

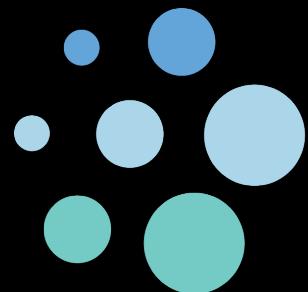
D F S
L A B

Mojaloop
Hackathon

Agenda

- Introduction to the DFS Lab
- Why run a hackathon?
- The Process
- The Results
- Conclusions





D F S
L A B

Introduction

DFS Lab in <280 Characters

The DFS Lab mission is to work with the best FinTech companies in Africa and South Asia and play a meaningful role in their success.

We invest in early-stage companies and work on ecosystem initiatives that put us at the center of innovation in FinTech.



Thesis in Action

Thesis: Successful FinTech startups digitize informal sectors, have great founders, and add value beyond transactions



Nala is creating a streamlined, interoperable mobile money experience that speaks to the youth of Tanzania.

Analogues: Venmo (US), Alipay (China)

Follow-on: \$2m from Nyca, YCombinator



Pula is reinventing agri-insurance in Africa and South Asia through satellite data and lowering the cost of customer acquisition and risk management.

Analogues: Syngenta (Africa)

Follow-on: \$2MM seed led by Omidyar Network



Hover is bringing USSD-based mobile money experience into the API era.

Analogues: Plaid (US)

Follow-on: \$1.6MM seed including Anthemis Partners



Pezesha is reinventing how credit for unsecuritized consumer loans is determined in Africa by deploying a “credit score as a service platform” that aggregates consumer data while providing financial education.

Analogues: WeBank (China)

Follow-on: 1MM seed raised



TaniHub is creating a platform to access healthy, high-quality produce through digitized agri-finance and supply chain management.

Analogues: Meicai (China)

Follow-on: \$10MM Series A led by OpenSpace Ventures

DFS Lab team



Jake Kendall
Director



Stephen Deng
Investments



Dan Kleinbaum
Accelerator



Alina Kaiser
Comms & Web



Jamie Radice
PR



Funder



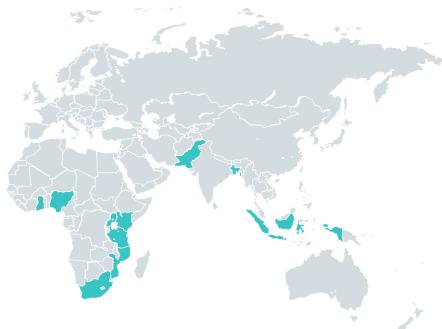
Host



Some of Our Assets

“Local Liaisons”

Highly connected
scout network in 10
cities



Mentor Network

300+ experts and
former founders



Strong Brand

Respected by
entrepreneurs. Media
presence.

A screenshot of a tweet from Melinda Gates (@melindagates) on December 21, 2016, at 10:10 AM. The tweet reads: "Fantastic opportunity for female founders—use the power of technology to help millions break the cycle of poverty m-gat.es/2i8buTM". It has 211 Retweets and 372 Likes. Below the tweet is a video thumbnail showing Melinda Gates in conversation with a man.



Our Investments are typically launch through seed round

Bootstrapped

- Self-funded
- Friends & Family

Seed

- Impact Investors
- Angel Networks

Series A

- Institutional Investors

DFS Lab
Startups



Our Ecosystem Initiatives

Mojaloop. Working with the Gates Foundation and Mojaloop to understand the implications of Mojaloop on the FinTech community



Well-tested playbook and tools for doing bootcamps. We run bootcamps to help others gather early-stage product feedback



Business Finance for the Poor in Bangladesh

Authentic, thoughtful research.
Examples: Go-Jek post, NLP Paper, Early Expansion post.

Indonesia's Go-Jek is bringing fintech to the last mile and most aren't paying attention



Why are African startups launching in multiple countries before they even hit seed stage funding?

We think they play by a different set of rules when it comes to finding "product market fit".

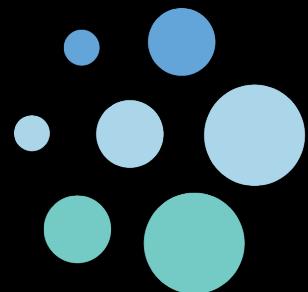
John Lewis | Series A

Most investors in the US or Europe would think it was crazy if their pre-seed or even seed stage company was planning an international launch. The advice would likely be: stay focused, prove product market fit first then think about international expansion at your Series A round.

