



2022 MCPI Annual Conference
Microfinance: Thriving through Uncertainties
August 24, 2022

Plenary Session 2: Opportunities in Digitalization





LEVEL-UP ENTERPRISE & ADVANCEMENT PROGRAM (LEAP) 2022



Mission

Development,
Growth and
Evolution of
Enterprises

Objective

Transformation
of data to
actionable and
meaningful
insights

Tactical Goal

Wider MSME audience including newly formed enterprises

Strategic Goal

Deep understanding of digital business practices for policymakers and key stakeholders

LEVEL-UP ENTERPRISE & ADVANCEMENT PROGRAM 2022

Basic Digital Marketing

Intermediate Digital Marketing

Deep Dive Course

Coaching & Mentoring

Facebook and Instagram Business Page Creation

Management of Facebook and Instagram

Mitigating Risks and Threats

Digital Marketing Plan, Business Plan and Financial Plan

Other Activities

Tentpole
Events

Online Forums

Community
Meet-Ups



STRIVE PROJECT: DIGITAL ENTREPRENEURSHIP & FINANCIAL SECURITY 2022

STRIVE PROJECT 2022

Long Term Impact

Small businesses to enhance their resilience, realize sustainable growth and stimulate work opportunities

Immediate Impact

Helping small businesses become more productive through

- 1) Integrating promoted **best practices** in their operations
- 2) Trying and responsibly using relevant **digital solutions**
- 3) Adopting promoted practices in **assessing viability** of business expansion or establishment of new businesses

Desired skills

Advancing the capabilities of small business owners to

- 1) **Digitalize** relevant **business operations**
- 2) Optimize their use of **digital financial services**
- 3) Participate in the **digital market**
- 4) Enhance their **business for the digital age**

STRIVE PROJECT 2022

Core Activities

Online video courses to learners who want to **start a business** and learners who want to **enhance an existing business**

Guided learning track engagement with interactive support via various channels such as **webinars and mentoring workshops**

Promotion of solutions to small business via networks and social media and via partners channel

STRIVE PROJECT 2022

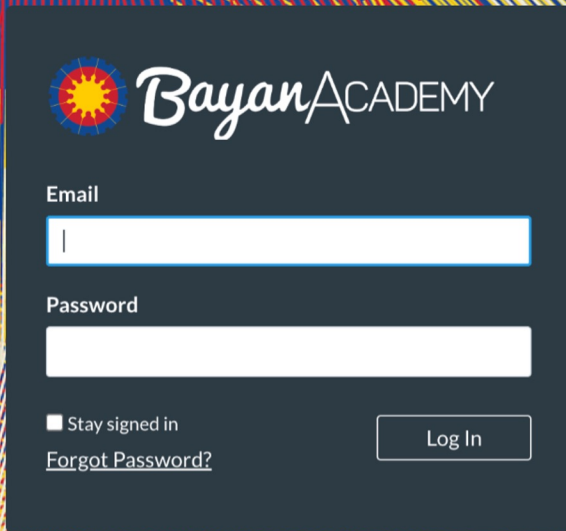
**SMALL BUSINESS
TOOLKIT
Videos
for Existing
Entrepreneurs**

**ENTREPRENEURSHIP
TOOLKIT
Videos
for Aspiring
Entrepreneurs**

Learning Themes: Entrepreneurial Mindset and Motivation, Digital Marketing, Customer Service and Business Basic Finance

