

**Demo Application:**

<b>Applicant Information</b>	
<b>Name of company:</b>	BongoCell Tanzania PLC.
<b>Phone contact for company:</b>	+255 255 000 000 1
<b>General email for company:</b>	Sample.application@BongoCell.co.tz
<b>Website for company (optional):</b>	www.bongocell.co.tz
<b>Type of organization:</b>	MNO
<b>Number of customers (estimate):</b>	1,000,000
<b>Number of employees (estimate):</b>	750
<b>Contact name:</b>	Mrs. Mangi
<b>Contact position:</b>	Director, Innovation Unit
<b>Contact email:</b>	Mama.mangi@BongoCell.co.tz
<b>Contact phone number (optional):</b>	+255 255 000 000 2
<b>2. The Problem/Challenge/Opportunity</b>	
<b>Summary of the problem/challenge proposed (200 words):</b>	BongoCell, in collaboration with its banking partner TanzaBank PLC have been experiencing difficulty in expanding uptake and usage of a digital savings platform (BongoHela) created in collaboration between the two organizations. Despite having over 1,000,000 customers, few are signing up to BongoHela and those that do rarely use the platform to deposit savings. Even fewer customers keep their savings on the platform for an extended period of time.
<b>How do you envisage the FinSights Lab supporting you? (200 words)</b>	BongoCell envisions collaboration with FinSights Lab around the following areas: <ol style="list-style-type: none"> <li>1. Understanding the root causes of the problem that leads to low uptake of BongoHela</li> <li>2. Support the BongoCell Innovation Unit in developing and testing interventions to increase uptake and continued use of BongoHela.</li> <li>3. Support BongoCell and TanzaBank in the roll-out of interventions to increase uptake and continued use of BongoHela.</li> </ol>
<b>What are your targets for this project? (100 words)</b>	<ol style="list-style-type: none"> <li>1. Increase the percentage of Active BongoCell customers by 35% by Q2 2019.</li> <li>2. Increase the percentage of customers with Tshs. 5,000 balance and above from 25% to 45% by Q2 2019.</li> </ol>

	<p>3. Increase percentage of customers saving for longer than 2 months from 20% to 40% by Q2 2019.</p>
<p><b>What is your timeline for this project? (100 words)</b></p>	<p>BongoCell and TanzaBank are currently working towards rapid growth of its customer base by Q2 of 2019 in order to launch its loans platform with a large enough customer base.</p>
<p><b>Tentatively, who would be the contact person at your organization, and how much time per week would they be able to invest in this project? (100 words)</b></p>	<p>Mrs. Mangi will be the contact person at BongoCell. She will be able to invest 24 hours into this project per week.</p>