For financial companies with the extra burden of regulation and licensing in new jurisdictions it is even more daunting to consider international expansion than it would be for, say, e-commerce or other digital sectors.

But this is exactly what we are seeing in the African markets. Many startups are launching in multiple countries and even creating cross-border launches on multiple continents before their Series Seed or Series A rounds. What is driving this trend? We at DFS Lab think its because product market fit has a different definition in the context of the many small economies that comprise Africa vs the definition in larger economies.

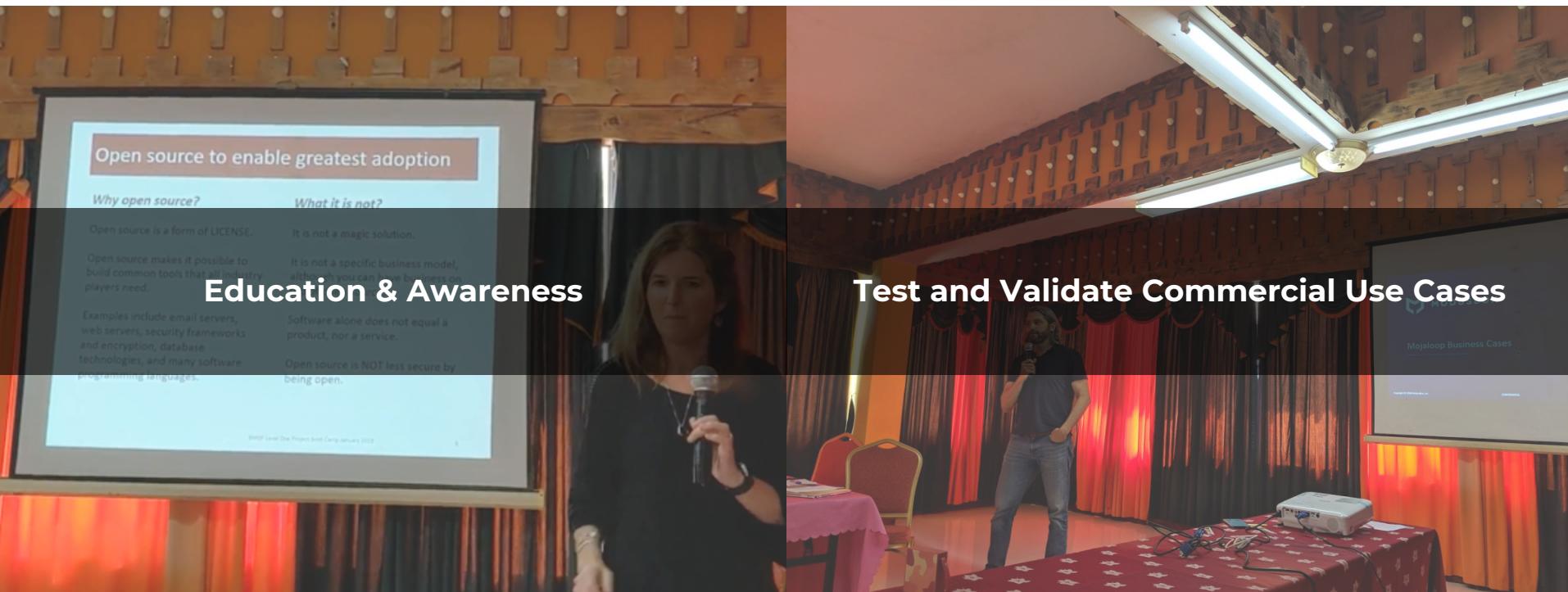




D F S
L A B

Why run a
hackathon?

Why run a hackathon?



How did we run the hackathon

- **Recruitment**
- **Develop Sandbox Test Environment – Mifos/DPC**
- **Communications**
- **Participant Selection**
- **4-day Hackathon & Design Sprint**

Participants



Mentor Representatives



The Format (Days 1 & 2)

Introduction to Mojaloop

- Technical Intro

Design Sprint

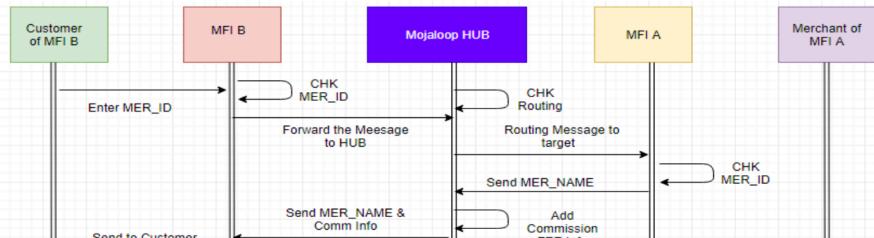
- Bring participants “to the users”

