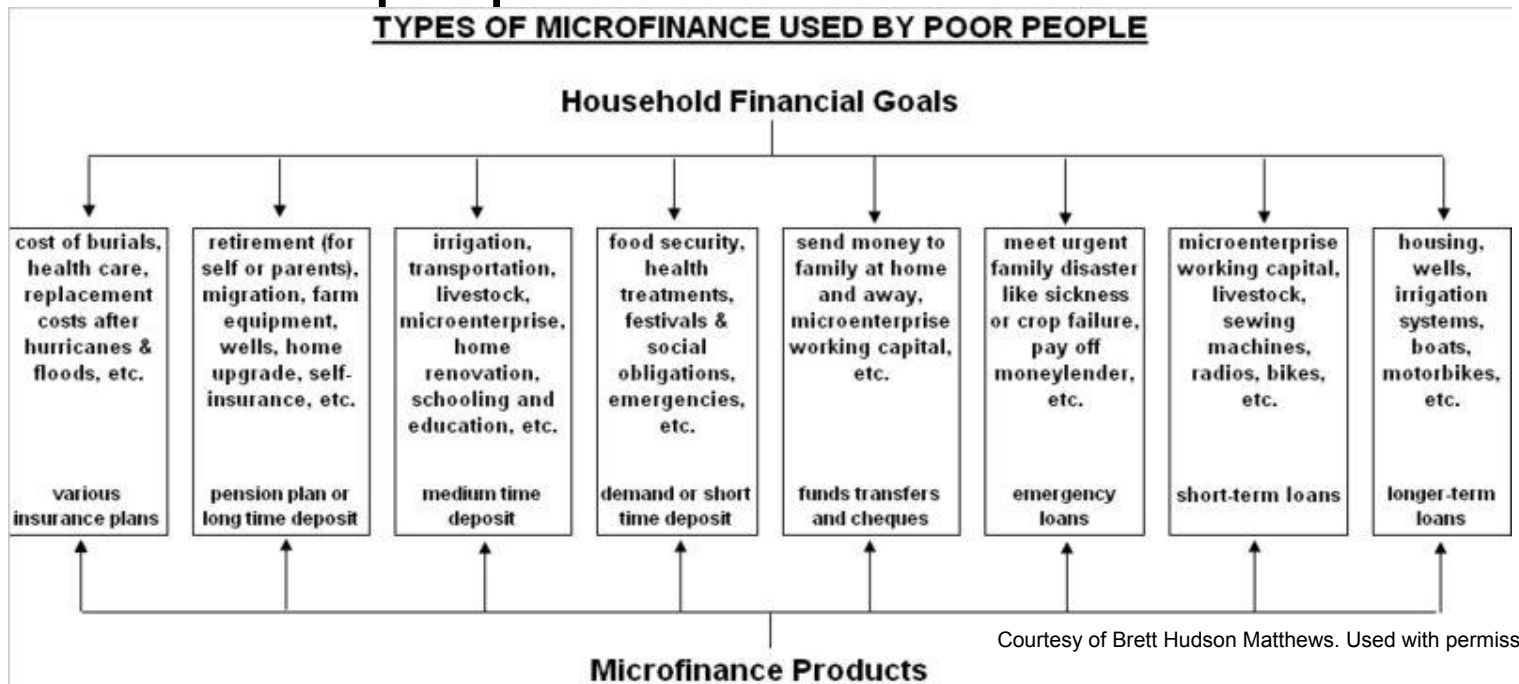




# **Enhanced Cellphone-based Multi-level Marketing for Microfinance**

# Microfinance

- Aims to provide financial services to low-income people



Courtesy of Brett Hudson Matthews. Used with permission.

Source: Brett Matthews, Mathwood Consulting Company.



# Challenges & Multi-level Marketing

- The average loan amount is small, so it is expensive to service them
- In MLM, previous borrowers work as loan officers, collecting client data. It has offloaded the work to different levels and increased scalability

# Current Cobis Solution

- Centralized client-server architecture
- Web-based application
- Require expensive handheld devices to browse internet
- Expensive mobile data charge
- **Low market penetration rate, and slow progress in business development**

# Our Proposal

- Switch to a distributed architecture based on SMS communication
- Enable cheap handsets to be data-collection terminals
- Increase the number of “loan officers,” give poor people better access to loan applications

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