

GLU.AID – Executive Introduction

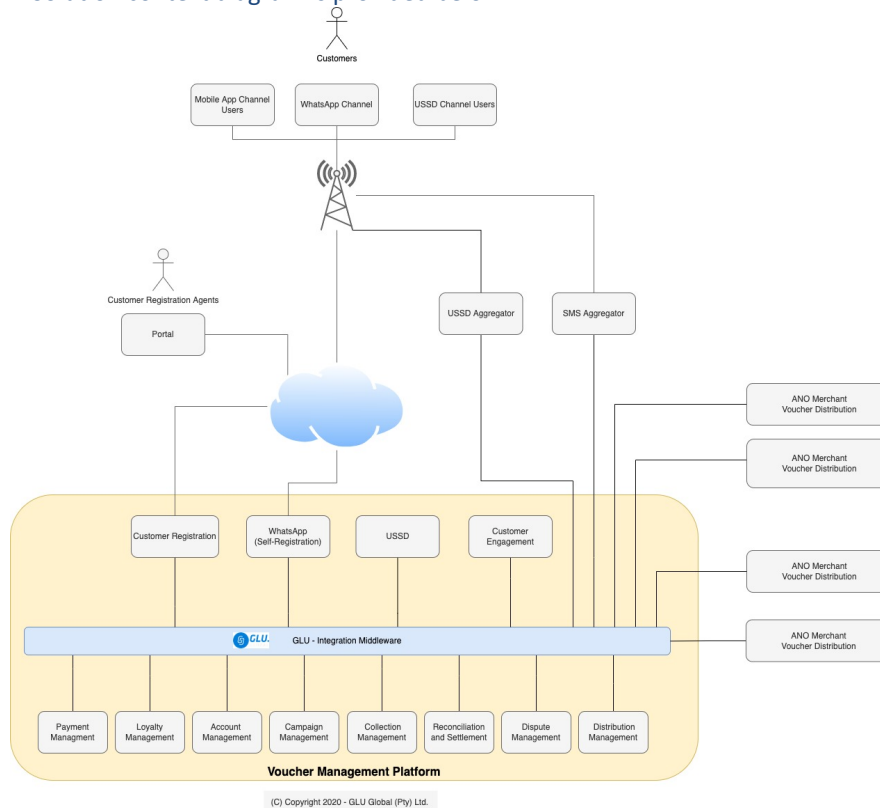
GLU.AID is a digital voucher distribution and campaign management solution. Born out of the Covid-19 crisis and the need for solutions to the resulting food security challenges, a collaboration of development organisations, technology organisations and value distribution organisations built a not-for-profit, interoperable, agnostic Digital Aid platform and organisation that distributed donor funding to beneficiaries in the form of digital vouchers and/or digital value to wallet/card/account.

GLU.AID allowed development organisations to register beneficiaries requiring support, donors to register and fund that support, digital vouchers or value to be created and then distributed to the beneficiary’s mobile phones for redemption. The platform provided the beneficiary with choice as to which channel to redeem their vouchers across the formal and informal retail networks. In future, beneficiaries will be able to select value to bank accounts, cards, and their preferred mobile wallet. The platform will also be able to match qualified beneficiary candidates to donors with interests in supporting specific groups. Everything is secure and auditable.

The solution comprises of the following 6 stages:

1. Beneficiary Registration - Customer registers for the product
2. Consent - Operator contacts customer and employer for consent to Ts and Cs, preferences and limits
3. Verification - Operator verifies and creates customer disbursement account
4. Disbursement - Operator disburses agreed value in digital vouchers
5. Redemption - Customer spends the digital voucher
6. Reward - Customer gets rewarded based on expenditure pattern

A high-level GLU.AID Solution context diagram is provided below.



GLU.Aid is commercialised as a setup and per transaction fee model. GLU.AID has been built and tested operationally at scale. New use cases will determine its Roadmap.