**MOGO: FinTech Case Study**

**Banking & Personal Finance | Vancouver, BC | Founded: 2003 | Employees: 278 | mogo.ca**

**Overview**Mogo Finance Technology Inc. (Mogo) is a Vancouver-based financial technology company. Their mission is to provide millennials with a variety of financial instruments to manage and take control of their financial health. The Mogo app is a one stop shop that offers personal loans, mortgages, prepaid Visa cards, access to buy and trade Bitcoin, track spending and credit score monitoring. With more than one million members Mogo is becoming a go-to financial app for the next generation of Canadians.[[1]](#footnote-1)

**History**The company was founded in 2003 by David Feller. David Feller currently serves as the Chief Executive Officer and Chair of the Board of Directors. The inspiration to help young Canadians pay off debt at lower rates came from David’s own struggles to pay down credit debt while in College. Mogo has raised over $200 millions in funding over 5 rounds. In 2014 Mogo’s venture round raised $635,000 and later in the year the series B round raised $1.5 million. In June 2015, Mogo completed its IPO on the Toronto Stock Exchange, raising over $50 million. [[2]](#footnote-2) Key investors include Difference Capital and Fortress Investment Group LLC.

**Business Activities**

Core Value Proposition  
 • Centralized Platform: The Mogo platform delivers a best-in-class digital experience, with best-in-class financial products all through one account.  
• User Experience: Mogo emphasizes a simple and accessible interface. Account dashboards for smartphones, tablets and computers are designed to encourage and reward users for maintaining good financial health.

Target Market  
Mogo focuses on the younger Canadian millennial demographic. The app offers a user-friendly dashboard and interactive way for users to navigate and manage personal finances transparently. Mogo offers the following products under one account:

1. Personal Loans: fixed-term loans up to $35,000 with an automated loan process
2. MogoMortgage: a simplified digital mortgage application and onboarding experience
3. MogoCrypto: method of trading and holding Bitcoin with a 1% fee on each trade
4. MogoProtect: ensure customers are protected against identity fraud
5. MogoCard: no-fee digital spending account linked to a prepaid Visa card, with spending tracking and budgeting functions
6. Credit Score: free monthly credit score monitoring by Equifax

**Landscape**

The fintech industry is disrupting the traditional financial banking and services industry and will play a vital role in the economic development of Canada. Technological innovation, new lending and payment solutions, digitalized economies and expanding market demands have been key drivers behind the rapid growth of the FinTech industry in Canada.

Mogo is a fintech leader in personal finance and mobile banking services. Mogo leverages technology to assist customers with lending needs and manage their financial health. Mogo utilizes a combination of 45 different technology products and services including HTML5, Google Analytics, and jQuery, Viewport Meta, iPhone/ Mobile Compatible according to [G2 Stack](https://stack.g2.com/). [Mogo](https://www.crunchbase.com/organization/mogo-finance-technology) has registered [14](https://www.crunchbase.com/search/ipqwery_trademarks/field/organizations/ipqwery_num_trademark_registered/mogo-finance-technology) trademarks with the most popular class being '[Insurance; financial affairs](https://www.crunchbase.com/search/ipqwery_trademarks/field/organizations/ipqwery_popular_trademark_class/c36)', according to [IPqwery](http://ipqwery.com/).[[3]](#footnote-3) Their API is best-in-class for and their interactive live chat feature with mortgage specialists provides quick responses to customer inquiries.

**Competitors**

*Ratehub* – provides comparisons between mortgage rates, credit cards, deposit rates and insurance offered by financial institutions to give Canadians personalized financial recommendations.

*Savvyy* – is a Canadian technology company building next-gen infrastructure for the mortgage lending industry. They are building a scalable, automated, configurable and AI ready mortgage platform.

Mylo - is the saving and investing app that allows Canadians to achieve financial goals by rounding up purchases and investing spare change and utilizes AI to provide personalized recommendations to make informed financial choices.

**Results**

In May 2017 Mogo won the Canadian Mortgage Award for Best Use of Mobile Technology. David Feller, Founder and CEO said "It's great to receive recognition for what we believe is the best mortgage experience in Canada. As consumers continue to move to a more convenient digital mortgage experience, Mogo is clearly positioned as one of the industry's innovators and leaders."[[4]](#footnote-4) Mogo has now reported a member base of over 1,000,000 users as of June 30th 2020 and is seeing continued growth throughout 2020. The growth was driven by enhancements to the existing products and value proposition and the company plans to continue its strong user growth by ramping up marketing efforts in the coming months. They have a 4.3/5 star rating on the Apple App Store, ranks #34 in Financial Apps and is featured in Appple’s 2019 “Apps We Love”.

**Recommendations**

I foresee future growth in the cryptocurrency market and my recommendation for Mogo would be to expand their MogoCrypto offerings and capabilities. Mogo currently offers users the ability to buy and trade bitcoin only. Offering other cryptocurrencies such as Ethereum, Chainlink or other top 10 coins could attract more users to the app. Mogo should also develop a payment solution for MogoCrypto using the customers cryptocurrencies to pay off loans or mortgages that are with the Mogo platform.

1. <https://investors.mogo.ca/> [↑](#footnote-ref-1)
2. <https://www.crunchbase.com/organization/mogo-finance-technology/company_financials> [↑](#footnote-ref-2)
3. <https://www.crunchbase.com/organization/mogo-finance-technology/technology> [↑](#footnote-ref-3)
4. <https://www.newswire.ca/news-releases/mogomortgage-wins-the-canadian-mortgage-award-for-best-use-of-mobile-technology-622741834.html> [↑](#footnote-ref-4)