



BILL & MELINDA  
GATES *foundation*

# JOHANNESBURG

Geospatial Mapping

# Some Important Questions

- Where do poor people live?
- Where is the financial services infrastructure relative to where they live?
- Where it exists, does it provide the appropriate services & products to serve their financial needs?
- Are poor people aware of these services?
- What can the financial services industry and other interested parties do to create awareness, Increase coverage, drive uptake and usage among the poor?

# Questions to think about

- What does sustainability look like?
- What role can the providers play?
- What role can you play?
- What other data can we layer on top of this to make a richer user experience, and what are their sources?
- How can we integrate all these sources seamlessly?