Outputs:

- Storyboard (UI/UX)
- Process Maps



Process Flow

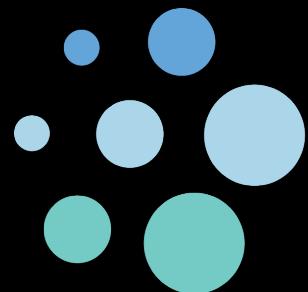


The Format (Days 3&4)

Build

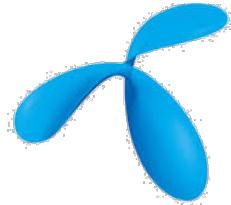


... and then demo!

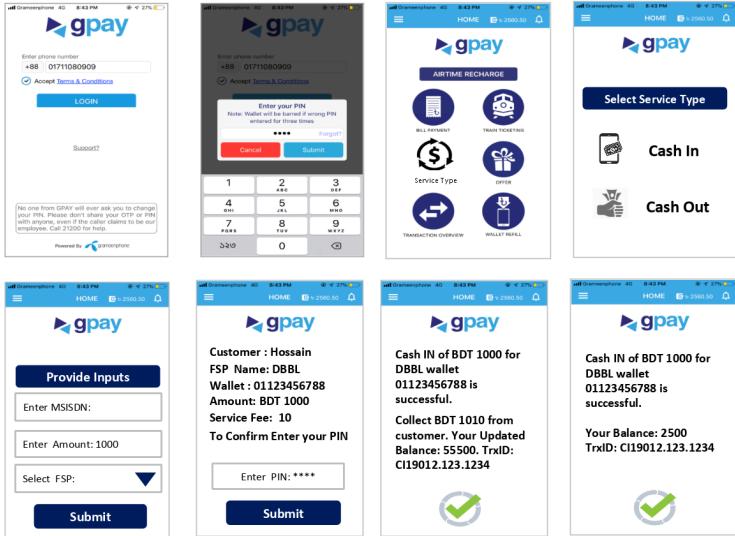


D F S
L A B

The Results
(Demos)

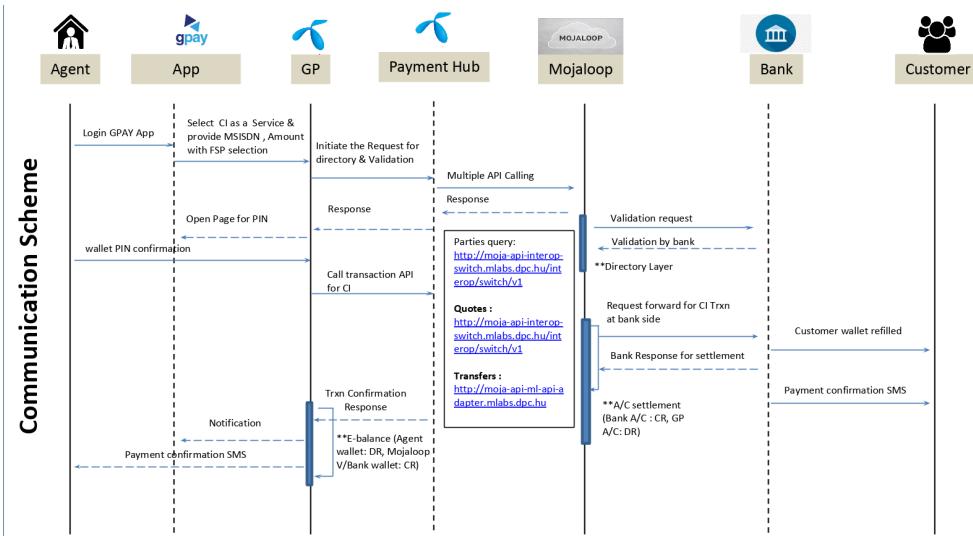


grameenphone



Core Goal: Connect the gap between 50mn bank accounts, 67m MFS wallets and 1m agents all in disparate systems. Currently, 6 large banks are on board, but the 53 remaining banks present a large logistical and technical hurdle to on-board.

