



Micro, Small and Medium Enterprise Finance

- Financial services advisory
- Strategy formulation
- Market research and product design
- Processes and systems design
- Implementation support
- Enterprise and staff training



MicroSave is a global consulting firm committed to promoting financial access and responsible finance amongst low-and middle-income populations. *MicroSave* leads and supports the provision of high-quality, affordable, market-led financial services. Our MSME finance domain provides sustainable solutions to investors, microfinance institutions, banks and formal financial institutions. We support MSMEs to strengthen their business capacities through institutional diagnostics, business development and non financial services and training.

MicroSave's Impact Areas

Strategy & Governance	Investments & Donor Services	Product and Channel Innovation	Research & Dissemination	Organisational Strengthening and Risk Management	Training and Workshops
<ul style="list-style-type: none"> Design FIs' strategic plans, market strategy, business models and tactical plans to serve MSMEs Facilitate development and establishment of corporate branding and marketing 	<ul style="list-style-type: none"> Conduct due diligence, assessment and valuation of financial institutions Co-create value for investors by building technical capacities of investee financial institutions 	<ul style="list-style-type: none"> Design market-led financial services Develop innovative and efficient delivery channels Incorporate innovative channels for efficient delivery and/or enhanced outreach 	<ul style="list-style-type: none"> Conduct sectoral research and scoping studies. Assess financial needs of MSMEs, regulatory environment, demand and supply-side scenario Undertake feasibility studies and strategic plan for FIs and investors planning to foray into MSME sector Carry out efficiency and costing studies 	<ul style="list-style-type: none"> Strengthen delivery channels of FIs Mitigate risks by analysing and designing optimal processes and systems Develop credit risk management and scoring guidelines Set up HR structures, supported by staff incentives for institutional and portfolio development 	<ul style="list-style-type: none"> Develop and implement training toolkits Train staff of FIs on MSME finance viz. operations, financial management, credit policies, marketing, and risk management Organise forums for sharing and learning amongst practitioners and investors

Clients and Partners



Why Work With Us?

MicroSave works closely with clients, on the ground, to solve strategic and operational challenges, ensuring that the customer's perspective is embedded into products and processes.

We support interventions to expand access to finance in the MSME sector through project design and implementation. We specialise in strategy development, product and channel innovation, organisational strengthening and risk management, market research, and training.

MicroSave's website (www.MicroSave.net) hosts a range of publications, research papers, policy briefs, presentations and videos on the topic.

KEY FACTS

- Project implementation in over 10 countries
- Three decades of MSME finance design and delivery experience
- MSME products designed by us are now flagship products of financial institutions in India, Kenya and the Philippines serving over 45,000 MSMEs
- Assessed over 2,000 MSMEs in India, Philippines, Papua New Guinea and Rwanda
- Trained over 300 bankers from more than 20 financial institutions across three continents

Our Work



Strategic Planning and Implementation Support for Financial Institutions to Foray into MSME Finance

- ❑ Supported a rural bank in the Philippines to develop and implement its growth strategy focused on MSME finance. We provided continued support to the bank in business planning, product development and risk management. The bank now finances over 5,000 MSMEs.
- ❑ Supported a non-banking financial company in India to strategise and develop short term credit product targeted at enterprises. In first of its kind initiative, the loans to the enterprises are offered based on ratings established on the basis of card sales done by the concerned enterprises.
- ❑ Assisted a vehicle financing company to diversify its client base into other segments. As part of our engagement, provided insights into the MSME markets in India and developed market entry strategy for potential segments. The strategy and ensuing products are set to deliver over 30% of the gross portfolio of the concerned non-bank financing company.
- ❑ Supported a leading MFI in India to develop its MSME finance strategy including credit products and policies tailored to the operational context of the MFI.

