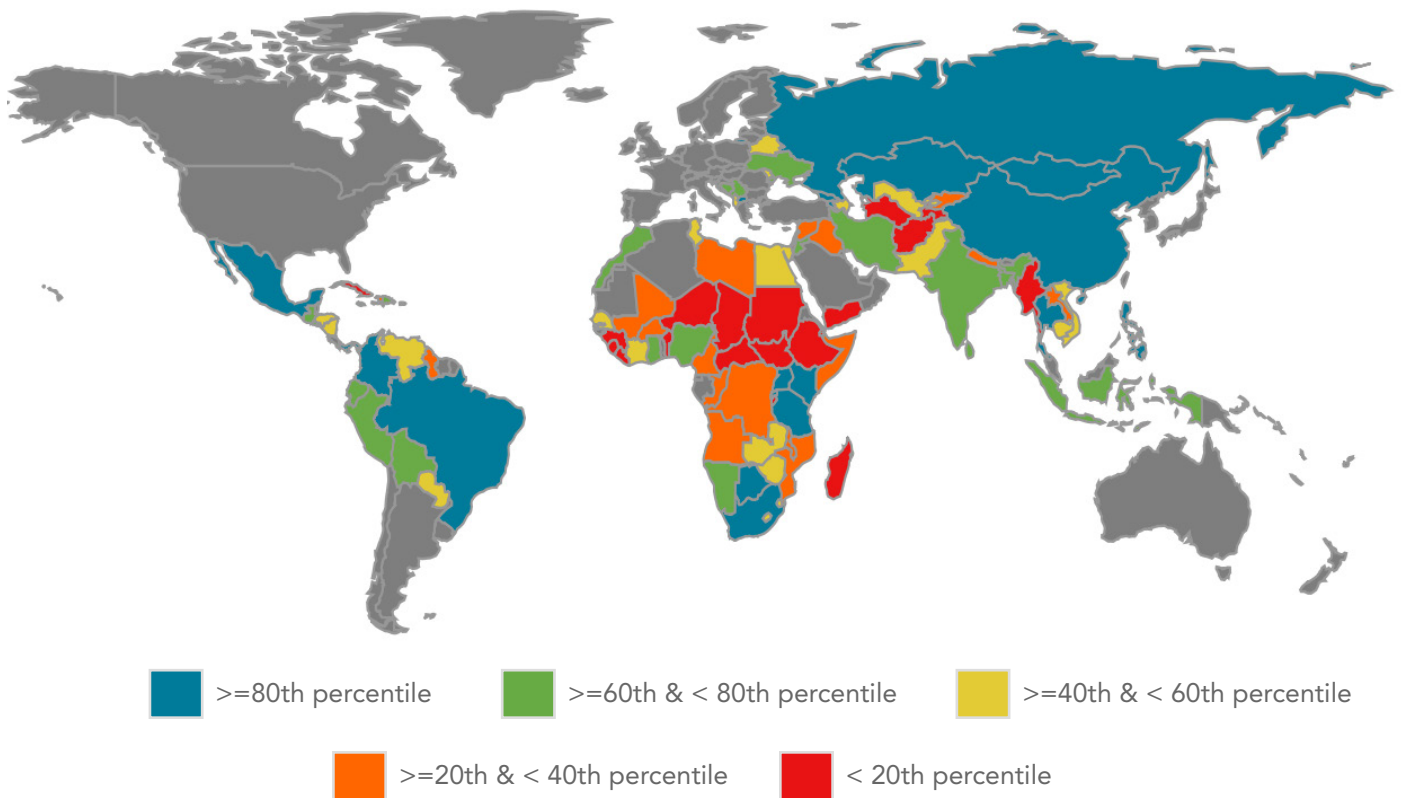


MOBILE FINANCIAL SERVICES MARKET VIABILITY TOOL

The USAID/NetHope market viability tool provides a **comprehensive ranking of the overall maturity of the mobile financial services ecosystems in 104 countries**. A high ranking in overall score generally indicates that a country's relevant market conditions are conducive to exploring the expansion and adoption of MFS.



Countries are ranked using **40 key indicators** that fit into **six indicator groups**:



Demographics



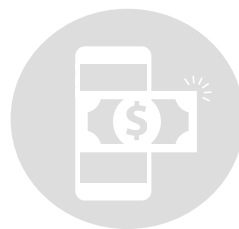
Business Environment



Financial Environment



Network Environment



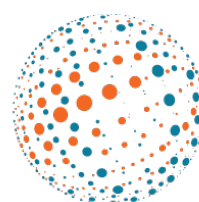
Mobile Payments



Regulatory Environment

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