

How might we boost financial inclusion for low to medium income families through comprehensive solutions (e.g., micro-finance, micro-payments, micro-pension, micro-insurance, micro-savings and micro-investment) that enable them to be have better access to financial services?








The Business Model Canvas

Designed for:

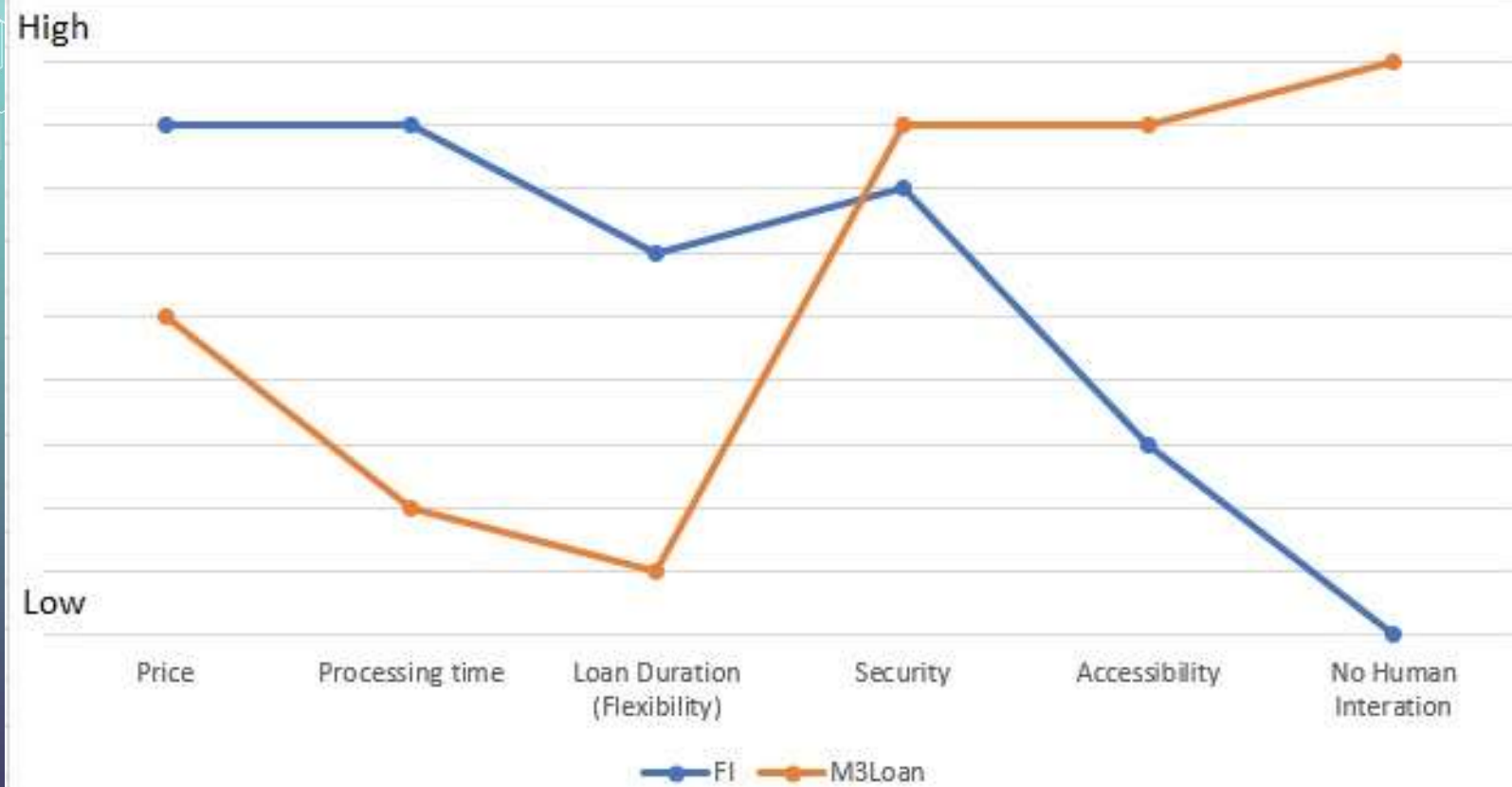
Designed by:

