

m  PESA



Before M-pesa



5 days
Wrapped in a newspaper
Not secure
Always go to center
Expensive

2006 'Bamba 50' scratch card has been a blessing to both card dealers and Safaricom.

Problem Space:
Start with Money
(Not Technology)

Existing solution
Banks: (90% not banked)
Validation (Equity Bank)
Critical (Mobile)
Design thinking
Mobile airtime (culture)

Started 2007

The active user base of M-Pesa has grown from approximately 1 million active users in 2007 to 33.4 million active users in 2018



Basic Value

Leverage on what we have:
Make it reliable, accessible
and simple (Sim App). Secure,
Relevant, Send money



Accessibility Reliability & Secure Interoperability – API



Design Thinking

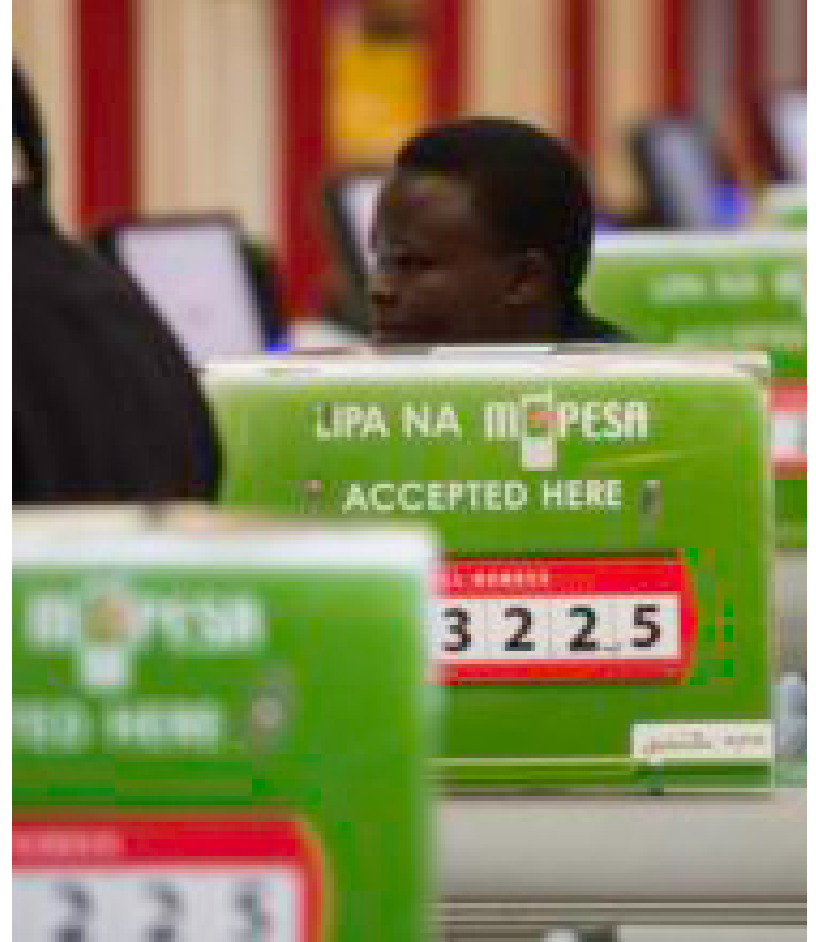
Customer journey
Loyalty marketing
Customer experience
Tap and go/App
Mshwari & Fuliza

Impact

From Transfer
to Payment

Improve lives
Enabling business
across all sectors

M-pesa revenue was **\$ 640M** (2019) as customers had moved from **traditional M-Pesa** to payments. The company has signed over **100,000 Lipa-Na-M-Pesa** merchants and customers did **147 million** transactions, an increase of 63%. Safaricom had **reduced merchant fees by 50%** and also made customer **transactions that were smaller than Kshs 200 (\$2) free of charge.**



BANK	USSD for Bank to M-PESA	M-PESA to Bank PayBill Number
Bank of Africa(BOA)	*987#	972900
Barclays Bank K LTD	*224#	303030
CFC Stanbic	*208#	600100
Chase Bank	*275#	552800
Comm. Bank of Africa	*654#	880100
Consolidated Bank LTD	*262#	508400
Co-operative Bank	*667#	400200
Credit Bank	*669#	972700
Diamond Trust Bank(DTB)	*385#	516600
Ecobank	*335#	700201
Equatorial Commercial Bank	*286#	498100
Equity Bank	*247#	247247
Family Bank Ltd	*325#	222111
Faulu DTM	*339#	328585
First Community Bank Ltd	*342#	919700
GTBank Kenya Ltd		910200
Gulf African Bank	*399#	985050

Fuliza craze sees Kenyans borrow \$1.4 billion in 9 months

E-govenment
 E-transport
 E-agriculture
 E-bills
 Startups
 Lynks
 M-ledger
 Flexi-pay
 Bismark

Paypal



Internet of What we have





PPP and Enabling environment
App Wiz, Tech fo Good,
M-pesa Academy



When all is said and done
What is **needed**
and what **works** remains
the rest are stories