



InvestEU Advisory Hub – Social Investment and Skills Window

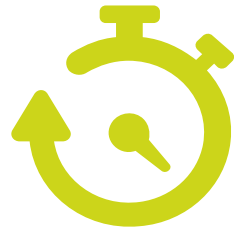
SOCIAL INCLUSIVE FINANCE TECHNICAL ASSISTANCE (SIFTA)

TOPIC: FROM STRATEGY TO DIGITAL ROADMAP: FIND THE RIGHT SOLUTIONS

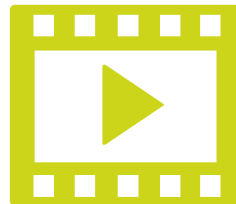
DATE: 1 DECEMBER 2022, 11 AM

Session Structure & House Rules

Welcome to the SIFTA webinar on the topic of: **From Strategy to Digital Roadmap: Find the right solutions**



45 minutes
+ Q & A



Webinar
Recording



Ask us
questions



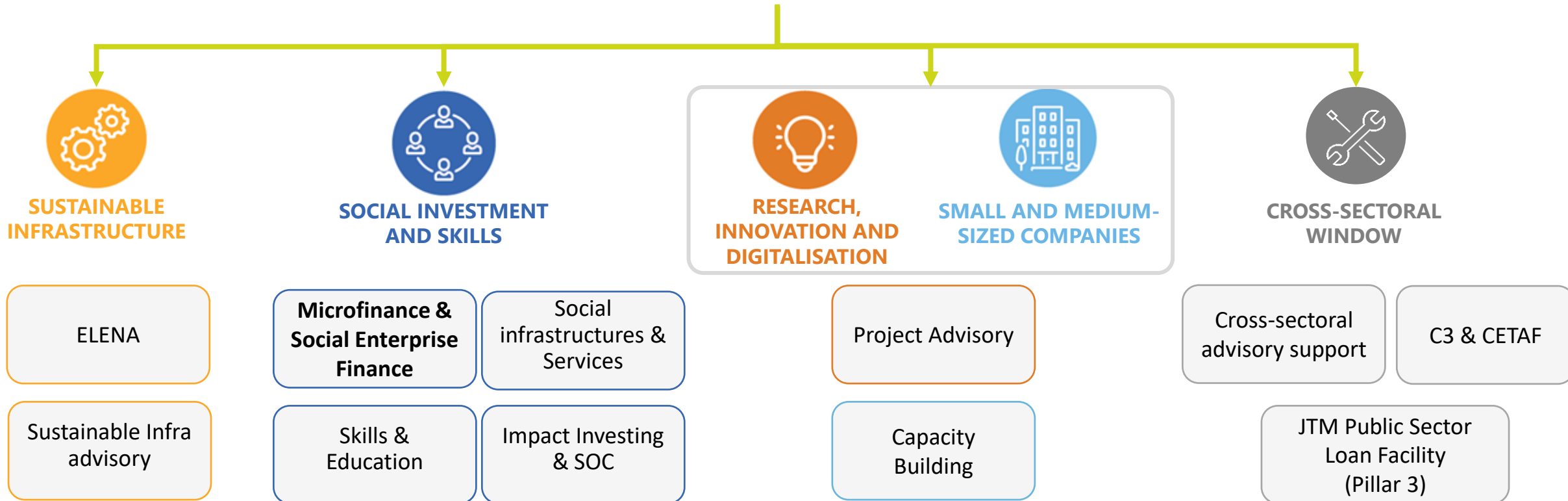
Slides will be
shared via
email

1. SIFTA – Programme Snapshot

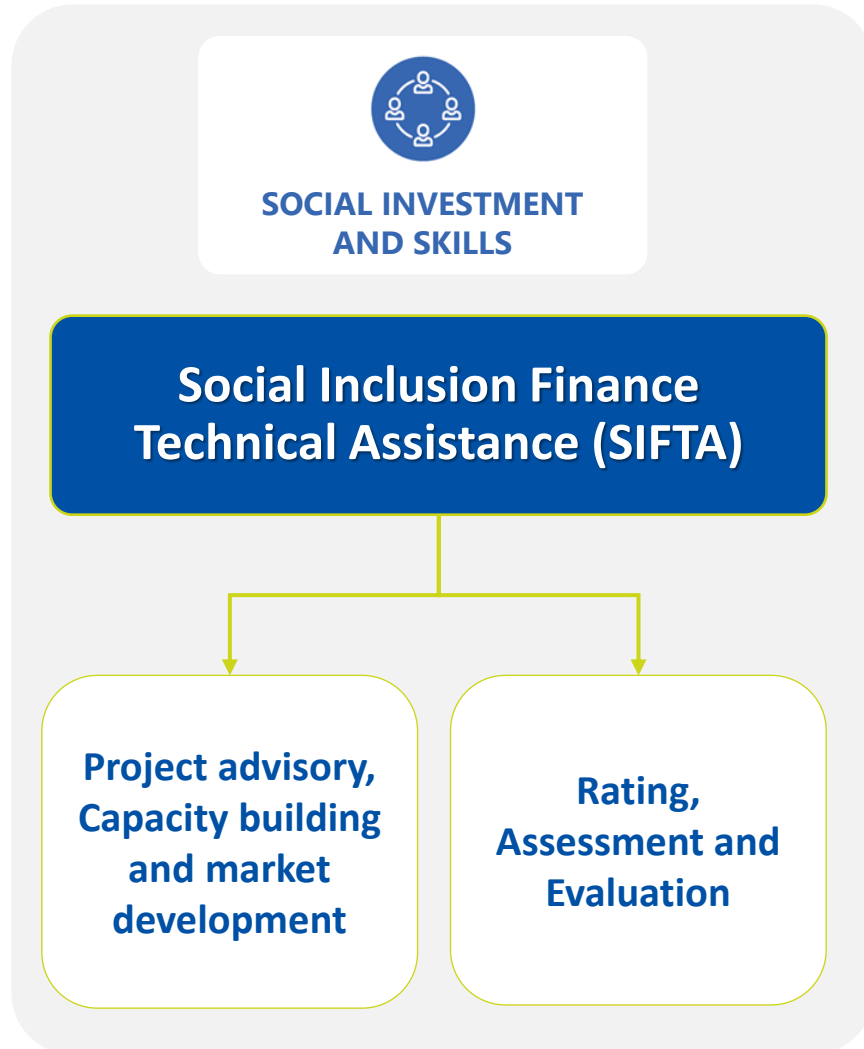
About the Invest EU Advisory Hub



The InvestEU Advisory Hub

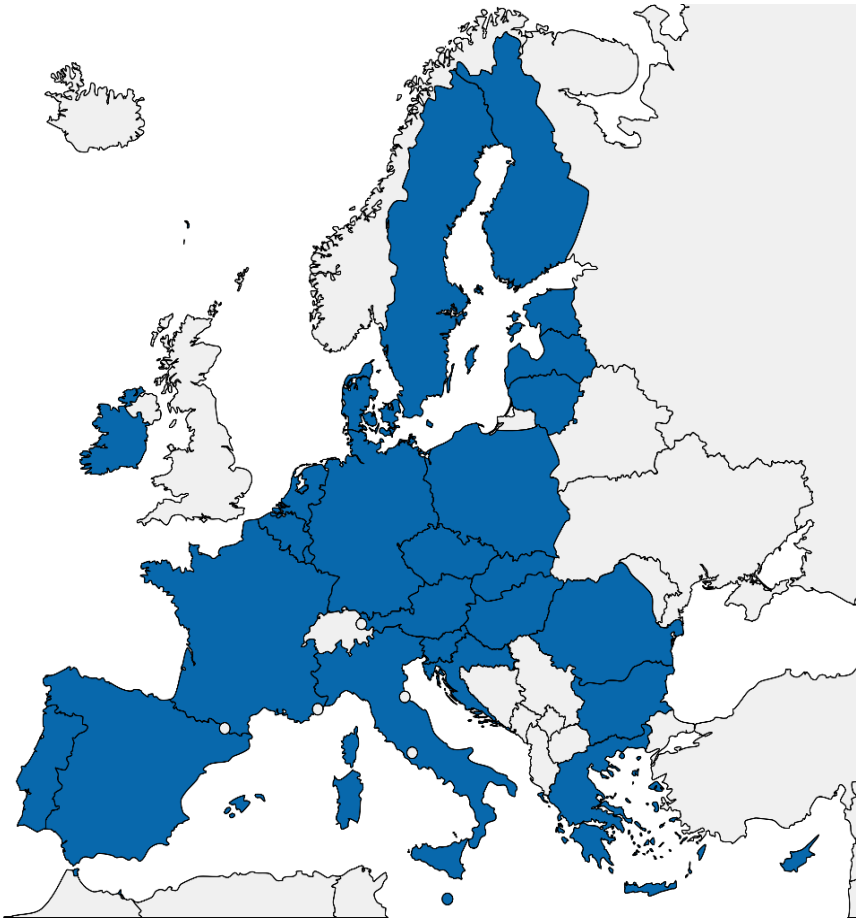


SIFTA - Reinforcing the European Microfinance and Social Enterprise Finance Sectors



- EIB is in charge of managing the SIFTA initiative which provides **targeted capacity building, project advisory** and **market development support** to financial intermediaries active in the microfinance and/or social entrepreneurship spaces
- Continuation and enhancement of the EU Programme for Employment and Social Innovation (EaSI) Technical Assistance

SIFTA – What We Bring Together



Geographical eligibility | **EU-27**



Timeframe of the initiative | **Initial budget available until December 2024**



Beneficiaries | **Microfinance providers** such as banks and non-bank microfinance institutions & **social enterprise finance providers**, such as investment funds, impact investors, incubators, accelerators (among others) that offer or are in the process of widening their scope with a view to providing accompanying financial support to social enterprises.

