



Designing Products and Services Tailored to SG Needs and Priorities

FAST CREDIT PRODUCT

VisionFund



Outreach

21,000 groups linked to credit

450,000 saving group members

9 Countries in roll-out (Africa)
3 Pilots (Central America, Asia)

2 Pilots with non-VF partners

12 million USD loan portfolio

98,7 % repayment rate



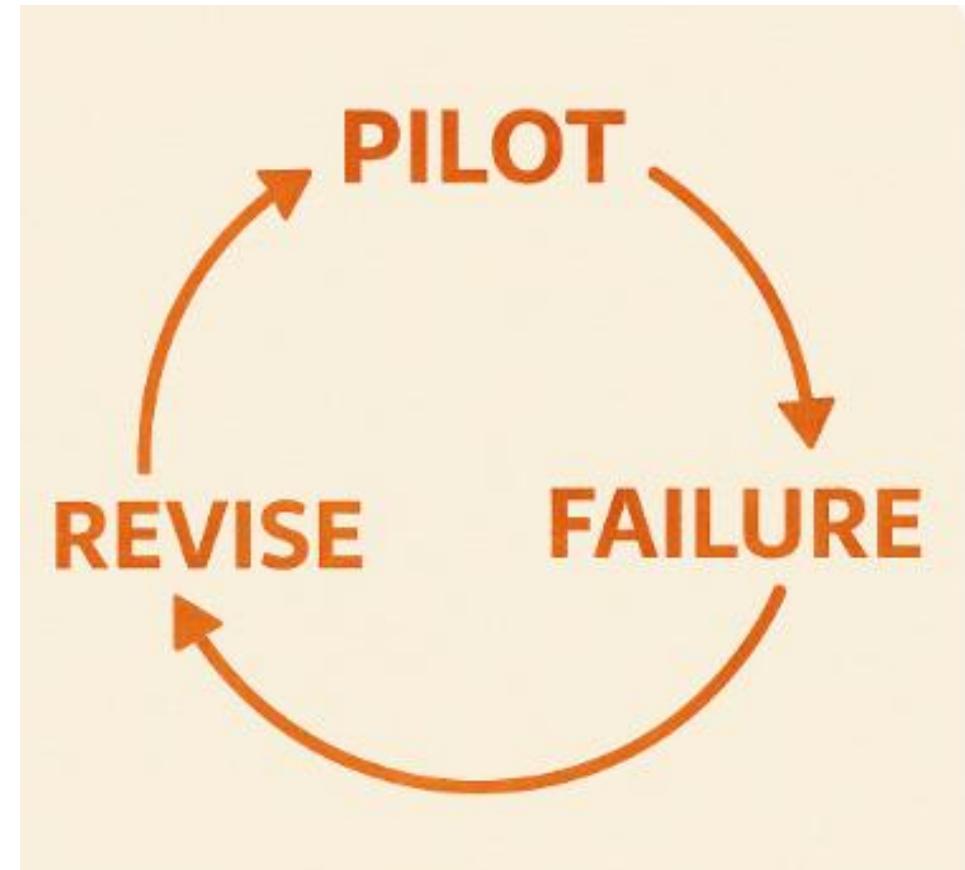
Why was the product developed? What situation or need was it responding to?

- Financial exclusion: especially rural, poor women
- Savings groups effective tool
- Limited funds
- No adequate product



How was the product designed

- Pilots in many countries
- Over many years (2011 – now)
- Pilots did not scale
- In depth evaluations (internal & external)
- Redesign of product



Product features and innovations

- Who to lend to
- How much to lend
- NO change in group methodology

- Staff training
- Client training



- Mobile money
- Digital onboarding
- Digital documentation

- Inclusion of insurance product

- Hiring process
- Staff profile

Lessons Learned

A lot of sensitization internally and externally of all actors involved

FSP processes automated as much as possible

NGO: needs scale, small pilots are unattractive

NGO: needs good data on groups

Digital tools are a must

Regulatory environment must allow group based operations

Don't underestimate training needs, including refreshers

FSP: change is hard

Donations help to overcome initial investment needs

FSP: needs a completely different product

Group quality (capacity, financial literacy) is key

Don't get over-excited with loan size

THANK YOU