

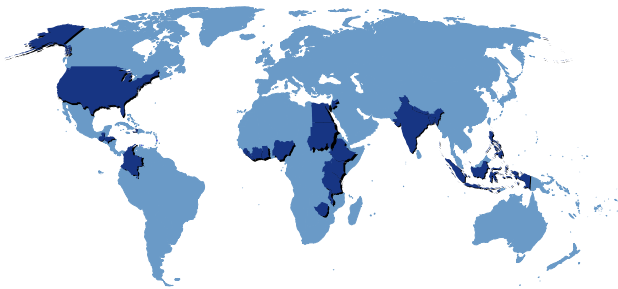


ABOUT OUR FIRM

Strategic Impact Advisors (SIA) is a women-owned global consulting firm with expertise in digital financial services (DFS), digital agriculture, off-grid energy, humanitarian assistance and women's economic empowerment.

Our mission is to provide insightful technical assistance to help people overcome barriers and improve their lives through technology and analysis.

We provide boutique consulting services in emerging markets to donors, implementing partners, the private sector and governments. Our client roster includes organizations such as USAID, GIZ, The World Bank Group, GSMA, WFP and FSD Africa.



SIA team members have provided digital finance and financial inclusion consulting services to donors, implementing partners, the private sector and governments in more than 25 countries over the past 30+ years.

OUR AREAS OF EXPERTISE IN DFS



Capacity Strengthening

We help strengthen the capacity and knowledge of DFS agents, mobile money operators, fintechs, donors and implementing partners.



Product Design

We design DFS products informed by market research and analysis. We also support clients with designing roll out and marketing strategies for these products.



Market Assessments

We assess DFS market landscapes through secondary and primary research to make recommendations for clients.



Demand Side Analysis

We conduct focus group discussions and household surveys to understand the digital finance needs of end users.



SECTOR: DIGITAL FINANCIAL SERVICES

We've seen how improving people's access to and usage of DFS alleviates poverty, fosters resilience, and contributes to more inclusive digital economies and the achievement of development outcomes.

Our team has worked to increase access to digital financial services (DFS) for underserved communities since 2011.

RECENT WORK



Improving Access to Remittances and Other Financial Solutions Through Digital Solutions in Jordan (Digi#ances). GIZ, Jordan, September 2022–February 2023

We supported GIZ in iterating and improving on existing digital financial literacy training and e-wallet knowledge materials in Jordan. Key audiences for this training included Syrian refugees, low-income Jordanians, women, and people with low literacy levels. This process involved conducting desk research on Jordan's DFS landscape, holding focus group discussions with trainees, developing training concepts and learning materials, and holding training of trainers with implementing partners.



Manual for Vetting Digital Financial Products and Payment Systems GIZ, Bank of Ghana, Ghana, October 2021–October 2022

We supported the Bank of Ghana (BoG) in developing a manual that will facilitate the vetting of electronic/digital financial products and payment systems and services. The aim of developing the manual was to ensure strict compliance with AML/CFT rules, improve work efficiency in licensing electronic/digital financial products and payment systems and services, and ensure suitable products, systems and services are offered to consumers.



Building Digital Payment Capacity of USAID Program Design Staff: Needs Assessment USAID, Global, September 2021–April 2022

We conducted a series of focus groups with USAID program design staff to identify obstacles to integrating digital payments and DFS in development programming. Our team also worked to identify existing solutions, resources and best practices for integrating payments and DFS in programming, as well as identifying the additional solutions needed and the best way to deliver that support.



Developing an E-Learning Course on Agent Networks at the Last Mile CGAP, DFI, Global, August 2021–December 2022

We served as the subject matter experts in designing and facilitating an [e-learning course](#) on the CGAP CICO Toolkit targeted to providers, policymakers and regulators. The overall goals of the course were to identify the significance and value of agent networks in creating long-term growth in digital finance markets, and to explain how stakeholders can viably extend the reach and quality of agent networks in rural areas.