SIFTA – How We Do It

Service Providers



Project Advisory, Capacity building and Market Development services

- Frankfurt School of Finance and Management (FS) – Consortium Leader
- Microfinance Centre (MFC) – Consortium Partner
- European Microfinance Network (EMN) – Consortium Partner

Rating, Assessments and Evaluation services



- MF Rating – Provider of Institutional Assessments, Rating and Evaluations



SIFTA – Get In Touch With Us



Information about SIFTA Services can be found here:
[Social Inclusive Finance Technical Assistance \(SIFTA\) \(eib.org\)](https://eib.org/sifta)



Applicants of microfinance and social enterprise finance providers can apply for specific SIFTA services by sending EIB an email at sifta@eib.org



A *Request for Services* template will be sent to the beneficiaries to formally apply to the specific services.



The authors take full responsibility for the contents of this report. The opinions expressed do not necessarily reflect the view of the Advisory Hub, nor the European Investment Bank, nor the European Commission

Social Inclusive Finance Technical Assistance (SIFTA)

For more information, about:

Project Advisory, Capacity building and Market Development services, contact:
sifta@fs.de

Rating, Assessments and Evaluation services, contact:
info@mf-rating.com



**European
Investment
Bank**

The EIB bank





EUROPEAN
MICROFINANCE
NETWORK

From Strategy to Digital Roadmap 2

From digital strategy to a product roadmap

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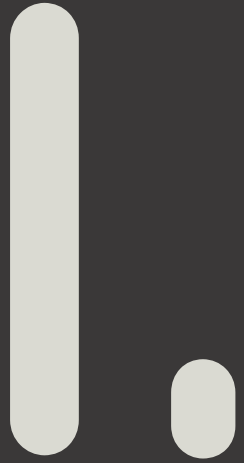
Date: 01/12/2022

Location: Online

Content

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1. Recap session 1
2. Brainstorm on solution to obtain the KPIs
3. Prioritisation based on Cost / Benefits
4. Project Concept Cards
5. Roadmap & Budget
6. Q&A



Recap session 1

2 Webinars

1. From overall strategy to a digital vision

- Find the right problems & opportunities
- Strategical levers

2. From digital strategy to a product roadmap

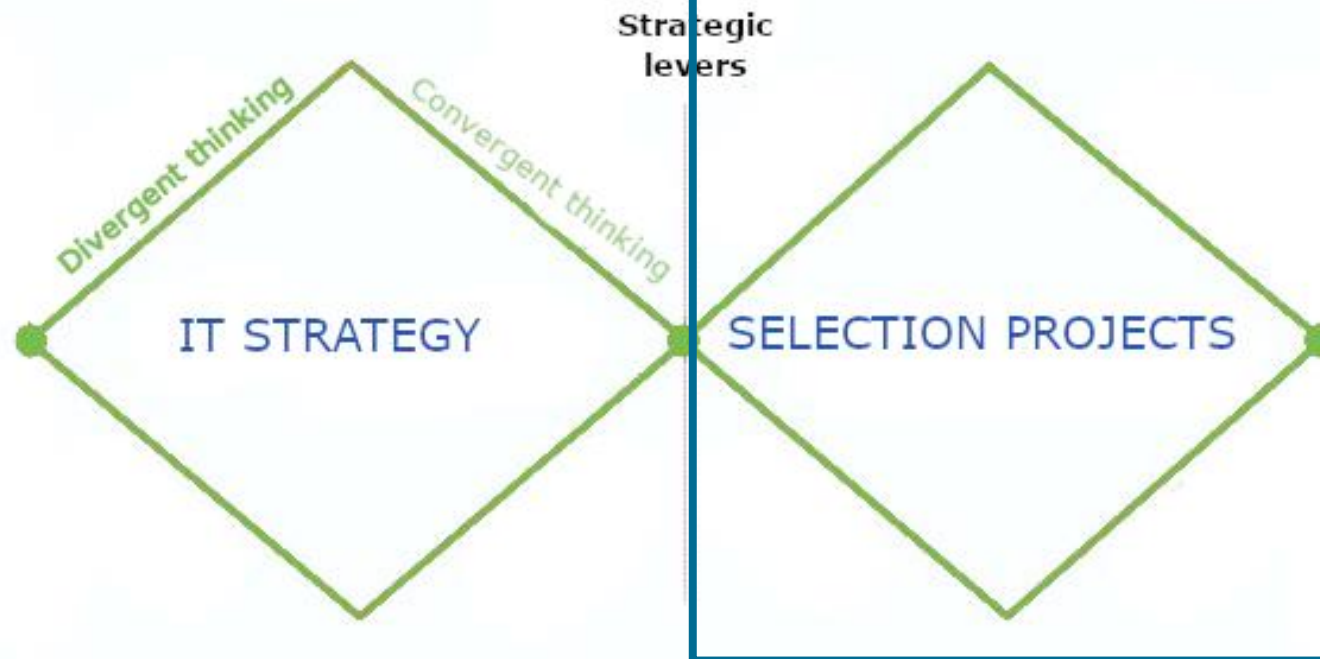
- Find the right solutions
- Projects

Double diamond approach



FIND THE RIGHT PROBLEM

FIND THE RIGHT SOLUTION



<https://asana.com/resources/convergent-vs-divergent>

Find the right problems / opportunities

Different techniques

1. Theory of change
2. Brainstorm
3. IT architecture
4. Writing digital transformation KPIs



Brainstorm on solutions

Digital Strategy KPIs

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Increase reach through digital channels

