

CANTO 2018

Beyond Airtime, Mobile enabled Revenue Opportunities

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About me

Education



Past:



Present:



CHANGE: from the perspective of an 8 year old.....



Change - from the perspective of an 8 year old.....



Doesn't need charging? Cool Invention!

Revenues evolution

$\$ = \text{Mobile Minutes}$

$\$ = \text{Mobile Minutes} + \text{Text}$

$\$ = \text{Mobile Minutes} + \text{Text} + \text{Data}$

What is **Next?**



CANTO Report 2017

4Q15 4Q16

Mobile Revenue : \$6.13B \$5.87B

VAS Revenue : \$5.9B \$6.98B

Mobile Revenues ↓ = 4.25%

VAS Revenues ↑ = 18%



Mobile Enabled Services – GSMA



Mobile Enabled – e Commerce



- \$2T Market Globally

- Biggest challenge – Payment Collection



Mobile Enabled – e Commerce



- Biggest challenge – Payments
- Solution – Customer Shops online → Selects Cash @ Checkout → Gets a QR code → Pays at MNO location against that QR code → Complete the transaction
- MNO wins – **Revenues from Cash Payment + Increased Usage of Data + Enhanced Consumer Profile**

Mobile Enabled – Remittances



- \$500B Market Globally
- \$11B – Caribbean
~\$750M in Fees

- Biggest challenge – Last Mile Access to the Recipient of Funds

Mobile Enabled – Remittances



FOOD



CLOTHIN
G



UTILITIE
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REN
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EDU



MEDICA
L

Productized Remittance

- Solution – Sender pays for a product or service → Recipient Gets a QR code delivered on the Mobile → The code is redeemed for a product or service in home country
- MNO wins – **Fee Revenues + Increased Customer Loyalty + Enhanced Consumer Profile**

Mobile Enabled - Digital ID



- Globally \$9B Market

- For Governments : Proof of ID is essential to provide basic services
- For MNO : A consumer profile which is highly valuable and can be **monetized**
- Several initiatives in partnerships with MNOs in different markets to create Digital ID
 - Digital Birth Registrations – Pakistan/Telenor
 - Microloans for Handsets – India/Vodafone
 - Mobisol Solar Home Systems – Rwanda/MTN

Mobile Enabled - Health Services



- \$189B Market by 2025
- 40,000 mHealth apps

- MNOs – Can help increase the quality, reduce the cost and extend the reach efficiently.
- Governments – Are the biggest spender on Health care services.

Mobile Enabled – Education



•\$38B Market by 2020

- For Government – Education is the most basic service for its citizens
- For MNO – Educated customer = Higher ARPU Customer
- Can MNO participate in the **Revenues from providing Education Services** instead of just a data pipe to connect to an online resource overseas?

Mobile Enabled Services

HUUUGE Opportunities!!!!

Question is – Will you capitalize on them?

– or just be a dumb pipe?

