Mapping initiatives and tools on supply and demand:

CSAF Funder Survey and Analytics, *powered by MIX*

SAFIN workshop, Rome, 27-Nov-17

www.themix.org

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

MATURE

🏛️

FINANCIAL SERVICE PROVIDERS

💼

INVESTORS

📱

MOBILE NETWORK OPERATORS

EMERGING

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)

miX Market

- Standardization
- Data collection
- Data aggregation
- Data verification
- Data synthesis
- Data analysis
- Market intelligence

PLATFORM

DATA USERS

MATURE

FINANCIAL INCLUSION

- Impact investors
- Policy makers
- Mobile network operators
- Financial service providers

AGRICULTURE FINANCE

- Impact investors, donors and lenders
- Financial service providers
- TA providers

EMERGING

DATA+ANALYSIS+INSIGHT

MIX partners with CSAF members for portfolio insights

*"[MIX's analysis] allowed us to assess our role as impact investors serving the 'missing middle' and to **inform our strategy moving forward**."*

Brian Milder
Root Capital (CSAF coordinator)

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 product aggregate analyses.
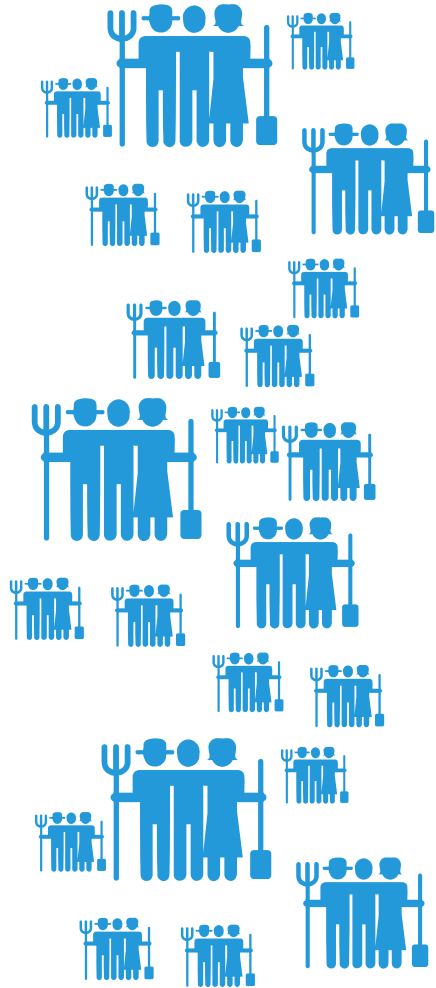
Outputs:
-*Analysis PPT*, of which a portion is published in the CSAF State of the Sector report
-Online *analytical dashboards* for CSAF members to explore the financing data (by country, by commodity, by agri-business type, etc.)
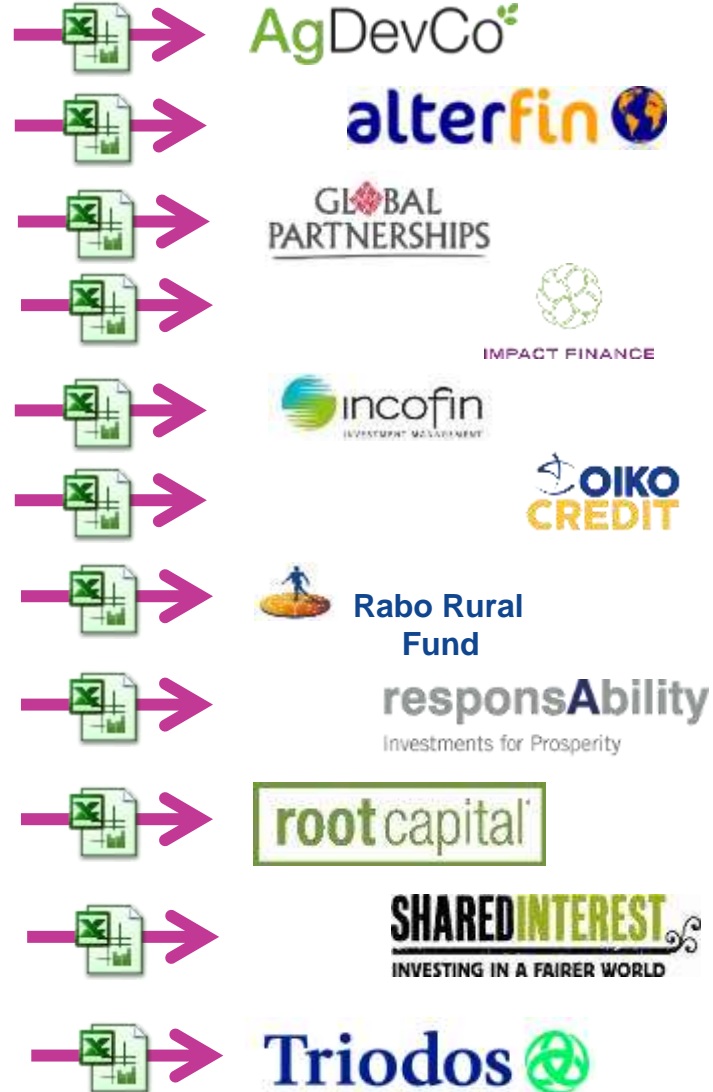
MIX aggregates CSAF members send data on individual agri-SMEs into a platform to deliver online analytics on agri-SMEs and portfolio funding

Agri-SMEs

CSAF members

Insight

AgDevCo

alterfin

GLOBAL PARTNERSHIPS

IMPACT FINANCE

incofin
INVESTMENT MANAGEMENT

OIKO CREDIT

Rabo Rural Fund

responsAbility
Investments for Prosperity

root capital

SHARED INTEREST
INVESTING IN A FAIRER WORLD

Triodos

miX

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

Founded in 2002, our mission is to provide the data, analytics and insights that empower decision makers to build an inclusive financial services ecosystem.

CGAP

Citi Foundation

Citi

mastercard foundation

MetLife Foundation

International Development Professionals

Financial Analysts

Technology Developers

Data Visualization Specialists

Headquarters (Washington)

Eastern Europe and Central Asia (Baku)

Africa and The Middle East (Dakar)

Asia (Hyderabad)

Latin America and The Caribbean (Lima)