- The amount of eligible digital leads is doubled
- A new loan product with an amount up to 50k€, with an adapted loan origination process

More efficient loan origination

- The transformation indicator Lead to instruction has increased with 50%
- Increased transformation rate (instruction meeting to presented to committee with 30%)
- An approval rate of 90%

Reduce Risk

- Par 90 < 25%
- Better recovery rate (20%)

More transparency

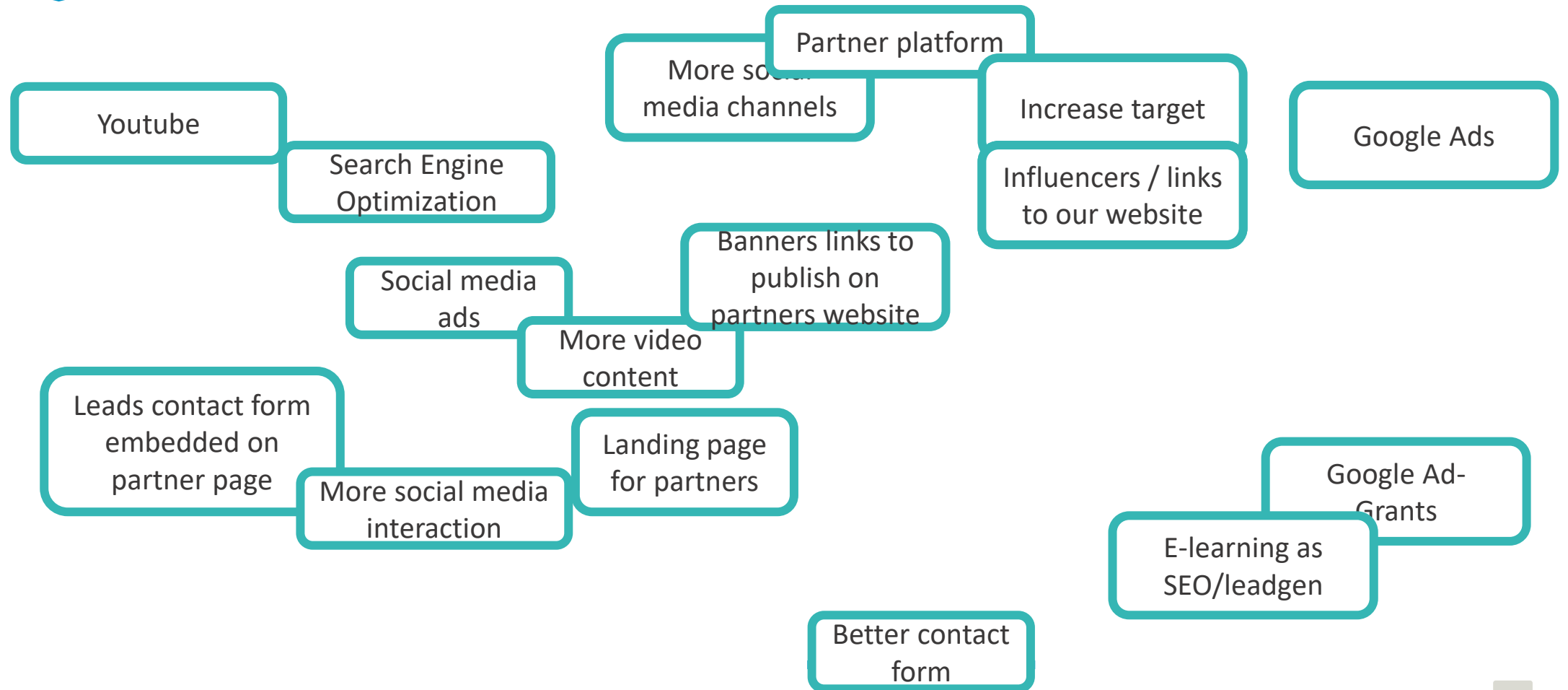
- The board members and staff have a monthly overview on production, risk and social impact
- All data on training, credits and risk and impact are available in the CRM system Singlify

Brainstorming Guidelines

- Heterogeneous group
- Learn from peer MFIs
- Follow standard brainstorm guidelines
 - No bad ideas
 - Provide an adequate location
 - Welcome wild ideas
 - Take care of group dynamics & location

