Call for Application

Achieve Market Performance Through FinSights Lab

Do you have an innovative idea? Are you looking to develop an effective product or solution? Do you want to improve the value of an underperforming product? Do you want to shape relevant, evidence-based policies and regulations? Are you looking for direction to design and roll-out a public program?

If you answered yes to any of the questions above, come and join FinSights Lab, a solutions-driven interactive research platform, set up by the Financial Sector Deepening Trust (FSDT) to support both the private and public sectors. FinSights Lab is designed to be flexible and nimble, providing solutions in a variety of environments at optimal speed and low cost. It brings together world-class expertise in behavioral design, data science, and experimentation to bring a more action-oriented approach to solutions development. It has the experience and skills to carry out a range of research, design and testing activities for clients in the financial services sector. By bringing these skills to the market, together, we can create the innovation needed to disrupt Tanzania's financial services.

FinSights Lab will do this by working with clients in the public and private sectors to build new solutions or improve existing ones, taking each client along a 4-step journey entailing:

1. **Understanding** the problem;
2. **Designing** solutions;
3. **Testing** the effectiveness of the solutions, and
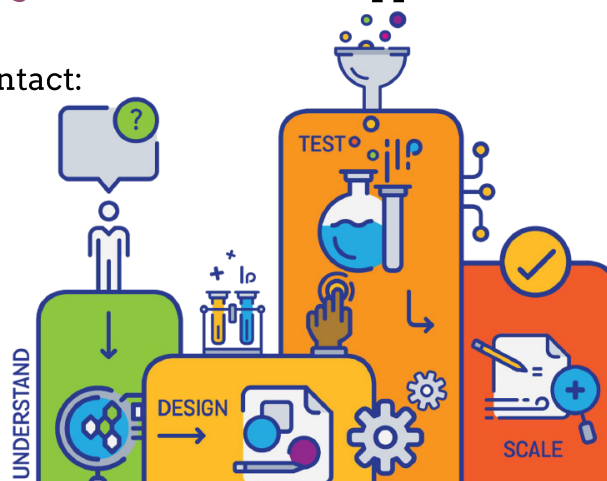4. **Scaling** the most effective solutions to reach the desired impact.

We invite your organization to apply to FinSights Lab, outlining the market challenge you would like to resolve and develop, an innovative idea for a new product, service or policy, or an idea to improve one that is underperforming. We strongly encourage both financial service providers and the public sector to apply.

For more details on FinSights Lab and the application process, visit: http://www.fsdt.or.tz/finsightslab. **Deadline for applications is 5pm East African Time on 26th September, 2018.**

For further enquiries, contact:

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