

Project “Get New Money”

Multi-Level Marketing for Microfinance

MIT Team Members: Three anonymous MIT students

Emerson Team Members: Helyne Adamson, Josh Kirchmer

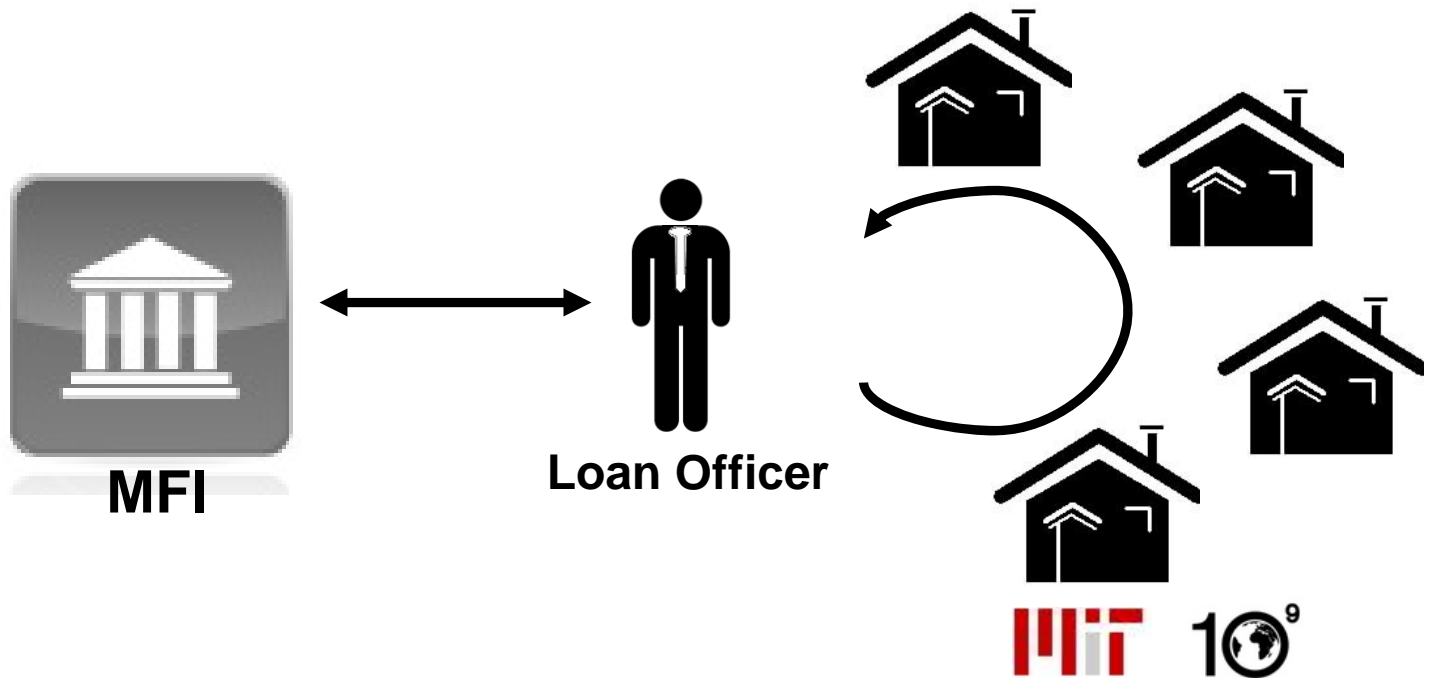
Team Adviser: Elisabeth Megally

Next Lab : Public Presentation

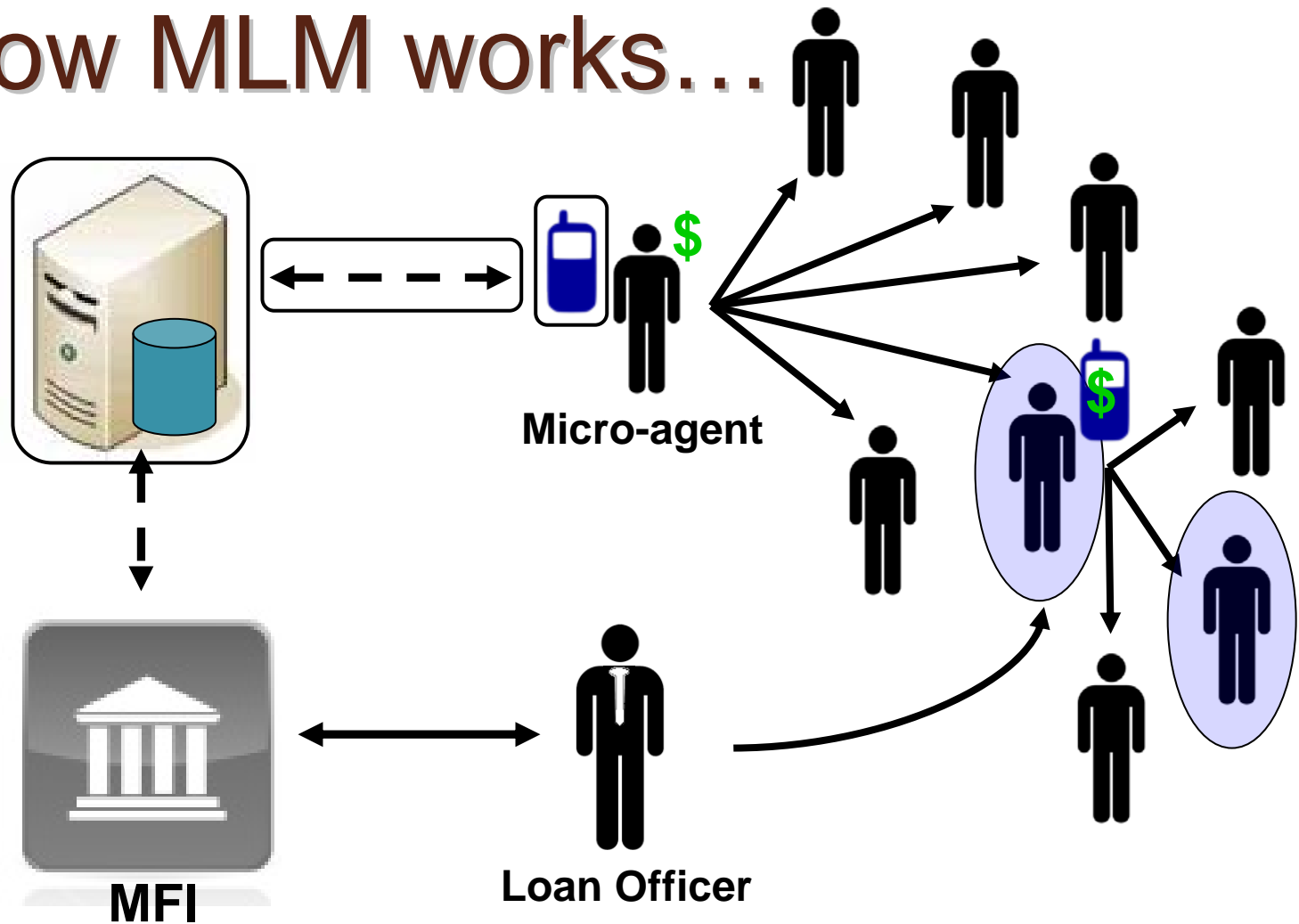