<https://www.atlassian.com/work-management/project-collaboration/brainstorming>

IDEAS: Double eligible digital leads



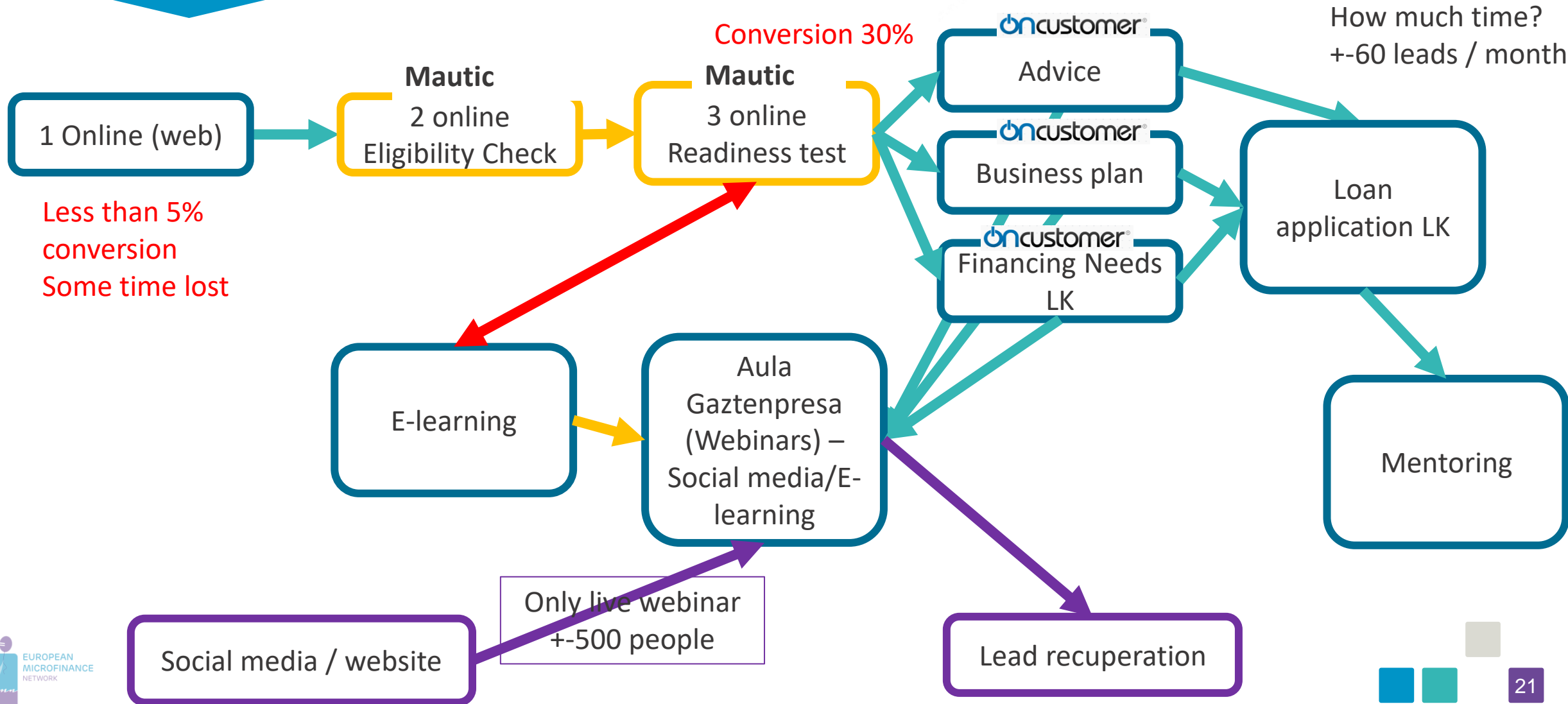
Customer journeys

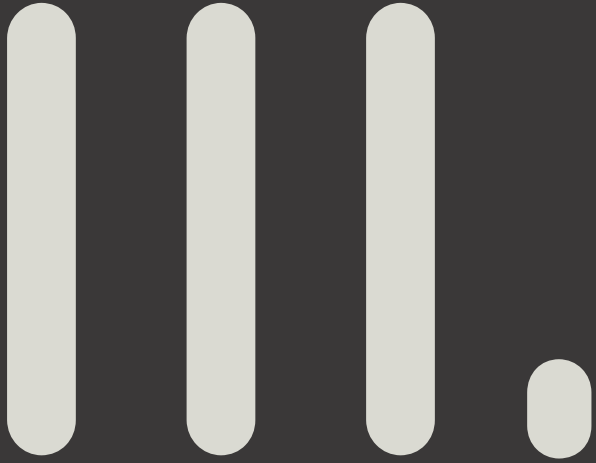
What

- Visual representation of a customer's experience
- (Digital) contact points, actions, emotions, pain points, company objectives, ...
- Identify how digital can streamline processes

