

**2021 WITSA Global ICT Excellence Awards
Nomination Form**

The *2021 WITSA Global ICT Excellence Awards* will be presented to select individuals, academic institutions, corporations, NGOs or governments whose use and applications of digital technologies exhibit exceptional achievement within the following broad categories:

Private Sector/NGO	Public Sector
Digital Opportunity/Inclusion Award	Digital Opportunity/Inclusion Award
Smart Cities Award	Smart Cities Award
Sustainable Growth/Circular Economy Award	Sustainable Growth/Circular Economy Award
Innovative eHealth Solutions Award	Innovative eHealth Solutions Award
Public/Private Partnership Award	Public/Private Partnership Award
E-Education & Learning Award	E-Education & Learning Award
Emerging Digital Solutions Award	Startup Ecosystem Award

In addition, a *Chairman's Award* will be presented to a nominee selected from the entire pool of candidates from all award categories.

Candidates for these Awards are nominated by ICT experts from around the world who span over 80 countries/economies. The *2021 WITSA Global ICT Excellence Awards* will take place in conjunction with the November 11-14, 2021 World Congress on IT in Dhaka, Bangladesh (<https://wcit2021.org.bd/>).

Digital Opportunity/Inclusion Award

Award #1: Individuals, academic institutions, corporations, or NGOs

Award #2: Government authorities

Award Criteria - Individuals, corporations, academic institutions, corporations, NGOs or government authorities that have made a remarkable and successful effort at providing digital opportunities to those in need are eligible for this award. In order for the Digital Age to fulfill its promise, it must consider the unique challenges faced by diverse populations. Examples could include deployment of ICTs and Internet access among inner city populations, or in towns, rural areas or cities in developing and least-developed countries. This award also includes programs and initiatives that aid people with disabilities and others who face longstanding barriers to social inclusion. Digital Inclusion is defined as the “ability of individuals and groups to access and use information and communication technologies (ICTs). Digital inclusion encompasses not only access to the Internet but also the availability of hardware and software; relevant content and services; and training for the digital literacy skills required for effective use of ICTs.”

This award recognizes solutions enabling accessibility for those individuals who have traditionally not benefited from ICT. This award also seeks innovative solutions that create

meaningful employment through ICT for those who have traditionally been underrepresented in the labor force. Of particular interest to WITSA are applications that embed inclusion and accessibility in the original design as opposed to retrofitting existing applications.

YOUR NOMINEES (limit three nominations per award category). *Please specify whether the nominee(s) are for the private or public sector category.*

Digital Opportunity/Inclusion Award (Private sector category)

PitePite

ThitsaWorks Solutions Myanmar Co., Ltd.

REASONS FOR NOMINATION (NOTE: It is important that you make a detailed description of the nominee and why you think the nomination is justified. The absence of a detailed summary of qualifications as they *relate* to the above-mentioned award description will make it difficult for the awards committee to make an appropriate assessment of the candidate):

REASONS FOR NOMINATION

In Myanmar, 70% of the over 50 million populations live in rural areas, more than 75% of the total populations do not have access to banks and 52% of total populations constitute females. Lack of knowledge, technology, capital and support are hindering young rural women from access to available resources with proper regulation. The platform provides Digital Financial Literacy to unbanked via online and offline methods. The platform is not only applicable for young rural women entrepreneurs and finance institutions.

About ThitsaWorks Solutions Myanmar Co., Ltd.

ThitsaWorks is a FinTech that provides technology solutions for financial institutions to collect, manage and analyze data needed to run effective operations and to manage risks. ThitsaWorks's data-driven solutions help financial institutions grow and make better credit decisions. ThitsaWorks helps improve financial inclusion by providing users with access to financial literacy, financial information and appropriate financial products. ThitsaWorks is passionate about solving complex business and social challenges using data as a tool.

ThitsaWorks believes that poverty can be solved, and that if the poor have access to capital, they will be able to retain the returns of their labor and will be empowered to rise out of poverty. ThitsaWorks wants to contribute towards making financial services available to 2 billion adults in the world without basic financial services.

ThitsaWorks has partnerships with **70 financial institutions in Myanmar who are currently serving 3 million clients** making ThitsaWorks the largest technology solution provider for microfinance institutions in Myanmar with a high impact on financial inclusion.

ThitsaWorks Solutions Myanmar Co., Ltd., located at the address, **Sky View Tower, No. 28 (A) Kyauk Kone Street, Room#701, Yankin Township, Yangon 11081, Myanmar**, is a Myanmar financial technology services company, under **company registration number 115275984** focusing on providing technology solutions to financial institutions based in Myanmar.

