**Application Form**

The questions in this Application Form focus mainly on the nature of your digital implementation and your ability to generate specific reports on customer adoption. We ask you to provide samples of your data analytics capabilities. Applicants are encouraged to provide a clear strategic rationale for their interest in the CoP, and to demonstrate their ability resource a dedicated team capable of timely participation.

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| **SECTION I. About Your Organization** | | | |
| **1** | **Full name of organization and Country** | >> | |
| **2** | **Website** | >> | |
| **3** | **Name of CEO** | >> | |
| **4** | **Email address of CEO** | >> | |
| **5** | **Contact person at your organization**  (CGAP counterpart responsible for the project) | **Name** | >> |
| **Title** | >> |
| **Business unit** | >> |
| **Role** | >> |
| **Phone number** | >> |
| **Email** | >> |
| **6** | **Year the organization started operations** | >> | |
| **7** | **Number of employees (date)** |  | |
| **8** | **Total Assets (date)** |  | |
| **9** | **Number of active borrowing clients (date)** |  | |
| **10** | **Number of active savings clients (date)** |  | |
| **11** | **Type of license** (type of license held in the concerned markets, e.g., microfinance provider, payments service bank, other) *(Max. 100 words)* | | |
| >> | | |
| **12** | **Description of the organization and the core product / service offering of the applying business unit,** including key product features, total # of customers using the product, and their demographic profile, geographic reach, market share and any other data you deem relevant) | | |
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| **SECTION II. Minimum Selection Criteria** | |
| **II. 1 Maturity of Digital Implementation**  *(Max, 200 words per answer)* | |
| **13** | **Provide your definition of a digital customer.** |
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| **14** | **Describe the digital solutions (at least 12 months into implementation) you want to measure to understand customer adoption behavior.**  For each solution, include the following:   * Description of the functionality * Number of customers using the digital solution in a month * Launch date |
| >> |
| **II. 2 Measures of Value Creation**  *(Max, 200 words per answer)* | |
| **15** | **Describe how you currently measure the value created by the implementation of your digital solutions (value for your clients and institution).** |
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| **16** | **Describe how you intend to create business and customer value with your digital implementation(s).** |
| >> |
| **II. 3 Data Readiness**  Describe your current data analytics practice.  *(Max. 200 words per answer)* | |
| **17** | **Do your routinely extract data from your core banking system and warehouse the data for reporting purposes? Describe your operations.** |
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| **18** | **What data analysis visualization tool do you use to generate dashboards/reports?** |
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| **II. 4 Technology Readiness**  Provide information about your IT platform.  *(Max. 200 words per answer)* | |
| **19** | **What is the brand and release number of the core banking system (CBS)?** |
| >> |
| **20** | **Describe any software or platforms that are integrated with the core banking system (e.g., card modules, CRM software, etc.).** |
| >> |
| **II. 5 Operational Readiness**  Describe the project team that will participate in CoP Cohort 2.  *(Max. 200 words per answer)* | |
| **21** | **Identify the project manager who is ultimately responsible for supporting CoP participation.**  Describe their current role, the experience they bring to this initiative, and the FTE they will have to dedicate to the project. |
| >> |
| **22** | **Identify the individuals who will be responsible for data extraction, data cleaning and warehousing, data analysis, and definition of business insight priorities.**  Describe their current role, the experience they bring to this initiative, and the FTE they will have to dedicate to the project. |
| >> |
| **23** | **Identify the manager on your business team who is responsible for working with the data team to develop performance reports for your product lines.**  Describe their current role, the experience they bring to this initiative, and the FTE they will have to dedicate to the project. |

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| **SECTION III. Organization Commitment**  Describe your willingness to share information and participate in CoP discussions. | |
| **24** | **Please provide the name and title of the key project sponsor (preferably at the C-level) within your organization and any partners and confirm their willingness to provide a letter of commitment for the organization should this application be selected.** *(Max. 200 words per answer).* |
| >> |
| **25** | **Are you willing to share non-sensitive information during and after your participation in the Community of Practice, including anonymized dashboards and information related to product take-up, impact, challenges, key success factors and lessons learned during the project?**  CGAP will not disclose information without your consent and would not publish or disclose sensitive competitive information. |
| >> Yes / No (delete that which is not relevant) |
| **26** | **Are you willing to actively participate in the Community of Practice discussions?** |
|  | >> Yes / No (delete that which is not relevant) |
| **27** | **What are your objectives for participating in the CoP?** |
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| **28** | **What are your specific areas of interest?** |
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| **SECTION IV. Required Additional Submissions**  Submit the below additional reports/data with your application. | |
| **29** | **Submit an example of 2 of the performance reports you use measure changes in customer behavior and business value associated with your digital implementations.** |
| **30** | **Provide a sample extraction from your CBS (with minimum 10 records for each table) of the following tables. See the Annex for the data dictionary of each table.**   1. **Loan Account Table** 2. **Loan Balance Table** 3. **Deposit Account Table** 4. **Deposit Balance Table** 5. **Transaction Table**   **If your institution does not offer deposit services and does not have the necessary fields, simply indicate that in your submission.** |
| **SECTION V. Additional Information** | |
| **31** | **Is there any additional information you would like to provide?** *(Max. 200 words*) |
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**New submission deadline is October 28, 2022.**

**-The website** [**www.cgap.org**](http://www.cgap.org) **contains the complete set of documents for this project.**

**-Please submit any questions and/or your completed expression of interest to microfinance**[**@cgap.org**](mailto:ibarres@worldbank.org)**.**