



# CATALYST FUND

Catalyst Fund is an initiative supported by the Bill & Melinda Gates Foundation and JPMorgan Chase & Co, fiscally sponsored by Rockefeller Philanthropy Advisors and managed by BFA (Bankable Frontier Associates).

**Early stage startups in the inclusive fintech space have a hard time securing the capital and expertise needed to test their products and ideas. This bottleneck throttles innovation and limits the industry impact of approaches based on new technologies like the smartphone.**

As a solution to catalyze these innovations, Catalyst Fund supports 20 startups with up to \$100K in capital plus advisory services and mentoring. Also, the startups attend a global conference and a skills bootcamp. The Fund also shares lessons learned with the financial inclusion community.

## OUR INVESTMENT CRITERIA

We started making investments in 2016 in startup partners that demonstrate:

<b>Innovation:</b>	Innovative product and business model
<b>Inclusion and Scale:</b>	Potential to scale and meaningfully increase financial inclusion
<b>Additionality:</b>	Grant resources would substantially impact ability to test and improve a product
<b>Stage-fit:</b>	Product has been built but have yet to achieve significant revenues
<b>Geography:</b>	Target market/operations of the startups is in developing countries
<b>Risk Level:</b>	No red flags, particularly around impact and consumer-level protections
<b>Learning and Knowledge:</b>	Potential to contribute meaningfully to fund's learning agenda

## How it works

1

One of the members of the Investors Advisory Committee (IAC) finds, evaluates and sponsors a startup.

2

Funding is released once the startup is approved through a simple screening process.

3

The startup defines the advisory package in conversation with the IAC member and the fund's management.

4

Over the next 6 months, the startup receives mentoring and advisory services. The fund's team transforms the data and insights into published content.

TUNAFUNG  
INTERNET  
WHATSAPP, FACE  
BOOK, INSTAGRAM  
KIK, SKYPE, GIM

## Get Involved

SIGN UP FOR OUR  
MAILING LIST AT

CATALYST-FUND.ORG



catalyst@bfa-global.com



@cf\_bfa



catalyst-fund

## ABOUT BFA

BFA (Bankable Frontier Associates) is a global consulting firm specializing in the development of financial services for low income people around the world. Our approach is to seek out, create and implement solutions to the challenges faced by low income people in managing the financial matters that underpin their lives. We purposefully partner with cutting-edge financial and nonfinancial institutions that touch the lives of low income customers. In creating solutions, we integrate our deep expertise in customer insights, business strategy, new technology and growth-enabling policy & regulation. Founded in 2006, our clients include donors, investors, financial institutions, policymakers, insurers and payment service providers. BFA has offices in Boston, New York, Nairobi and Medellín. For more information, please visit: [www.bankablefrontier.com](http://www.bankablefrontier.com).

## PARTNER ELIGIBILITY

Catalyst Fund will support startups that have not raised institutional venture capital yet but could do so after achieving specific milestones. The funding must be used for core operations such as operating runway rather than a new special project, research, or consulting engagement.

## WHAT WE AIM TO LEARN

Catalyst Fund will select startups and structure the support around a Learning Agenda. This agenda explores three areas and corresponding questions that we want to understand over the life of the fund:

### 10X BETTER VALUE PROPOSITION:

How can digital products be 10x better than traditional ones to drive inclusion further and deeper?

### LIMITING FACTORS

How are digital financial services companies overcoming barriers to reach everyone?

### FACILITY LESSONS & BENCHMARKING

How can we best combine investors, consultants and donors to improve the facility?

**In addition, Catalyst Fund will synthesize the lessons learned and share them with the wider sector through publications and events.**

## OUR PARTNERS

JPMORGAN CHASE & CO.

BILL & MELINDA  
GATES foundation

ROCKEFELLER  
Philanthropy  
Advisors

BFA  
Bankable Frontier Associates

Catalyst Fund is guided by a Investors Advisory Committee composed of the following impact investors:

ACCION



OMIDYAR NETWORK  
A WORLD OF POSITIVE RETURNS

GRAYGHOST VENTURES

QUONA  
CAPITAL