Supporting Financial Institutions to Upscale into MSME Finance

MicroSave is working with Urwego Bank in Rwanda; Opportunity Bank in Uganda; Utkarsh, Disha and UPF in India and Opportunity Kauswagan Bank in the Philippines to develop financial products for MSMEs. We worked on:

- ❑ Market segmentation and primary surveys on the needs of micro, small and medium enterprise
- ❑ Product development for selected micro, small and medium enterprise segments
- ❑ Financial projections, loan description, policies, terms and conditions and credit methodology
- ❑ Procedures for product delivery, application and assessment criteria and approach, and credit scoring
- ❑ Pilot test protocols and assessment as well as training staff members for the pilot tests
- ❑ Training programmes for MSMEs to be financed, which included project management, financial management, book keeping and accountancy, and budgeting under the BDS programme

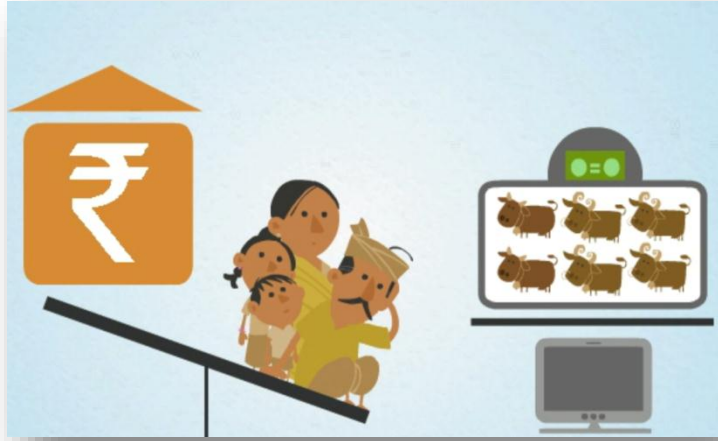
As a result of our interventions, these financial institutions reported a growth in the non-microfinance portfolio ranging between 20-30% of the entire portfolio with NPL below 5%. The process efficiency helped them achieve turn around of 3-5 days for MSME loans.



Monitoring and Evaluation

MicroSave has extensive experience of design, implementation and evaluation of a wide range of complex funds for MSME finance.

- ❑ Conducted an evaluation of FMO's MASSIF Programme in Sri Lanka and India in collaboration with Oxford Policy Management. The focus of the evaluation was to assess the achievement of programme objectives: poverty alleviation, financial sector development, and implementation of good governance principles.
- ❑ Conducted a mid term evaluation of a capacity building project of Financial Sector Deepening Trust (FSDT) for Advans Bank, Tanzania. We assessed bank's performance on projected financial indicators along with overall effectiveness of design and implementation of technical assistance support to the bank.



Non Financial Services and Trainings for MSMEs

- ❑ Supported Vistaar, a leading MSME finance institution in India ,to develop a financial literacy programme to enhance customer’s knowledge of financial procedures, healthy borrowing habits and effects of credit history on their future financial dealings. Based on research, we developed video based training sessions to facilitate behavioral change and enhance knowledge.
- ❑ Supported Finance Alliance for Sustainable Trade (FAST) in its journey to strengthen the financial, accounting and other related areas for agri-SMEs in Kenya, under ‘The Financial Literacy Toolbox’ Project. We implemented project through review of existing material, development of the Toolbox, testing and refinement. We developed six subject modules which aim to strengthen the financial, costing, risk management, and accounting management skills of SMEs.
- ❑ Contracted by IFC, developed SME training handbooks for a global logistics solutions provider. A total of six training modules were developed with an objective to complement courier company’s training program for its client SMEs across Africa.

Sectoral Research and Dissemination

- ❑ On behalf of IFC, conducted a sector level study to understand issues and challenges faced by women owned MSMEs while accessing finance from formal channels. The study was followed by a workshop organized under the aegis of IFC to present the findings of the study to the relevant stakeholders and develop a roadmap for FIs in India for targeting women-owned enterprises.
- ❑ To understand the niche market presented by SMEs willing to invest in efficient energy technology, conducted a secondary research backed with key informant interviews of industry experts. The objective was to shape a sector level report on the financing needs of the SMEs willing to switch to energy efficient technologies. The findings of the study was presented to a gathering from the banking fraternity at a workshop organised under the aegis of IFC.



