BUILDING MOBILE-ENABLED AGENT NETWORKS WITH INCLUSIVE BUSINESS MODELS
THE LAST MILE
POOR, RURAL COMMUNITIES
LACK OF ACCESS
- BASIC HEALTHCARE
- SAFE, DRINKING WATER
- BASIC SERVICES
LACK OF INFRASTRUCTURE
THE SARI-SARI STORE

- SMALLEST UNIT OF RETAIL IN THE PHILIPPINES
- 1,000,000+ NATIONWIDE, UBIQUITOUS PRESENCE
- OWNED AND RUN BY A WOMAN MICROENTREPRENEUR

EXISTING INFRASTRUCTURE
NANAY (MOTHER)

- WOMEN MICROENTREPRENEUR
- WITH A SARI-SARI STORE BUSINESS
- SEeks NEW BUSINESS OPPORTUNITIES
- WANTS TO PROVIDE MORE FOR HER FAMILY
HAPINOY

Training and Technology for Microentrepreneurs Towards Growing their Businesses
OFFLINE - TO - ONLINE
TITA ALICIA DUMDUM
Hapinoy Nanay
Leyte, Tacloban

Has undergone Training,
Leadership Development,
and Values Formation

21st Century Skills!
• Mobile Literate
• Tech-Savvy
• Smartphone-Enabled
• Internet-Connected
• Mobile Money User
BUSINESS OPPORTUNITIES-ON-MOBILE!
OUR VISION FOR THE FUTURE OF HAPINOY STORES
BUILDING MOBILE-ENABLED HAPINOY AGENT NETWORKS

1. A Robust Business Model for the Agent
2. Mobile Literacy and On-Boarding
3. Support and Monitoring
4. Infrastructure Readiness (i.e. Connectivity)
5. Product Mix
6. Regulatory Compliance

Active Agent Network Management