

A woman in a pink polo shirt and blue overalls is smiling and holding a young child in front of a fruit stand. The stand is filled with various fruits, including bananas, apples, and pineapples. The woman is wearing a gold bracelet and a ring. The child is wearing a white and orange shirt. The background shows a market setting with a sign that says "Pulka Din det Mhilo" and "AMARANTE CONSULTING".

# AMARANTE CONSULTING

Paving your way  
amidst the **New  
Normal**

August 2020

SEMINE DE  
L'INCLUSION FINANCIERE  
DANS L'UEMOA  
EDITION 2019

THEME :  
" LA DIGITALISATION AU SERVICE  
DE L'INCLUSION FINANCIERE :

Working at the convergence of digital,  
innovation and sustainable impact

# The COVID-19 crisis is testing the limits of our financial & economic systems, forcing urgent change



*For microfinance lenders, covid-19 is an **existential threat***



**Agent networks: vital to COVID-19 response, but struggling**  
– and overlooked by policy makers



*Financial inclusion in the “new normal” will require a **different approach to measurement***



**Lockdown disaster dwarfs COVID-19;**  
*Model shows 10% of South Africans will become poorer and lose a few months of their lives*



*Microfinance institutions are facing an “**economic tsunami**”.*  
*How will it play out?*



*While COVID-19 is a **public health crisis**,*  
*the primary effect on most people is in the form of financial distress.*



# Key needs arise amidst a *'new normal'*...



**Digitization and innovation in financial services and local ecosystems is now more important than ever**



**Governments, NGOs & private sector not only need to survive but thrive by embracing partnerships with a focus on the development sector**



**Underserved populations are most vulnerable, so measuring, managing and optimizing inclusive impact is critical**



# ... innovation and collaboration push for needed action and solutions



Expanding **digital financial services** can **help** developing economies cope with crisis now and boost growth later



A **broad coalition of microfinance lenders** and key players in inclusive finance to support providers and clients amid COVID-19



**Unprecedented collaboration by microfinance investment vehicles** through MoU for coordinated COVID-19 response



Young people **counter-attack the COVID-19 crisis through innovation**



Cash-mad Philippines **learned to love digital money during Covid-19**



Coronavirus **pandemic driving tech solutions** in sub-Saharan Africa

# Amarante provides tailored services to help you meet your objectives



## Immediate crisis response

*Quick wins for e-payments  
and remote work models*



## Strategy & implementation

*Piloting, scale-ups, partnerships,  
integrations, & process re-engineering*



## Product & service design

*Digital product and service  
development and process-building*



## Knowledge dissemination

*Innovation labs, webinars  
& shared problem-solving*



## Research & analysis

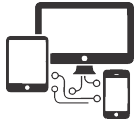
*Insights for decision-making,  
program design &  
roll-out*



## Guidance by your side

*Strategic advice, regulatory  
insights, technology expertise,  
training and capacity building*

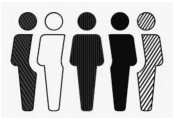
# We work in key sectors at the convergence of



**Digital**



**Development**



**Inclusion**



Financial  
services



Digital tech &  
development



Agriculture &  
Climate Change



Education



Health care



Water &  
sanitation



# We partner

**With**



Governments &  
Central Banks



Donors,  
Funds and  
Investors



Digital tech  
providers for  
Development



Banks, MFIs,  
MNOs, Start-ups



Other private  
sector players

**For**



Women



Youth



Entrepreneurs



SMEs



Small hold  
farmers



Refugees &  
migrants



Other priority  
segments

# Our work contributes to impact on SGDs



Amarante experts use globally shared language and frameworks when designing strategies and implementing projects.

**We can help you design, measure, manage and optimize impact performance.**

A photograph of four people standing in a grocery store aisle. From left to right: a man with a beard and glasses wearing a red and grey striped polo shirt, holding a stack of papers; a woman with long hair wearing a grey vest over a dark top; a woman with short hair wearing a grey zip-up jacket; and a man with a beard wearing a dark jacket over a red shirt. They are all looking towards the camera. The background is filled with shelves of various grocery items, including bags of rice, boxes of instant noodles, and other packaged goods. The lighting is warm and indoor.

We focus on impacting the lives of local populations; enabling digital inclusion and promoting digital economies  
Across various sectors, targeted at diverse population segments



# A snapshot of our project portfolio – 1/2



## Virtual Farmers' Market: Improving service offering and user interface and experience (Zambia)

WFP launched an ambitious start-up in May 2017: Maano is a virtual farmers' market that aims to help rural smallholder farmers get access to markets. Amarante, in collaboration with its Human Centered Design partner, analysed Maano's current User Experience and User Interface (UI/UX) design and recommended ways to improve not only service offering but also increase user comfort, adoption and usage of the app.

[Read more: shorturl.at/ovJX9](https://shorturl.at/ovJX9)



## Access to health care via mobile: Strategy building and pilot launch assistance (Benin)

Open SI, a Beninese start-up wanted to launch GoMedical, a m-health app that aims to solve the difficulty in accessing health care for Beninese people. With UNCDF's support, Amarante was selected to assist Open SI in building their strategy and launching a pilot to ensure its wide use.

