

# mosabi

Company overview

**Embedded upskilling and product matching for financial journeys**

Uncertainty for



MSMEs in LatAm/Carib

**99%**

of the region's businesses

**9 of 10**

are micro-enterprises

**60%**

of jobs

*CAF and OECD, 2019*

# A team dedicated to MSME livelihoods



**Kayee Au**

*Co-Founder & CCO*



**Chris Czerwonka**

*Co-Founder & CEO*



**Francis Okeke**

*Co-Founder & CFO*



**Patrick Burke**

*CTO*



**Jessica Massie**

*CLO*



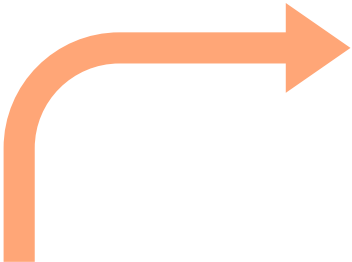


# Unlocking financial opportunities through innovative learning

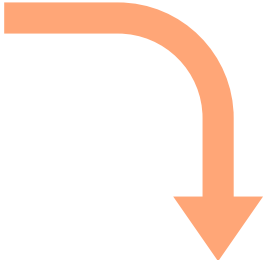
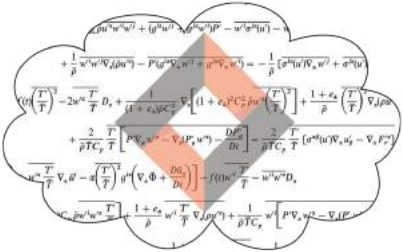
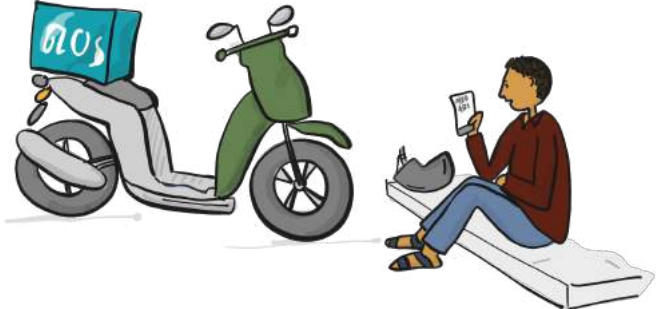
Mosabi® – USPTO trademark 6115995; serial number 88395140



# Mosabi links learning and access



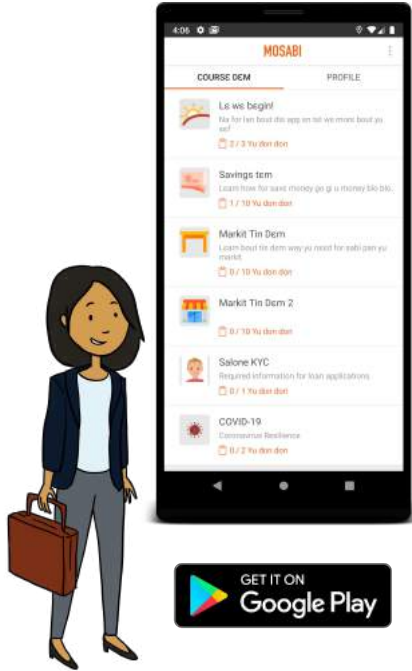
learn • earn • save



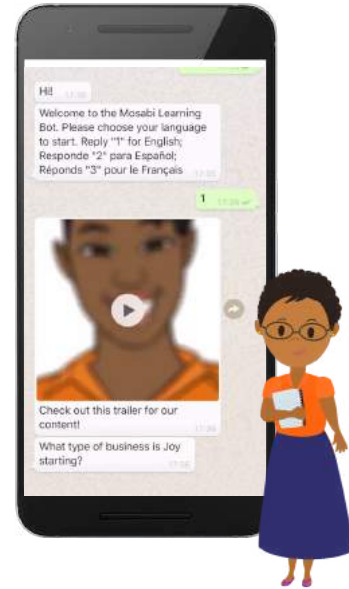
MosabiScore™



# Mosabi use case success stories



TECNO  
KaiOS



**One central learning management system  
+ a custom omnichannel content delivery network:  
smartphones or basic phones,  
online or offline,  
and chatbots via WhatsApp, Facebook, and SMS**











Say "Get Started"

Marketplace

Welcome to the Mosabi Marketplace.

Here you can find a wide range of products from our respected financial partners. As you complete more of the Mosabi training, you will unlock access to more and more products.

