1-What challenges do you see in P2P lending platforms in Saudi Arabia?

the challenges for this companies may be includes:

1/ no wide spread because the bank is the first choice for the custome

2/ Lack of customer confidence

. 3/ High risk

4/ Attracting investors to the company

Some borrowers do not want to share their data with a third part 5/

2- Do you think that if SMEs cannot get a loan from banks, lending platforms like FORUS present a strong case ?Justify your response by analyzing digital lending ecosystem in middle-east?

Yes, this is the best option to achieve its goals or solve its financial proplems,because:

1/ financing platforms offer borrowing facilites to customers such as low interest and fast providing finance.

In the Middle East Initial Crowd funding Report:- "

This analysis shows that 97 campaigns succeeded in obtaining funding in the Middle East in 2015 and 2016, of which 24 were led by women and 73 by men. While the number of funded campaigns in the region is still relatively small compared to other regions that are used to this type of funding, it should be noted that seed crowdfunding is still relatively new in the region. The average contributions in the Middle East for campaigns led by women are 29% higher than for campaigns led by men, while the difference at the global level is 5%.

At the same time, we find that 72% of those wishing to obtain crowdfunding in the world are men compared to 28% of women, however, these percentages in the Middle East are 83% for men compared to 17% for women. The study also revealed that women in the Middle East region are better than their male counterparts in achieving their funding goals through seed crowdfunding (10% versus 6%, respectively). The results indicate that the total amount of funding achieved through the initial crowdfunding amounted to $32,51112 (including $527,300 for campaigns led by women) in the Middle East during 2015 and 2016, and that campaigns led by women in the Middle East attracted 5,320 supporters, compared to about 4,240 Supportive of campaigns led by men. Certainly, the numbers have increased in recent years"

Note: In personal finance, lending companies set a high interest rate on the basis that the defaulting customer is not repaid unlike group lending companies.

3- What value proposition they present to the market, and how SMEs and small startups can be benefitted?

These financing companies were established to meet the market need from the financial aspect and to provide liquidity for companies that seek to achieve their goals. The presence of such markets allows customers to keep pace with the development in the market and take advantage of the opportunities available to them in establishing their own projects and the continuity of their success. And customers alike have to find innovative financing solutions and quickly and this is why financing platforms are found It is possible to benefit from thes companies from the side of economic growth and meet the desires of consumers and reduce external revenues as much as possible and to raise individual income and improve living.

4- What is the role of regulatory bodies you see, like SAMA or CMA in trying to protect operational risk?

1/ protection of the investor from unfair practices

  market integrity 2/

 3/ financial stability through the regulation and ongoing supervision of the offering of securities and collective investment programs (and other investment products).

Asma harthi