

SCRIPT M-PESA KENYA

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Length: 1'59"

PRESENTATION

To pull money from the ATM without a card.
It sounds odd, but recently it became possible in Africa, in Kenya.
There is a system that enables to send money, that can be collected from the ATM,
without a card.
It all works from your mobile phone.
The system is online now for one and half years,
and is already replacing traditional ways of sending money, for example through banks.
The system grew virally, and some banks are not happy with that.

BETA

Maureen Akot occasionally works in a salon in this village.
It's difficult to make ends meet for her and her family.
She therefore regularly receives some money from her oldest daughter who works in
the city.
She recently sends it from her mobile phone.
Before she always had to go to a bank.

QUOTE HELIMAH RUNANA

***Now I can do it from the comfort of my desk,
and still send her money.***

The system is called M Pesa,
Kenya for 'mobile money'.
Receiving and sending of money goes through these agents.

SOUNDBITE MAUREEN RECEIVING SMS

Maureen received a message saying there is money again,
and a pin number.
Of course she's going to collect it right away.
Recently that's also possible from the ATM.

No need for queuing at the busy agents anymore.

SOUNDBITE DOOR CLOSING

No need for a card either.
Your phone number and the pin will do.

QUOTE MAUREEN AKOT

When you're using Pesa Point getting your M Pesa money is easy.

Pulling money without a card...

SOUNDBITE MONEY SLOT CLOSING

is very rare anywhere in the world.
According to the company behind these ATMs it is safe.
Because the pin number is valid for 2 hours only.

QUOTE BERNARD MATTHEWMAN, directeur Pay Net

That means the risks around pin are greatly diminished.

Daily over 200,000 Dollars is sent over the phones.
The CEO of the mobile company that introduced M Pesa is not amazed.

QUOTE MICHAEL JOSEPH

We have a lot of money moving around the country in insecure and difficult way. It just filled a need that waited to be filled.

Sending money through M Pesa is a lot cheaper than using banks.
That some times charge commissions up to 15 per cent.
Some banks already collaborate with M Pesa.

QUOTE MICHAEL JOSEPH

Mobile banking is here to stay. You either embrace it, or you are left behind.

Maureen doesn't really care.
She just does her shoppings from it.
Just like the other 5 million users that Safaricom hopes to have end this year.