

## Application process:

This application will follow a three stage process:

1. First, interested candidates must fill out the online application form. This is designed to be short and quick to fill in, and will collect the data required for FinSights Lab to understand the needs of the project, and select the strongest applicants.
2. Second, FinSights Lab will select the strongest candidates, and will send them a longer application form. Candidates will outline more details about their organization, and their suggested engagement.
3. Based on this longer application form, FinSights Lab will select successful candidates, and will finalize and begin the engagements.

## Demo application:

<b>1. Applicant Information</b>	
Name of company:	BongoCell Tanzania PLC.
Phone contact for company:	+255 255 000 000 1
General email for company:	Sample.application@BongoCell.co.tz
Website for company (optional):	www.bongocell.co.tz
Type of organization:	MNO
Number of customers (estimate):	1,000,000
Number of employees (estimate):	750
Contact name:	Mrs. Mangi
Contact position:	Director, Innovation Unit
Contact email:	Mama.mangi@BongoVell.co.tz
Contact phone number (optional):	+255 255 000 000 2
<b>2. The Problem/Challenge/Opportunity</b>	
Summary of the problem/challenge proposed (200 words):	BongoCell, in collaboration with its banking partner TanzaBank PLC have been experiencing difficulty in expanding uptake and usage of a digital first-time savings platform (BongoHela) created in collaboration between the two organizations .This product is designed to encourage first-time savers to begin a culture of regular savings. Despite having over 1,000,000 customers under the age of 25, 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.

<p>In what way does your problem/challenge have a focus on youth? (200 words)</p>	<p>While this product is not exclusively designed for youth, most of its customers are between the ages of 18 and 25, due to the value offering that it provides. BongoHela has the potential to drive a savings culture among youth, supporting them to build assets, and save for their future.</p>
<p>How do you envisage FinSights Lab supporting you (200 words):</p>	<p>BongoCell envisions collaboration with FinSights Lab around the following areas:</p> <ol style="list-style-type: none"> <li>1. Understanding the root causes of the problem that leads to low uptake of BongoHela among the youth.</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>
<p>What are your targets for this project? (100 words):</p>	<ol style="list-style-type: none"> <li>1. Increase the percentage of Active BongoCell youth customers by 35% by Q2 2020.</li> <li>2. Increase the percentage of youth customers with Tshs. 5,000 balance and above from 25% to 45% by Q2 2020.</li> <li>3. Increase percentage of youth customers saving for longer than 2 months from 20% to 40% by Q2 2020.</li> </ol>
<p>What is your timeline for this project? (100 words):</p>	<p>BongoCell and TanzaBank are currently working towards rapid growth of its customer base by Q2 of 2020 in order to launch its loans platform with a large enough customer base.</p>
<p>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)</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>