

Business Requirements Document (BRD) for Cred Fintech

1. Introduction

This Business Requirements Document (BRD) outlines the requirements for Cred, a leading fintech company in India, to further enhance its offerings and expand its market reach. The document identifies key business objectives, target audience, and specific requirements for proposed initiatives.

2. Business Objectives

- **Increase user base and engagement:** Attract new credit-worthy individuals and retain existing users through innovative features and value propositions.
- **Expand product portfolio:** Diversify beyond credit card management and rewards to offer a wider range of financial products and services.
- **Deepen partnerships:** Strengthen relationships with existing merchants and forge new partnerships to broaden reward options and user reach.
- **Boost revenue and profitability:** Explore new revenue streams and optimize existing models to ensure sustainable growth.
- **Enhance brand awareness and reputation:** Solidify Cred's position as a trusted financial partner and thought leader in the fintech industry.

3. Target Audience

- **Primary:** Credit-worthy individuals in India, aged 25-45, with high disposable income and an active credit card lifestyle.
- **Secondary:** Individuals with emerging credit history and growing financial aspirations.

4. Business Requirements

Product and Features:

- Develop new financial products like investment tools, insurance plans, and credit monitoring services.
- Personalize rewards and benefits based on user preferences and spending habits.
- Integrate gamification elements to encourage engagement and loyalty.
- Offer financial literacy resources and educational content.

Technology:

- Upgrade the technology infrastructure to handle increased user base and data volume.
- Implement robust security measures to ensure data privacy and compliance.
- Develop AI-powered recommendation engines for personalized product suggestions.
- Enhance the mobile app experience with intuitive design and seamless functionality.
- Integrate open APIs for broader ecosystem partnerships.

Marketing and Sales:

- Launch targeted marketing campaigns on various channels to reach new user segments.
- Leverage influencer partnerships and brand collaborations to build brand awareness.
- Develop data-driven customer acquisition and retention strategies.
- Implement referral programs and loyalty initiatives to incentivize user engagement.
- Offer personalized communication and support to enhance customer experience.

Operations and Support:

- Streamline customer onboarding and account management processes.
- Implement efficient fraud detection and prevention mechanisms.
- Provide multi-channel customer support with prompt resolution of queries.
- Build a strong compliance framework to adhere to regulatory requirements.

5. Success Metrics

- User growth rate, monthly active users (MAUs), and customer acquisition cost (CAC).
- Product adoption rate, engagement metrics, and average revenue per user (ARPU).
- Brand awareness, customer satisfaction score, and net promoter score (NPS).
- Revenue growth, profitability margin, and return on investment (ROI).

6. Conclusion

This BRD serves as a roadmap for Cred's future growth and success. By implementing the outlined requirements, Cred can expand its offerings, attract new user segments, and solidify its position as a leading player in the Indian fintech landscape. Continuous

monitoring, evaluation, and adaptation based on market trends and user feedback will be crucial for achieving long-term business objectives.

Author: Ajinkya Salunke