

Business Model Canvas

Designed for:

MAALICARD LTD

Designed by:

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<p>Key Partners</p> <ul style="list-style-type: none"> Housing Finance Bank - escrow Interswitch – ATM/POS payments PIVOT for VISA /Mastercard collections MTN/AIRTEL for Bulk collections/ Payouts. MUA Insurance, to enable Brokerage of the Insurance services for personal accidents and micro health Registered with regulators (UMRA) to issue microloans and process national operator licenses with BOU for digital transactions. 	<p>Key Activities</p> <p>Engaging potential business partners for service integration and growth: (2). Building a network of Maalipay Agents across the country, (3), Enrolling aggregating organizations (coops, associations and corporates with a number of individuals users; (4) Customer development & retention & support services. 5) technology updates and system maintenance</p> <p>Key Resources</p> <p>In the expansion, we to build a network of Agents to support the end-users, (b) brand awareness (c) technology protection, updates, and security (d) data management and storage (e). marketing development and channel management (f) staff development (g) cash mobilization for growth and expansion Maali has invested in the registration of the IP and trademark of its products.</p>	<p>Value Propositions</p> <p>Maalicard is a Neo Bank that provides an online wallet called Maalipot, in combination with the MaaliCard a prepaid ATM Card. The Maali ecosystem addresses the unbanked and gives users access to payments, deposits, savings, microloans, and insurance services in partnership with other third service providers.</p> <p>Maali offers a 100% eco-friendly product /Service that is safer and socially impactful. Allowing the end to have faster, smarter, traceable, seamless transactions, yet convenient and 50% cheaper than the competition.</p>	<p>Customer Relationships</p> <p>Maali is working with Off takers to generate a stock management system that is ensured with traceable payment and produce purchases being tracked at each buying location. The service is inbuilt into the MIPI payment platform. All Maali customers have access to value-added services from integrated third parties like personal accident, and biller payments.</p> <p>Channels</p> <ol style="list-style-type: none"> USSD *284* 211# Feature phones MobileApp Android users WebApp – Online WebAccess Maalipay Agents – Network of Payout/cash collection ATM via Maalicard 	<p>Customer Segments</p> <p>The Maali is targeting 4 markets,(1). 2,737,560 underserved/ unbanked farmers in agribusiness; trading with commodity off-takers, (2) 684,390 Semi skilled contractors that are waged on weekly basis by the contractors, (3) Estimated 140,315 individuals in registered SACCOs/VSLAS and Investment Clubs for digital saving (4) Creating a network of 5,980 MaaliAgents to enable Foreign Direct remittance for the last mile Maalicard users.</p>
<p>Cost Structure</p> <p>Estimates Monthly Technology maintenance costs \$ 6500, Human Resource \$ 16,100 Financial Cost \$ 800 Technology infrastructure \$ 2600; Marketing and sales \$ 25,000 and administrative cost \$ 1800. The organization operates on a lean strategy with 9 full-time staff and 3 part-time; with a network of freelance sales executives and agents in the field earning on commission per sale. The business model is based on numbers lowering the cost of transactions and increasing utilization of the services. The main asset /stock requirement is Plastic cards at \$4 per card, POS at \$ 298 per terminal and the cost of printing the card and branding of the agents estimated at \$ 120 per agent</p>		<p>Revenue Streams</p> <p>Income Streams: Are derived from Setup fees of \$81 for nonindividuals and 8\$ for Individuals to purchase a meal card. Monthly management fees for nonindividuals of \$2 and \$0.005 for individuals and average transaction fees of \$0.216 per transaction Other Service Incomes :</p> <ol style="list-style-type: none"> Maalipot – free registration and enrollment of users on the platform targeting 72,000 enrollment in 12 months Microloans at of rate 6.50% per month, with a target of 25% of Maalipot holder to access the service Sale of maalicard at \$8, with a target of 55% of the maalipot purchase the cards. Maalisave users, with a target of 60% of the Maalipot users become digital savers. 		

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