While small starts ups create Billion Dollar Unicorns using

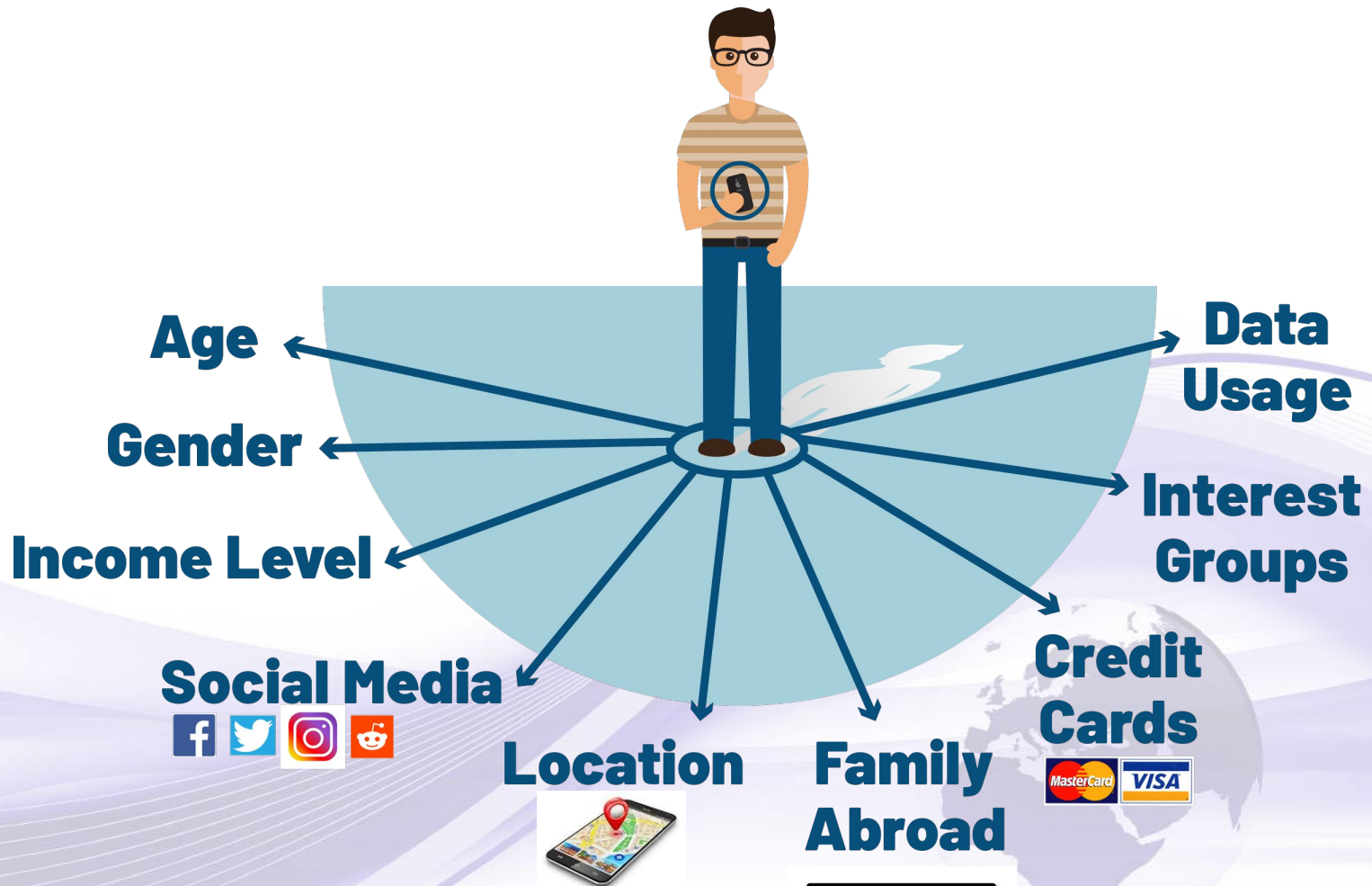
your subscribers | your devices | your services

Subscriber Profile

What you know - 1-xxx-xxx-xxxx



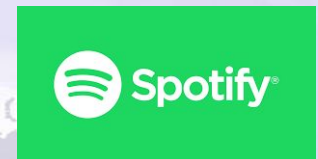
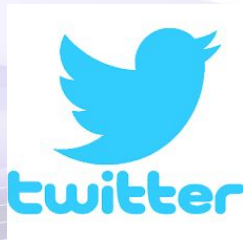
What if you knew?



**WESTERN
UNION**
moving money for better

Prepay Nation

Monetization!



Value of Subscriber vs Consumer



\$3

VS



\$30

This is where we can help!

Prepay Nation



An eCommerce platform for MNOs to enable subscribers to buy
airtime online 24x7x365

Our Responsibility:

Development + Customization+ Data Analytics + Payment Processing
& FRAUD Management

Chatbot : <http://prepaynation.com/ai>

Prepay Nation

One last Thing

- 25+ Mobile Operators

- Ranging from 50K Sub to 5M Sub

- But Total = 40M Subscriber



CANTO Hub



- Single connection
- Single Account
- One Settlement
- Access to 40 Million Subscribers

Questions

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