

INNOVATING *for* INCLUSION

L A T I N A M E R I C A & T H E C A R I B B E A N



LATIN AMERICA AND THE CARIBBEAN

WHY FINANCIAL INCLUSION

277M
ADULTS IN LAC

*More than half
the world's adult
population doesn't
have a bank
account*

*In LAC, more than 70%
of the adult labor force
doesn't have a bank
account or doesn't use
it regularly*

In LAC, ~96% of 274 billion
transactions were made in **CASH**



A grayscale photograph of a person's hand holding a credit card over a payment terminal. The image is dark and serves as a background for the text. A dashed orange circle is positioned on the left side of the image, enclosing the main title.

FINANCIAL INCLUSION

WHY IT MATTERS

How you pay for things drives greater equality of opportunity in our society. Through financial inclusion, we can lift up those who have been left behind... giving them access to simple transactions like paying a bill, saving money, borrowing on reasonable terms and buying insurance.

Let's start by putting a
human face to the problem

*Discover the pain
points of being
unbanked*





ANDRES E.

CALI, COLOMBIA AGE 22

Andres lives with his mother and younger siblings in Cali. He is the first of his family to go to enroll in the university. He counts on the support of his father – who lives in the U.S. – who sends him remittances every month to help pay for his tuition and books.

*Nearly half
of the unbanked
are young, educated
people*

Because he doesn't have a bank account, he uses wire transfer companies that take a hefty commission.



*Almost 80%
of the unbanked
live in urban
areas*

LULU G.

BARRANQUILLA, COL

AGE 43

Lulu is a single mother of three. She operates a small arepa stand on the side of a busy downtown street, where all of her transactions are in cash.

She starts early and ends late, making it unsafe to carry large amounts of cash around the city.



ROBERTO S.

MEXICO CITY, MX AGE 52

*Over 65%
of the unbanked
are willing to use
mobile banking*

Roberto has a disability. He receives a social disbursement from the government every month.

He waits in long lines to receive his check and spends hours in line to pay simple utility bills.



MARTA V.

LIMA, PERU

AGE 32

Marta has a small shop in a touristy section of the city where she makes and sells artisanal blankets and ponchos. She recently received a small business loan from Banco Sol in order to open her storefront and purchase the raw materials for her products.

*More than half
of the unbanked
are women*

She is only set up to accept cash payments from her tourist customers and without a bank account she needs to go to the bank to make her installment payments on her bank loan.

TECHNOLOGY & INNOVATION
THE TIME IS NOW



High mobile penetration

Presents an opportunity to offer financial services via new mobile payment systems



New technology startups are innovating smarter and cheaper

Financial Institutions, Telcos and MNOs are paying attention to this segment



Governments are coming on board

Legislation is being considered to facilitate e-money regulation

Digitizing payments can play an important role
in breaking down barriers to inclusion.

We must address:



Government-Telco Partnerships

WHAT WE ARE DOING



*Government and
Telco Partnership
in Brazil*



*Solves the pain point for
Andres who receives social
benefits digitally and can use
those funds to make
payments. He now has his
first prepaid card.*

*56% of Telco
market share have
access to this
product*



Government Partnerships

WHAT WE ARE DOING



Government
Partnership
in Mexico

Grants 6.5MM
beneficiaries
access



*Solves the pain point
for someone like Roberto.
He can now receive money
and pay his bills without
spending the majority of
his day in lines.*



A blurred, high-angle photograph of a crowd of people walking across a crosswalk on a city street. The image is dark and serves as a background for the text.

LEASONS LEARNED TO-DATE

We can't go at it alone.

We need public-private partnerships.

We need to bolster the usability of accounts.