Here you can:

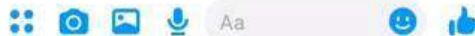
1 - View Products



**Versa**

Versa - Get fixed deposit-like daily returns with no lock-ins and hidden terms

VIEW



# User journeys



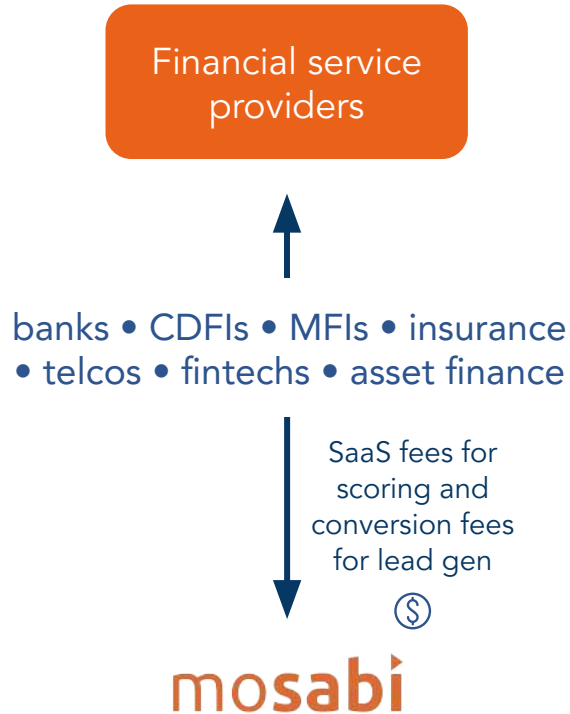
Partner-sponsored campaigns

Embedded in partner systems

Organic discovery

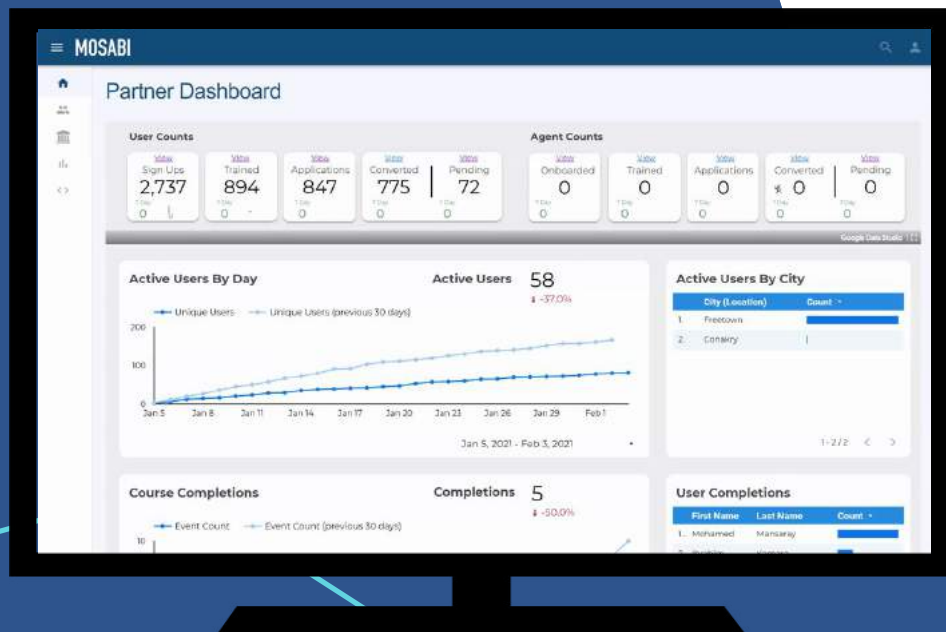
# B2B business model

SaaS data insights dashboards, reporting, and open APIs



# Data insights Dashboards & reporting

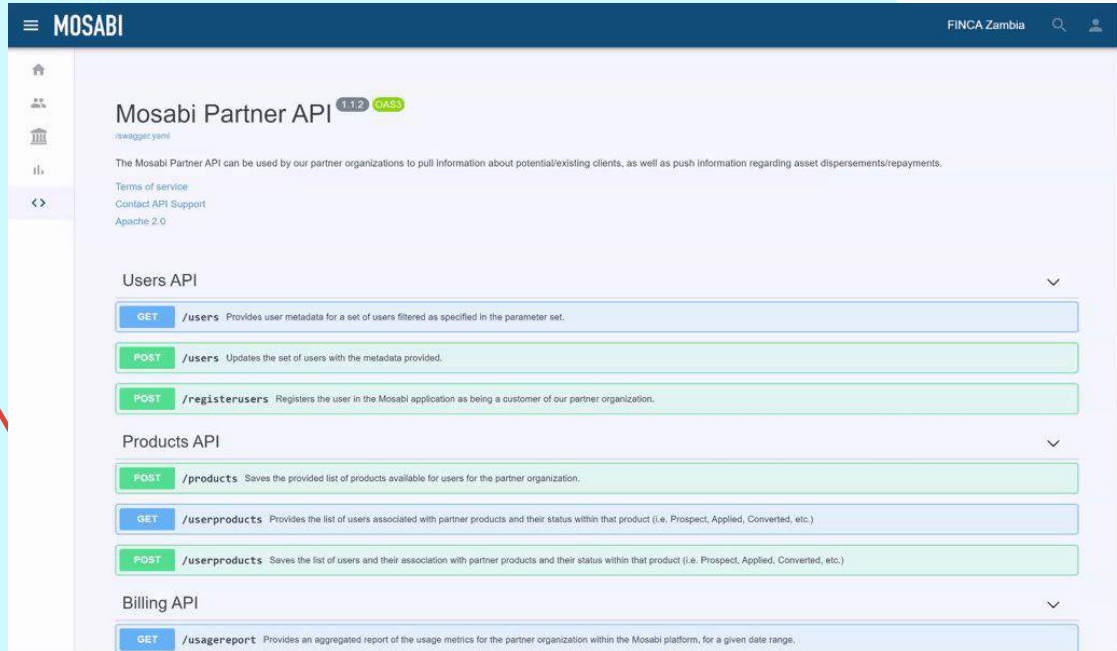
USPTO Patent Serial No. 62/808,964



- US-patented machine learning algorithms for scoring preparedness and risks and product matching
- Real-time data analytics and integration APIs

# Powerful and secure APIs

Linking to business processes and client financial needs



**MOSABI** FINCA Zambia

## Mosabi Partner API

The Mosabi Partner API can be used by our partner organizations to pull information about potential/existing clients, as well as push information regarding asset disbursements/repayments.

Terms of service  