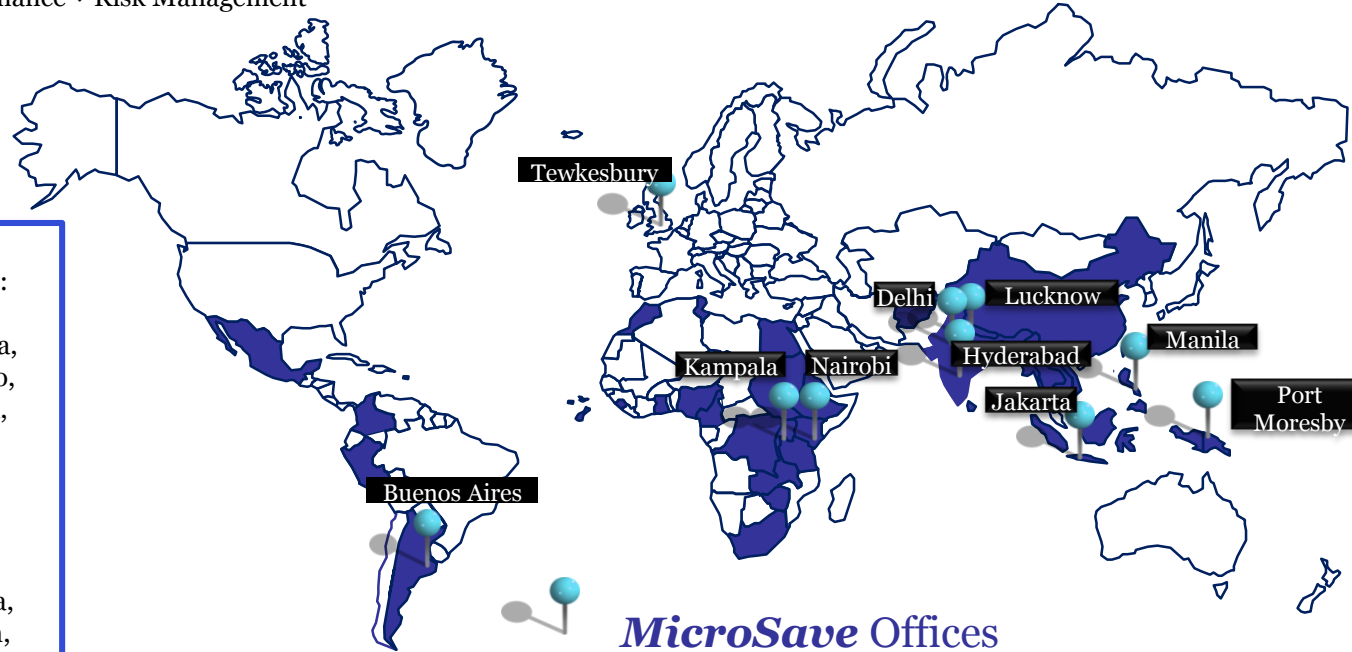
About *MicroSave*

MicroSave is a premium consultancy organisation that offers practical, market-led solutions to financial institutions and corporations focussed on bringing value to the base of the pyramid. *MicroSave's* expertise has evolved from over 15 years of on-the-ground experience in Africa, Asia and Latin America. Our staff members comprise bankers, digital finance specialists, microfinance specialists, MSME specialists, accountants, social scientists, management consultants, livelihood experts, and rural development specialists.

MicroSave offers services across four domains supplemented by four cross-cutting technical working groups:

- Digital Financial Services for Financial Inclusion
- Inclusive Finance and Banking
- Micro, Small and Medium Enterprise
- Private Sector Development
- ♦ Training ♦ Research ♦ Responsible Finance ♦ Risk Management

We have implemented projects across Africa, Asia and Latin America including: Afghanistan, Argentina, Bangladesh, Cambodia, Cameroon, Cape Verde, China, Colombia, Democratic Republic of Congo, Egypt, Ethiopia, Fiji, Ghana, Haiti, India, Indonesia, Kenya, Lao PDR, Liberia, Malawi, Mexico, Morocco, Mozambique, Myanmar, Nepal, Nigeria, Papua New Guinea, Peru, the Philippines, Rwanda, Samoa, Sierra Leone, Solomon Islands, South Africa, Sri Lanka, Sudan, Tanzania, Thailand, Timor-Leste, Tunisia, Vietnam, Uganda, Zambia and Zimbabwe.



Email: info@MicroSave.net, MSME@MicroSave.net

Website: www.MicroSave.net