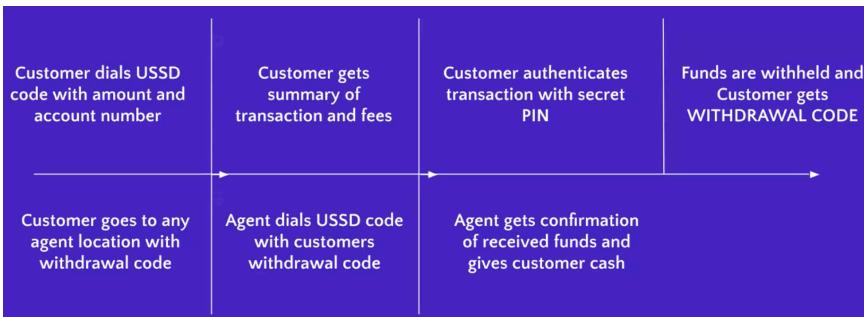
Mojaloop Goal: Demonstrate how an interoperable agent network would enable agents to perform agent banking transactions



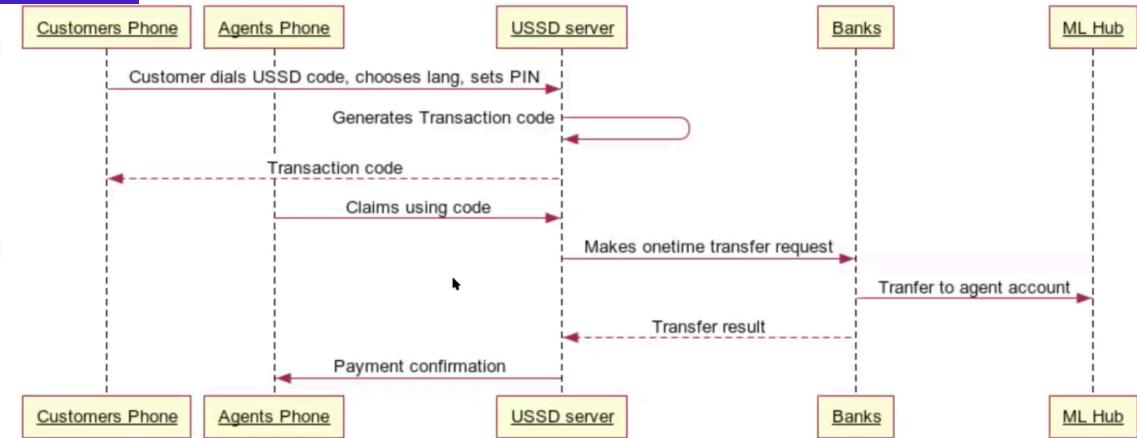


Core Goal: To provide DFS to the under-banked by expanding beyond digital loans.

Mojaloop Goal: Demonstrate how a customer can redeem a voucher from any agent on their network through a Mojaloop deployment



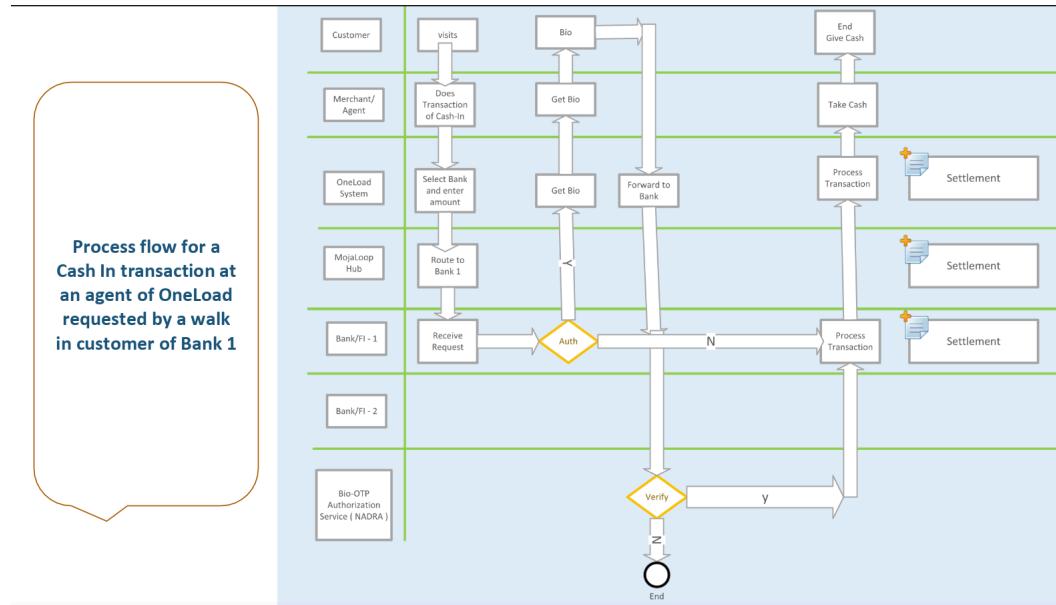
USSD Cashout Service Request Money





Core Goal: Be able to easily integrate banks to access their 30,000+ agents for CICO

