baby bank

dedicated maternal savings program via M-Pesa

Eva Hoffmann, David Rizk, Amber Saloner

meet Rose

she lives in Nairobi

with her husband and two kids…

and she's expecting one more

(the average fertility rate in Kenya is 4.92 births per woman*)

*World Bank, World Development Indicators

she already lost a child

lost a child

and wants to
deliver this child
safely

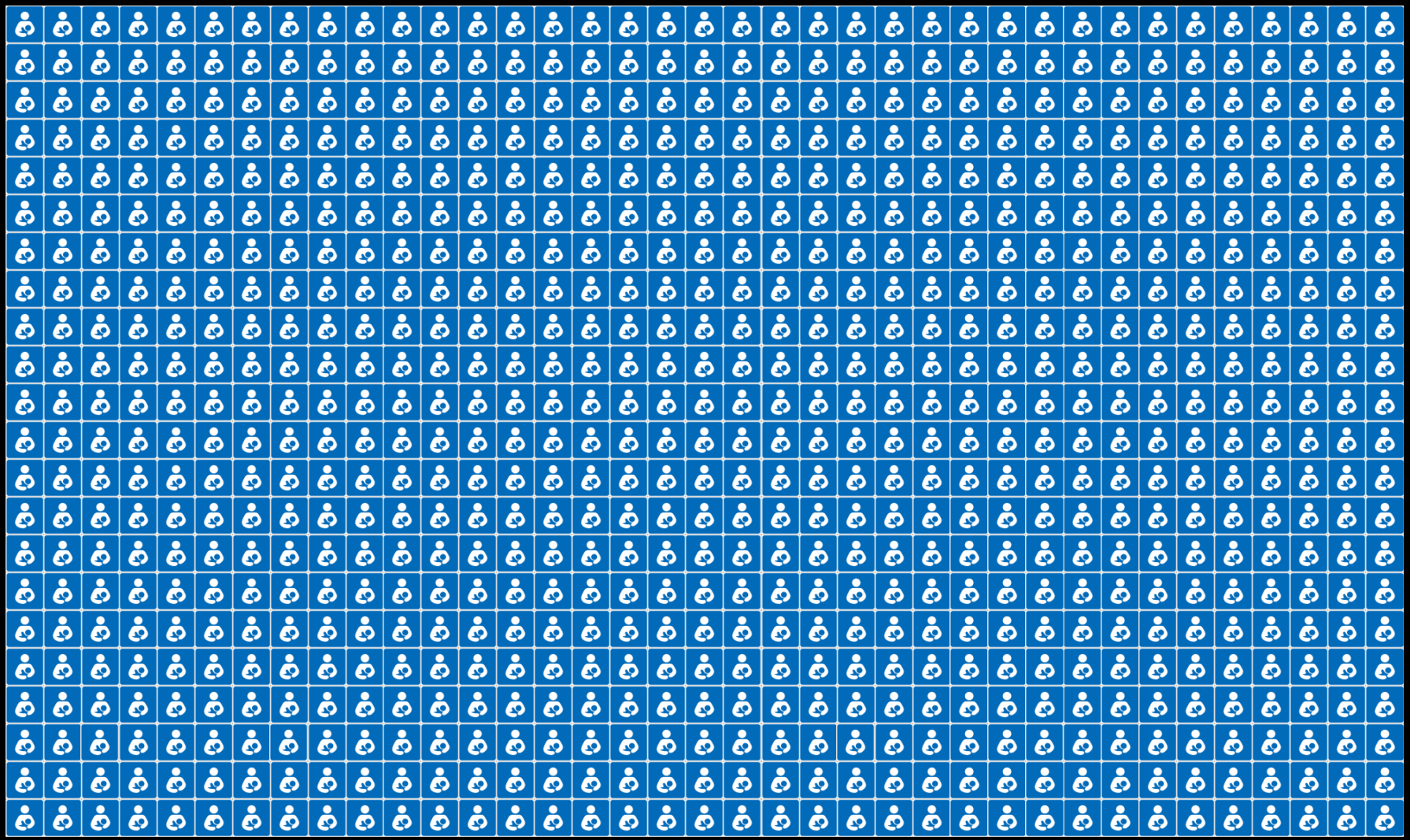
but

every minute a Kenyan woman or child dies from pregnancy-related complications*

*USAID Maternal and Child Health report

every hour

every day



Rose needs a plan

…why?

