

MicroSave

Market-led solutions for financial services

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TO: IPA GLOBAL FINANCIAL INCLUSION INITIATIVE

RE: EXPRESSION OF INTEREST SUBMISSION BY DAN ARIELY, CHANING JANG AND
MERVE AKBAS

Dear Sir,

MicroSave is an international financial inclusion consulting firm with 15 years of experience, 10 offices around the world, 100 staff, managing projects in over 40 developing countries. *MicroSave* provides customer research, strategy, and on-going implementation support to donors such as UN, IFC, and the Gates Foundation and rural or regional MFIs, banks, and MNOs.

Our mission is to alleviate poverty through providing real insights to and enhancing the capacities of businesses across different industries that provide financial inclusion and other socio-economic development services and products. We at *MicroSave* believe that only through identifying the true needs and limitations of low income people can we provide high-quality, accessible, and affordable solutions to our consulting clients and their customers. Our clients in Kenya have included Equity Bank, Financial Sector Deepening Project Kenya (FSDK), Post Office Kenya Savings Bank and Safaricom.

This letter is to inform you that we are interested in collaborating in the proposed research project by Prof. Dan Ariely, Channing Jang and Merve Akbas, to test the effects of lottery prizes on savings behaviour, which would help us develop strategies to enhance financial capabilities of the poor.

Sincerely,



Mike McCaffrey
Head of Digital Finance
Microsave Africa