

# Company Presentation

July 2022

AMARANTE  
CONSULTING

# About Amarante Consulting



Amarante Consulting is an expert in the provision of advisory and implementation assistance for digital market-based solutions

Since 2008, we have worked with diverse clients spanning different sectors across Africa, Asia, Middle East, Latin America and Europe.



We have an international team of experts with different cultural and professional backgrounds, spread across the globe

We bring in-depth field knowledge and operational experience obtained through collaboration with a diverse portfolio of clients on more than 200 projects in the developing world



We help our clients increase their business and their efficiency by designing and piloting innovative, client centric offerings targeting the mass market and underserved populations in emerging markets

A man in a dark suit and tie is seated in a wooden armchair, speaking into a microphone. He is positioned in front of a table covered with a colorful, patterned cloth. On the table are two laptops and some papers. In the background, a large banner is visible with text in French. The entire image has a semi-transparent reddish-orange overlay.

We work at the convergence of digital,  
innovation and sustainable impact

# We provide 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*

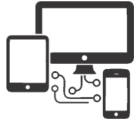


## **Guidance by your side**

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



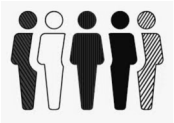
# We work in key sectors at the convergence of



**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**

# Some of our services for donors/investors and partners

We firmly believe that **technology and digitalization play a crucial role** not only for business growth and local economies resilience but also for appropriate business continuity measures and risk management actions.

## Providing appropriate assistance and tools for

Growth and expansion  
Ecosystem development  
Business continuity / building resilience

Optimisation of relationship with current customers and onboarding new ones  
Staff and organisational behaviour change management

Vision to operate during and post-crisis, derived from initiatives that address immediate needs and contribute to medium/long-term strategy

To support partners...