Date:

Version:

| | | | | |
|--|--|--|---|--|
| <p>Key Partners </p> <p>Insurers (to protect against default risk)</p> <p>Cooperatives and Self-help groups (to assist to intro app to the families under its care)</p> | <p>Key Activities </p> <p>Contract but need legal enforcement</p> <p>Marketing support</p> <p>Sourcing of lenders</p> <p>App development</p> | <p>Value Propositions </p> <p>- Accessibility of financial services</p> <p>- Reverse the position of the poor and middle income and provide a profitable income stream for the "peer-to-peer" lending</p> <p>- Aim to give the marginalized group an opportunity to become self-sufficient</p> | <p>Customer Relationships </p> <p>- ChatBot</p> | <p>Customer Segments </p> <p>"Low to medium income" Families in Singapore</p> <p>Note There is no definition on "Low to income Families" in Singapore. For lower income, it is usually 1. Total Monthly Gross Household Income of \$3,400 & below OR 2. Per Capita Income \$850 & below. Based on SingStat.gov.sg, we will base "Low to medium income" Families as the lower 20% of the population (ie per capita income of \$1,179 & below)</p> |
| <p>Cost Structure </p> <p>Marketing cost</p> <p>Cost of development</p> <p>Cost of default of borrower? (insurance)</p> <p>- lender (package insurance in the "micro-investments" against default risk)</p> | | <p>Revenue Streams </p> <p>Difference in borrowing and lending interest rates (spread)</p> | | |

To-Be Strategy Canvas





m³LOAN INC.

Finance To Door



OUR START-UP

m³Loan Inc. is started by five Technology evangelists with each averaging 20 years of Fintech and Business experience under his or her belt. Building from their vast experiences in banking and finance, engineering and technology from all around the region, m³Loan is born, to create and provide micro-lending solutions to people that have little or no access to mainstream financial institutions via a P2P platform.



OUR TEAM



Catherine

Chief Financial Officer
Founder



Douglas

Chief Product Officer
Founder



Herry

Chief Technical Officer
Founder



RS

Chief Marketing Officer
Founder



Chee Hoi

Chief Compliance Officer
Founder





PROBLEM STATEMENT

- Strive to boost financial inclusion for low to medium income families through comprehensive solutions (micro-finance), that enable them to have better access to financial services



OUR SOLUTION

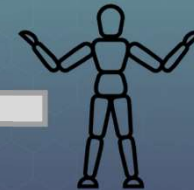
- A one stop virtual application towards providing accessibility of micro-finance to the poor
- A platform to guide peer-to-peer lending towards a profitable income stream
- Give the marginalized segment of society an opportunity to become self-sufficient

BUSINESS MODEL

➤ Platform is the middleman

Supply Side → Lenders

Demand Side → Borrowers



Lender Borrower smart application to be marketed through to Co-operatives and Self- Help Groups



PRODUCT FEATURES

Platform is the middleman

24/7 availability

User-friendly interface

No hassle of paperwork

Chatbot function for Lender and Borrower



BUSINESS MODEL

Assuming LENDER

puts \$1000 in 1-mth FD

Via normal bank

| Investment | Rates | Interest Earn |
|------------|-----------|---------------|
| \$1,000 | 0.226027% | \$2.26 |

Via m3Loan's App

| Investment | Rates | Interest Earn |
|------------|-----------|---------------|
| \$1,000 | 0.287671% | \$2.88 |

Adopting 3mLoan's
Solution, Lender will earn additional per month

\$0.62

BORROWER

\$1000 in 1-mth Micro-Loan

| Loan | Rates | Interest Paid |
|---------|-----------|---------------|
| \$1,000 | 1.971781% | \$19.72 |

| Loan | Rates | Interest Paid |
|---------|-----------|----------------|
| \$1,000 | 1.232877% | \$12.33 |

