Enhanced Cellphone-based Multi-level Marketing for Microfinance: (Milestone 2)

Feedback

- Technical Requirements
- Credit Scoring Process
- Compensation of Micro-Agent
- Next Step

Technicals

- What are the *majority* of cell networks capable of?
  - ◦ The solution has to be low tech, but MUST boost efficiency. If SMS is too inefficient, we will discard it.
- What is the guideline for our solution?
  - ◦ Option 1: Find the lowest (reasonable) common denominator across MFI business environments.
  - ◦ Option 2: Focus exclusively on the Maquita Cushunchic environment.

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Credit Scoring Process

- We need to find out how micro-financing credit scoring works
  - If relatively simple, we use SMS.
  - If complex, we take the chance of rapidly improving access to technology, and build a web service that communicates with the phone through a J2ME application

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Compensation

- Incentive should be based to a certain degree on effort, not just whether a client is profitable to the MFI or not.

- Micro-agent should be regarded as an income-augmentor, not a primary source of income.

- Suggestion: Flat-rate "goodwill" kickback to the agent the first time his customer makes a substantial transaction (deposit or loan) with the MFI.

Next Step

- Talk to Raul about access to servers/Cobis tech
- Talk to Bill about credit scoring company contact
- Talk to Marcial about Maquita Cushunchic investigation.
- Follow the discussion regarding compensation scheme

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