

The background is a dark, textured image featuring faint, semi-transparent financial data. It includes a bar chart with green bars, a line graph with a green upward-trending arrow, and various numerical values such as 1,516.05, 1,508.80, 1,327.04, 1,042.09, 55.4\$, 43.9\$, and 30.8\$.

# **T** **|** **E** **TRADE INFORMATICS EXCHANGE** **X**

PITCH DECK



## INTRODUCTION

Trade Informatics Exchange (TIEx) is an integrated B2B solution that enables secure real-time communication, boosts efficiency, eases access to financial assistance and gives prospects for growth in the procurement space.

# PROBLEM

## MARKET GAP

Procurement is regarded as a driver of economic growth. However, it has substantial performance, efficiency and collaboration limitations that are costly.

## BUYERS

Buyers lack a framework to use their huge amounts of procurement data to benefit suppliers and have no real-time visibility into the fulfilment of ongoing orders.



## SUPPLIERS

Suppliers lack the capacity to pursue competitive negotiations, and 70% of their financing requests are turned down due to lack of verifiable performance data or credit security.



## FINANCIERS

Financial institutions lack a solid information infrastructure with trustworthy data sources and analysis tools that they can use to collaborate and manage their B2B loans more effectively



# SOLUTION

An insights engine that enables real time collaboration and data exchange between the Buyer, Supplier and Financier

Collaboration . Accessibility . Delivery



## BUYERS

- Securely share or authenticate performance data
- Securely confirm bank account details
- Track real-time status of ongoing orders
- Help secure bank interest at payment of order



## SUPPLIERS

- Collect, document and authenticate performance data
- Securely share authenticated information with financiers
- Document and update financiers and buyers in real-time on the status of their delivery



## FINANCIERS

- Enhance leads generation, relationship management and business/product development
- Securely collect relevant authentic data relating to the performance of suppliers and payment behavior of buyers.
- Track the status of funded deals in real-time, document progress and avoid diversion of funds at payment stage.

# PRODUCT OVERVIEW

## COLLABORATION SERVICE

- Social element of the application that allows the 3 actors to interact with each other with the aim of networking and sharing knowledge

## WALLET MANAGER

- Insights, recommendations and management of cashflows for working capital and debt obligations

## PRE-QUALIFICATION SERVICE

- Sharing of information to potential financiers for vetting to fast track the financing process

## VERIFICATION SERVICE

- Authentication of supplier performance data
- Verification of bank account details for payment of funded deals to avoid diversion of funds

## DEAL MANAGEMENT

- Real time status tracking and progress documentation of ongoing funded and non-funded orders

## PROFILE MANAGER

- Collection and documentation of performance data to create a shareable profile to facilitate access to flexible financing ie. supplier profiles
- Collection of relevant authentic data relating to performance of products and payment behavior of buyers ie. product and buyer profiles

# PRODUCT BENEFITS



## SUPPLIERS

- Access to business profiling tools that document performance and showcase expertise
- Access to tools to better management projects and financial resources
- Access to flexible financing and funding opportunities
- Access to business growth and networking opportunities



## BUYERS

- Seamless collaboration with marketplace actors by securely sharing data to unlock or create more value for their supply chains.
- Access to a tool that can drive impactful supplier development initiatives
- Track in real-time the delivery of orders and support suppliers to ensure smooth completion



## FINANCIERS

- Access to authentic data relating to the performance of suppliers, performance of products and payment behavior of buyers to aid in credit evaluation
- Access to trade finance opportunities for business development and growth

The background is a dark, textured composition. On the left, there are several vertical bar charts, similar to candlestick or OHLC charts, in a light green color. Scattered around these charts are various numerical values, some of which are also in green. On the right side, there is a large, semi-transparent globe showing the continents of Africa and Europe. The globe has a grid of latitude and longitude lines. The overall aesthetic is high-tech and financial.

**T**  
**i**  
**E**

**X**

**PRODUCT EXPERIENCE**

# USER EXPERIENCE



## SUPPLIER

- Registers and builds profile
- A profile is built by a collection of data sets that helps suppliers leverage the network to access opportunity or financing



## BUYER

- Registers and enlists supplier for verification
- Leverage procure to pay data to enhance supplier profile
- Connect supplier to negotiated programs
- Support suppliers to access financing



