



Website: www.wobe.io
 Year Founded: 2015
 Location: Jakarta, Indonesia
 Founder: Adrianna Tan

INVESTMENT TERMS
 Round Size: \$800K-\$1M
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MARKET NEED

Almost 80% of Indonesians are “unbanked” and operate in a cash-only economy, which is insecure and limits their ability to build productive assets. Additionally, Indonesia has 278 million mobile phone subscribers, 99% of which are prepaid, representing a \$7B market for phone credit, known locally as pulsa. However, an inefficient supply chain leads to thin margins for low-income vendors and consumers paying 20% above face value for small denominations.

THE WOBЕ SOLUTION

Wobe is in the business of building digital products that solve problems at the base of the pyramid. Wobe is a mobile app that empowers anyone with a smartphone in Indonesia to become a microentrepreneur. Wobe’s app streamlines the pulsa supply chain creating income generating opportunities for community-based agents and cheaper, more readily available digital goods and services for consumers. By starting with the easy-to-understand transactions that are prevalent in rural areas, like, pulsa and utility payments, Wobe endeavors to build Indonesia’s most extensive last-mile agent network. This powerful network would not only provide excellent supplemental income to agents, but also allow Wobe to become a major low-cost distributor for financial services (e.g., remittances, insurance products, savings, and loans) for millions of people.

BUSINESS MODEL

Wobe earns money on each transaction its agents complete. It has hundreds of thousands of urban and rural women it can target to be phone-credit agents, each of whom will bolster their incomes and provide a platform for marketing additional Wobe products and services in the future.

INVESTMENT RATIONALE

Wobe’s model addresses two of Mercy Corps’ key focus areas - financial inclusion and youth & female employment. There is strong alignment with Mercy Corps Indonesia’s programming on gender inclusion and financial literacy, particularly in rural Eastern Indonesia, a highly marginalized area with where Wobe’s model can be extended.

ROUTE TO IMPACT

Activities	Recruit agents across Indonesia, add digital goods and services to platform
Outputs	Agents download Wobe application
Intermediate Outcomes	Agents sell phone credits and other digital financial services
Outcomes	Increased income for agents, increased access to financial services
Ultimate Impacts	Improved livelihoods and financial inclusion for low-income populations

METRICS

- REACH** % agents who are rural/women
- BREADTH** # agents, # transactions
- DEPTH** \$ income per agent, # services offered through Wobe platform

SDG ALIGNMENT

