

Mobile MicroBusiness Hubs

In the Philippines, the use of 3G and 4G – enabled Android smartphones is empowering Nanay (Tagalog for “Mother”) entrepreneurs to level-up their community-based micro-retail shops called sari-sari stores. Hapinoy and Qualcomm® Wireless Reach™ developed a holistic program that provides participating Nanays with online communities and AI-based chatbot features on their mobile phones. The Nanays can then maximize microlearning materials on financial and business literacy, digitization, as well as connect with financing and technology providers - evolving their sari-sari stores into Mobile Microbusiness Hubs.

As a Mobile MicroBusiness Hub, Nanays develop next-generation sari-sari stores and increase their incomes by harnessing their smartphones to use mobile money wallets, digital ordering apps, and offering their customers digital services such as airtime, bills payment, and remittances. These digital services have proven to be vital during emergencies and especially during the Covid-19 pandemic, particularly in the day-to-day lives of domestic migrant workers and local communities.

PHILIPPINES

2022 Statistics*

Population (2022 est.)  **114.5 million**

Life Expectancy (2022 est.)  **71.4 years**

GDP Per Capita (2020 est.)  **US\$8,000**

Mobile Penetration (2020 est.)  **137%**

Challenge

- Economic growth is correlated with poverty alleviation and access to financial services is a key element of development and growth in emerging economies.
- According to The World Bank, “Globally, 1.7 billion adults remain unbanked, yet two-thirds of them own a mobile phone that could help them access financial services.” While improving, 44% of adult population in the Philippines is still unbanked (in 2021). Without this crucial banking access, people have difficulty making payments or transferring money.²
- While small retailers cannot justify the cost of a point-of-sale device or card reader, most of their mobile phones can be used to purchase goods and services, pay bills, and send and receive money.³
- The Covid-19 pandemic has wreaked havoc on the livelihoods of businesses the world over, most especially for vulnerable microbusinesses, such as sari-sari stores. Many challenges emerged that Nanays needed to immediately overcome – gaining access to working capital given their strained cashflow and operations, restocking inventory despite the lockdowns and limited mobility, selling to customers in new digital and contactless ways, and diversifying into new revenue streams.

Solution

- Mobile Microbusiness Hubs is a holistic program that provides participating Nanays with mobile-based financial and business training, access to capital via partner financing institutions, and new business opportunities from mobile money operators, technology developers, and fast-moving consumer goods companies.
- Through Hapinoy’s mobile-based chatbot and online communities, sari-sari stores gain access to personalized learning modules that help them become more digital and Covid-resilient, provide linkages to technology partners for digital ordering, cashless payments, as well as to provide customers with digital services such as airtime loading, bills payment, money remittance, and microinsurance.
- By offering high-impact products and services through their participation in Hapinoy, Nanays can generate additional income by providing quick and reliable mobile-based services in the convenience of their customer’s local neighborhood stores. This advanced wireless solution generates higher store traffic and new revenue streams for the sari-sari storeowners, contributing to overall economic growth in the local community.

*Sources: CIA World Factbook (<https://www.cia.gov/the-world-factbook/>)

Impact



Mobile Financial Literacy

The mobile literacy program helps entrepreneurs view a mobile phone as more than a communication tool – they now understand the business value in owning a smartphone and offering mobile-based services to their customers.



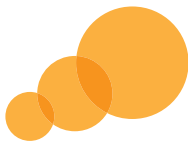
Support and Training

Hapinoy storeowners are now nationwide and can access Hapinoy's learning modules via its online communities and the Hapinoy chatbot. Here they gain training on digitization, utilizing cashless payments, doing digital marketing/live selling, and offering digital services.



More than 500,000 Reached

More than half a million people have been reached through the network of Hapinoy Stores. Customers make use of digital services, which include loading airtime, bills payment, remittances, and microinsurance.



Growing Communities

This advanced wireless solution aims to generate higher store traffic and new revenue streams for Nanays, which allows them to increase their incomes by 10-20 percent, as well as contributing to overall economic growth in the community.



Program Success and Scale

The program has seen great success and has had a significant impact on Nanays living in Leyte and Samar, provinces greatly affected by Typhoon Haiyan in November of 2013. Hapinoy worked on a bounce-back program for sari-sari storeowners which included mobile literacy for future communication resilience, as well as enabling capable storeowners to provide mobile money remittance services.



40,000+ Micro-Entrepreneurs

Through the Covid pandemic, Hapinoy was able to dramatically scale-up as the organization transitioned to a purely online operation - including recruitment, on-boarding, and continuing engagement – leading to a rapid expansion to 40,000 sari-sari storeowners.

Program Stakeholders



¹ <http://www.worldbank.org/en/programs/globalindex/overview>

² While improving, 44% of adult population in the Philippines is still unbanked (in 2021).
<http://www.bsp.gov.ph/downloads/Publications/2012/Financial%20Inclusion.pdf>

³ State of the Industry Report on Mobile:

http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2017/03/GSMA_State-of-the-Industry-Report-on-Mobile-Money_2016-1.pdf

September 2022

Qualcomm® Wireless Reach™

Qualcomm Wireless Reach invests in sustainable programs that demonstrate innovative uses of wireless technology to strengthen economic and social development globally. Our programs foster entrepreneurship, aid in public safety, enhance the delivery of health care, enrich teaching and learning, and improve environmental sustainability. Since 2006, Qualcomm Wireless Reach has benefitted more than 24 million people.

Learn more at www.wirelessreach.com

@QualcommforGood