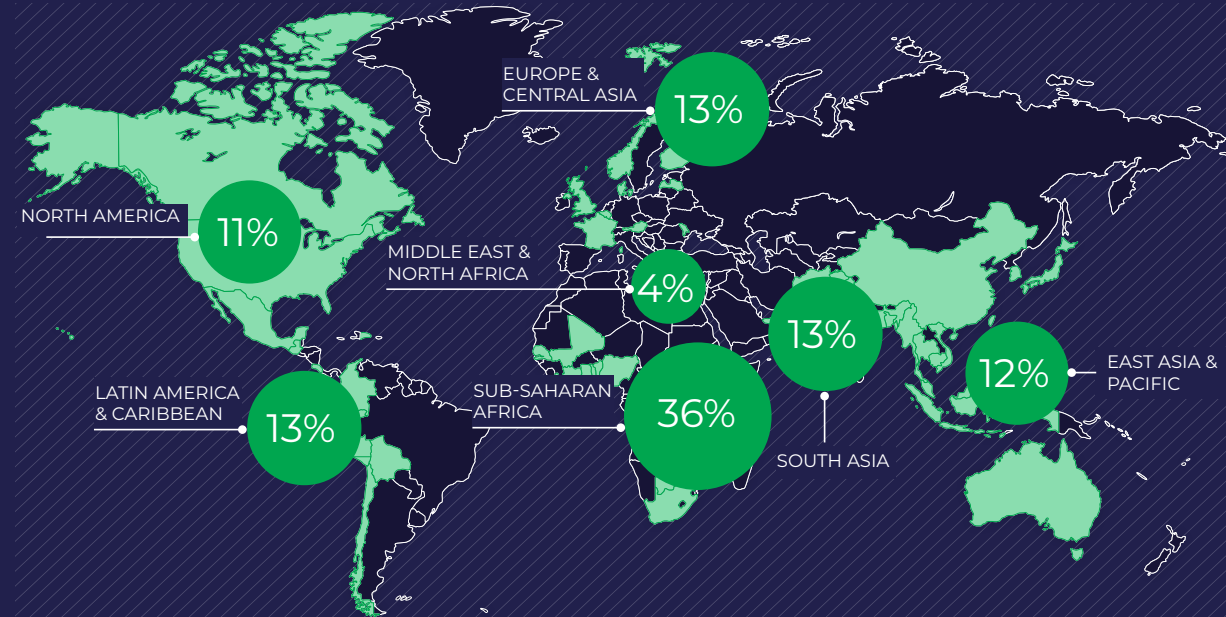
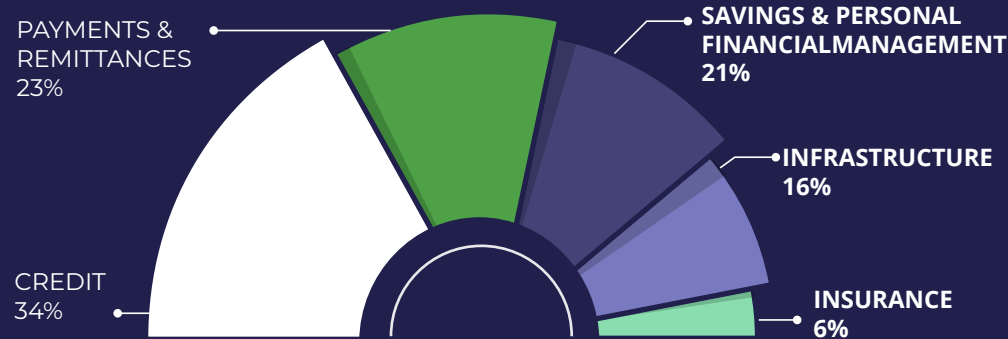


INSIGHTS FROM THE 2021 INCLUSIVE FINTECH 50 COMPETITION

283
Eligible applicants

Reaching
97M END-USERS
IN 107 COUNTRIES

2021 IF50 APPLICANTS BY PRODUCT CATEGORY



COMPETITION ATTRACTS EARLY-STAGE STARTUPS



IF50 FINTECHS ARE PURSUING CREATIVE APPROACHES TO SERVE CUSTOMERS

INCREASING ACCESSIBILITY

37%
Use agents to reach underserved segments

80%
Helped customers access essential services during COVID-19

OVER 60%
Provide alternatives to accommodate women customers who do not have access to mobile phones

38%
Partnered with community organizations, provided in-person digital skills training, or worked with community role models to assist and onboard low-literate customers

YET FUNDING CONCENTRATION PERSISTS

64% of funding went to startups in 5 countries

- COLOMBIA
- INDIA
- MEXICO
- SINGAPORE
- UNITED STATES

Funding remains concentrated in a few inclusive fintechs in each region

Women-led inclusive fintechs raised **1/3** the funding of male-led fintechs.

AND POTENTIAL CUSTOMER RISKS PERSIST AROUND DATA USAGE

MOST POPULAR DATA SOURCES:

1 Traditional data (financial transaction history)

2 Basic alternative data (geolocation and mobile phone behavior data)

66% Require customer consent

73% That receive venture capital require consent
VS
55% of those that are self-funded

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