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

$ = Mobile Minutes

$ = Mobile Minutes + Text

$ = Mobile Minutes + 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

FARMERS ARE BENEFITTING FROM CUTTING-EDGE IDEAS TO IMPROVE THEIR LIVELIHOODS

https://www.youtube.com/watch?v=bAqLSeqKWYs&feature=youtu.be
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

• 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

- 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

Globally $9B Market
Mobile Enabled - Health Services

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

• $189B Market by 2025
• 40,000 mHealth apps
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?

Age  
Gender  
Income Level  
Social Media  
Location  
Family Abroad  
Data Usage  
Interest Groups  
Credit Cards  

Prepay Nation
Monetization!
Value of Subscriber vs Consumer

$3 vs $30
This is where we can help!

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
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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