

13 Key Takeaways from the Financial Solutions for Migrants Summit

The Financial Solutions for Migrants Summit, organized by Village Capital and hosted by the Impact Linked Finance Fund (ILFF), took place in Istanbul from June 18-22, 2023. Funded by the Swiss Agency for Development and Cooperation and the Austrian Development Agency, the Summit brought together over 30 innovative fintechs from Africa, the Middle East, and Asia, following an intensive virtual acceleration program.

Through insightful roundtables and practical workshops, the summit fostered discussions on financial inclusion, migration, FinTech innovations, and fundraising strategies. It emphasized the significance of investing in gender inclusive FinTech solutions and served as a platform to exchange knowledge, share best practices, and forge partnerships to enhance impactful financial solutions that improve the lives of migrants around the world.

The Financial Solutions for Migrants Summit is part of the ecosystem-building pillar of the Impact-Linked Fund for Gender Inclusive Fintech (ILF for GIF). The ILF for GIF is a highly innovative program that strives to catalyze women's financial inclusion with Impact-Linked Finance. [More about the ILF for GIF.](#)



24
fintechs



16
panelists



4
days



18
countries
represented

Serving Migrant Women: Market Potential and Business Opportunities

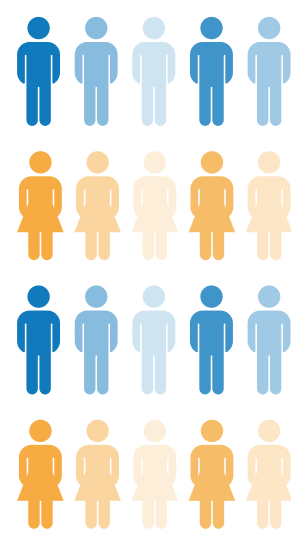


01

“People think the **unbanked** market is niche and risky. It is not. It is a **massive market**, and it's **profitable**.”

Recognizing the vast potential and market size of the unbanked population, including female migrants, presents significant business opportunities.

Addressing the financial needs of the unbanked majority not only unlocks untapped potential but also drives both social impact and profitability, making it a win-win scenario for fintechs focused on this market segment.



02

“Migrants represent a diverse group, and **achieving true inclusivity** requires us to **specify the segment** we are targeting and focus on sub-groups.”

Achieving true inclusivity entails recognizing the diverse needs and experiences of different migrant sub-groups.

Utilizing a targeted approach that acknowledges the diverse needs and experiences of different migrant sub-groups ensures equal access and opportunities for all, fostering true inclusivity in financial services.

03

“Understanding **clients' culture** is the key to **success**.”

Cultural understanding plays a crucial role in delivering effective financial services to women migrants, by enabling the design of services that align with customers' values, preferences, and financial behaviors.

Tailoring services to align with the cultural context fosters trust and relevance, leading to better outcomes for migrant clients.

User-Centric Approach and Cultural Understanding



04

“**Fintech solutions** can overcome cultural hurdles and open new pathways to link remittances with **social protection** schemes, significantly **benefiting migrant women** and their families.”

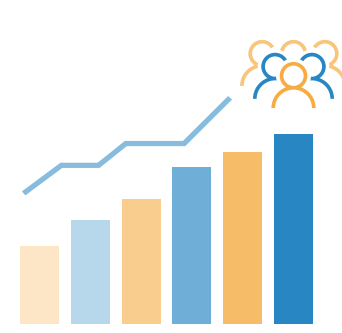
By leveraging technology, innovative fintech solutions can bridge language and cultural barriers, enabling seamless financial transactions and communication for female migrants, while also channeling remittances directly into social protection programs tailored to women's specific needs. This empowers them to access social protection benefits more efficiently, ensuring greater financial security and economic empowerment for female migrants and their families.

05

“**Build with your users**, not for your users.”

Adopting a user-centric approach by involving users in the design and development of financial solutions ensures that products and services are relevant, user-friendly, and aligned with their actual needs.

By actively engaging and listening to users throughout the development process, fintechs can create more effective, customer-focused solutions that truly address the challenges and requirements of their target audience.



06

“**Trustworthiness** is a **fundamental** element for successful financial service provision.”

Building trust is crucial for success in the financial services industry, particularly when serving women migrants.

Focusing on trustworthiness, integrity, and delivering on promises enhances customer loyalty and drives long-term business growth.

Growth Strategies & Success Factors

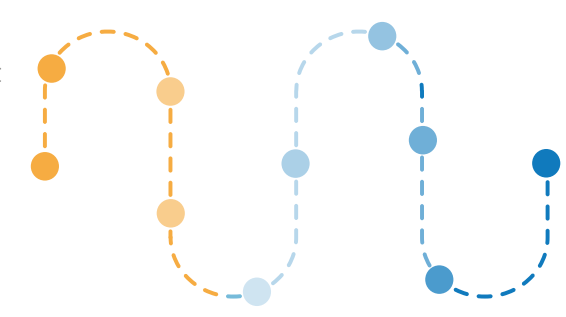


07

“**Success is 1% product** and **99%** achieving **product/market fit** with a **solid distribution channel**.”

Developing a successful financial product is just the beginning; achieving product/market fit and establishing a robust distribution channel are critical for scale and success.

A comprehensive go-to-market strategy and effective distribution networks are vital for reaching and serving migrant customers.



08

“Start-ups fail because of indigestion; **focus on solving one specific problem or pain point**.”

Overextending or trying to solve too many problems at once can lead to failure.

Focusing on addressing a specific problem or pain point allows startups to deliver effective solutions and build a solid foundation for growth.

09

“It is crucial to go **beyond providing the service**, and to look back and **follow-up with customers**, not just when a problem occurs.”

Building strong customer relationships and providing ongoing support and follow-up is vital for maintaining trust and enhancing customer satisfaction and measuring the impact of the services provided through robust impact measurement & management (IMM) practices. Proactive customer engagement, monitoring outcomes, and measuring impact contribute to long-term success, sustainable growth, and the continuous improvement of services tailored to the needs of migrant customers.

10

“If you can afford it, seek legal advice, especially in **frontier tech: cutting-edge and emerging technologies** that are at the **forefront of innovation**.”

Navigating legal frameworks and regulations, particularly in emerging technologies, is essential to ensure compliance and mitigate potential risks.

Seeking legal guidance helps fintechs operate within the boundaries of the law and safeguards their operations.

11

“Out of **100** investments in start-ups, **only 1** is based on a **direct approach**, while the majority relies on **recommendations or referrals**.”

The best way to approach investors is indirectly, through recommendations or third-party introduction.

Building trust and credibility through recommendations and introductions significantly enhances investor engagement, making it important for fintechs to actively network and establish connections within the industry.

Funding & Partnerships



12

“Between equity and debt, there are very colorful financial structures that **fintechs can benefit from**.”

Exploring diverse funding structures provides flexibility and opportunities for fintechs to access capital that aligns with their business goals and growth strategies.

Leveraging various financing options, such as impact-linked finance, blended capital or revenue-sharing agreements can optimize funding and support the scaling of financial solutions for migrants.

13

“The **relationship** between a **venture capitalist** and an **entrepreneur** lasts longer than the average U.S. marriage.”

Building a strong and enduring relationship between venture capitalists and entrepreneurs is crucial for long-term success.

Nurturing a mutually beneficial partnership based on trust and shared goals enhances the potential for sustainable growth.