[Read more about the project here: shorturl.at/doD34](https://shorturl.at/doD34)



## Using mobile money accounts to pay cocoa farmers (Ivory Coast)

As an entry point to farmers' financial inclusion, IFC designed a project with the objective of digitizing cocoa farmers' premium quarterly payments for certified sustainable cocoa in Côte d'Ivoire. Amarante Consulting has been mandated to assist Cargill in the execution of all field activities to facilitate the adoption of this new payment method by of cooperatives and their farmers. In order to do this, Amarante's pivotal role is to coordinate between all stakeholders in the value chain, including, importantly, farmers themselves. [Read more insights from the field: shorturl.at/ckszD](https://shorturl.at/ckszD)



## Financial Education App for young entrepreneurs, feasibility study (Egypt)

This assignment combined on-field study and prototyping of the desired app. On-field research included assessment of needs of young entrepreneurs, analysing available financial education initiatives and existing applications in relation to entrepreneurship and micro enterprises and assessing their effectiveness in reaching youth. We also identified key shortcomings of the current financial education tools for young entrepreneurs. We recommended the service offering, the design of a mobile app that would provide both an educational and incubator environment for the start-ups and small enterprises. Finally, our recommendations also included an actionable plan, cost buckets to prepare funding for and the ecosystem needed for a sustainable business model

# A snapshot of our project portfolio – 2/2



## Market scoping study for digitization of fish value chain (Uganda)

The assignment aims to identify key actors in the fish value chain and intervention points where digitization can lead to improvement in the lives of people - whose livelihoods depend on the fishery resources in Uganda.



## Improving access to remittances and other services for refugees, women and low-income Jordanians through Digital Solutions (Jordan)

GIZ hired Amarante to conduct a comprehensive evaluation of the development partnership initiative between GIZ and payment service provider Dinarak. This included assessing its implementation and impact on improving access to formal financial services for the target segment of low-income Jordanians, Syrian refugees, and women. [A blog that we wrote for Findev Gateway can be accessed here: https://bit.ly/322MMI5](https://bit.ly/322MMI5).



## Develop a strategy and business plan for a Botswana based Fintech (Botswana)

Amarante assisted this fintech in its go-to-market strategy. The assignment included finetuning its commercial proposition and building a business plan along with an investor pitchbook. In order to achieve this, we first conducted a primary research study to understand the local context and needs of local populations, we also identified regulatory requirements and finally proposed target segments and products and services that they could launch along with a detailed marketing and distribution strategy.



## Implementation assistance to UNCDF digital finance Innovation Hub (Malaysia)

At the end of 2018, in a tripartite partnership, the United Nations Capital Development Fund (UNCDF), Bank Negara Malaysia (BNM), and Malaysia Digital Economy Corporation (MDEC) launched the Digital Finance Innovation Hub. Through this assignment, Amarante is assisting the UNCDF and its partners to roll-out financial products that leverage digital solutions to improve the accessibility and affordability of financial services for the under-served, including GIG economy customer segments, in Malaysia (currently ongoing)

# Our Footprint



Over **150 projects**  
delivered, across **65**  
**countries**

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Distributed team  
across the **Globe**

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**Pluri-cultural team**  
with diverse skill-set

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Over **11 spoken**  
**languages**



# Our leading consultants – 1/2



**Sahana Arun Kumar**  
Digital Inclusion and Digital  
Financial Services

Digital inclusion, strategy, design and implementation expert, with over 13 years of experience in Africa, Middle East, Asia, Eastern Europe and Latin America.  
Based in France. Languages: English, French, Spanish, Hindi.



**Pascal Simon**  
Digital Transformation and  
DFS

Digital transformation for financial institutions, telecom operators, technology providers and other innovative service providers. Over 14 years experience in Latin America, Asia, Africa and Middle East.  
Based in Mexico. Languages: French, English, Spanish.



**René Romero A.**  
Microfinance,  
Governance and Operations

Over 30 years of experience working with financial institutions in the Latin America and Caribbean region. Fourteen years, as the General Manager of the FUNDESER Foundation.  
Based in Nicaragua. Languages: Spanish, Russian, Misquito, English.



**Manohisoa Boulier**  
Financial Services and  
Project Management

Over 15 years of experience in the Financial Services. Her main areas of expertise are market scoping, end-user need assessment, strategic advisory including distribution strategy and digital-based product development.  
Based in France. Languages: Malagasy, French, English, and German.

# Our leading consultants – 2/2



**Emma Lala Bouali**  
Innovation and Digital  
Solutions Expert

Digital innovation, business models, strategy, regulatory relationship management, with over 15 years of experience in Africa and Middle East. Based in Finland. Languages: English, French, Spanish, Arabic, Swedish.



**Chris Czerwonka**  
Fintech and Innovations  
Expert

Technical assistance and innovation for financial inclusion, social performance, and alignment of the financial sector with collective sustainable development goals. Over 20 years experience in America, Asia and Africa. Based between Germany and West Africa. Languages: French, English, Spanish, German.



**Yoann Guirimand**  
ICT4D Expert

Operational experience in Digital Technology, Innovation, Core Banking and Mobile Payments.. Over 13 years of experience in Africa and Asia. Based in France. Languages: French and English.



**Joel Ndjodo**  
Business Development  
Expert

Compliance, agent network animation, value proposition, business development, strategic planning, customer experience. Over 18 years of experience working in West and Central Africa. Based in Cameroon. Languages: English and French

# A snapshot of our team of experts



**Hugues Landry N'Gbesso**  
Distribution and Start up Expert  
*Based in Ivory Coast*



**David Nsengiyumva**  
ICT4 Development Specialist  
*Based in South Africa*



**Clara Puymartin**  
Microfinance and Product  
Development Specialist  
*Based in France*



**Nasir Khawja**  
Fintech Incubation Specialist  
*Based in Malaysia*



**Juan Pablo Vivar**  
Digital Transformation Expert  
*Based in Mexico*



**Priya Garg**  
DFS and HCD Expert  
*Based in United Arab Emirates*



**Shriya Sundaram**  
Market Research Expert  
*Based in India*





Contact us

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