



Powering the Next Generation in PAYGo

BFA's Work in Energy

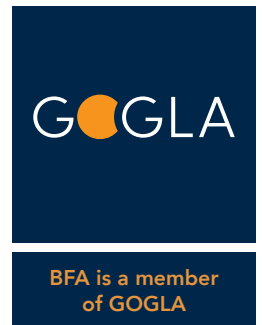
Over the last twelve years, BFA has built a significant portfolio working directly with MFIs, cooperatives, and banks and in more recent years with PAYGo solar and other asset finance companies, fintech companies and startups, that are all in the credit risk management business in some form. BFA has extensive experience in off-grid energy, specifically in consumer research, app design, and implementation of AI-enabled approaches to PAYGo businesses in East and West Africa.



Through the **FIBR (Financial Inclusion on Business Runways)** Project a 4-year initiative of **BFA** in partnership with **Mastercard Foundation**, BFA manages 6-8 month projects that provide technical assistance to PAYGo providers in Ghana, Kenya, Tanzania, and Uganda to uncover customer insights, design and adapt products to better meet customer needs, and business / partnership design for scale.



Our PAYGo Partners



Our Focus on PAYGo

BFA's work focuses on developing solutions in **five** key target areas in the PAYGo solar and water sectors:

1 Unlocking local capital

2 Data-driven financial operations

3 Digitized field operations and agent network management

4 Partnerships - linking PAYGo operators and financial institutions to demonstrate that off-grid energy can be an on-ramp to formal financial inclusion

5 Customer payment frictions

A Snapshot of Our PAYGo Work

Investing in Agent Success

Partnering with Operators to digitize field operations and deploy data-driven agent network management

- Designed smartphone applications for sales, service, credit
- Advised on smartphone deployment / financing models
- Redesign of agent commission models, evaluation of impact on portfolio health
- Piloted PAYGo sales teams as mobile money agents
- Digitized agent-level cash-in options outside of mobile money

Meeting Customers at the Last Mile

Improving customer-facing financial products, payments, communications, and service interactions.

- Product design sprints to rapidly improve customer touchpoints
- Payment reminders and after-sales offerings customized by segment
- Piloted solutions to last-mile payment frictions
- Qual and quant research to inform lease offering improvements
- Designed campaigns to promote use of mobile money for PAYGo top-ups

Tools for Intelligent Financial Ops

Customer behaviour and portfolio data analysis, credit risk assessment processes, and ML for scoring and churn.

- KYC and credit screening tools and processes
- Point-of-sale credit scoring
- Portfolio analytics and dashboards
- Machine learning to predict delinquency and churn
- Behavioural interventions to drive improved repayment and customer retention
- Tested PAYGo operators as mobile money super / master agents

Partnering with local Banks / MFIs

Partnership and business model design to demonstrate PAYGo solar as an on-ramp to financial inclusion

- Designed PAYGo-Financial Institution Partnerships, and built the business case for flexible repayment models
- Launched PAYGo-to-MFI products to graduate unbanked off-grid clients into the formal financial sector
- Integrated PAYGo data into MFI scoring and decision models
- Deployed flexible repayment models for energy at 6 financial institutions

Publications about PAYGo Solar and Water



Escaping Darkness: Understanding Consumer Value in PAYGo Solar

<http://bfa.works/cgappaygo>



Lighting the Way for Flexible Financing Services

<http://bfa.works/fibrpaygo>



LENDABLE: Case Study of a Marketplace Lending Platform in East Africa

<http://bfa.works/fibrBN4>



Artificial Intelligence: Practical Superpowers The Case for AI in Financial Services in Africa

<http://bfa.works/fibr-ai-report>



The Potential of PAYGo for Achieving Water and Sanitation for All

<http://bfa.works/paygo-water-brief-pdf>

Work with BFA to build PAYGo Solutions

BFA is a global consulting firm specializing in using finance to create solutions for low-income people. Our approach is to seek out, create and implement financial solutions to help people manage challenges, and seize opportunities. We partner with cutting-edge organizations that touch the lives of low-income consumers such as financial institutions, fintech companies, and information providers. In creating solutions, we integrate our deep expertise in customer insights, business strategy, new technology, and growth-enabling policy, and regulation. Founded in 2006, BFA's clients include financial institutions, technology companies, donors, investors and policymakers. BFA has offices in Boston, Medellín, Nairobi, New Delhi, and New York.

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