Rose wants clinic appointments

Rose wants malaria medication

Rose wants blood pressure testing

Rose wants delivery in a clinic

but

healthcare is expensive!

clinic appointments?

20 Ksh.

(20 Ksh is roughly 25¢ US, or about an hour of her family's wages)

malaria medication?

300 Ksh.

(two days' wages)

blood pressure testing?

80 Ksh.

(half a day's wages)

delivery in a clinic?

1500-4000 Ksh.

(10 to 25 days' wages)

Rose and her children sell fruit

the family earns 150 Ksh./day

if Rose saves 15 Ksh. each day…

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….it will take
over 9 months
to save 4000 Ksh.

Rose needs a tool

to help her save money…

Rose needs a tool
to keep cash secure

Rose needs a tool

to make depositing easier

Rose needs a tool
to make saving a habit

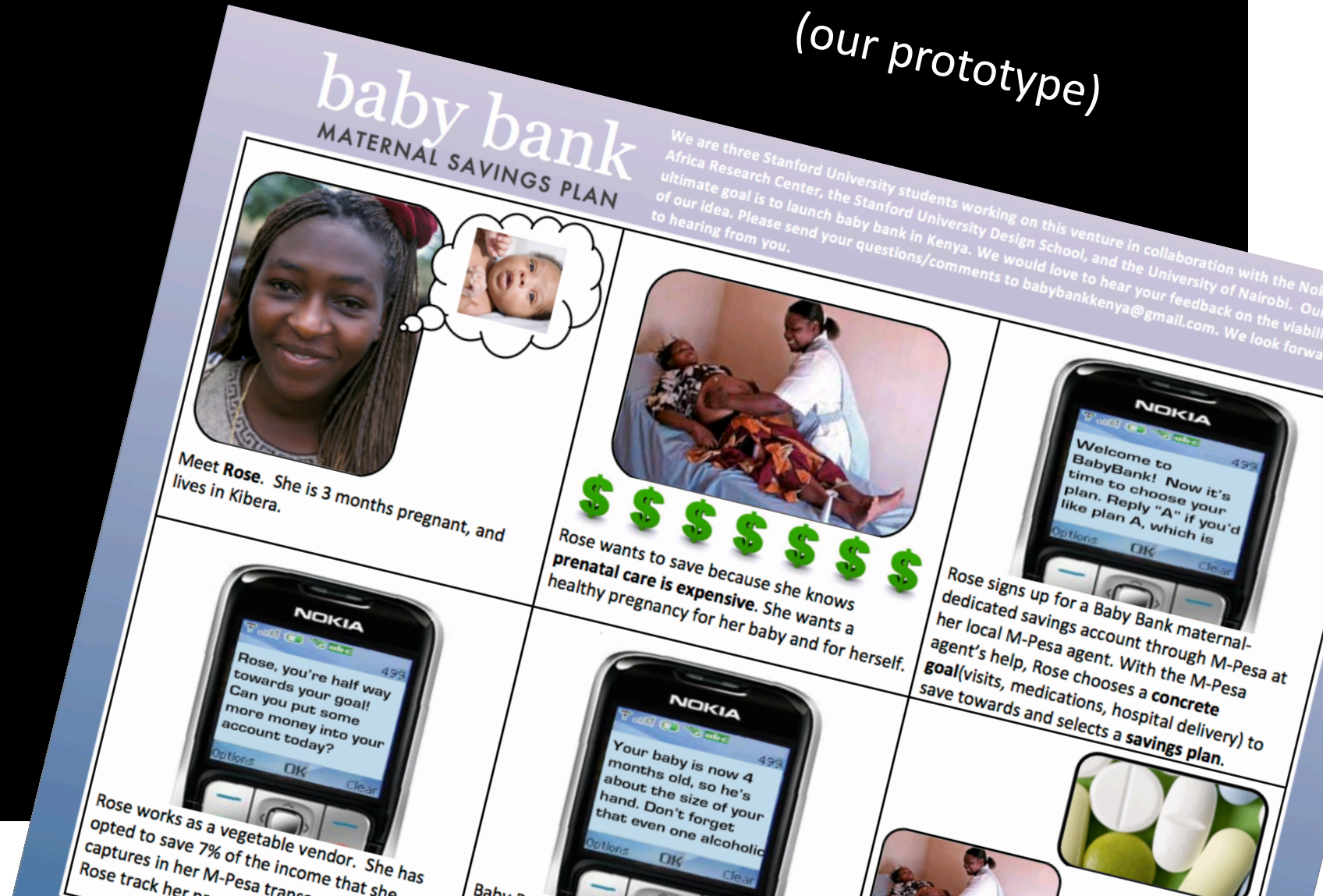
and there already is one! (kind of)