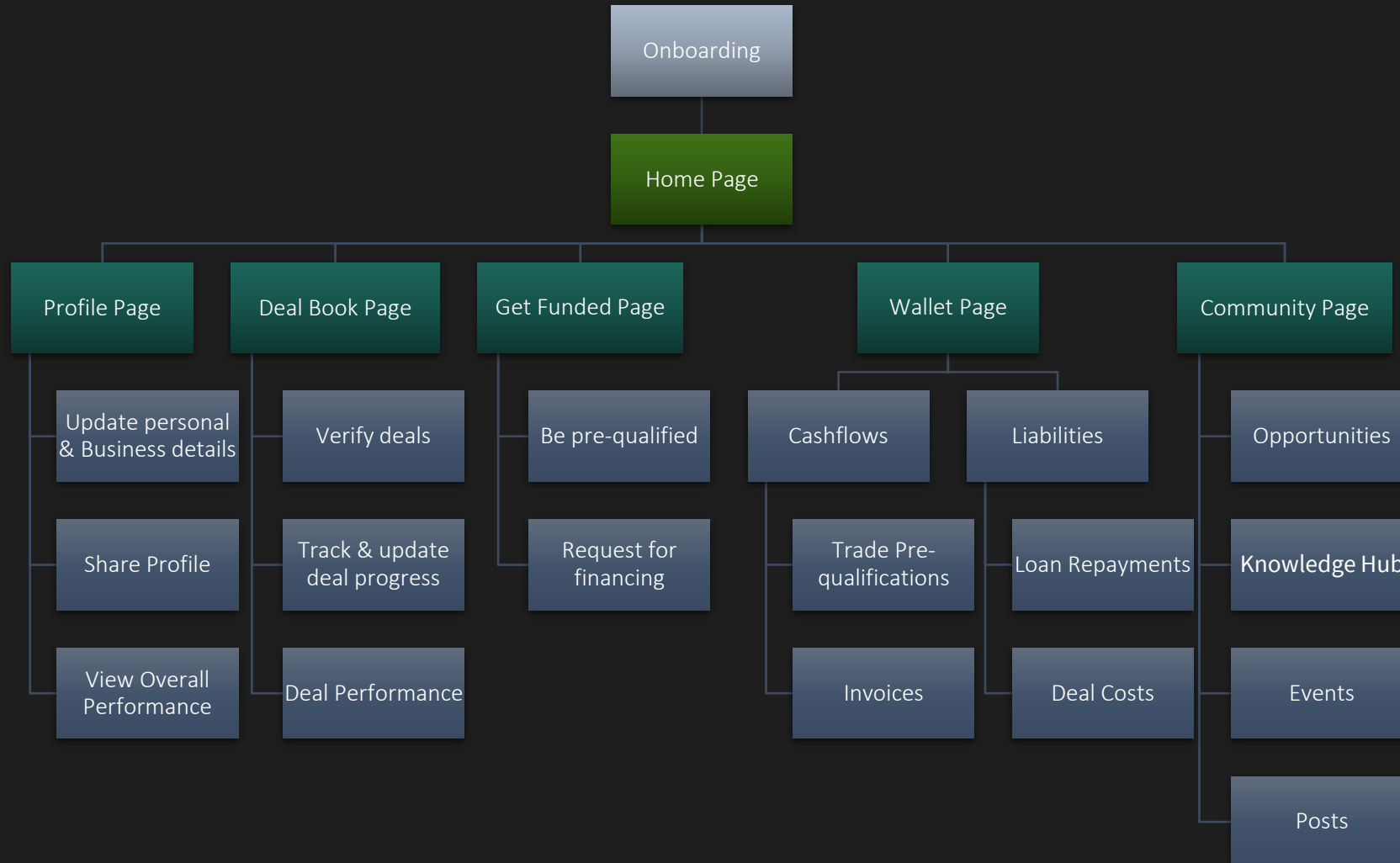
## FINANCIERS

- Lists financial products and prequalifies suppliers allowing them to assign better access to credit at point of need
- Collaborate with buyer to develop customized solutions
- Collaborate with both buyers and suppliers to fast-track access to finance
- Collaborate with both buyer and supplier to get real time updates



