



Capacity Building for MSMEs & Innovative Savings Solutions

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Introduction



Our Vision

To provide every
Cambodian with
convenient access to
mobile financial services
relevant to and for the
improvement of their
daily life.



Our Technology Break Throughs!

Wing At The Base Of The Pyramid

10Mn+
users

40K+
Merchant Points

200+
City Buses

8,000+
Agents

21K+
Tuk-Tuks-TAXIs

~200K
Factory Workers



Overview: Main Challenges



1 Access to finance

Financial capital for improving business operations

Main Challenges:

- Lack of credit scoring & alternative scoring models; credit interest is high
- Communication between MSMEs & FI's often broken or lacking

2 Access to market

Increase demand of products from buyers

Main Challenges:

- Industry fragmentation; too many services which tend to be confusing or hard to use
 - Underdeveloped infrastructure & frameworks

3 Access to technology

Improve literacy of MSMEs on new platforms, increase revenues, access to modern tools

Main Challenges:

- Behavior change
- Multiple services/apps creating confusion and discouraging MSMEs to use one or the other



Problem Statement

Problem #1: Capacity Building for MSMEs



Through its vast network of agents across the Cambodia, Wing has been serving thousands of SMEs nationwide through payment collections, processing and other services.

Through interaction, we recognize that **financial literacy & proper business tools** remains a challenge among MSMEs owners. Majority are running their business without proper financial records which prevents them from accessing to better financial services.

~17%

Financial Literacy Rate in Cambodia (ADB report)

~98%

Of businesses in Cambodia are SME/MSMEs

70%

Employment contribution by SME/MSMEs in Cambodia

Problem #1: Capacity Building for MSMEs



Problem Statement:

How can Wing promote **financial literacy** while incentivizing MSMEs to improve their capacity in the area of **book keeping and money management**?

Problem #1: Capacity Building for MSMEs



Criteria:

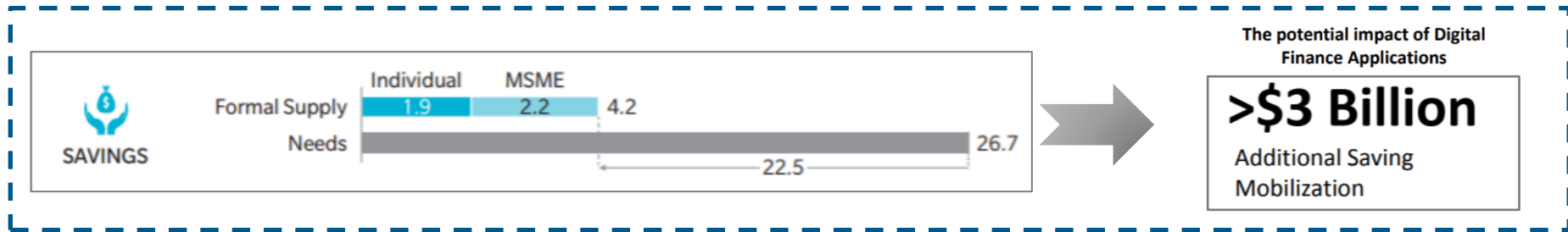
- The solution must have a **Gamified** aspect to it
- Must be adapted to the Cambodian local context
- Result in the **increased adoption of book keeping and money management** practice among MSMEs
- Promote **financial literacy**

Problem #2: Innovative Savings Products



Wing has been contributing to the improvement of financial inclusion for the last 12 years, especially in the area of money transfer and payments which enables Cambodians from all walks of life to send/receive money, pay bills, repay loans, as well as transfer money digitally across a number of platforms of our partners.

However, more needs to be done, according to ADB, the gap between demand and formal supply in the area of savings is estimated at **USD 22.5 Billion**, also digital financial application may result in **USD 3 Billion** additional savings mobilization.



Problem #2: Innovative Savings Products



Problem Statement:

How can Wing revolutionize and incentivize **Savings** in a simple & easy to access manner?

Problem #2: Innovative Savings Products



Criteria:

- The solution can be in the form of new products or a completely revolutionary business model
- **Simplicity and ease of use** are the most important factors to consider.

Thank you



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