# TITLE

The Value in Convenience Financial Tech – The rise of ICM, Investor Cash Management, in Wilmington Delaware

## Overview and Origin

\* Name of company

ICM, Investor Cash Management

\* When was the company incorporated?

2018

\* Who are the founders of the company?

Fred P. Phillips – CEO/Founder

Nizam Antoo – Chief Operating Officer/Co-Founder

\* How did the idea for the company (or project) come about?

\* How is the company funded? How much funding have they received?

ICM has found success over the last four years in providing CMA, Cash Management Accounts, to wealth management and asset management firms.

15M has been allocated by ICM and Delaware State University to create their new headquarters. An additional 4.25M in taxpayer backed grants has also been approved by Delaware’s Council on Development Finance.

## Business Activities:

\* What specific financial problem is the company or project trying to solve?

Normal investment accounts, like Robinhood and Schwab, can take four business days to get funds back to a debit or savings account for daily use. ICM is providing investment accounts that provide the seamless functionality to draw on the user’s finances for daily spending without the delay other investing platforms experience.

\* Who is the company's intended customer? Is there any information about the market size of this set of customers?

What solution does this company offer that their competitors do not or cannot offer? (What is the unfair advantage they utilize?)

\* Which technologies are they currently using, and how are they implementing them? (This may take a little bit of sleuthing–– you may want to search the company’s engineering blog or use sites like Stackshare to find this information.)

## Landscape:

\* What domain of the financial industry is the company in?

\* What have been the major trends and innovations of this domain over the last 5-10 years?

\* What are the other major companies in this domain?

## Results

\* What has been the business impact of this company so far?

\* What are some of the core metrics that companies in this domain use to measure success? How is your company performing, based on these metrics?

\* How is your company performing relative to competitors in the same domain?

## Recommendations

\* If you were to advise the company, what products or services would you suggest they offer? (This could be something that a competitor offers, or use your imagination!)

\* Why do you think that offering this product or service would benefit the company?

\* What technologies would this additional product or service utilize?

\* Why are these technologies appropriate for your solution?