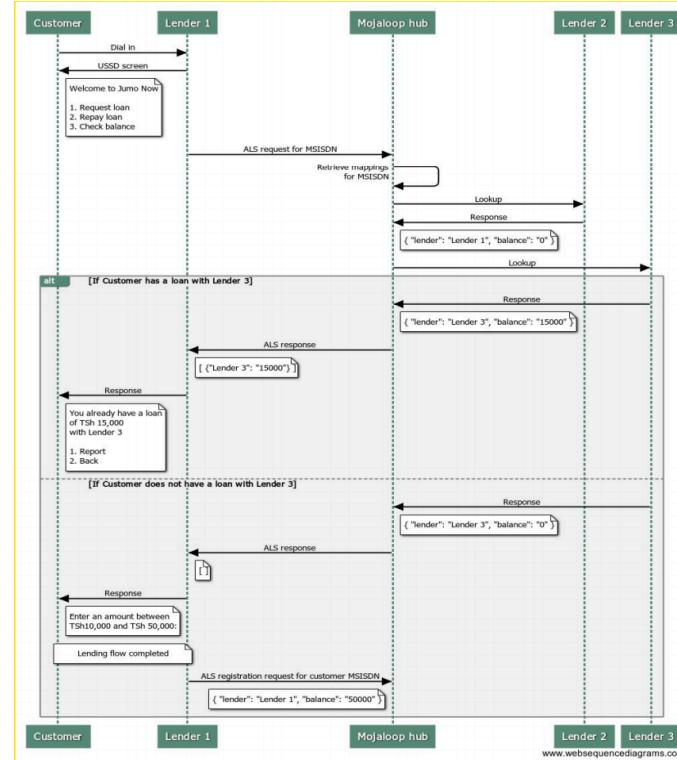
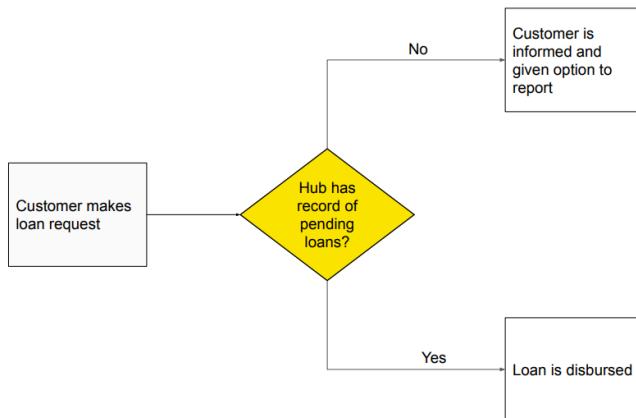
Mojaloop Goal: Demonstrate a workflow where an individual from any bank can redeem a voucher and the banks





Core Goal: Give millions of people access to high-value savings and lending products

Mojaloop Goal: Establish a lender-based Mojaloop hub with specific scheme rules to provide deeper insight into customer's financial standing





Core Goal: Offer equitable finance services to mobile-only customers

Mojaloop Goal: Build out a credit marketplace on top of a Mojaloop deployment

01: Loan Request | Credit-Check Policy

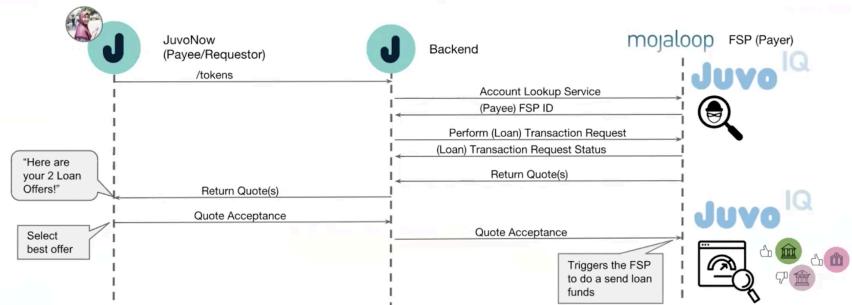
```
1 POST /v1/iq/policies HTTP/1.1
2 Host: iq.juvo.com
3 ApplicationId: mojaloop.tigo.policy.tz
4 Content-Type: application/json
5 Authorization: {redacted}
6 Cache-Control: no-cache
7
8 {
9     "name": "policy_mojaloop_credit",
10    "properties":
11    {
12        "score_min": 0,
13        "score_max": 100,
14        "decision_tiers": [
15            "approve": [41,100],
16            "deny": [0,20],
17            "manual_review": [21,40]
18        }
19    },
20    "custom_variables": {},
21    "decision_properties": {
22        "number_of_rules_evaluated": 3,
23        "policy_execution_terminated": "NO",
24        "policy_name": "policy_decision_example_1",
25        "reason_codes": [
26            [
27                "max_monthly_payment_150
28                30
29            ],
30            "rules_not_evaluated": [
31                "max_monthly_payment_750"
32            ],
33            "decision_result": [
34                "decision": "review",
35                "score": 30
36            ],
37            "request_timestamp": "2019-04-10 12:00:00"
38        ]
39    }
40 }
```

