

Conceptual Framework

Bank On programs bring together local government, financial institutions, financial regulators and community organizations to design safe, affordable and convenient transaction accounts for unbanked consumers. This conceptual framework lays out the partners, activities, goals and intended consumer outcomes for a Bank On program, as well as two key assumptions that drive the design of the model.

Assumptions:

1. The unbanked population pays more for basic financial services than the banked population does.
2. Financial institutions are able to serve unbanked consumers in a way that is sustainable to their business operations.