what if

what if expecting Kenyan mothers had a savings account tailored to their needs?

this is how it would work

(our prototype)



Rose wants to save because she’s pregnant!

and she wants to deliver a healthy baby

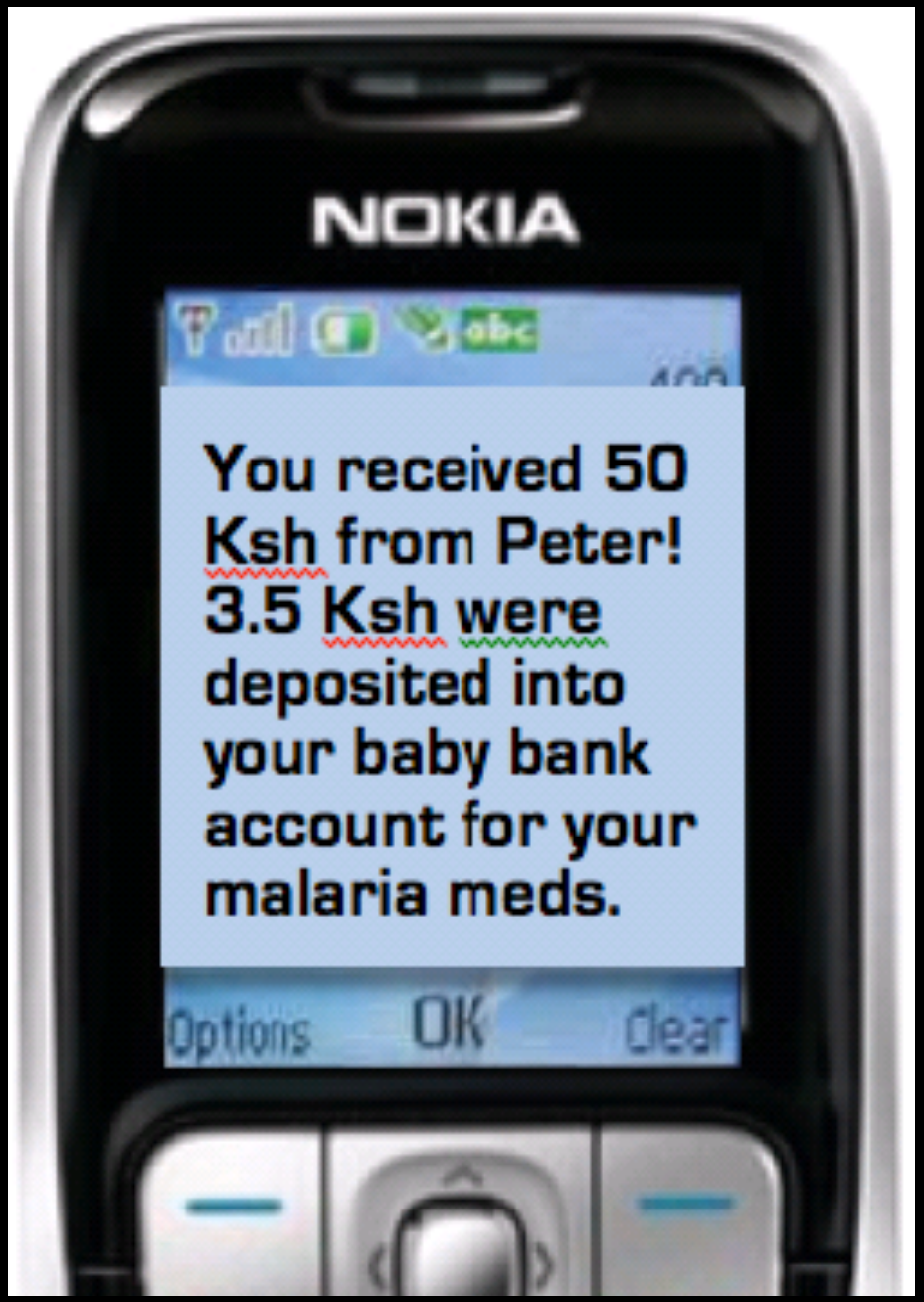
(and she knows prenatal care is expensive)