STRIVE PROJECT 2022

100 Videos



Bayan ACADEMY

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Evaluating
Videos

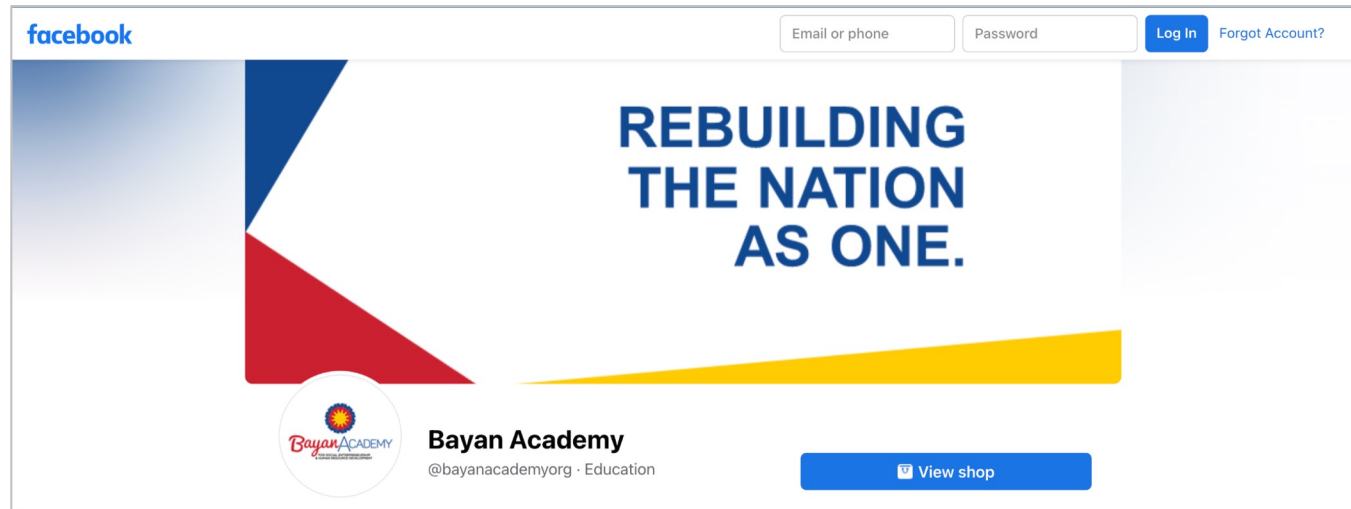
Understanding
Videos

Awareness
Videos

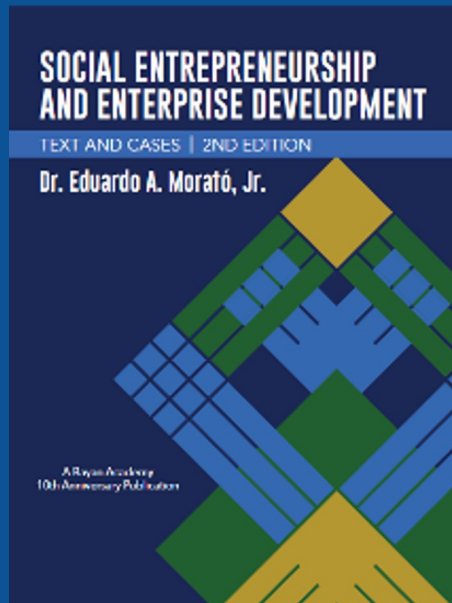
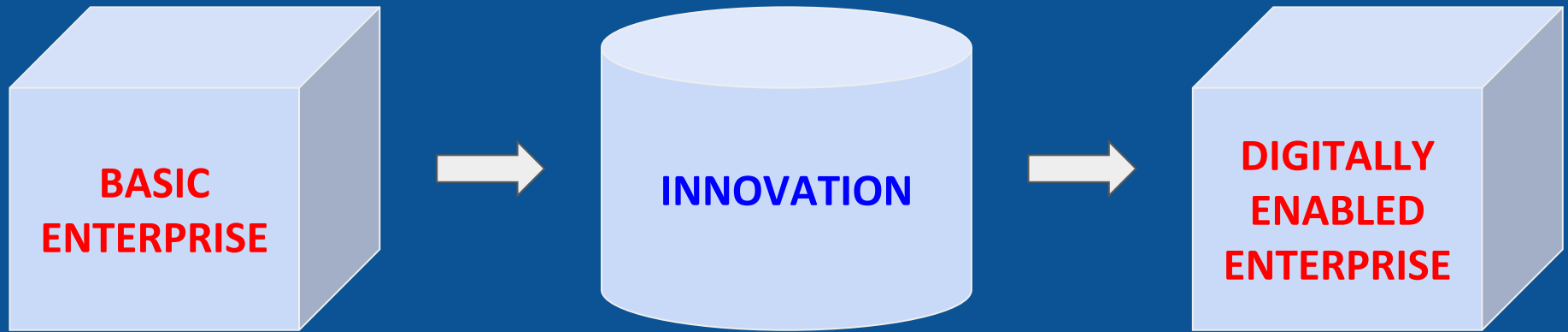
From Awareness and Understanding to Behaviour Change and Better Decision-Making

