

# mPay Connect

Connecting the world one mobile payment at a time



## What we do

mPay Connect provides consulting services to clients interested in providing mobile payments services to their customers. mPay connect is experienced in serving clients with banked and unbanked customers world-wide. We charge for our services as a retainer or by the project.

Our corporate headquarters are in San Francisco, CA with affiliates world-wide. For more information, please contact us at:

[mgencer@mpayconnect.com](mailto:mgencer@mpayconnect.com)

## Our objective

From rural villages in Kenya and Tanzania to urban transit stations in Hong Kong and South Korea, mobile payments adoption is transforming how people interact with money. Our belief is that the ubiquity of mobile devices, coupled with electronic money movement, will change the landscape of financial services. This change will positively impact economies, businesses, and the livelihood of people in fundamental ways. To that end, we seek to bridge the gap between efforts in emerging and developed markets / banked and unbanked consumers, by connecting ideas, businesses, and people globally to drive mobile payments efforts forward.

## Our team

mPay Connect was founded by Menekse Gencer, former Director of Business Development for PayPal Mobile. In addition to Ms. Gencer's business strategy expertise, mPay Connect leverages affiliates to mPay Connect in various domains including regulatory policy, technical strategy, and project management.

## Expertise

We specialize in assisting clients with mobile money activities around:

- Regulatory policy recommendations
- Market opportunity assessments
- Go-to-market plans
- Business case development
- Vendor evaluations
- Build, partner, buy evaluations
- Pilot Design
- White Paper Publications

## For more information

Contact: [mgencer@mpayconnect.com](mailto:mgencer@mpayconnect.com)

## Our clients

mPay Connect's clients include firms seeking to launch mobile payments and companies seeking to leverage mobile payments for their businesses. mPay Connect's roster of clients includes:

### Mobile Network Operators

- SKTelecom
- Cricket Communications

### Banks and Micro-Finance Institutions

- BRAC Bank (bKash)
- Citigroup
- Wells Fargo

### Development Agencies and NGOs

- The Inter-American Development Bank
- The World Economic Forum
- mHealth Alliance (The United Nations Foundation)
- IntraHealth
- EARN

### Other: Professional Service Organizations and Investors

- Fortune 500 Global Professional Services Organizations
- A Silicon Valley high tech investment company
- Various portfolio management companies

### Startups

- bKash (Bangladesh)
- Frontline SMS Credit, KopoKopo
- Simpa Networks
- Mobile Money Africa
- WillStream

*References available upon request*



#### For more information

Website: [www.mpayconnect.com](http://www.mpayconnect.com)

Twitter: [mpayconnect](https://twitter.com/mpayconnect)

LinkedIn Group: [Mobile Payments Series – mPay Connect](#)

Contact: [mgencer@mpayconnect.com](mailto:mgencer@mpayconnect.com)

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#### Thought Leadership

In addition to providing advisory services, mPay Connect seeks to help drive the mobile money market forward by hosting events, publishing white papers, and presenting at various conferences

##### Mobile Payments Series™ Initiative:

- Hosted Events: Quarterly Panel Speaker Events in San Francisco and NYC
- Online LinkedIn Group: Mobile Payments Series - mPay Connect (Over 570 members)

##### Publications

- “Amplifying the Impact: Examining the Intersection of Mobile Health and Mobile Finance,” by Menekse Gencer for The World Economic Forum Davos Summit, January 2011
- “The Mobile Money Movement™: Catalyst to Jumpstart Emerging Markets,” by Menekse Gencer for Innovations Magazine, MIT Press, December 2010
- “Jamaican Regulatory Overview” by Camille Busette and Menekse Gencer for The Inter-American Development Bank, October 2010
- “Jamaican Gender Issues and Mobile Financial Services Report,” by Menekse Gencer for The Inter-American Development Bank, November 2010

##### University Lectures on Mobile Money

- Columbia University School of International and Public Policy, November 2010
- Columbia University Center for Tele-Information, April 2010 and November 2010
- UC Berkeley Haas Business School @>Play Conference, October 2010
- Stanford University Africa Forum Conference, January 2011 (upcoming)
- Wharton MBA Alumni Association, September 2009, January 2010
- HBS Tech Club Alumni Association of Silicon Valley, October 2009
- Harvard Alumni Association of NYC, February 2010

##### Presentations

- “Mobile Money: The Foundation for Food Security,” by Menekse Gencer for Tech@State U.S. State Department Event on Mobile Money, Washington D.C., August 2010
- “Amplifying the Impact: Examining the Intersections between mHealth and Mobile Financial Services,” lecture at Columbia University School of International and Public Policy, Columbia Business School Center for Tele-Information, and mHealth Summit, NYC and Washington DC, November 2010