Adopting m3Loan's
Solution, Borrower will save per month

\$7.39

APP

M3Loan earns the spread
\$9.45

BUSINESS MODEL



Via normal bank

Lender will earn per year

\$27.12

Via normal bank

Borrower will pay per year

\$236.61

Via m^3 Loan's solution

Lender will earn per year

\$34.52

Borrower will pay per year

\$147.95

Lender will earn additional per year

\$7.40

Borrower will save per year

\$88.67

BUSINESS MODEL

Assume a BORROWER takes a \$1000 loan for a month



| <u>Competitor</u> | <u>Published Rates</u> | | | <u>Amount</u> | <u>prepayment</u> | <u>Interest Paid</u> |
|-------------------|------------------------|--------------|----------------|-------------------|-------------------|----------------------|
| | <u>p.a.</u> | <u>daily</u> | <u>Monthly</u> | | | |
| DBS Cashline | 20.05% | 0.06% | 1.82% | \$ 1,000.00 | \$ 1,018.16 | \$ 18.16 |
| Onehour Loan | | | 4.00% | \$ 1,000.00 | \$ 1,040.00 | \$ 40.00 |
| OCBC Cash Advance | 28.92% | | 2.41% | \$ 1,000.00 | \$ 1,024.10 | \$ 24.10 |
| CashLender | | | 4.00% | \$ 1,000.00 | \$ 1,040.00 | \$ 40.00 |
| m3Loan | | | 1.233% | \$1,000.00 | | \$ 12.33 |



**Most
Favourable**

MARKET SIZE



**There is no definition on "Low to income Families" in Singapore. For lower income, it is usually 1. Total Monthly Gross Household Income of \$3,400 & below OR 2. Per Capita Income \$850 & below. Based on SingStat.gov.sg, we will base "Low to medium income" Families as the lower 20% percentile of the population (ie per capita income of \$1,179 & below)*

POTENTIAL MARKET REVENUE

40%  60% 

By Potential Users

\$ 2,000

MAXIMUM SPEND PER CUSTOMER

20 -
60

AGE



30% of "Low to Medium"
income to tap micro-
financing (once per year)

\$2,285,507



20% of them will take
Micro-loans and Micro-
Financing at least twice per
year

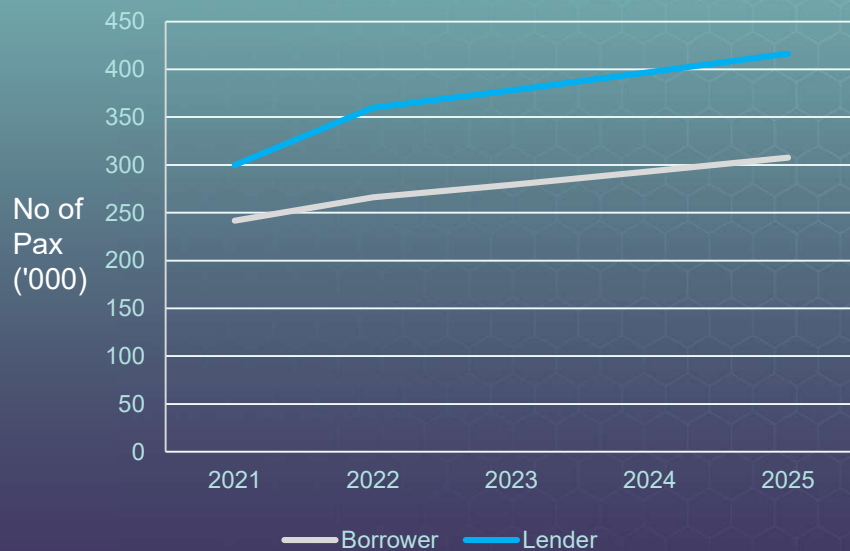
\$457,101

m³Loan Inc Annual Revenue **\$2,742,608**

TRACTION

\$2.7m

Expected Gross revenues in
2021



\$0.62

ADDITIONAL earning per
\$1000 lender per month

\$7.39

ADDITIONAL savings per
\$1000 borrower per month

300k

Registered Lenders

242k

Potential Registered
Borrowers

FUNDING

40% = \$ \$344k

Angel Round

30% = \$258k

Independent Investor

30% = \$258k

Enterprise Singapore

Total Initial
Outlay
\$860k



COMPETITORS



DBS Bank
(Cashline Solution)