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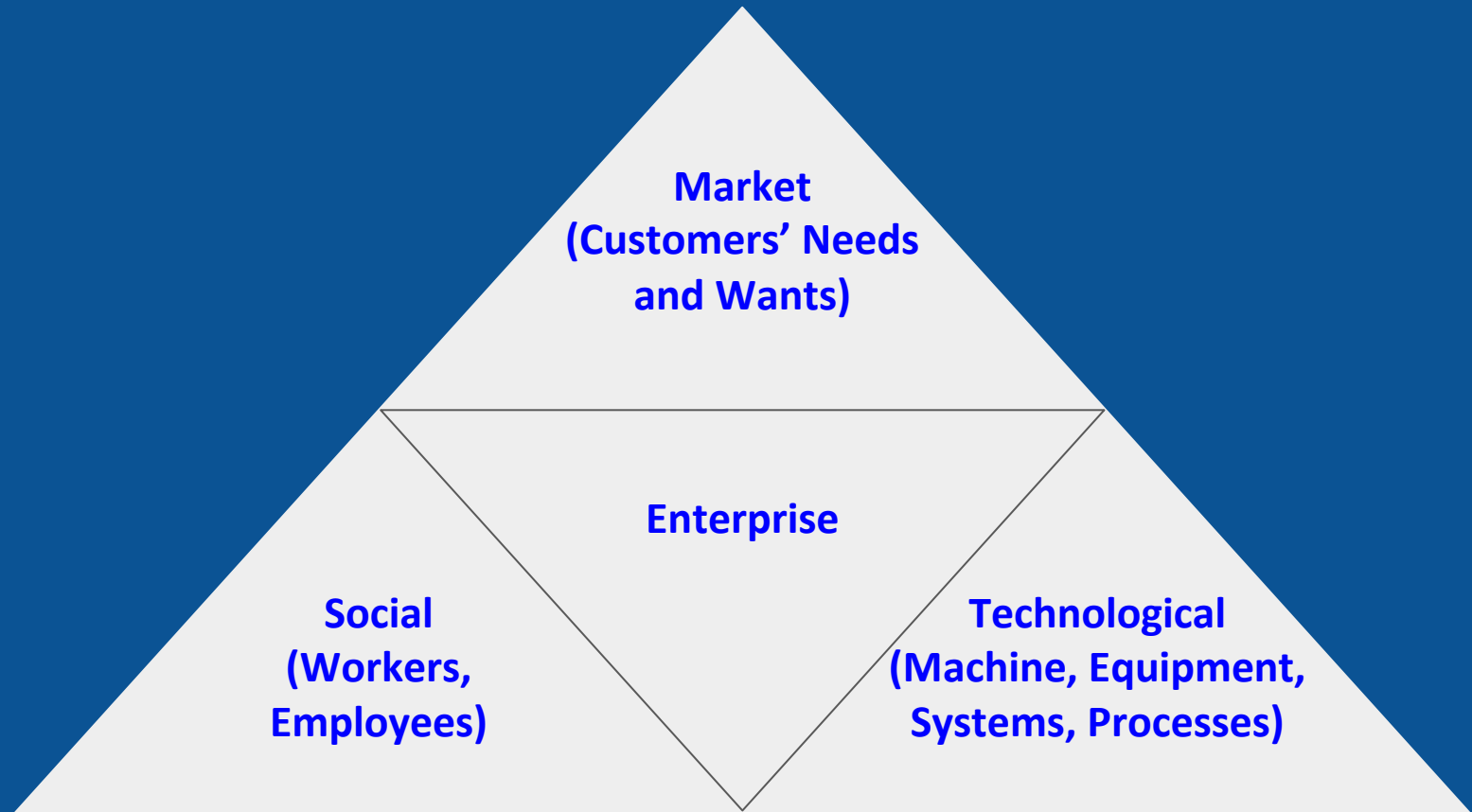
Webinars



