

Mobi Mani wins Best ICT Innovation Award

MOBI MANI, A MOBILE PAYMENT system recently launched in Vanuatu that allows users to send money to anyone with a mobile phone using only text sms is already making waves as the winner of the prestigious Best ICT Innovation Award at the Pacific ICT Days 2015, held last weekend at Warwick Le Lagon Resort.

Mobi Mani founder, Marc Warin, said, "We are honoured to have been selected as the best ICT Innovation as we, too, believe that Mobi Mani is a different way of making payments from a mobile

phone that give people more freedom and control over their personal and financial affairs."

Mr Warin went on to say that Mobi Mani is different from other mobile payment systems because it can be used by anyone, regardless of which mobile company they use, and no bank account is needed.

Also, Mobi Mani users do not have to take their cash off the system like with existing money transfer services, but rather user can simply send the money via their phone to anyone they would have paid with cash. This means that

ni-Vanuatu will be able to pay bills, buy food and drink, send money to friends and family, and top-up their phones from anywhere at any time. No more going into town, no more standing in lines. Mobi Mani will dramatically change the way ni-Vanuatu live their lives.

Fred Samuel, Office of the Government Chief Information Officer and head of the OGCIO, the organization that planned and hosted the Pacific ICT Days event, agrees, saying, "I see a great opportunity with this solution as a quick way of

improving current cash-based money transactions. I see a lot of potentials for this solution to improve citizens life but also Government internal administration."

Mobile payments systems have long been sought that could address the issues facing Pacific Islanders when they want to send money, namely ease, security, convenience, speed, cost, and access by everyone, Mobi Mani addresses all of these issues in a safe and simple way that anyone can use.

Jordan Weinstock, an international expert in mobile

payment systems who is also an adviser to the OGCIO, thinks that Mobi Mani is a great solution for money transfer and mobile payments in Vanuatu, saying, "Mobi Mani is an interoperable money system that is secure, easy to use and is ideally suited to the community-based society in Vanuatu".

Mobi Mani has signed up nearly 600 users in the lead up to the Pacific ICT Days event, and plans to use the recognition from the award to attract even more customers. Although more merchants are slated to start using the

system, current Mobi Mani users can use their Mobi Mani accounts to top-up their pre-paid mobile phones from anywhere, at any time.

Mobi Mani is a private company that is independent of the banks and telecommunications companies. Its mission is to provide the people of the South Pacific with an easy-to-use, inexpensive, accessible and convenient way to send money to each other. Mobi Mani is launching in Vanuatu in November and will expand into the rest of the South Pacific in 2015.