Juvo Mobile Inc. Confidential and Proprietary. Do not copy or distribute without express permission from Juvo Mobile.

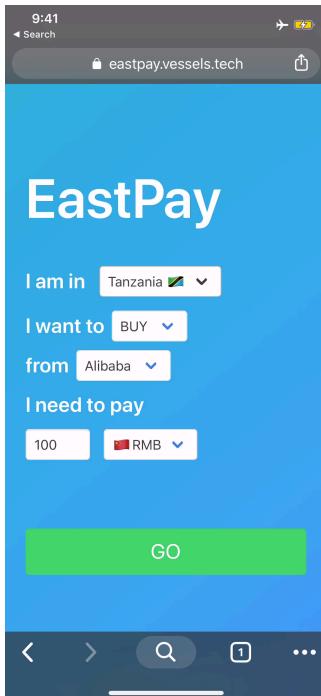
The screenshot shows the Juvo Rule Editor interface. It has two main sections: 'Select Rule Type' and 'Select Attributes'. Under 'Select Rule Type', 'Multiple Numeric Attribute' is selected. Under 'Select Attributes', 'Device Information' is chosen, and 'Model' is set to 'Equal To' 'SAMSUNG'. Below this, there are several other attribute categories like 'Recharges (Top-Up)', 'Loan Repayments', 'Device Information', 'Metadata', 'Airtime Usage Profile', and 'New Attribute'. On the right side, there are conditions for 'Last Top-Up Amount', 'Earliest Top-up Amount', 'Num Top-up Total', and 'Top up amt Past Month'.

03a: Loan request initiated | enhanced

Using Juvo's data-driven policy engine to address fraud & enable better FSP decisioning for offers & assess risk

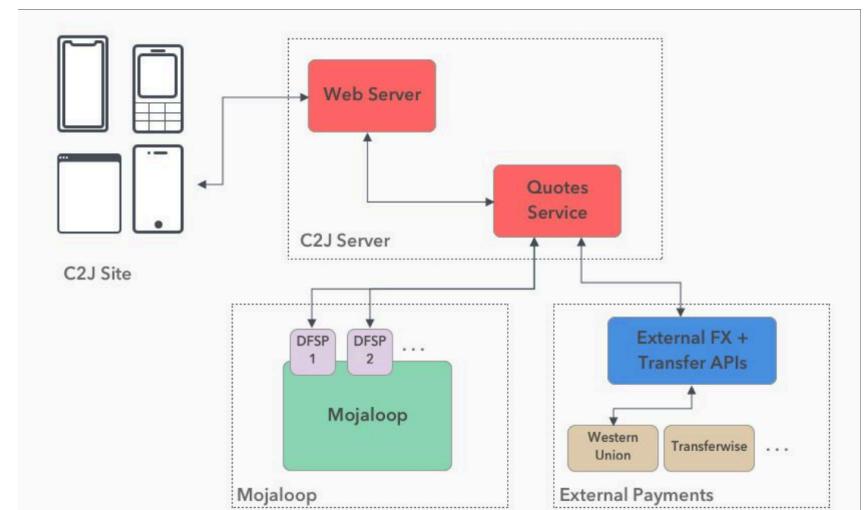
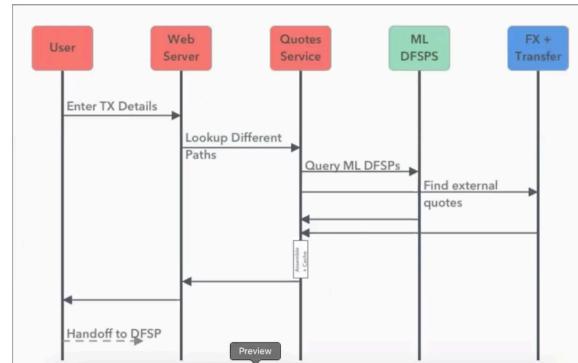


Juvo Mobile Inc. Confidential and Proprietary. Do not copy or distribute without express permission from Juvo Mobile.