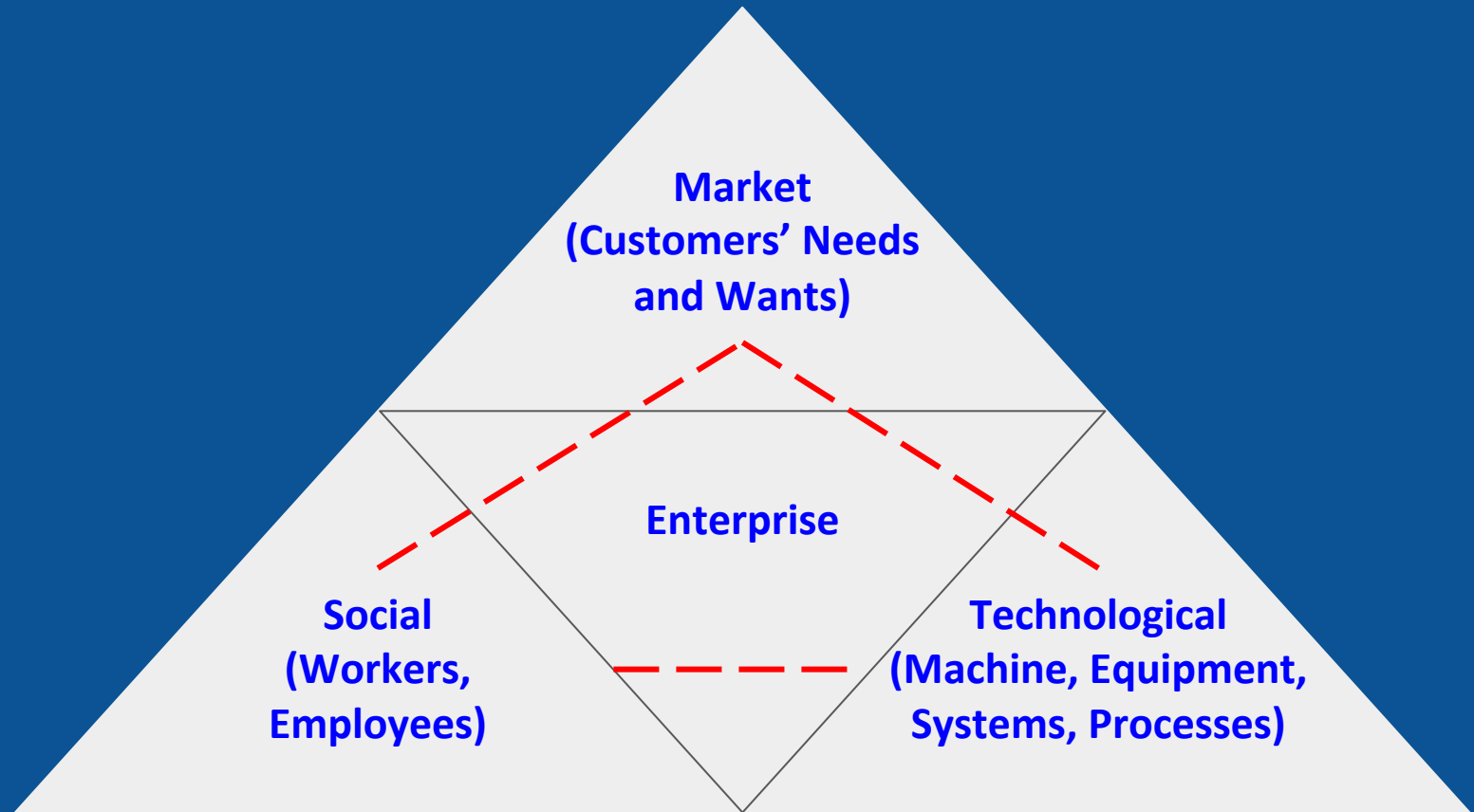
Designing Enterprises for Digitalization



