



## DIGITAL FINANCIAL SERVICES FOR WOMEN

#DFS4Women

Kampala, 24-26 October 2016



## Tapping into the 51%: Understanding the barriers to serving the needs of women



# Agenda

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- What do you think? – Self-reflection quiz
- Choose your own adventure!
- Share your adventure
- Open House: What is your experience / learning on DFS for Women?

# Your Take

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1

Has your organization looked at women as a segment?

How have you been thinking about women? What's been working?

2

How have you tried to reach women?  
What have you learned?

Which of your services have had the greatest usage by women? Why do you think that might be?

# 3

The research report highlights that women often focus on financing for education, health and social functions. Do you see this in your own countries?

How does it affect the suitability of your services for women? Have you had any successes in applying this kind of an insight in your product development or marketing work?

4

Microfinance institutions have been serving women with specific solutions with short term financing needs for long.

Why do you think that there is a need for DFS providers to either step-in or build upon the work of MFIs to serve women as a specific segment?

# 5

Reaching women with DFS requires that women have access to digital channels. In many markets, women are less likely to have a basic phone, much less likely to have a smartphone, and are less likely to be using the internet.

As service providers who build on those channels, are you doing anything—or what would your role be—in helping close that digital divide?



We would like to thank the following partners for their support:

