



APEC
BUSINESS
ADVISORY
COUNCIL
PHILIPPINES

In partnership with

aboitiz

Powered by



ABAC Philippines Forum on Digital Innovation

Panel 3: Digital Innovation for MSME Development: Empowering MSMEs to Connect to the World



Connecting Micro & Small Enterprises to Commercial Value Chains: Productivity and Expansion Through End to End Digitisation

Michelle Curry - CEO and Founder

Micro & Small Enterprises need an affordable and effective response to digitisation in order to increase their productivity, grow their income and to enter global value chains

500 million +

Micro & Small Enterprises operating non-digitized and cash-reliant enterprises across Asia

US\$19 trillion +

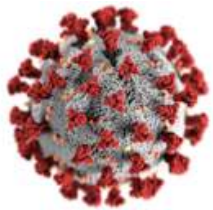
Estimated value of small retailer cash transactions annually (World Bank report 2018)

~US\$35 billion

Estimated missed annual transaction fee revenues (~US\$100M per day)

90% +

Philippine organisations classified as Micro enterprises



COVID-19 has focused the need to accelerate digitisation across Asia



Micro-Small Enterprises, Informal/Gig Workers and the Impacts of COVID-19

Practical policy recommendations to protect, revitalise and make resilient the critical micro-small enterprise and informal/gig worker economic sector during shock events such as COVID-19

Policy Paper #1
Michelle Curry and Hafimi Abdul Haadi
May 2020



Bridging the Digital Divide for Micro and Small Enterprises and their Commercial Ecosystems

Policy Paper #2
Michelle Curry and Hafimi Abdul Haadi
October 2020

Arks

See our ABAC Policy Papers on Micro and Small Enterprises on our website www.toqqaglobal.com: Two more papers are under review

End to end digitisation of Micro & Small Enterprises' back- and front-end business operations gives them access to expansion and resiliency tools requiring no capital outlay



TOQQA is B2B2C digital platform and Super-App:

- for Micro & Small Enterprises and their commercial networks (suppliers, customers, agents)
- providing both back end operations and front end customer digital capabilities delivered via a Super-App for ease and convenience
- includes digital learning features in both free and subscription content models
- enhances business productivity and connects across commercial ecosystems
- Data assets enable supply chain clustering and customer analytics
- with Asia as the first go-to-market region

Watch the overview at

<https://www.youtube.com/watch?v=QSOSLto6YEU>

Supply chain transactions initiate goods movements through the ecosystem and connect Micro & Small Enterprises into at first local, and then broader value chains



- Logistics transactions ensure delivery of goods which have been requisitioned via a supply chain transaction
- Service transactions enable the purchase of complementary B2B and B2C services
- Payment transactions close the loop and complete the value chain
- Extensible digital financial services offerings create easily accessible and affordable portfolios of financial value
- Connectivity across the commercial network opens up access to services up- and down-stream

BIMP-EAGA Pilot

TOQQA, in collaboration with ABAC Brunei, is undertaking a Pilot across BIMP-EAGA. The Pilot is focussing on three core areas of work:

1. Field Test of the features of the App Prototype (i.e. simulated transactions) across mainly cash-reliant, non-digitised enterprises and extending the test to the customers of those enterprises
2. Build and testing of the platform aligned to delivery of key requirements defined by indicators of consumer need and interest
3. Refinement of the business model localisation including partnerships, regulations, operations, business case validation



Key findings of the Pilot to date and next steps

- Key motivation to use the TOQQA solution relate to the enterprise expansion opportunities afforded by digitisation of business processes – for example the ability to have a digital profile, do digital marketing and campaigns, create digital connections with the customer base, service customers via ecommerce and beyond ‘foot traffic’ constraints
- Most of the Micro & Small Enterprises like the ‘no capital’ entry point, 47% say they would pay on a subscription basis compared to 53% who say they would prefer to pay on transactions
- Key features of the TOQQA solution most valuable to them relate to ‘convenience’ factors including the ability to Plan, Earn, Save and Spend. Features involving Loans and Micro-Investing were perceived as lower value for the current sample
- Digital capabilities and trust were likely to constrain uptake, with customer demand creating more likelihood to adopt digital practices than intrinsic motivations
- All were interested to understand more about the Loyalty feature and how it translates to redemptions

Next steps

Full report on the Pilot findings to date to be published October 23

MVP of productivity capabilities ready for launch

Discussions are underway to move the pilot to the Philippines and Indonesia



Photos: Women from KG Bolkiah Community, Brunei – TOQQA Pilot Sept 13, 2020



Scan or go to
www.toqqaglobal.com

TOQQA's CEO and founder Michelle Curry (middle) has lived and worked in Asia for the past 15 years and has extensive pan-Asia relationships. She has built, scaled and run regional and global businesses as an executive in large multinationals, and was the CEO of an international development organisation

Michelle is pictured here with micro & small entrepreneur, Pari, and her father, from a village near Lucknow in India.

Michelle Curry - CEO and Founder: E: michellecurry@toqqaglobal.com M: +61 (0) 411816016 Tw: @ToqqaGlobal