Contact API Support  
Apache 2.0

### Users API

- GET** /users Provides user metadata for a set of users filtered as specified in the parameter set.
- POST** /users Updates the set of users with the metadata provided.
- POST** /registerusers Registers the user in the Mosabi application as being a customer of our partner organization.

### Products API

- POST** /products Saves the provided list of products available for users for the partner organization.
- GET** /userproducts Provides the list of users associated with partner products and their status within that product (i.e. Prospect, Applied, Converted, etc.)
- POST** /userproducts Saves the list of users and their association with partner products and their status within that product (i.e. Prospect, Applied, Converted, etc.)

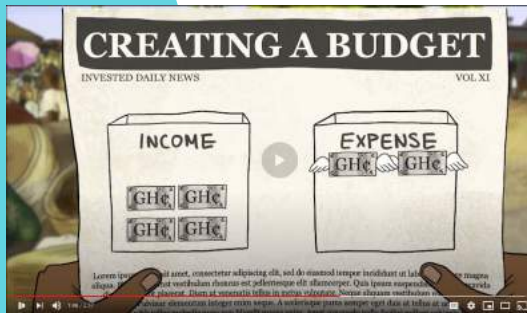
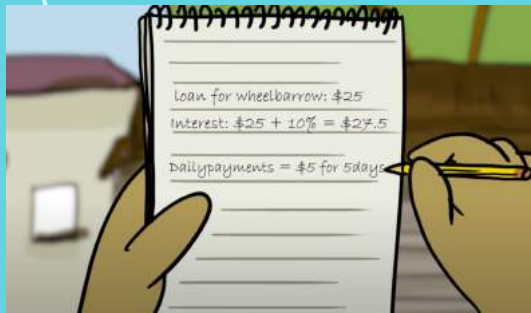
### Billing API

- GET** /usagereport Provides an aggregated report of the usage metrics for the partner organization within the Mosabi platform, for a given date range.