December 10th, 2008



How it currently works...



How MLM works...

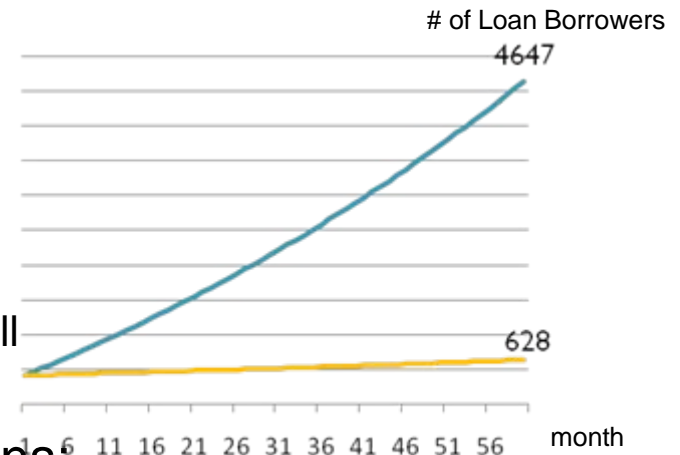


MLM can significantly improve micro-finance institution profit

- Maquita (MFI partner) currently offers fixed-rate micro loans
- MLM can help improve market adoption rate and generate strong revenue/profit growth