...and positively impact populations



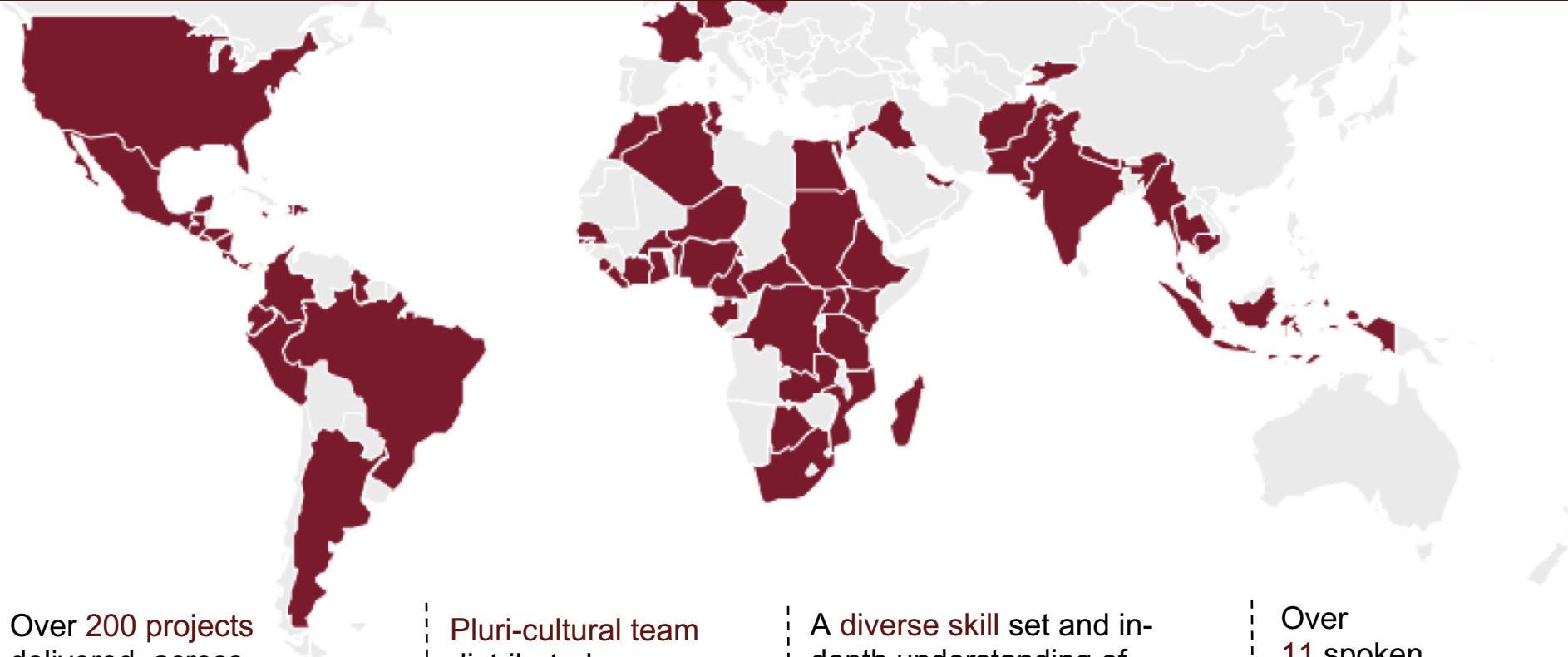
**MSMEs,  
retail & gig  
workers**

**Women**

**Rural Populations**

**Migrants,  
Refugees, youth &  
other underserved**

# Our Footprint



Over 200 projects delivered, across over 65 countries

Pluri-cultural team distributed across the globe

A diverse skill set and in-depth understanding of local contexts

Over 11 spoken languages

# Our team

We are a **woman led firm** and our expert team consists of professionals coming from different backgrounds and who have first-hand consulting, operational assistance and project management and governance skills experience with government agencies, development organisations, funds, investors, financial institutions, mobile operators, tech firms, innovative start-ups, among others, especially in emerging markets. **Collectively, our team brings the following expertise :**



## Digital Financial Inclusion:

Extensive experience in working within financial services including innovation and new business services space.



## Building winning business models including elements such as:

Partnership roles and responsibilities, pricing and commissions, settlements, complaints and dispute resolution, equipment, and training, etc.



## Design and Innovation:

Understanding demand, need and applying client centric models for product and service design in the technology and innovation space.



## Implementation experience:

Project management, process re-engineering, operational modelling, vendor/ partner coordination, client centric and data driven approaches when rolling out projects



## Technology and Infrastructure:

expertise linked to digital IDs, eKYCs, financial products services (credit, savings, insurance,...) and digital payment acceptance for financial institutions and small businesses.



**Snapshot of some of our  
references**

# References – Digital Projects for Banks & MFIs



## **REGMIFA Technical Assistance for 6 MFIs across Africa : Package on Crisis Impact Mitigation (TAPCIM)- Digital Channels and Digital Financial Services**

The Technical Assistance Package on Crisis Impact Mitigation (TAPCIM) is the 7th regional programmatic initiative launched by the TAF (REGMIFA Technical Assistance Facility) and has been triggered by the far-reaching scale of the COVID-19 pandemic. This project mandated Amarante to assist 6 MFIs in Africa (Ghana, Nigeria, Kenya, Madagascar, and Uganda) in their digital projects spanning from digitising loan processes, putting in place Datawarehouse and Business Intelligence tools, evaluating innovative solutions like eKYC, among others. All sub projects aimed at helping the MFIs gain in efficiency and market penetration (better new client acquisition and improved service to existing clients).



## **Branchless Banking consultancy and support for Agent network development and optimization.**

AMK Microfinance Institution Plc., one of the leading microfinance institutions in Cambodia, aimed to help large numbers of poor people to improve their livelihood options through the delivery of appropriate and viable financial services. AMK solicited Amarante to assist in assessing its agent banking network and recommend a future strategy based on a 5-year plan to improve and expand its agent network including increasing its deposit mobilisation.



