



FINANCIAL INCLUSION LAB

A CIIE.CO initiative in partnership with MSC Consulting

Supported by

The Bill & Melinda Gates Foundation, J.P. Morgan, MetLife Foundation, the Michael & Susan Dell Foundation and the Omidyar Network

APPLY NOW

The Indian FinTech industry was growing rapidly when the COVID-19 pandemic struck. Undoubtedly, the pandemic has been harsh on the physical, mental and economic well-being of the country, especially for the low-and-middle-income (LMI) segments. Livelihoods have been disrupted, access to capital choked and savings have been eroded significantly. Simultaneously, newer digital infrastructure is taking hold, and innovative products and engagement models are being developed.

If your startup is passionate to ride this next wave of disruptive innovation and create impactful solutions to include India's financially excluded population, then we invite you to be a part of the fourth cohort of the one-of-its-kind 'Financial Inclusion Lab' dedicated to supporting startups such as yours! We are especially looking out for start-ups that have achieved at least some validation through early users, paying customers or key partnerships.

Up to 10 startups will be selected for this 20-week long acceleration programme. **Apply NOW!**

About the Financial Inclusion Lab

Startups are often unaware of the specific user needs, design elements and distribution models to be considered when solving for the underserved LMI segments. A one-size-fits-all solution ends up being irrelevant to the customers and drains the startup's limited resources. The need to reimagine such solutions drives the Financial Inclusion Lab - this time with a special focus on building for resilience and relevance in the post-Covid world.

A part of CIIE.CO's Bharat Inclusion Initiative, the Lab aims to improve the financial health of India's underserved LMI segments by supporting startups in the areas of Fintech, Skilling and Livelihood. CIIE.CO is collaborating with MSC Consulting, an international digital financial inclusion consultancy firm, to provide the startups with high-touch advisory and insights into the LMI segments. We have supported 27 early stage startups in three cohorts so far. Cumulatively, these startups have already served 10mn+ individuals and raised over \$14.5Mn in funding post their participation in the Lab.

What we offer

Customized support to each selected startup, including

- Capital of up to **INR 25 lakhs** for Product Development and Market Validation
- **Field studies** led by financial inclusion experts for customer and market insights
- Curated sessions by **IIM Ahmedabad faculty, entrepreneurs** and **LMI experts**
- **Mentoring by LMI-focused practitioners**, entrepreneurs and domain experts
- Access to **CIIE.CO's exclusive Founder Network** of 300+ startup founders
- **Extensive visibility** through our platforms and networks
- **Portfolio support** to help connect with customers, partners and investors
- **Investment readiness** advisory and preparation
- Cloud credits, legal, marketing and other **services worth additional \$300,000**
- Need based **additional financial and technical assistance** for high potential ideas

And much more...

Startups we seek

We are interested in supporting **technology solutions** that help in **improving financial health and capabilities** of communities impacted by the pandemic including micro-businesses, informal workers, small farmers and women. The solutions could be cutting across adjacent domains such as **agri-fintech** and **health-fintech** that have especially become relevant post-Covid-19. Desirable solutions include innovative **flow-based credit models**, underwriting methods that **leverage social behaviours**, models leveraging SHGs and other **social capital aggregators** to enhance women's access and usage of financial services, LMI-focused Insurtechs, and skilling and livelihood **solutions that leverage fintech for unique value addition** to LMI segments.

For more information and to apply, please visit: bharatinclusion.ciie.co

About the Bharat Inclusion Initiative

The Bharat Inclusion Initiative is an effort to build knowledge and foster innovation and entrepreneurial activity directed towards improving financial inclusion and livelihood for the lower income segment. Taking an ecosystem development approach, the programme is also creating and disseminating resources that help startups and entrepreneurs get the right knowledge, tools, funding, partners, and access to test markets to help develop inclusive solutions.

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For any queries, please email us on bharatinclusion@ciieindia.org