- Secure REST API + Webhooks
- Uses OpenAPI Standard for easy integration
- Auto-generate Integration SDKs

# Web & embeddable Mosabi modules

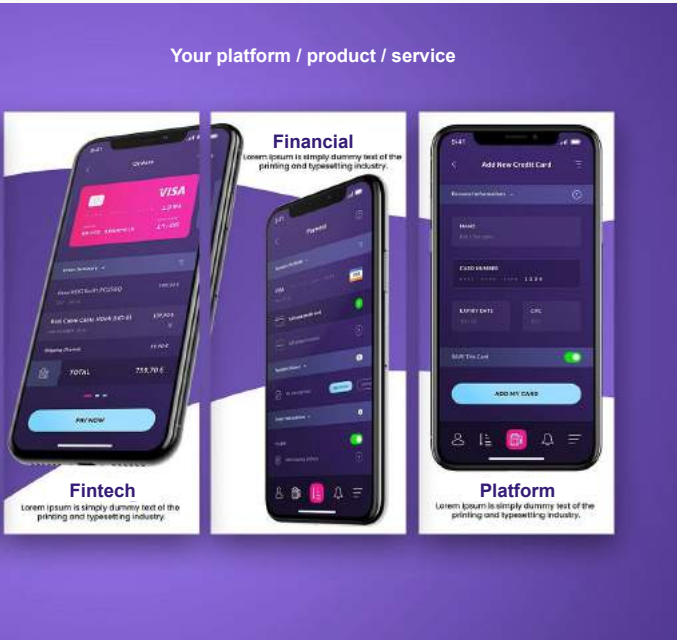
Teachable moments for financial platform journeys



- See a sample: [[link](#)]
- Generate HTML pages or JavaScript embed code
- Seamlessly embed in platform and FSP systems
- Analytical data provided via Mosabi APIs automatically

# Dynamic curriculum

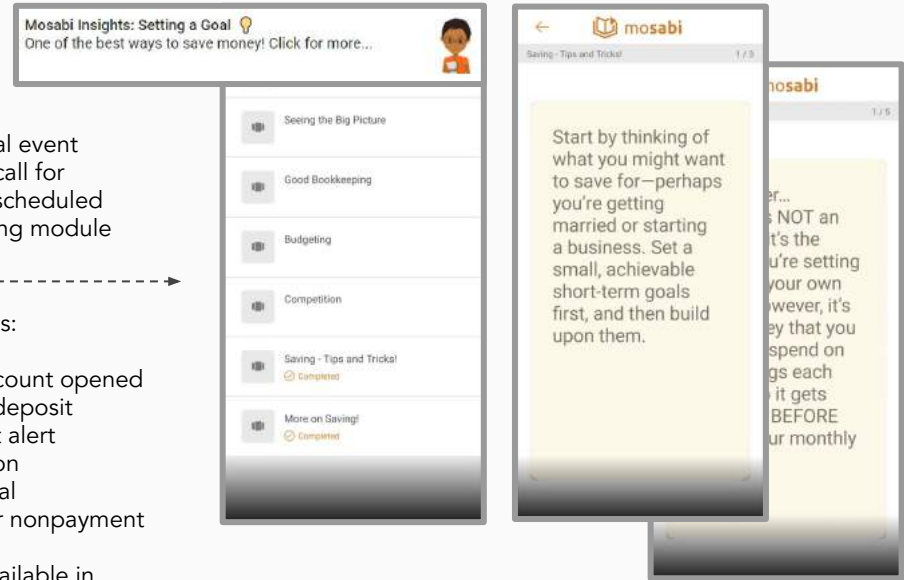
Financial event- and product-driven “learning-as-a-service”



Linked financial event  
triggers API call for  
automated and scheduled  
nudge and learning module

Examples:

- New savings account opened
- Missed regular deposit
- Inactive account alert
- Credit application
- Account approval
- Late payment or nonpayment
- Loan default
- New product available in Mosabi's marketplace



