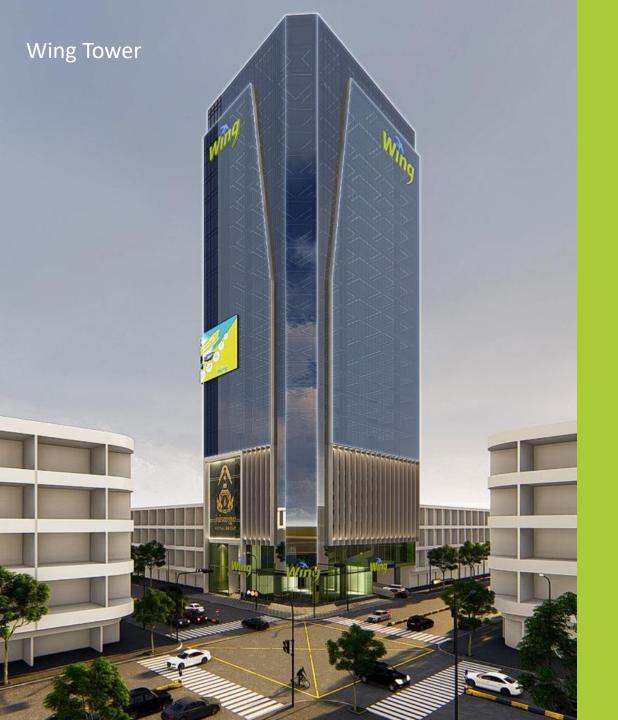
## Wing Bank

## Reverse Innovation Cohort 2 (2022)

Raymund Cabrera SME Business Director

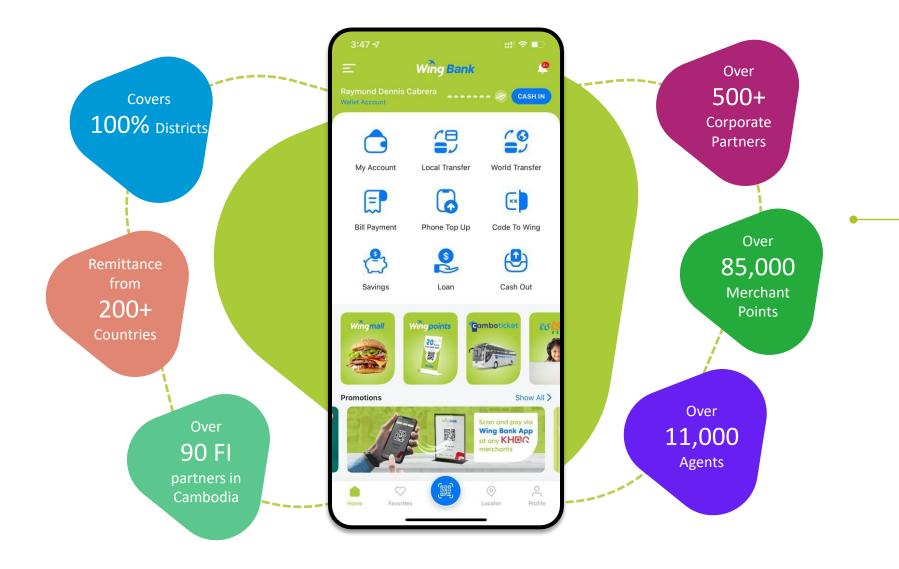


## **Our Vision**

To provide every Cambodian with convenient access to relevant digital solutions for the improvement of their daily lives



## **Our Success**



## More than 100% of GDP As Transaction Value

13+ Million

Active customers

# Wing Bank

## Challenges in the SME Sector

Overview | Problem Statement | Criteria

### **Overview: Main Challenges**



#### Background

Cambodia's economic growth from 2010 - 2019 at 7%, driven by the following sectors: garments, tourism, construction and agriculture. (IMF, 2021).

- □ The Covid-19 pandemic has affected growth to -3.1% (IMF, 2021).
- Since the pandemic, the outcome has created issues SMEs face such as limited access to finance, lack of customers, etc.
- Tourism sector impacted negatively since the drop of tourists which resulted to 79% decrease in spending and in turn closed businesses across the country.

SMEs face a multitude of challenges as they strive to recover from the last 2 years. Scaling reach to SMEs to educate and provide solutions we need to address 2 key opportunities:

- 1. Financial Literacy
- 2. Digital Literacy

## How has Wing Addressed the 2 Main Challenges?



1. Access to Technology & Access to Market Continues to educate SME's by providing consolidated technology platforms. In one platform SMEs can

- > Facilitate QR Payments from all bank apps with Wing Bank KHQR.
- Provides access to a multitude of bank app users (local or international).
- Wing has ventured in the space of q-commerce. Creating a virtual store for SMEs to receive orders while Wing fulfills last mile delivery.
- Provides access to local markets in 8 cities: PP-Kandal, SR, SHV, BTB, KPC, KPS, and KPT.

#### 2. Access to Finance

Providing various financial products such as instant loans and salary advance to SMEs as they leverage the technology and market Wing provides.





**Problem: Educating on Financial & Digital Literacy** 



## **Problem Statement:**

## How can Wing scale in educating financial and digital literacy to SMEs?

**Problem: Educating on Financial & Digital Literacy** 



## Criteria

- The solution/s can utilize both digital and offline channels.
- The solution should be able to address one-to-many to scale reach to SMEs.
- Result in the increased adoption of leveraging Wing technological solutions in the space of cash management, payments, e-commerce.



## Thank You!

## Scan Here ►

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