

EDUFINANCE MARKET KNOWLEDGE:

Financing The Affordable Private School Sector In Liberia

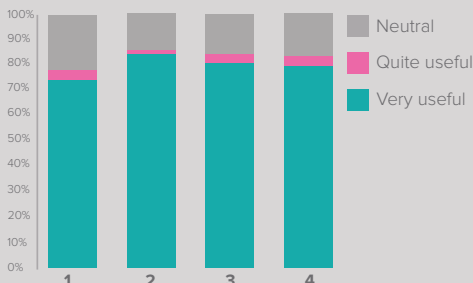
Estimated market size for Liberia

The estimated potential market for school improvement loans is: **USD 12.5mn**

The estimated potential market for Payment Mobile Services is: **USD 404k**

The estimated potential market for School Fee Loans is: **USD 24.7mn**

Demand for School Improvement Loans



1. Is a School fee administration and payment service useful for your school?
2. Is a School Improvement Loan for expansion useful for your school?
3. Is a School Improvement Loan for spot improvements useful for your school?
4. How useful would school training along with school loans (in partnership with local education experts covering admin set-up, financial management, teaching best practices service be for your school?

Profile of schools interviewed

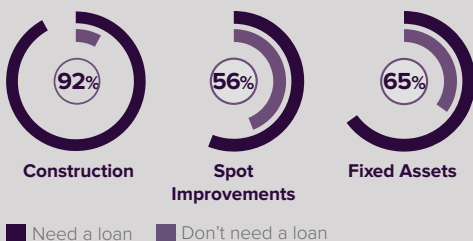
USD 47–186
Annual school fees

200
(Min. students per school)

>2
Years in operation

Monrovia

Demand for School Improvement Loans



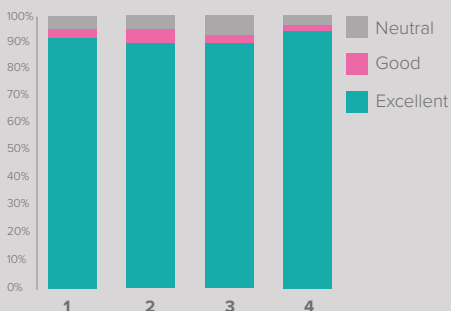
Mobile Payment Services



Estimated Potential Market



Demand for School Fee Loans



1. The microfinance bank directly pays the school the fees, you don't have to receive the loan and go and pay the school
2. Interest is only paid on the outstanding loan amount, so the faster you pay the loan off, the less interest you pay
3. You only apply for school fee loan once, when approved you will automatically get the loan when the bank needs to pay the school fees, when you have paid off the loan you will automatically be entitled to a new loan when new school fees are due.
4. You will receive SMS reminders how much loan you have and updates when you have made a payment

Profile of families interviewed



40% located in Monrovia

Each family has **4** children on average

3 of which are in education (1 in nursery, 1 in primary and 1 in secondary)

Income

The average monthly income in Monrovia is **USD 103**

Frequency of fee payment



Demand for other financial products

More than 80% of parents interviewed said that the following features of school fee collection would be excellent:

- Paying at the Microfinance Bank
- Savings programme to help save for school fees
- Open a bank account for paying the fees
- Screening for capability of payment
- The Microfinance Bank offers you a loan if payment is late

Summary – Monrovia

The estimated potential market for school improvement loans is: **USD 12mn**

The estimated potential market for Payment Mobile Services is: **USD 304k**

The estimated potential market for School Fee Loans is: **USD 16mn**

EDUFINANCE MARKET KNOWLEDGE:

Financing The Affordable Private School Sector In Liberia

Estimated market size for Liberia



The estimated potential market for school improvement loans is: **USD 12.5mn**



The estimated potential market for Payment Mobile Services is: **USD 404k**



The estimated potential market for School Fee Loans is: **USD 24.7mn**

Demand for School Improvement Loans



1. Is a School fee administration and payment service useful for your school?
2. Is a School Improvement Loan for expansion useful for your school?
3. Is a School Improvement Loan for spot improvements useful for your school?
4. How useful would school training along with school loans (in partnership with local education experts covering admin set-up, financial management, teaching best practices service be for your school?

Profile of schools interviewed



USD 47–186
Annual school fees



200
(Min. students per school)



>2
Years in operation

Buchanan

Demand for School Improvement Loans



Construction



Spot Improvements



Fixed Assets

■ Need a loan ■ Don't need a loan ■ Don't know

Mobile Payment Services



Would find this useful

Estimated Potential Market



Construction USD 137k



Spot improvements USD 19k

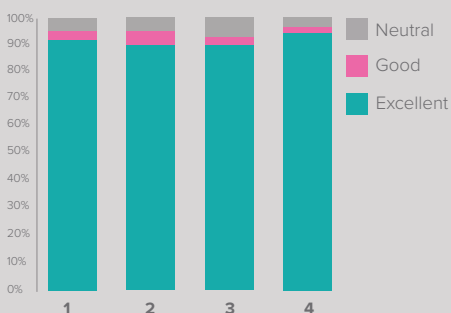


Fixed assets USD 19k



Mobile Payment Services USD 50k

Demand for School Fee Loans



1. The microfinance bank directly pays the school the fees, you don't have to receive the loan and go and pay the school
2. Interest is only paid on the outstanding loan amount, so the faster you pay the loan off, the less interest you pay
3. You only apply for school fee loan once, when approved you will automatically get the loan when the bank needs to pay the school fees, when you have paid off the loan you will automatically be entitled to a new loan when new school fees are due.
4. You will receive SMS reminders how much loan you have and updates when you have made a payment