Customer segmentation

Example customer journey



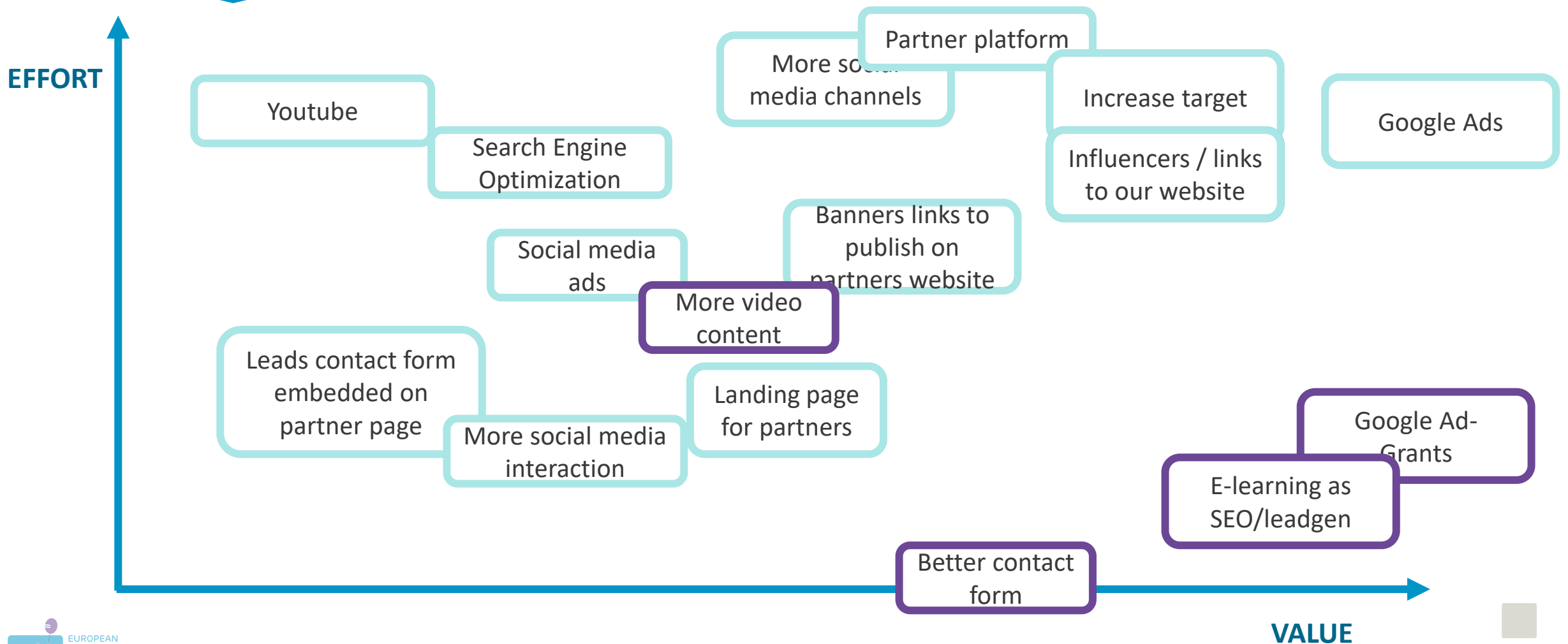


Prioritisation

Priorities

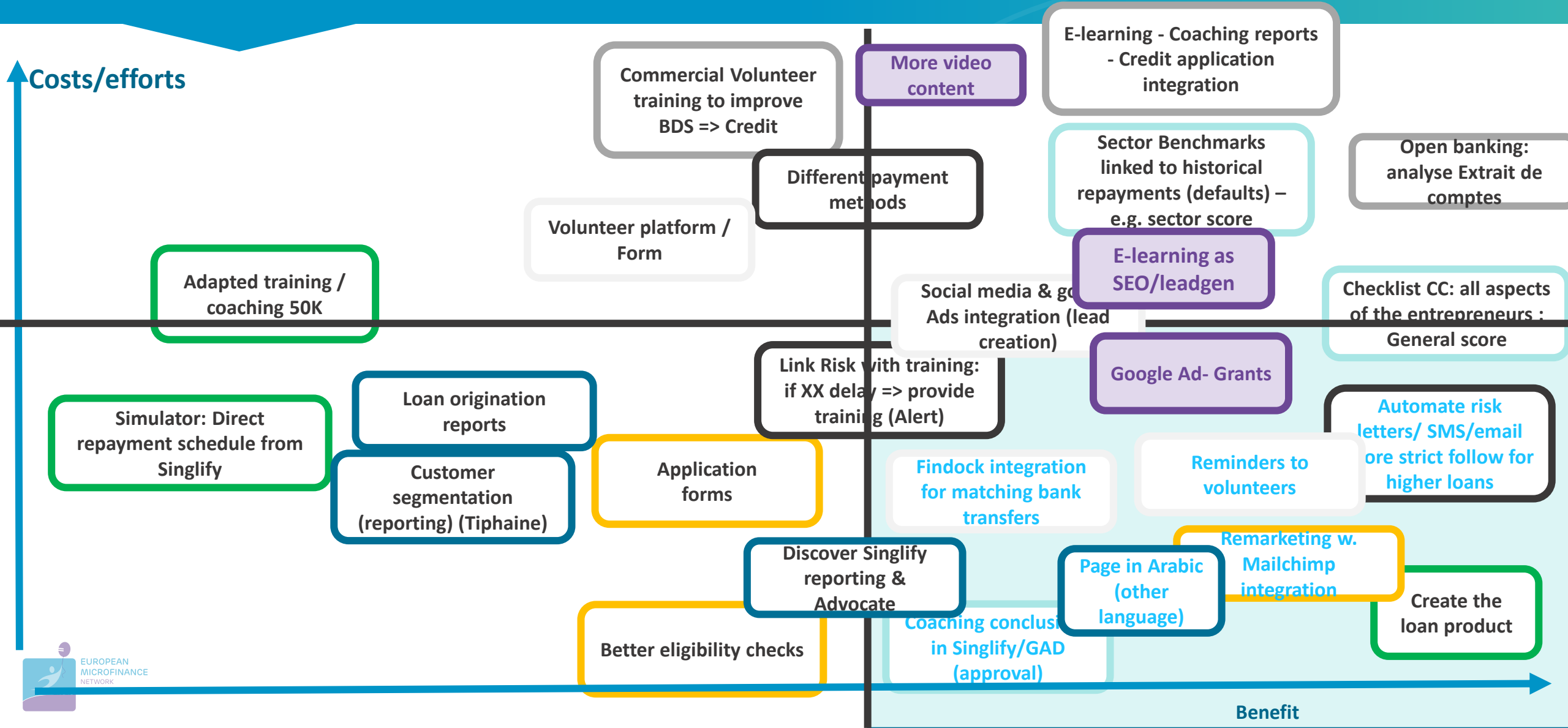
- Cost / efforts matrix
- High level estimation of costs and efforts
 - Experience
 - Ask peers / Other MFIs
 - Strategical IT partner
- Coherency with overall strategy
 - Impact strategy - KPIs – Prioritization of project concepts