Core Goal: Enable users to get money from point A to point B as efficiently as possible

Mojaloop Goal: Demo how an SME would use multiple quotes to route a payment to Alibaba in China. Lay groundwork for an 'account-lookup' API and define the best solution for querying a quotes API

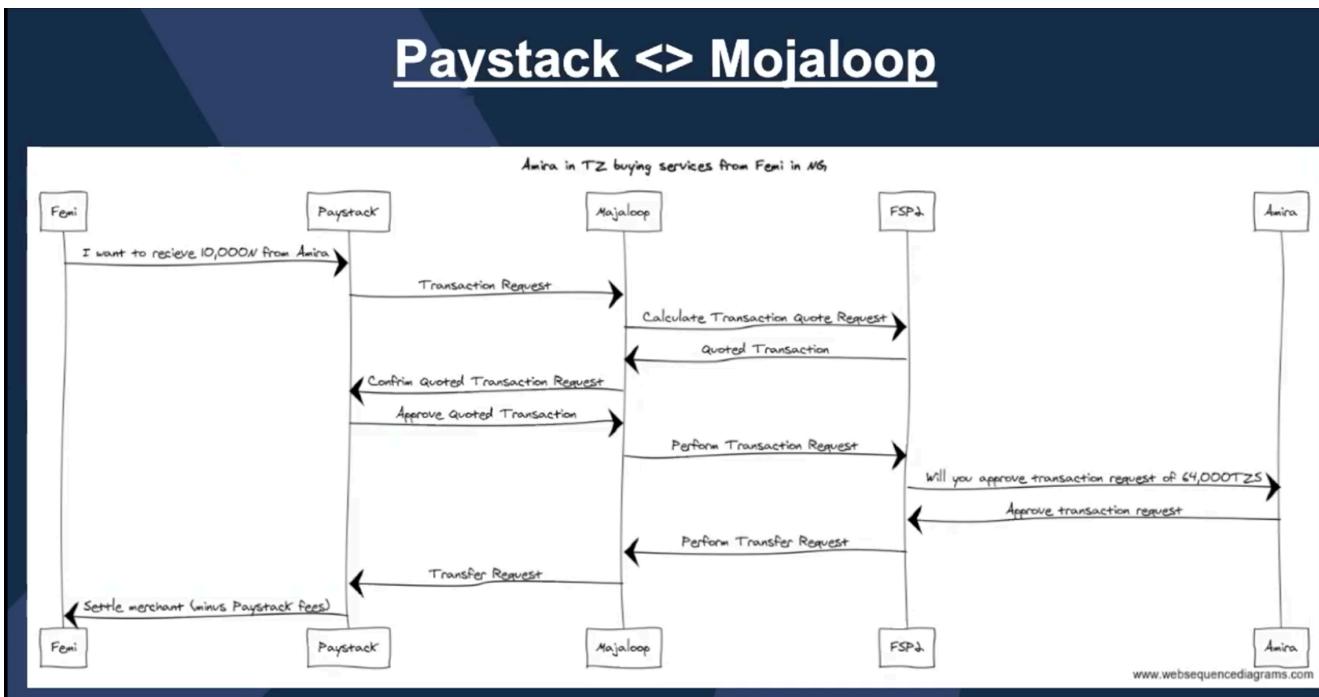




Core Goal: Enable merchants to accept payments anywhere

Mojaloop Goal: Demonstrate how a merchant-initiated push payment can be routed through Mojaloop when it's cross-border.

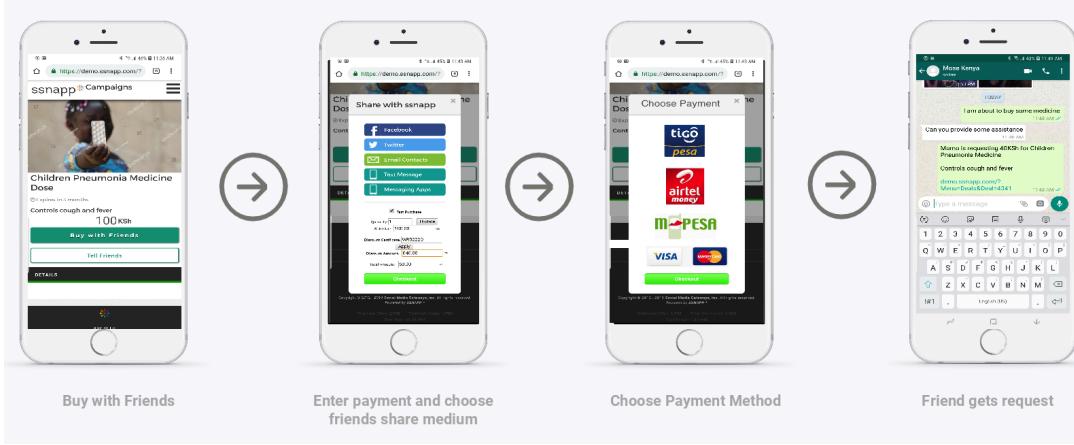
Paystack Majaloop Demo
BY FEMI & CO
Majaloop Crossborder Transactions





