Savings at the Frontier

Testing commercial models that meet financial service demand of informal savers

A partnership between mastercard foundation | Oxford Policy Management

About SatF

A US$17.6 million partnership between **The Mastercard Foundation** and **Oxford Policy Management (OPM)** across 6.5 years (2015-2022)

We are supporting **financial service providers (FSPs)** in three countries, **Ghana, Tanzania** and **Zambia**

We aim to scale up financial services for at least 250,000 rural and semi-urban adults

2015

Nov **The programme is launched** by OPM and Mastercard Foundation at the 'The Power of Savings Groups' conference (SG2015) in Lusaka, Zambia

SG2015 Savings Groups Conference

Dec SatF launches its **programme strategy**

2016

Aug Researchers from SatF provide a snapshot of **country trends** in accessing **formal financial services** in Ghana, Tanzania and Zambia

Oct SatF launch a call for proposals to FSPs in **Tanzania**

Dec SatF launch a call for proposals to FSPs in **Zambia**

Dec SatF blog shares the **iterative learning process** adopted by the programme as part of it's monitoring, research, evaluation and learning

Sep SatF launch a **call for proposals to Financial Service Providers** (FSPs) in **Ghana**

Oct SatF is introduced in a blog on **bridging the gap between informal savings mechanisms (ISM) and formal financial services**

Dec Team members take part in **CARE's East Africa Savings Group Linkage summit** in Nairobi, leading a session titled **'Who are the clients and what do we know about them?'**

2017

Apr SatF takes part in a **SEEP webinar** in partnership with the **Mastercard Foundation Savings Learning Lab** on the demand for formal financial services by savings groups

May BPD starts for **TPB Bank** to **help reach savers in rural and peri-urban areas** in Tanzania

Jun BPD starts for **Equity Bank** to **extend their services to rural customers** in Tanzania

Jun SatF publishes a review of the evidence on **linking users of informal financial services with formal financial services**

Apr **Blog** from SatF on the **conditions needed for technology** to be an effective tool for **extending financial inclusion**

May Business plan development phase (BPD) starts for the **DSS platform designed to revolutionise susu collection** in Ghana

Jun BPD starts for **Emergent Payments Africa** (formerly Interpay) to launch a **mobile finance app** for savers in rural and peri-urban areas in **Ghana**; and **MFinance** aiming to bring formal financial services to **2.8 million customers in Zambia**

2018

Mar Project implementation starts for **Equity Bank**

May Project implementation starts for **MFinance**

May SatF team members attend **SG2018: The Power of Savings Groups Conference** in Kigali, leading a discussion on **the lessons being learned about change management in FSPs**

Jul Project implementation starts for **Maxcom**

Jan SatF publishes **research findings** on savings groups members' **perceptions of formal financial institutions** in Tanzania

Jan Project implementation starts for **Emergent Payments Africa**

Nov SatF **newsletter** is launched

Nov BPD starts for **Access Bank** to develop a savings product for **women entrepreneur groups**

Aug **SatF partner BFA** publishes a **blog** on working with **FSPs** to deliver **sustainable business models**

Jun BPD starts for **NMB** to bring **formal financial** services to some of **Tanzania's most excluded communities**

Jul SatF blog **examines** the **value** for **banks** in **working** with **savings groups**

2017

Sep SatF hosts an **Annual Learning Event** in Arusha, Tanzania - the first to **include all partner FSPs**

Nov Project implementation starts for **Access Bank**

Feb Project implementation starts for **DSS**

Mar Project implementation starts for **GCSCA**, Ghana helping to **digitise and analyse susu-collection data**

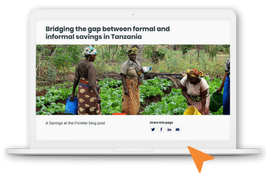
Mar Project implementation starts for **NMB**

Dec Project implementation starts for **TPB Bank**

Sep BPD starts for **Maxcom** to develop a digital platform for **farmer savings groups in Tanzania**

Oct **SEEP Annual Conference**: SatF presents approach to adaptive management in a joint session with Itad, WSBI and TPB titled **'Beyond Buzzwords: Practical Steps for Adaptive Management and Organizational Change'**

Jul Blog by SatF examines the **commercial opportunity** that links to informal savings mechanisms may offer **Ghanaian financial services providers**



Aug SatF publishes a **blog** on **bridging the gap** between **formal** and **informal savings** in Tanzania

Mar SatF publishes a **blog** on establishing an **organisational culture for adaptation**

Apr Team members **introduce the work of SatF** during the Mondato Summit in Johannesburg

May SatF partner Emergent release its **Maximus Susu product** to the market

Sep SatF hosts a learning event in Tanzania with partner FSPs to **explore route to market and partnerships**

Oct Team members take part in **a Savings Learning Lab webinar debating the relationship between ISMs and FSPs**

Oct **Access Bank presents at a peer learning session at the SEEP Annual Conference** exploring the relationship between formal and informal finance

2019 seep Annual Conference — Building Resilience through Market Systems — October 21-23 | Arlington, Virginia

Oct **TPB present their M-Koba product** at the SEEP workshop on Digital Savings Groups in Kigali, Rwanda

Nov **SatF learning event** with partner FSPs takes place in Tanzania focusing on **customer value proposition**

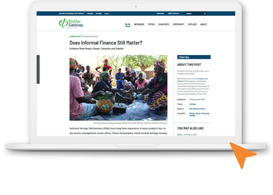
Dec **FinDevGateway webinar 'Mapping It Out: Practical Tools for Reaching Remote Clients'** explores SatF work on proximity

2019

Mar Members of the team discuss **customer-centric financial services design, digital delivery channels and business cases for linkage** at **WSBI's Scale2Save learning workshop** Mombasa

Apr SatF hosts its first **webinar** for FSP partners on **behavioural science applications** in user experience and financial services design

Sep Members of the team publish a **blog investigating whether Informal Savings Mechanisms (ISMs) have had their day**



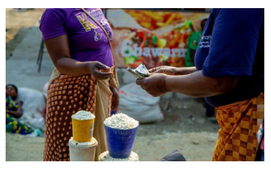
Oct SatF publishes a study **assessing the existing research base on proximity and how tools and data might be better used by FSPs to support their linkage businesses**

Oct Team Leader Sukhwinder Arora takes part in a **SEEP learning webinar on savings groups and consumer protection**

Oct **SatF Fund Manager John Balaba and Abed Darko from SatF partner DSS present on measuring proximit** at the 'Banking on the Last Mile' conference in Kampala, Uganda

Oct SatF hosts a learning event in Zambia with partner FSPs **to examine agent and float management**

Dec Researchers from SatF launch **'Zooming in on Informal Savings Mechanisms'** at an FSDZ-hosted event in Zambia



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