Rose signs up for a baby bank account at her local M-Pesa agent

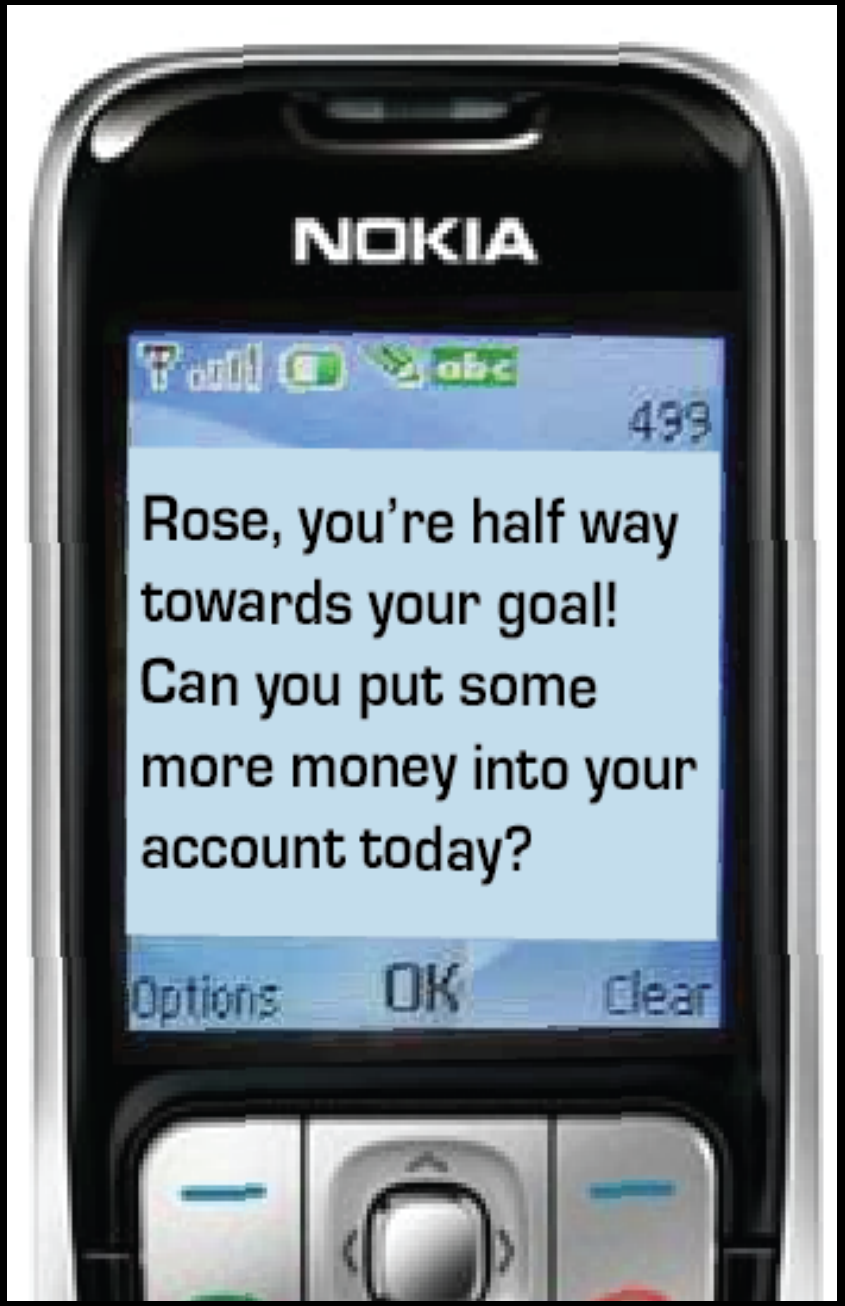
she chooses one of several default plans to match her income & savings ability

her baby bank account supplies concrete savings goals according to her savings ability