m³Loan Inc



One-Hour Loan

CUSTOMER JOURNEY

Taking a \$500 loan

A Cleaner

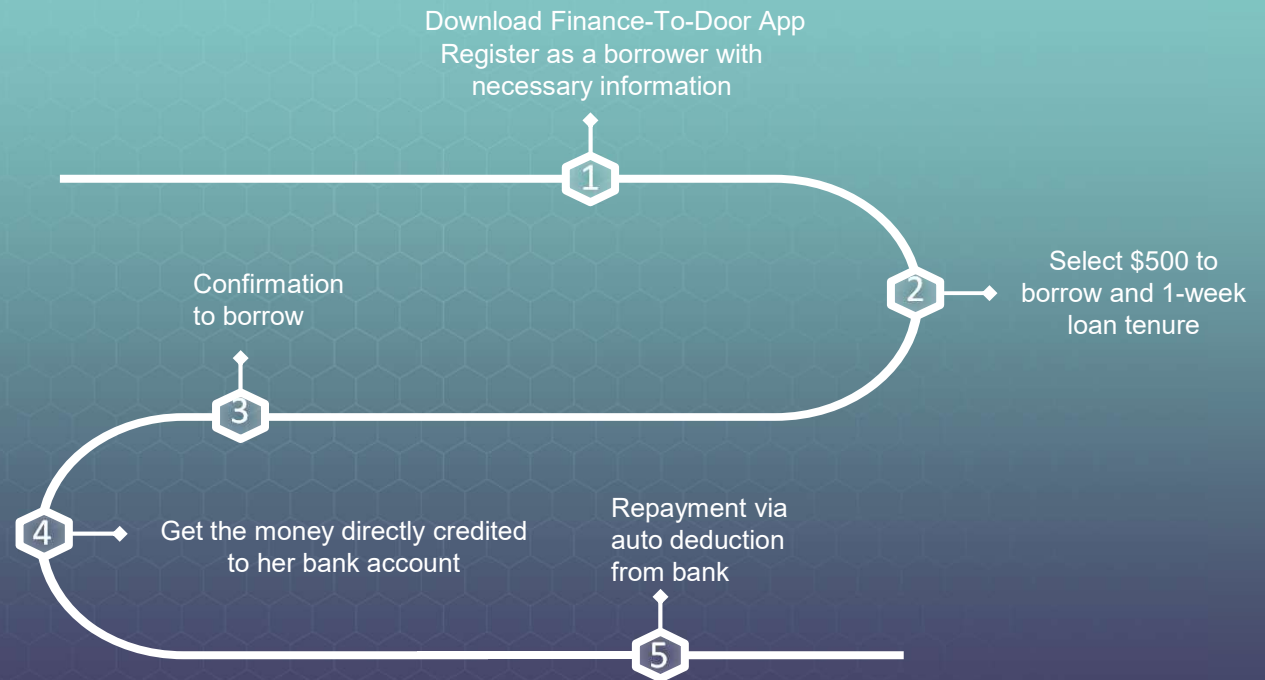
27 years old, hawker centre cleaner.
Need extra money to pay clinic bills.

Scenario

Trying to get a loan by approaching a
Self-Help group in the neighbourhood.

Goals & Expectations

Keen to take a loan with no hassle.
Wants a loan with low interest rate
but with short tenure.