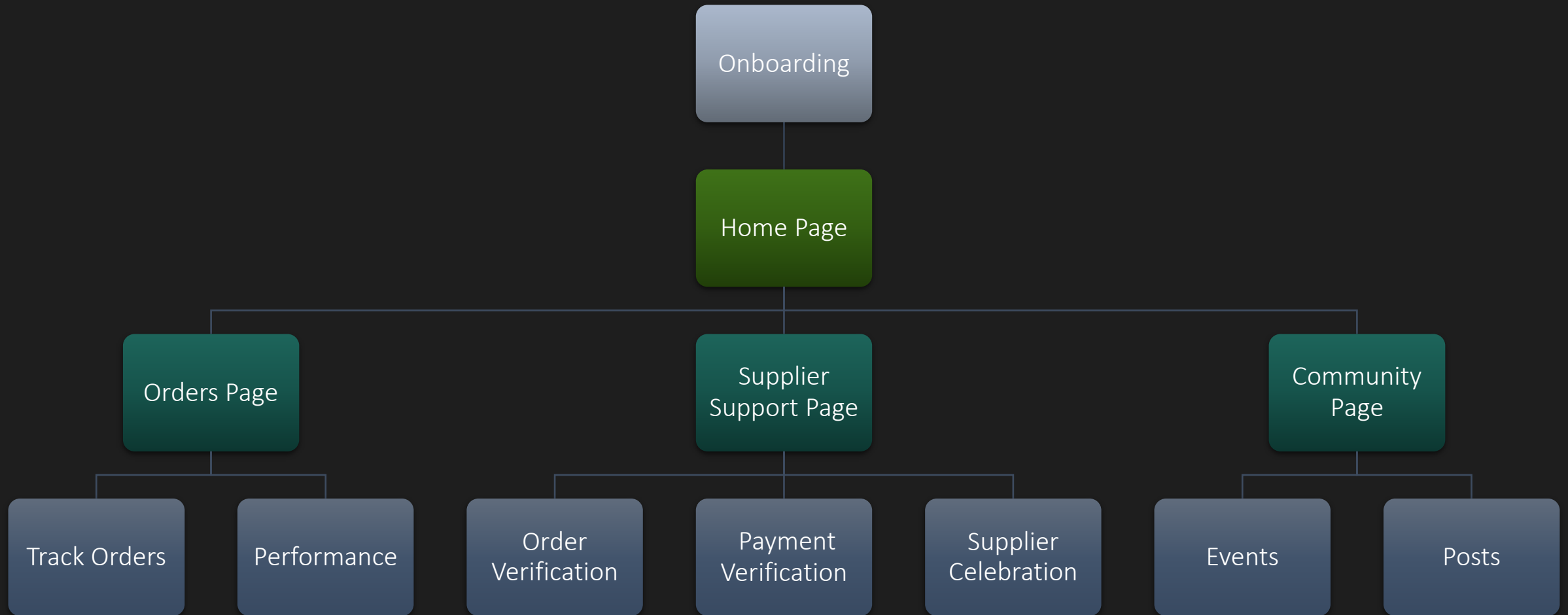


# SUPPLIER USER JOURNEY



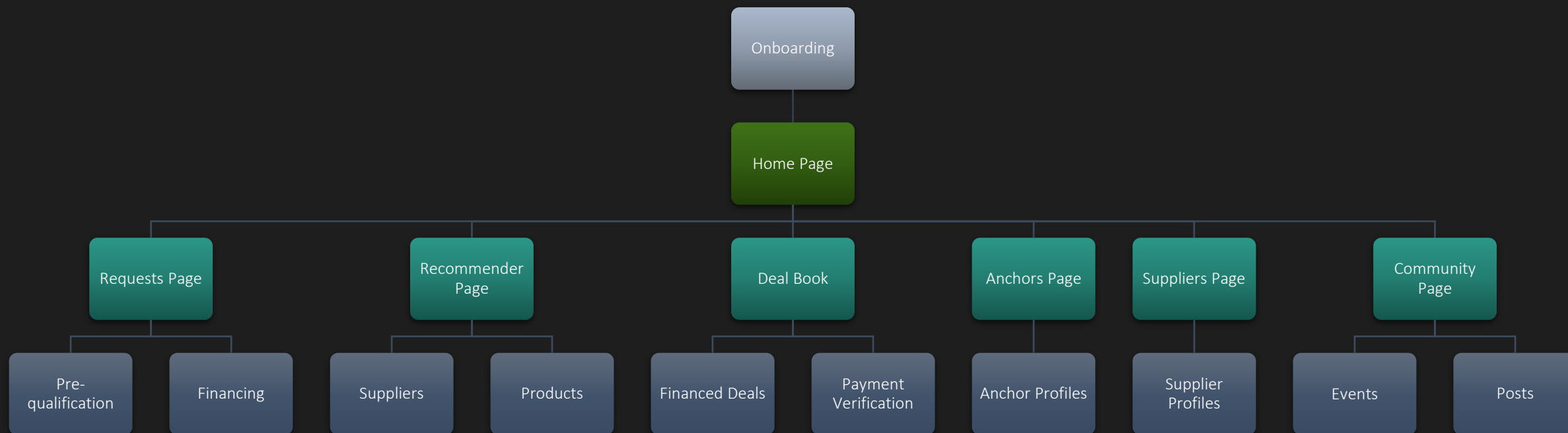


# BUYER USER JOURNEY





# FINANCIER USER JOURNEY



The background is a collage of three images: a glass globe on a mossy rock with leaves on the left; a stack of coins with a line graph on the bottom right; and a bar chart with an upward arrow on the right. A dark diagonal band runs from the top left to the bottom right, serving as a background for the text.

# THANK YOU

Edwin Ombego

[edwin.ombego@microvision.co.ke](mailto:edwin.ombego@microvision.co.ke)

[www.microvision.co.ke](http://www.microvision.co.ke)

254 724 858 611