(visits, medications, clinic delivery)



Rose chooses to automatically save 7% of payments she receives on M-Pesa



SMS texts help Rose track her progress and remind her to save more

informational texts reinforce healthy habits and Rose's commitment to her savings goals

Rose’s baby bank account accepts deposits from friends and family, even from the UK

Rose receives the timely disbursement of her savings

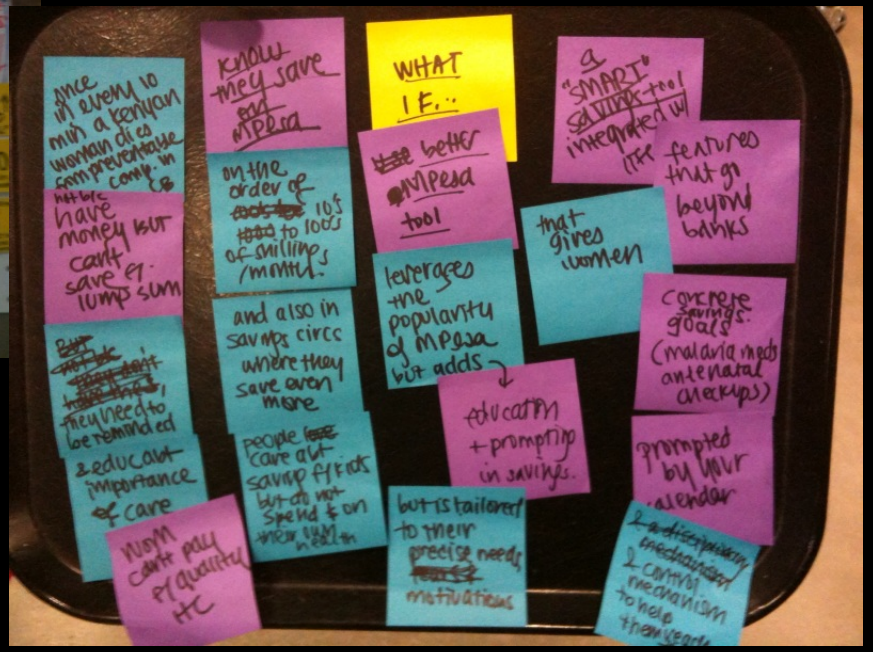
Rose's money is sent directly to the doctor - she never has to pocket the cash!

but this is only one baby bank scenario

we considered many others

Account	Savings	Incentives	Disbursement
• individual • group	• default percentage of money received/ spent via M-Pesa • default percentage increasing over time? • manual deposits at M-Pesa agent on scheduled basis • manual deposits at M-Pesa agent on random basis	• baby's health • baby's health + interest • baby's health + relevant freebies • baby's health + social value • baby's health + insurance	• only for designated purpose • for emergencies, but with penalty • for emergencies, no penalty • release mechanism: trusted person for approval

we considered many others



we talked to the experts

Sally Madsen, IDEO

Seema Jayachandran,
Economics Professor at Stanford

Nick Pearson,
Jacaranda Health

Grant Miller,
Professor of Medicine and
Economics at Stanford

insights from testing?

we know it’s hard to save cash…

we know it’s hard to save cash…
without spending it immediately

we know Rose also needs money for other priorities

like…

travel

schooling for 2 kids

food

housing

family

we know women have limited financial power

we know women have limited financial power

but Kenyan mothers dominate savings circles!

we also know that
pregnant mothers are uniquely prone to save

and baby bank will make that a little bit easier

Next steps:

send final presentation to the experts who have already helped us out!

and other potential partners:

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Safaricom/M-Kesho

Health care providers

Existing NGOs

Eventually:

testing

Eventually:

testing
testing

Eventually:

testing
testing
testing

Eventually:

testing
testing
testing

…of the many features we considered to see what works!

thank you

the teaching team

Joshua Cohen, Terry Winograd & Lucky Gunasekara

our collaborators

Sally Madsen, Akshay Kothari & the University of Nairobi team