**Alternative Lending and Crowd Funding** as an alternative form of capital raising have given rise to customer empowerment between entrepreneurs and investors.P2P lending has garnered significant attention due its economic benefits to small businesses and individuals (financial inclusion) but how sustainable is this model -is it set to be thriving in APAC?

These platforms look at new ways to evaluate credit besides the traditional information. Digital footprint such as the social network information. Interestingly (yet to be validated: the more friends one has, the more trustworthy one is deemed!). Personality profile through facebook is used to determine a borrowers default probability. (Cambridge study). Look towards free text analytics for predictive value. Eg : Proseper/ Credit Karma : Business platforms Eg : Fundera/ SmartBiz

However, in China, several P2P lending platforms have collapsed, in fact the data confirms so – there is no transaction volume of P2P lending, indicating no stable trust in P2P lending?

Refer to dataset and results to explain current stage of development …..

Bottomline is :  Lots of information exposed is a motivating factor for lending businesses to develop multiple product verticals enticing borrowers

But is this sufficient? We also need to address on the emotional aspect of lenders with respect to credit risk. Having  lots of data is not equal to accurate data and predictions  - See China P2P fall (above)

Other datasets to aid research study :

1)  Twitter  - perform sentiment analysis using ML methods/ word-frequency to analyze the distribution of different types of sentiments on a lenders' cognitive behavior.  (Emotion Computing) Purpose : Trust Measurement Tool on Lenders' emotional state.

2)  Competition from payment platforms that  are now getting into lending business – eg

Square /PayPal.

**Crowdfunding platforms** have taken off and have become a greater source of startup capital for entrepreneurs and investors in APAC – Crowdfunding has expanded the space to ideate and create. Real Estate crowdfunding shows the most potential from dataset study….

Other datasets to aid study : 1) Rewards and Donation Based crowdfunding platforms versus number of projects funded and number of donors offering their contributions.

2) ICO Fundraising versus Angel and VC Funding

**Other APAC Fintech Clusters :**

1) InsureTech - Telematics and insurance - use data to price the risk, insurance company will know the probability when a bad event occurs, use an IoT device embedded in the car and submit the real time data to insurance companies and determine the insurance rate

2) Investments – Robo Advisers

3) Payments is another innovation in fintech - how disruptive ? Apple pay/ google pay /AliPay/ WeChatPay/ Alibaba and tencent