

FEASIBILITY STUDY FACTSHEET

Title of Feasibility Study	SCBF FSW-06: Business plan for microinsurance in West Africa
Country / region	Senegal, Mali, Benin, Côte d'Ivoire, Burkina Faso
Financial Intermediary(ies)	PlaNet Guarantee Senegal
Competence Centre mandated for execution	PlaNet Guarantee (endorsed by Swiss Re) Paris, France
Overall study budget	CHF 173'177 (24% self-contribution by partners)
SCBF contribution	CHF 132'417 (76% SCBF funding share)
Date of project approval	20.09.2013
Study period	10.2013 until 12.2013
Context	<p>The microinsurance market is one of the highest potential growth markets in financial services addressing the base of the Pyramid and PlaNet Guarantee as a leading pioneer, is a "market maker". PlaNet Guarantee Senegal (PG SN) is a wholly owned subsidiary of PlaNet Guarantee France and as such approaches microinsurance as a way to achieve financial inclusion of vulnerable populations, by giving them access to financial services and more chance to develop their capabilities.</p> <p>PlaNet Guarantee was born from PlaNet Finance, an international NGO. The next step for PlaNet Guarantee Senegal is to transition away from a "project company" to a financially viable social business that is reaching a mass market size in West Africa. Raising funds is necessary to accomplish this transition and the business plan will allow for a solid economically sustainable model to be developed.</p>
Current status of the MFI	<p>PG SN was created in 2011 and is registered as an insurance broker. PlaNet Guarantee Senegal has opened 4 subsidiaries in Mali, Burkina Faso, Benin and Côte d'Ivoire, which are - or are being - registered as insurance and reinsurance brokers.</p> <p>Since its creation, PlaNet Guarantee Senegal has developed microinsurance schemes, consisting of four flagship products in addition to an entry product line answering the market's demand and is a entirely focused on developing microinsurance markets.</p>
Objective and main activities	<p>The objective is for PlaNet Guarantee to develop a business plan for PlaNet Guarantee Senegal to achieve the goal of financial sustainability and allow PG Senegal to reach its social goals of providing insurance solutions to low income populations excluded from traditional insurance mechanisms.</p> <p>The main activities of the feasibility study are:</p> <ol style="list-style-type: none"> 1) Coordination of Strategic Planning Process 2) Support production of major deliverables – Strategic Business Plan, Funding Strategy 3) Development of Strategy Implementation Plan 4) Development of Stakeholder Presentations
Next steps, if positive results of feasibility study	<ul style="list-style-type: none"> - Use BP to raise equity and TA for PlaNet Guarantee West Africa; - Invest in IT system; - Hire sales forces; - Develop more products; - Strengthen distribution network and prospect large aggregators; - Develop innovation subscription tools and alternative distribution channels.