Mapping initiatives and tools on supply and demand:
CSAF Funder Survey and Analytics, *powered by MIX*
SAFIN workshop, Rome, 27-Nov-17
Founded in 2002, MIX’s mission is to provide the data, analytics and insights that empower decision makers to build an inclusive financial services ecosystem.

These audiences include:
1. Investors
2. Financial Service Providers
3. Governments

MIX serves the financial inclusion market by:

1. Identifying information gaps that impede market development
2. Providing data and analytics solutions that support actors to build healthy markets
MIX’s platforms connect data providers and users

**DATA PROVIDERS**
- **FINANCIAL SERVICE PROVIDERS**
- **INVESTORS**
- **MOBILE NETWORK OPERATORS**

**DATA**

**PLATFORM**
- Annual and quarterly data on ~1000 financial service providers, 100+ countries, 100M clients
- Used by impact investor channeling ~10bn USD
- Data on ~1300 agricultural SMEs and 700M USD in annual financing flows (private, emerging)

**DATA USERS**
- **FINANCIAL INCLUSION**
  - Impact investors
  - Policy makers
  - Mobile network operators
  - Financial service providers

- **AGRICULTURE FINANCE**
  - Impact investors, donors and lenders
  - Financial service providers
  - TA providers

**mIX Market**

- Standardization
- Data collection
- Data aggregation
- Data verification
- Data synthesis
- Data analysis
- Market intelligence
MIX partners with CSAF members for portfolio insights

Objective: … “to build better market data on the interventions of impact funders in the [smallholder ag] sector and better intelligence on financing developments in those markets and value chains.”

Methods: Since 2016, MIX aggregates data on individual loans and equity investments, including data on underlying agri-businesses, from each CSAF member. Data are normalized and compiled into a common, private database to produce aggregate analyses.

Outputs:
- *Analysis PPT*, of which a portion is published in the [CSAF State of the Sector](#) report
- Online *analytical dashboards* for CSAF members to explore the financing data (by country, by commodity, by agri-business type, etc.)
MIX aggregates CSAF members send data on individual agri-SMEs into a platform to deliver online analytics on agri-SMEs and portfolio funding.
The analytics meets many pressing needs, but challenges remain

What can we already know?
- Funding flows to countries, commodities and types of actors
- Types of funding and other characteristics of funding (pricing, tenure) provided by social investors
- Concentration of funding in individual agri-SMEs
- Characteristics of agri-SMEs funded
- Risk in funding to countries, commodities and type of actors

What challenges were faced / remain?
- Standardization of data (funding type, commodities, agri-SME type, agri-SME financial and operating data). *This is well underway.*
- Cross-tabulating overlapping data on individual agri-SMEs from different investors. *This is underway, but inefficient.*
- Providing comfort on private data stewardship in a shared analysis environment. *This is well underway.*
- Creating a more inclusive pool of funders for a more complete view on the funding landscape. *This is not yet started.*
MIX is a US-based non-profit with teams around the world

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