ADOPTION STRATEGY

COOPERATIVES
&
ASSOCIATIONS

**TEMASEK
FOUNDATION**

ntuc
National Trades Union Congress

SELF-HELP
GROUPS



SINDA
Singapore Indian Development Association



SOCIAL MEDIA



PREDICTED GROWTH

Stage 3 : Expand to regional markets
(Malaysia, Indonesia, etc)



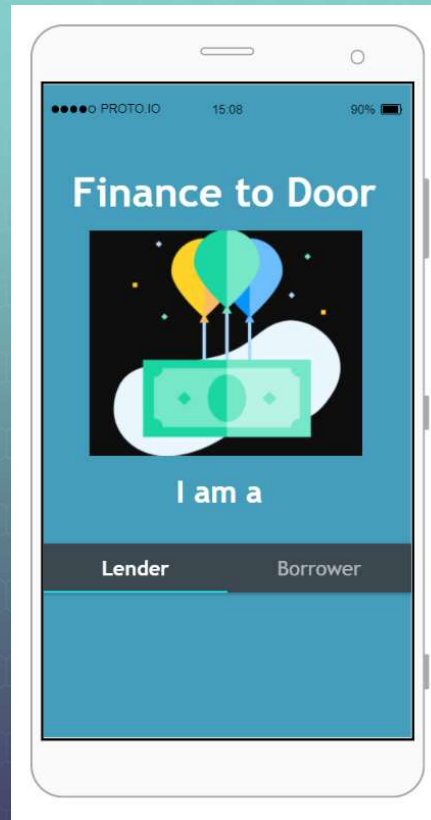
Stage 2 : Expand apps to target mass
market and add more micro-
financing products



Stage 1 : Bring out Finance-to-door app to
all cooperatives' and self help
groups' members and their
referrals



DEMO



CONTACT

m³Loan Inc

CORPORATE CONTACT INFORMATION
m3Loan.com

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Singapore 139651

Enquiries/Feedback

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THANKS

Appendix



Five-Years Forecast

| | 2020 S\$ ('000) | 2021 S\$ ('000) | 2022 S\$ ('000) | 2023 S\$ ('000) | 2024 S\$ ('000) | 2025 S\$ ('000) |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Projected Revenue* | 0 | 2,743 | 3,292 | 3,456 | 3,629 | 3,810 |
| Development Cost | 200 | 100 | 0 | 100 | 0 | 0 |
| Payroll | 300 | 300 | 300 | 300 | 300 | 300 |
| Marketing Cost | 100 | 100 | 100 | 100 | 100 | 100 |
| Cloud and Software Maintenance | 10 | 20 | 20 | 30 | 30 | 30 |
| Product Insurance Cost | - | 150 | 165 | 182 | 200 | 220 |
| Licence and Compliance Fee | 50 | 50 | 50 | 50 | 50 | 50 |
| Administrative Cost | 200 | 200 | 200 | 200 | 200 | 200 |
| Initial Cash Outlay | 860 | | | | | |
| Total Expenses | 0 | 920 | 835 | 962 | 880 | 900 |
| Projected Profits | | 1,823 | 2,457 | 2,495 | 2,749 | 2,911 |
| Less: Dividends to Shareholds (50% attributed) | | 912 | 1,228 | 1,247 | | |
| Projected Profits (after SH returns) | | 912 | 1,228 | 1,247 | 2,749 | 2,911 |

Return to Investors (dividends)

| | | | | | | | Total | ROI |
|----------------------------------|-----|-----|-----|-----|-----|---|-------|-----|
| 40% angel | 344 | 57% | 521 | 702 | 713 | - | 1,936 | 5.6 |
| 30% Enterprise Singapore (grant) | 258 | NA | - | - | - | - | - | - |
| 30% Independent Investor | 258 | 43% | 391 | 526 | 535 | 0 | 1,452 | 5.6 |

* Revenue is to grow 20% in 1st year and 5% in years following

Borrowers' Eligibility Criteria

Singapore Citizen or Singapore Permanent Resident

Age between 21 and 60 years old

Earning a minimum monthly basic salary of \$800

Preference given to referrals from CDAC,
Sinda, Mendaki and Co-operatives