Core Goal: Enable merchants to buy and sell things online

Mojaloop Goal: Merge multiple payments from payees on multiple DFSPs to a single merchant request.



How does L1P reconcile with a use case where multiple payees respond to a merchant-initiated push?

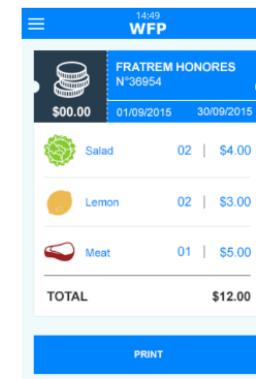
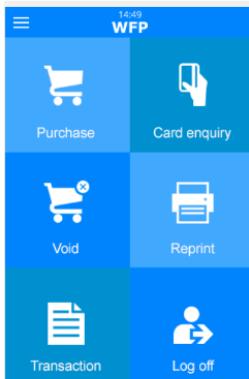
Potential for real-time analysis of merchant-payee pairings to offer coupons, etc...



FAMOCO

Core Goal: Enable enterprises to verify digital transactions

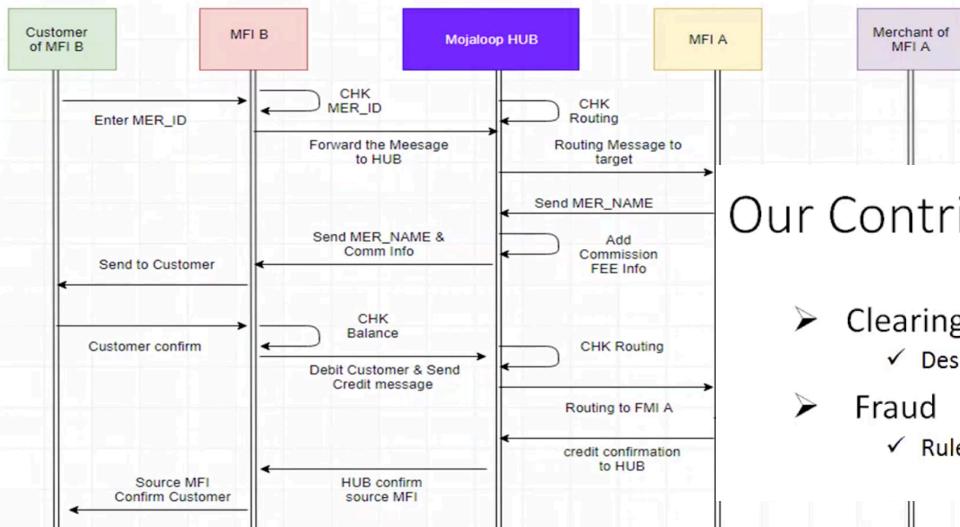
Mojaloop Goal: Demo how WFP to provide real-time settlements and payments for voucher programs in 42 countries





Core Goal: Expand the use cases for EthSwitch beyond the initial ATM switching platform that has already been build

Mojaloop Goal: Build out a use case which provides a universal merchant-acceptance platform



Our Contribution To Mojaloop Open Source System

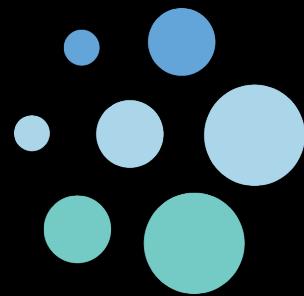
- Clearing and Settlement
 - ✓ Design , Development and Sample Report
- Fraud
 - ✓ Rule setup and Sample Report

Conclusions



- Format Works: Zero → “Speaking Mojaloop”**
- Commercial Use Cases are necessary**
- The Use Cases → Adoption**





D F S
L A B

Thanks!
dan@cariboudigital.net