## **Banco Solidario (El Salvador)**

The objective of this consultancy project was to build an innovative delivery channel solution for to serve the current and future client base (non-banked), based on a clear understanding of the clients and a proper feasibility study that facilitates the adoption of such channel. This project was sponsored by Triple Jump Advisory Services.



## **ACEP CBS Selection**

ACEP Group is a PanAfrican network of **4 microfinance institutions (Burkina-Faso, Niger, Cameroon, Madagascar)**. The Group identified the evolution of their internal Core-Banking software as a prerequisite to their **digital transformation**. Amarante's assistance lasted 3 years and was divided into different missions across 2019, 2020 and 2022. Amarante helped them formalize their needs in functional and technical specifications, then conduct the RFP process to shortlist 3 software providers and identify the most adequate solution to their needs. After initial discussion with the providers, Amarante organized a pilot phase to test and validate the key aspects of the future core-banking system, and assisted ACEP Group in the commercial negotiations with the provider, both on the technical aspects and the financials including the implementation and roll-out plan.

# References – Fintech & Digital Finance Innovation Projects



## 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.



## Strategy Development for digital ID projects in Middle East, Africa and Latin America and the Caribbean regions

IDEMIA is the global leader in Augmented Identity solutions. Idemia was looking to enter the Financial Inclusion sector and contracted Amarante to help it **build a strategy to penetrate the Middle East, Africa and Latin America and Caribbean markets**. Amarante focused on mapping various stakeholder initiatives along the following use cases: Customer on boarding, Authentication and security, Digital identity, e-Government projects, Payments and transactions.



## Landscape study on Fintech solutions in Madagascar for recommendations to the Central Bank for better enabling environment

Amarante Consulting was commissioned by **IFC** to conduct a study to identify emerging solutions and analyse the likelihood that the solutions themselves and the overall business models have the potential to reach excluded market segments at scale, including women, low-income people and small businesses. The study provided primarily a high-level analysis of all existing fintechs, but also highlighted those that have the potential to achieve scale and advance financial inclusion.



## 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).

# References – Digital Solutions for Smallholders and MSMEs



## 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 here](#)



## Digital Solutions for the Resilience of MSMEs in West Africa

Amarante was contracted by UNCDF to **assist six innovative digital solution providers in West Africa** to support the resilience of MSMEs affected by the COVID-19 crisis. Amarante teams provided technical assistance to each of the six providers to help identify areas in their offering and / or business model that could be improved in order to achieve more scale. Primary market research and knowledge management and dissemination exercises are also a part of Amarante's scope of work on this assignment. See more here: <https://www.youtube.com/watch?v=7QdeXssCeFY>



## Scaling up merchant acquisition for Vodafone M-pesa (Mozambique)

The IFC Financial Institutions Group advisory services established a partnership with Vodafone M-pesa Mozambique, a leading mobile money operator in Mozambique who is looking to expand its products and services to more people in the country including the unbanked population through a strong network of agents and merchants across the country. Amarante is contracted to **enroll, train and monitor merchants** as well as **drive customers usage.**



## 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 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 here](#)

# References –Digital & Financial Inclusion



## **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](#)



## **Digital wages for garment workers (migrant and local) in Jordan**

Jordan is one of the key markets for garment manufacturing and export. Our team was contracted to study the local DFS market, factory wage payment channels and build a strong case for factories to adopt digital channels for wage payments. The onset of covid saw a pivot in our mission. Against the backdrop of changing regulations and push for digital financial services, we provided technical assistance to a few factories who were transitioning to digital wage payments and also captured workers perspectives and barriers to adoption. Our final report provided recommendations to stakeholders on how more adoption can be encouraged and scale gained for digital wages and other associated transactions like remittances and others



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

This assignment combined **on-field study and prototyping of the desired financial education app**. On-field research included assessment of needs of young entrepreneurs, analyzing 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.



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

We conducted a comprehensive evaluation of the partnership initiative between payment service provider Dinarak and GIZ. 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](#).



# We look forward to hearing from you!

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