# Mosabi Product Marketplace

tying it all together, giving users access to your products

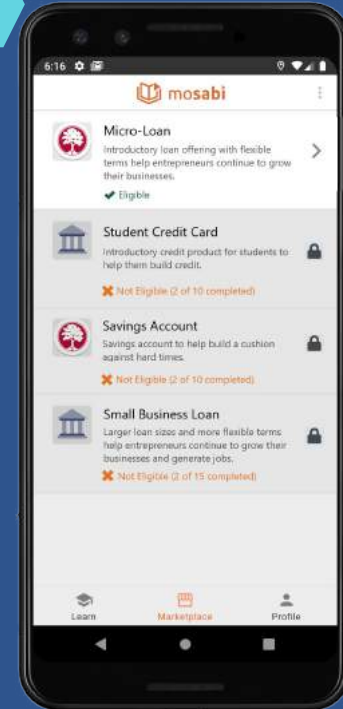
1

Configure products in  
Partner Dashboard  
or  
Integration API

2

Setup your eligibility criteria  
based on a variety options

3





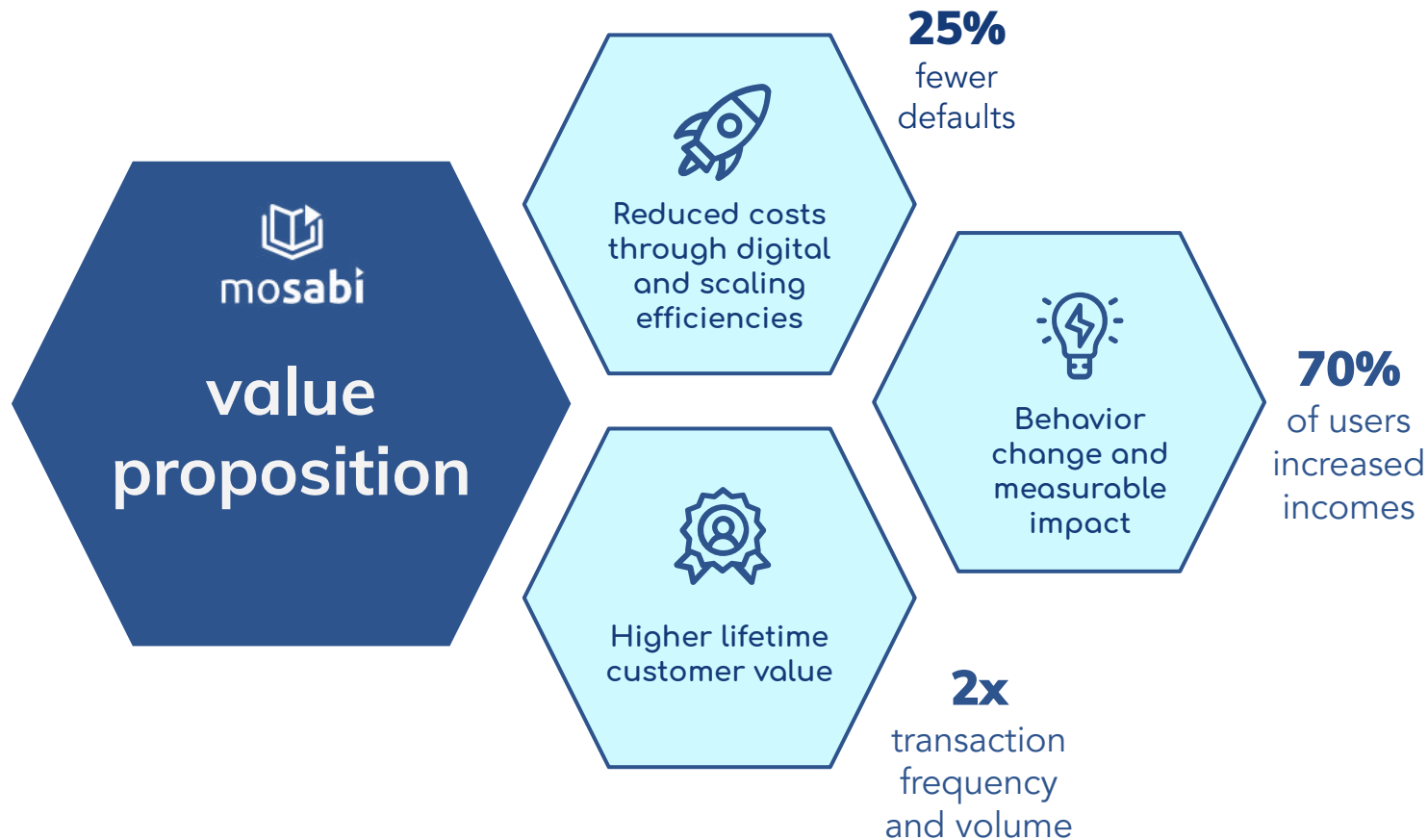
# Mosabi's partnership approaches



**7** countries  
**33k +** users  
**18** B2B partners  
**12** local languages  
**80%** youth ≤ 35  
**60%** women



# The business case for financial health





[mō-sa-bi]

“sabi” =

knowledge

wisdom

savvy

street smarts

# Thank you!



@mosabi | mosabi.co | founders@mosabi.co