IDEAS: Double eligible digital leads



All projects

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IV.

Project concept cards

Project concept card

- Objective: Make initial idea more mature
- Answer critical questions
- Better analysis on cost/benefits
- Return on investment / Return on impact
- Different templates on internet

Example: Project concept card

- Problem statement
- Other requirements
- Costs
- ROI
- Priority
- Measurement for success
- Solution design / describe solution
- Risks

Concept 3: E-learning as SEO/Leadgen

Problem statement

- The website of microlux isn't currently high in the SEO ranking for the potential clients (check with keyword planner)

Other requirements

- We currently don't have access to Google Ad Grants, therefore it is really key to invest more in SEO before we start doing Ad Grants.
- This can be seen in a broader project to generate content on the website => E.g. testimonials, Fiche secteur, ad hoc webinars, or other content

Costs

Time

- Development: 7 MDs
- Internal time: 3 MD + 1 MD/month
- Social media and Google Ads: 1000€/Year
- Optional: make leadgen from other content + 2WDs = 1WD developer)

Investments: 6400€ + 800 = 7200 €

Recurrent: 1200+1000 / Year = 2200€

ROI

Priority



Benefits / measure for success

- Views / unique visitors increase:
- Download measurement:
- Light leads creation

Describe solution

- Creation dedicated Newsletters/ invitations (1 WD / Month)
- Publicity through Social media Ads and Google Ads
- SEO improvements (technical, Content related, and referencing) (3 WD dev + 1WD)
- Better measurements with Google Tag Manager / GA 4 (2WD)
- Integration Website (email field) with Salesforce leads (1 WD Developer)

Risks

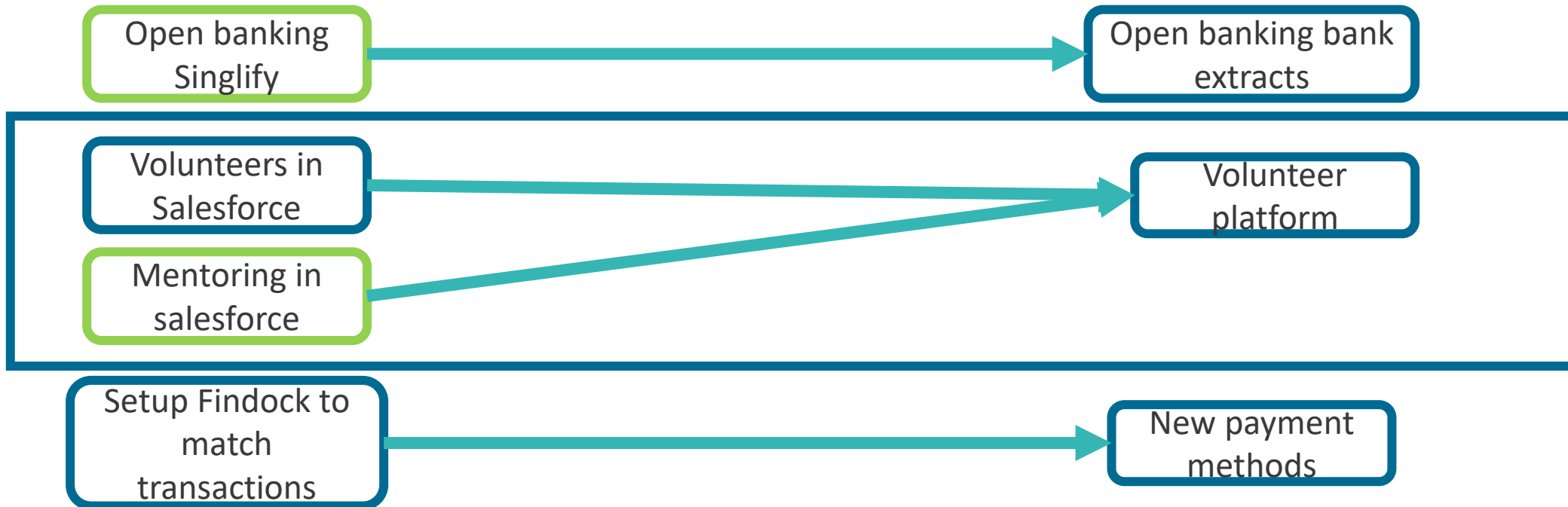
- Leads don't convert in microcredits
- Not a lot of emails received through the leadgens
- Not a lot views