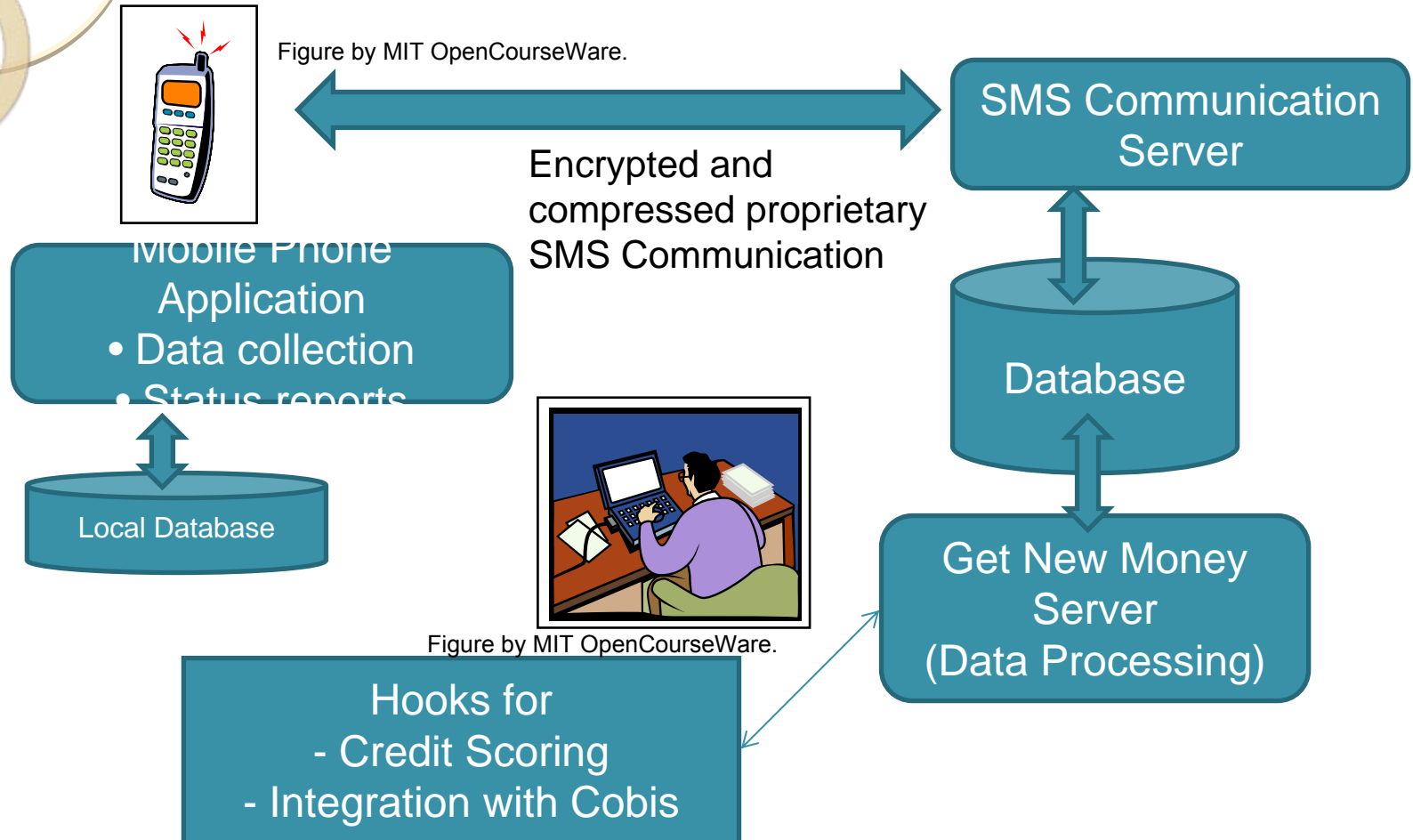
- If a micro-agent brings in a borrower a month, within 6 years, it will have 7.5x more borrowers than the case w/o MLM.

- More borrowers means more revenue
- More borrowers also reduces the overall risk of the loan portfolio



- Additional improvement suggestions:
 - Returning borrowers have much higher payback rate than new borrowers
 - Encourages new loans by offering lower interests to repeating borrowers, who are also less risky, thus, create an exponential growth

How mobile phone application works...



Video DEMO: Showing typical usage scenarios of the mobile application

- Creating new loan client
- Requesting new loan
- Checking loan status
- Checking for agent performance

[Play DEMO](#) 

Beyond NextLab I

- Deliver a comprehensive business plan to Cobis and Bank of America partners
- Deliver technical solution with integration instruction to Cobis
- Ideas for Next Lab II
 - Extend the technical solution to be more generic
 - Actual pilot of the concept and technology



Thank you!



Backup: <DEMO screen shots to be added>

- Microagent meets a new potential borrower
- Takes phone out, takes client's data and sends it over to the server
- Adds a loan to the newly created client
- Someone on the server side approves
- Agent sees change in loan status
- Agent sees his expected commission go up



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