Impact / Potential

Digital financial services and systems that are managed by ThitsaWorks with a significant impact on financial inclusion in Myanmar are as follows:

- 14 implementations of core banking solutions and digital field applications for financial institutions in Myanmar;
- An interoperable digital payment platform for microfinance institutions for loan repayments and disbursements via mobile wallets in partnership with the United Nations Capital Development Fund (UNCDF) and ModusBox Inc. (in-progress);
- Microfinance Credit Information Exchange (MCIX), a credit data sharing platform that provides consumer insights of 3 million unbanked, in partnership with Myanmar Microfinance Association (MMFA);
- A digital financial literacy program using a financial inclusion chatbot called Pite Pite to teach low-income rural women about electronic cash transfers in partnership with the United Nations Capital Development Fund (UNCDF);
- A budget planner mobile app to teach microfinance borrowers good financial habits and disciplines in partnership with the German Sparkassenstiftung for International Cooperation (DSIK) (in-progress); and
- Implementing a digital financial literacy program that teaches existing and potential borrowers of microfinance institutions on the use of digital payments to improve their livelihoods in partnership with DAI and the U.S. Agency for International Development (in-progress).

Coping with Challenges

Since military coup took place in February 2021, there have been disruptions in the telecommunication channels and Facebook has been effectively banned in Myanmar. To address these challenges, ThitsaWorks has created a website in Myanmar language to publish financial literacy content, and is now building a mobile app. ThitsaWorks will also leverage its partnerships with MFIs to disseminate DFL component via offline and online methods.

COVID-19 has made everyone to embrace the “new normal” in doing business and accelerates digitization of organizations and users who are no longer able to function without digital tools.

This creates an urgent need for solutions provided by ThitsaWorks in digital transformation, risk management and digital financial literacy. We have been partnering up with local and international organization to help MFIs in Myanmar digitize and improve their efficiency. We are also expanding our services into the international markets.

For this nomination, we would like to highlight ThitsaWorks's efforts in digital financial literacy via Pite Pite.

Pite Pite Overview

Pite Pite, a name derived from Myanmar word Pite San (Money), is a platform that provides Digital Financial Literacy (DFL) to unbanked via online and offline methods. Pite Pite shares DFL contents and trainings, digital and financial information via Facebook, website, mobile app and physical trainings.

According to the 2014 Census, 40 million of the total population of Myanmar do not have access to banks and 52% of the total population constitutes females. Lack of knowledge, technology, capital and support are hindering young rural women from access to available resources with proper regulation.

Pite Pite aims to improve financial inclusion and enhance the financial health of unbanked by giving them access to credit and knowledge on financial loans, they can start their own businesses, reduce their financial burden and come out of poverty, i.e., existing or potential borrowers of MFI will benefit from the services and products we provide. Development of DFL specified for SMEs will improve the service of the enterprise, its access to markets and its ability to compete.

Objective

Improve financial inclusion in Myanmar by:

- **Financial literacy** – strengthening digital financial literacy of users to help them manage their personal finances
- **Actionable information** – providing users with access to financial, market and location-based information to help them make sound decisions
- **Introduction** – matching users to appropriate financial products based on their needs



Scalability

Our unique value proposition is that Pite Pite can leverage access to technology, data and expertise to provide digital financial literacy, access to financial information and access to finance to power financial inclusion in Myanmar. We bring unbanked to formal financial systems by reducing their knowledge gap and improving their financial resilience at national and regional level, and by helping financial institutions digitize their operations and manage their risks.