Product roadmap

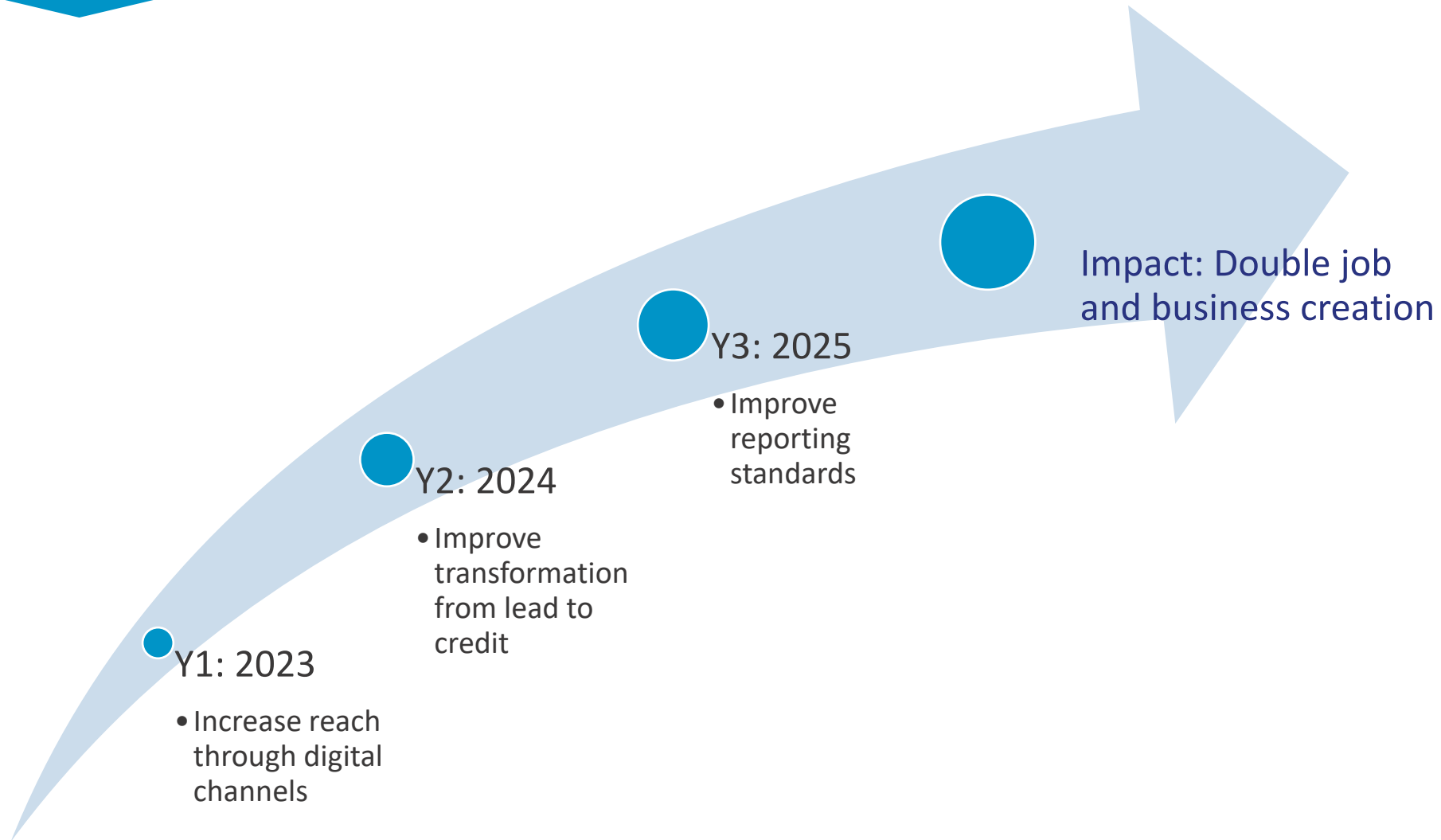
Interdependencies

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Roadmap microlux

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Next steps

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- Find budget
- Agile and Scrum implementation
- Change management
- Reevaluate & adapt roadmap regularly
- Governance: connection IT team and operations
- Measure progress / Evaluate



Q&A



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For more information

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