“More or Less”

The fundamental principle of Flexibility
The only certainty is uncertainty.
Uncertainty of time
Uncertainty of money
Planning is a challenge.

(So is meeting commitments on time and money)
“The Prepaid Economy” project

Study goal: How do they manage their household finances on irregular income streams?

Study focus: Rural bop households in Philippines, India and (remotely) in Malawi
Sampling uncertainty and ability to plan ahead

- Employee with salary
- Farmer with harvest
- Odd jobs labourer
Study Findings: Actionable insights for business transaction models (design of products and services)

- Seasonality

- Lack of liquidity

- Increasing span of control over timing and amount for the end user (customer) is likely to improve business model success. For example, prepaid or pay as you go payment plans vs unknown monthly bill by set deadline

  - Four business models analysed that leads to conclusion that a combination of greater Facetime and Financial flexibility increases sales, however the latter is what makes the difference.
Income: +ve, -ve

Points:
A: Smoothed activity, carry forward, quick credit, small informal loan
B: Expenses (monthly, weekly?)
C: Durable
D: Danger

Annotations:
* Durable
* Danger
“Kadogo” kerosene vs “Lumpsum” LPG
flexibility of time (frequency, periodicity) and flexibility of money (amount)
Approximately, Socially, Informally
Flexibility comes from negotiating limits of mutual trust.