Profile of families interviewed



37% located in Buchanan

Each family has **4** children on average

3 of which are in education (1 in nursery, 1 in primary and 1 in secondary)

Income

The average monthly income in Buchanan is **USD 355**

Frequency of fee payment



■ Instalments
■ Once per term
■ Once per month

Demand for school fee loan



■ Yes
■ No
■ Don't want to answer



USD 823
Average loan size requested

Demand for other financial products

More than 80% of parents interviewed said that the following features of school fee collection would be excellent:

- Paying at the Microfinance Bank**
- Savings programme to help save for school fees**
- Open a bank account for paying the fees**
- Screening for capability of payment**
- The Microfinance Bank offers you a loan if payment is late**

Summary – Buchanan



The estimated potential market for school improvement loans is: **USD 174k**



The estimated potential market for Payment Mobile Services is: **USD 50k**



The estimated potential market for School Fee Loans is: **USD 2mn**

EDUFINANCE MARKET KNOWLEDGE:

Financing The Affordable Private School Sector In Liberia

Estimated market size for Liberia



The estimated potential market for school improvement loans is: **USD 12.5mn**

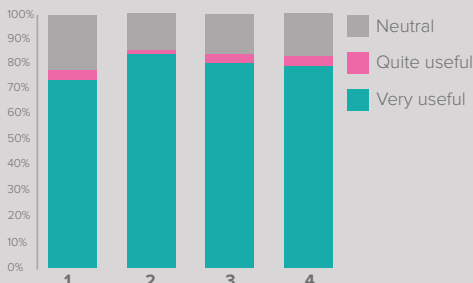


The estimated potential market for Payment Mobile Services is: **USD 404k**



The estimated potential market for School Fee Loans is: **USD 24.7mn**

Demand for School Improvement Loans



1. Is a School fee administration and payment service useful for your school?
2. Is a School Improvement Loan for expansion useful for your school?
3. Is a School Improvement Loan for spot improvements useful for your school?
4. How useful would school training along with school loans (in partnership with local education experts covering admin set-up, financial management, teaching best practices service be for your school?

Profile of schools interviewed



USD 47–186
Annual school fees



200
(Min. students per school)



>2
Years in operation

Ganta

Demand for School Improvement Loans



Construction



Spot Improvements



Fixed Assets

■ Need a loan ■ Don't need a loan ■ Don't know

Mobile Payment Services



Would find this useful

Estimated Potential Market



Construction
USD 223k



Spot improvements
USD 68k

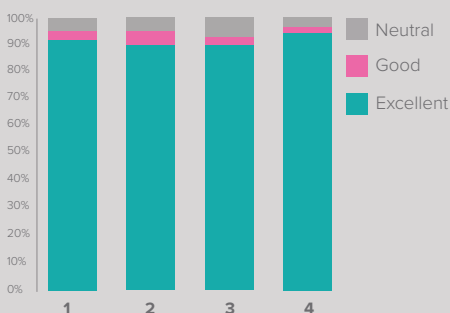


Fixed assets
USD 68k



Mobile Payment Services
USD 56k

Demand for School Fee Loans



1. The microfinance bank directly pays the school the fees, you don't have to receive the loan and go and pay the school
2. Interest is only paid on the outstanding loan amount, so the faster you pay the loan off, the less interest you pay
3. You only apply for school fee loan once, when approved you will automatically get the loan when the bank needs to pay the school fees, when you have paid off the loan you will automatically be entitled to a new loan when new school fees are due.
4. You will receive SMS reminders how much loan you have and updates when you have made a payment

Profile of families interviewed



23% located in Ganta

Each family has **4** children on average

3 of which are in education (1 in nursery, 1 in primary and 1 in secondary)

Income

The average monthly income in Ganta is **USD 97**

Frequency of fee payment



■ Instalments
■ Once per term
■ Once per year

Demand for school fee loan



■ Yes
■ No



USD 458
Average loan size requested

Demand for other financial products

More than 80% of parents interviewed said that the following features of school fee collection would be excellent:

- Paying at the Microfinance Bank**
- Savings programme to help save for school fees**
- Open a bank account for paying the fees**
- Screening for capability of payment**
- The Microfinance Bank offers you a loan if payment is late**

Summary – Ganta



The estimated potential market for school improvement loans is: **USD 360k**



The estimated potential market for Payment Mobile Services is: **USD 56k**



The estimated potential market for School Fee Loans is: **USD 6.8mn**