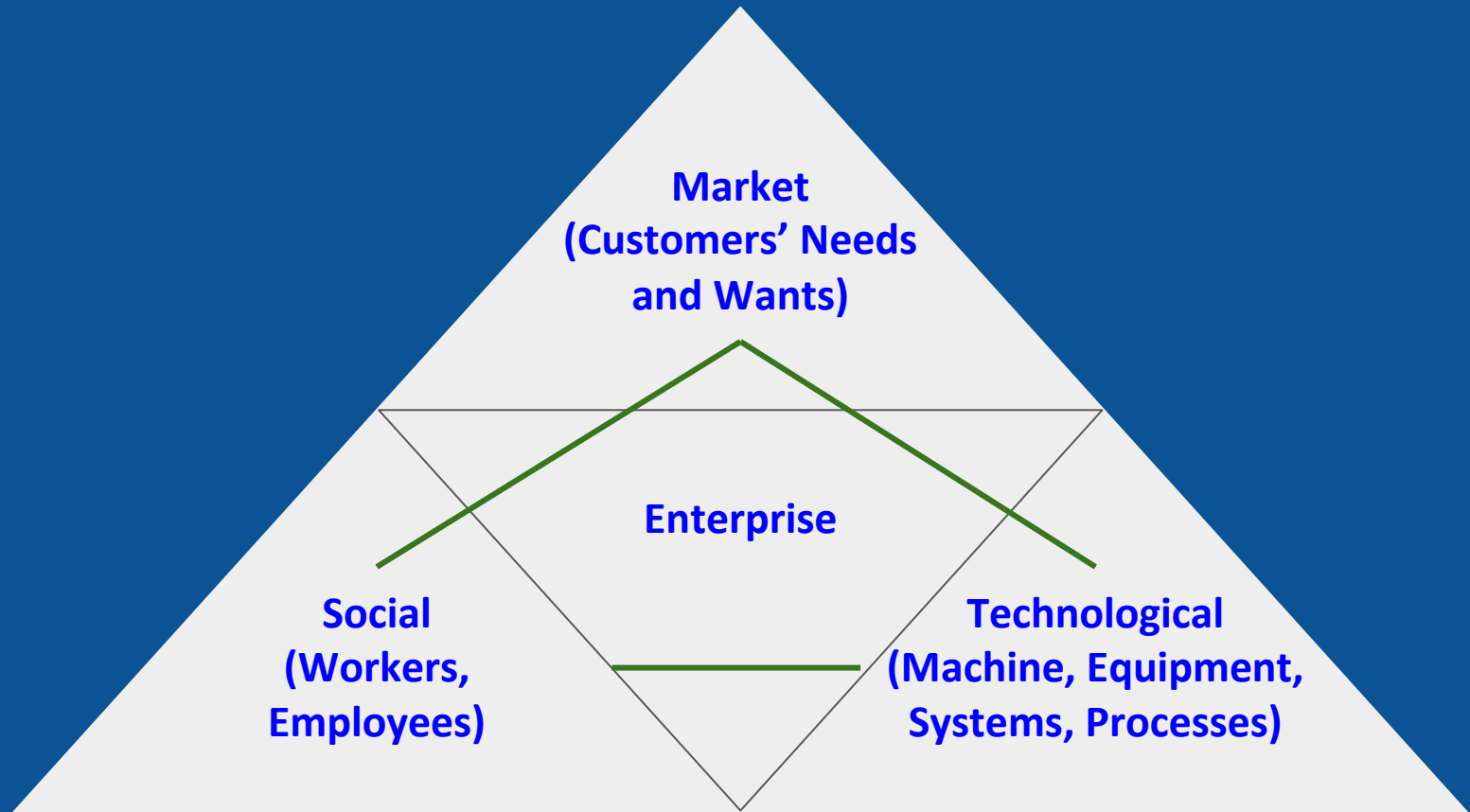
Social, Technological, Market Innovations



