INTRODUCTION TO PART 1

This section of IFC’s Mobile Money Toolkit contains a series of tools that provide an overview on the process of building out a mobile money business. Topics that are introduced in the portion of the Toolkit are discussed in greater detail in other sections.

Tool 1.1. Mobile Money Macroinfluencers

This tool lists a number of factors that affect the successful development and deployment of a mobile money business. The entire external environment affects the mobile financial service providers (MFSP) ability to build a highly functioning, efficient, and successful business.

Tool 1.2. 12 Steps to Mobile Money Deployment

Starting with an evaluation of the macroinfluencers in the market and ending with marketing the mobile money product to customers, this document guides the reader through the 12 Steps required to achieve a successful implementation. References throughout the text point to specific tools in other parts of the Toolkit that can be used at each step along the way.

Tool 1.3. Elements of Competitive Strategy

The tool provides a brief description of the types of competitors to consider, key elements of competitor profiles, and strategies for building a competitive advantage.

Tool 1.4. Competitor Information IQ Test

The competitor information IQ test has 10 sections that help MFSPs ask the right questions about their competitors and dig into the key issues that should be considered.

Tool 1.5. Top 10 Reasons for Distribution Channel Failure

The document lists top ten reasons why channel programs fail. Each of these mistakes can be avoided with careful planning and forethought.