JOHANNESBURG

Geospatial Mapping
Some Important Questions

• Where do poor people live?
• Where is the financial services infrastructure relative to where they live?
• Where it exists, does it provide the appropriate services & products to serve their financial needs?
• Are poor people aware of these services?
• What can the financial services industry and other interested parties do to create awareness, increase coverage, drive uptake and usage among the poor?
Questions to think about

• What does sustainability look like?
• What role can the providers play?
• What role can you play?
• What other data can we layer on top of this to make a richer user experience, and what are their sources?
• How can we integrate all these sources seamlessly?