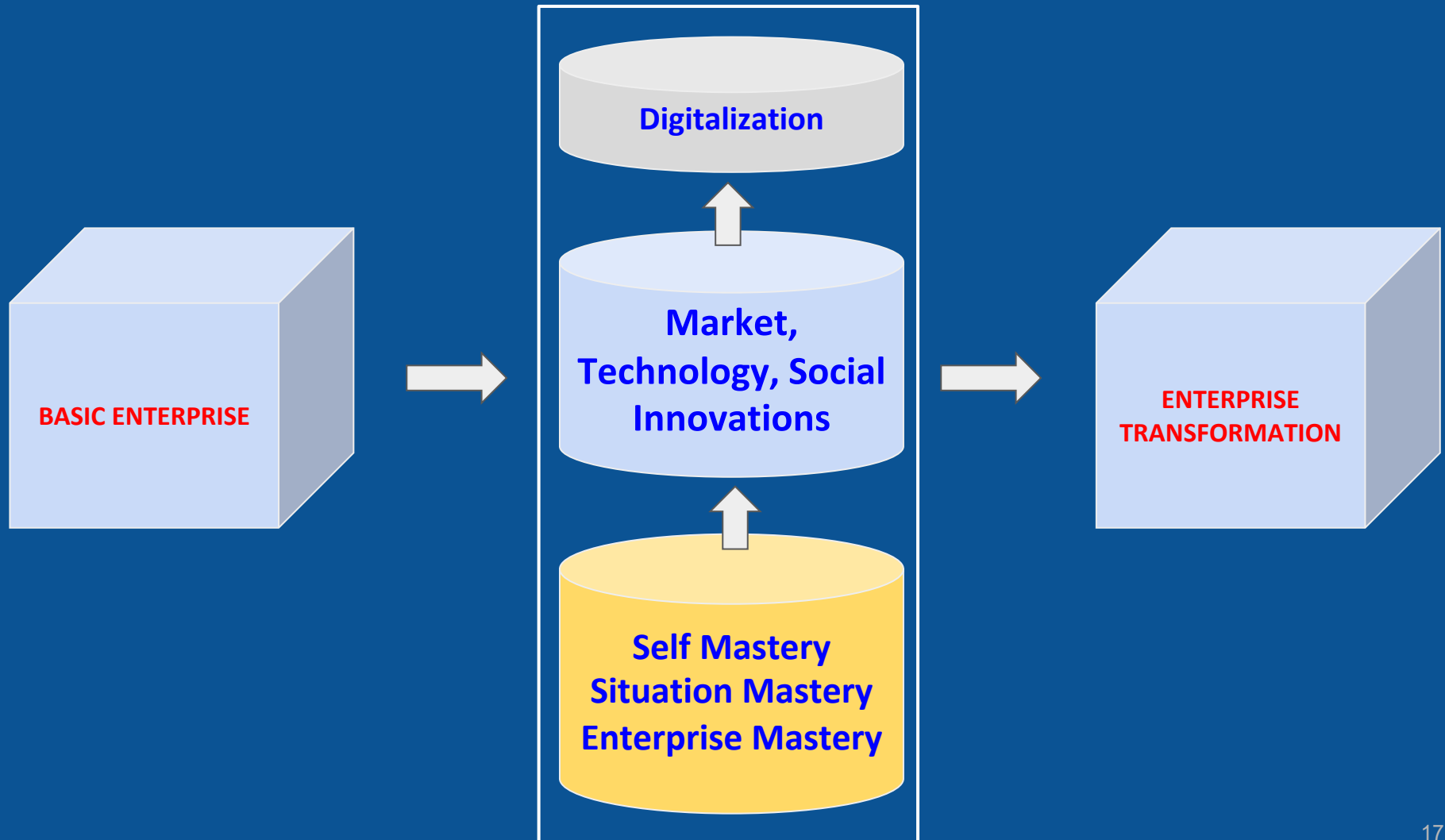
Tension Points



Market-Technology-Social Strategic Fit



Designing Enterprise Transformation





Bayan ACADEMY
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& HUMAN RESOURCE DEVELOPMENT

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