

#SKIPPA
FIKAN

#SKIPPAFIKAN, and fulfill dreams

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1. Purpose

We want to reduce the poverty of the world by increasing the amount of money lent through micro loans.



2. Micro loans

A micro loan is a small loan, usually crowdfunded by several people. Getting a micro loan can enable the purchase of a cow or expansion of a small store, improving the living situation for people and helping them out of poverty.

\$400

-The average loan size on Kiva.org. That is how much is needed to lift someone out of poverty.

3. Our Project

The research conducted in the initial phase of the project showed that the main reasons why people don't give out micro loans is that they don't know that they exist or that they don't have enough knowledge about them.

- I did not know micro loans existed.
- I do not know enough about micro loans.

- The two main reasons why people do not give out micro loans.

Our solution to this problem is **#SKIPPAFIKAN**. Using social media and our website www.skippafikan.se, we spread awareness, encourage lending and educate people on the subject. On the website you can find all information you need on micro loans and make an impact by giving out a micro loan.

4. The Procedure

Gathering information

For the first couple of months, we had to revisit our idea many times. We met with organisations, learned about microfinance and studied its ecosystem. As we learned more about the subject, we came further from our initial idea. What started as a project exploring the incentivizing of microlending, ended up becoming #SKIPPAFIKAN

As soon as we knew our idea was feasible, we started building our platform: Firstly, a website serving as an easy-to-read encyclopaedia for micro loans, as well as encouraging its visitor to lend out a micro loan. Secondly, a social media presence together with a well thought out plan for marketing our website.

Building our platform**Marketing**

Finally, using various original marketing techniques, we started reaching out to as many people as possible to increase awareness about micro loans and our website. We encourage friends to challenge each other, we post funny memes, inspiring stories, "tag your friends"-posts, we use hashtags and we actively reach out to relevant communities.

Skip your next fika, lend out the money, and challenge a friend to do the same!

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T**14500** SEK

Amount of money lent out through #SKIPPAFIKAN. That is roughly 4 projects, and 700-1000 cups of coffee.

1300+

Unique visitors to www.skippafikan.se

Awareness

f 320+ followers
740+ reached
Posts with 50+ engagements

ig 210+ followers
700-800 unique account visits each week
15-30 website clicks each week

6. Difficulties/Moving Forward

Measurement issues

Due to the people not lending out through us, we had to manually confirm each loan, rendering the measurement of our true impact imprecise.

Website issues

The website we built had some issues with consistency. Knowing this, in the future we would instead of using a website builder hire a professional or take coding into our own hands.

Moving it forward...

We would love to scale things up. Reaching more people through Social Media is not a problem. To achieve a greater impact, we are also looking at a closer cooperation with Kiva.org.

Why don't you pay us a visit and skip your next fika?

@skippafikan **kiva**
@skippafikan Supporter