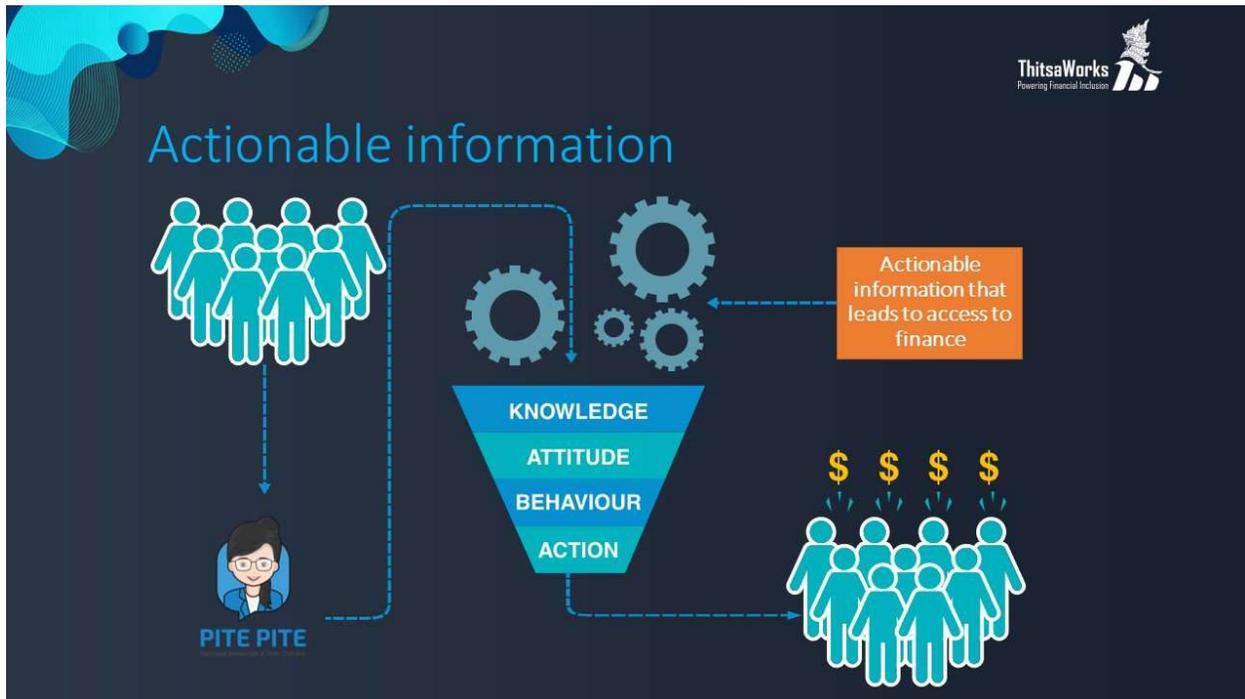
Pite Pite can scale up to introduce users to various financial and non-financial products in different verticals.

Innovative Features and Functionality

For existing and potential microfinance borrowers:

- Pite Pite provides financial and digital literacy contents that are curated in a bite-size, social media friendly format using colloquial Myanmar language accompanied by locally relevant and appealing graphics. Content pillars include financial literacy, digital literacy, day-to-day finance tips as well as products and service information, assisting the users in assessing their financial situation as well as providing information related to financial access.
- Pite Pite provides access to financial information so that users can better understand the financial products and services offered near them. It aims to help consumers feel more confident and less hesitant to seek out financial services. It can empower users

by providing access to financial information that is easy to understand. This actionable information leads to appropriate financial information and products.



For loan officers of microfinance institutions:

- Loan Officers of Microfinance Institutions can use Pite Pite to provide digital financial literacy to the borrowers they work with which in turn improve the quality of the loan portfolio they manage.

For financial institutions:

- ThitsaWorks applies values and methods from Human-Centered Design to observe and interview users, test pilots and incorporate user feedback into our product design and refinement. User insights will be used to iterate and improve the platform to increase uptake, utility and user-friendliness. Additionally, insights gathered from Pite Pite are extremely useful for financial institutions to design products that meet the needs of the potential borrowers.



Proven Solution

Prior to February 2021, over 1 million internet users in Myanmar follow Pite Pite on Facebook and the digital financial literacy content shared by Pite Pite has reached 2.5 million people, or 1 out of 10 Internet users in Myanmar, a month. We continue to refine and iterate the financial literacy content on our Website and Facebook page as we gain a better understanding of our target clientele through their questions, comments and feedback.

SUPPORTING INFORMATION: Please send any supporting information to the address above, including information from candidate (i.e. excerpt from program description, web site print-out, press release, etc.)

- Pite Pite Website: <https://www.pitepite.com/>
- Pite Pite Facebook: <https://www.facebook.com/PitePiteBeta>
- Pite Pite YouTube: <https://bit.ly/2Wpm7Hd>

- ThitsaWorks Website: <https://www.thitsaworks.com/>
- ThitsaWorks Facebook: <https://www.facebook.com/Thitsaworks>
- ThitsaWorks LinkedIn: <https://www.linkedin.com/company/thitsaworks>
- ThitsaWorks Twitter: <http://www.twitter.com/thitsaworks>
- ThitsaWorks Youtube: <https://bit.ly/3Bjr5Ex>

ThitsaWorks in News

- KrASIA : [Myanmar's ThitsaWorks bags funding from BOD Tech Ventures to scale operations | KrASIA \(kr-asia.com\)](https://www.kr-asia.com)

- Deal Street Asia : [SEA Digest: BOD Tech Ventures backs ThitsaWorks; iLex ties up with Refinitiv \(dealstreetasia.com\)](#)

NOMINEE CONTACT INFORMATION (for award follow up and coordination)

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