

SPROUT INNOVATIONS-MOBILE MONEY BANKING SERVICES BUSINESS PLAN

ISABEL MILIMO MUNTANGA



DESCRIBE YOUR BUSINESS:

Sprout Innovations is a mobile banking service aimed at providing easy, fast, and accessible financial services to our community. We currently serve over 200 customers monthly and expect to grow with the right support. Once we receive the loan, we will invest in purchasing additional equipment such as a Kazang machine (\$360), a smartphone (\$125), and a mobile booth (\$258), and the remainder \$257 will be added to our capital to boost our business and become more visible. The tools will reduce

operating costs, increase accessibility, and expand our ability to serve more clients. This support will boost daily transactions. Leading to higher commissions and income.

EXPLAIN THE PROBLEM.

Many people in my area lack easy access to banking services, especially in rural or semi-urban locations. High transport costs, long queues, and inconsistent network services make banking a challenge.

EXPLAIN YOUR SOLUTION.

Sprout innovations bring banking to the people using mobile technology. Through a Kazang machine, I can process deposits, withdrawals, and bill payments while generating receipts for accountability. With a smartphone, I handle transactions remotely for trusted customers and provide proof via screenshots. A mobile booth allows me to operate with minimal overhead while staying accessible.

BUSINESS MISSION STATEMENT:

To provide reliable, fast, and affordable mobile financial services that empower underserved communities in Zambia.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in business for 2 years

YOUR NET INCOME

Total sales for last month = \$111 - Total Expenses -

SERVICE OR PRODUCT DELIVERABLE:

We offer

- Airtime it's on a commission basis, and it's dependent on the capital
- mobile money deposits (Airtel, MTN, Zamtel), on its commission basis, and it depends on the capital
- utility bill payments, it's also commission basis and dependent on the capital

DESCRIBE YOUR BEST CUSTOMER:

Our best customers are small business owners, marketers, and individuals in remote areas who regularly perform mobile transactions and rely on me for fast and secure services.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

We offer convenience, trust, and accountability. It's mobile and always accessible. We respond quickly and offer personalized service that bigger competitors cannot.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

Lack of enough capital for float and lack of equipment that is able to provide receipts to ensure trust and transparency.

Poor record-keeping and network failure

HOW CAN YOU AVOID THIS PROBLEM?

By investing in essential tools, the Kazang machine \$360, the smartphone \$125, the mobile booth \$258, and the remaining \$257 will be added to our capital.

Maintain good relationships with customers and service providers, and practice excellent record keeping by issuing receipts and providing good customer service.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- airtime based on the amount
- Mobile money deposits based on the amount
- Mobile money withdrawals are based on the amount
- utility bill payments

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Through word-of-mouth
- Community presence
- Customer referrals

WHY DID YOU CHOOSE THIS BUSINESS?

It allows us to serve our community while generating income. There is high demand for accessible banking, and we have the skills and passion to provide these services.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Referrals from existing clients
- Word-of-mouth
- Visible sign
- Door-to-door awareness in new areas

Pictures of your business activities here, and give a brief explanation of each:



This is our agent number from the main mobile money companies in the country.



Here, the customer is initiating a transaction.



Here I am approving the transaction initiated by the customer



Here I am about to hand over the withdrawn money to the customer

HOW WILL YOU USE THE MONEY?

We will use the money to purchase the following equipment.



- This is a Kazang machine (\$360)



This is a smartphone for \$125



This is a mobile booth, \$256, and the reminder (\$257) will be added to our capital to boost the business.

Insert pictures of the income statement here:

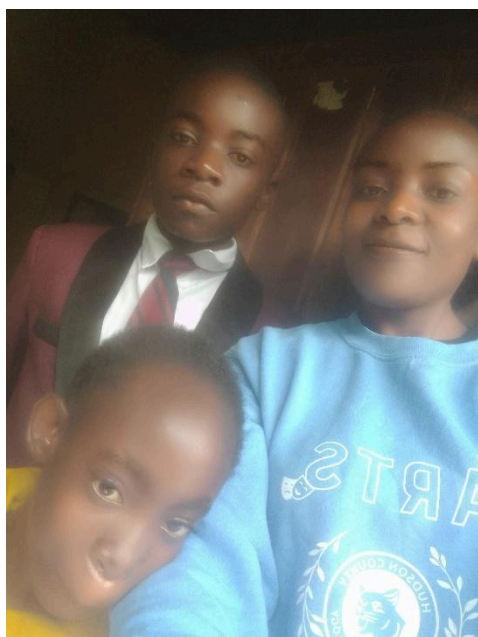
Your name is: ISABEL MILIMO MUNTANGA Business name: SPROUT INNOVATIONS MOBILE MONEYBANKING Current Date: #####													
Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	95	90	94	98	102	106	110	114	339	398	404	420	2,370
Total transactions or units sold	21	21	21	21	21	21	24	21	26	47	65	70	379
Revenue per transaction or unit	5	4	4	5	5	5	5	5	13	8	6	6	6
Expenses													
Self salary	10	10	12	14	15	15	14	20	20	50	60	90	330
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	45	40	45	45	45	45	40	40	50	45	45	30	515
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	2	2	2	2	2	2	5	6	7	8	9	11	58
Advertising	0	0	0	0	0	0	0	0	0	5	5	5	15
Transportation	1	1	1	1	1	1	1	1	1	5	5	5	24
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	42	42
Taxes/Fees	0	0	0	0	0	0	0	0	0	5	5	5	15
Other	1	1	1	1	1	1	1	1	1	1	1	1	12
Total Expenses	59	54	61	63	64	64	61	68	79	119	130	189	1,011
Expense per transaction or unit	3	3	3	3	3	3	3	3	3	3	2	3	
Net Income to reinvest	36	36	33	35	38	42	49	46	260	279	274	231	1,359
Net Profit Margin	38%	40%	35%	36%	37%	40%	45%	40%	77%	70%	68%	55%	

Insert pictures of the cash flow statement here:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	114	297	339	398	420	500	550
- Fixed expenses	-20	-20	-30	-70	-100	-120	-150
- Loan payment	0	0	0	0	42	42	50
- Variable expenses	-89	-112	-197	-200	-267	-325	-368
= Profit (or loss)	5	165	112	128	95	97	82
Starting cash	89	94	259	371	499	594	691
Available cash	94	259	371	499	594	691	773

Share about your family and picture here:

My name is Isabel Milimo Muntanga, a single mother of 4 children. My firstborn is 17 years old, my second is 15 years old, my third is 12 years old, and my lastborn is 7 years old. I love my kids so much and want the best for them. I thank Heavenly Father for giving me the strength to take care of them, and I want them to be proud of me by owning my own business so I can be able to a better life for them.



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