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microcredit based on Social Reputation

Incubated by



Barclays Accelerator





over  
**50%**  
of Adult Africans lack  
access to **formal credit**

We help financial  
institutions offer  
microcredit based on  
**social reputation**



# Elevator Pitch

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Social Lender is a lending solution based on social reputation on mobile, online and social community platforms.

The solution is designed to bridge the gap of immediate fund access for people with limited access to formal credit. Social Lender uses its own proprietary algorithm to perform a social audit of the user on social media, online and other related platforms and gives a Social Reputation Score to each user. Loans are guaranteed by the user's social profile and network allowing users to then borrow from banks and other financial institutions based on their social reputation.

Social Lender is licensed to financial institutions in the countries of operation.

# The Problem

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## Access to Credit (for individuals)

There is little or no access to credit for the demography of the target audience across Africa because of a lack of traditional collaterals and the ineffective traditional credit scoring system. Some of these people are young professional, small business owners, National Youth corps members and even students.



## Access to Quick Cash (for individuals)

Accessing cash loans usually takes a lot of huddles and physical bureaucracies, because traditional credit card systems are not available for the demography of Users. Social Lender delivers cash guaranteed by Social Reputation in most cases within 10 minutes. Social Lender is an easier and faster way of getting cash



## Assessing Trustworthiness (for organisations)

Financial Services are built on ability to determine levels of trust and risk of various people. A large percentage of the market across Africa is unstructured leading to a large percentage of unbanked and underbanked populace. Social Lender is building a Social Network for Trust , Credit and much more.

# Market Opportunity

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**500 Million People**

Total Addressable Market [TAM] across Africa



## Target Demography (18 - 40)

- The target community is the Online, Mobile and Social media natives particularly those between age 18 - 40years
- We are targeting Young professionals, Small Business Owners, Youth Service Corps and Students in this age bracket.
- In Africa, we have a Total Addressable Market of over half a billion people
- For the rest of the World, over 20% of the global adult population require an alternative measure of Trust.

# The Solution

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## Lending based on Social Reputation

We harness value in users' social reputation using a proprietary algorithm to perform a social audit of the user on social media, online and other related platforms and giving a Social Reputation Score to each User. Users can borrow from Banks and other financial institutions based on their Social Reputation Score.



## Easier Access to Financial Market

The solution is designed to bridge the gap of immediate fund access for users using an Online, Mobile and Social Platform. We create an easier access to market for financial institutions with an insignificant cost to serve this previously untapped demography. Social Lender is patent-pending and licensed to financial institutions

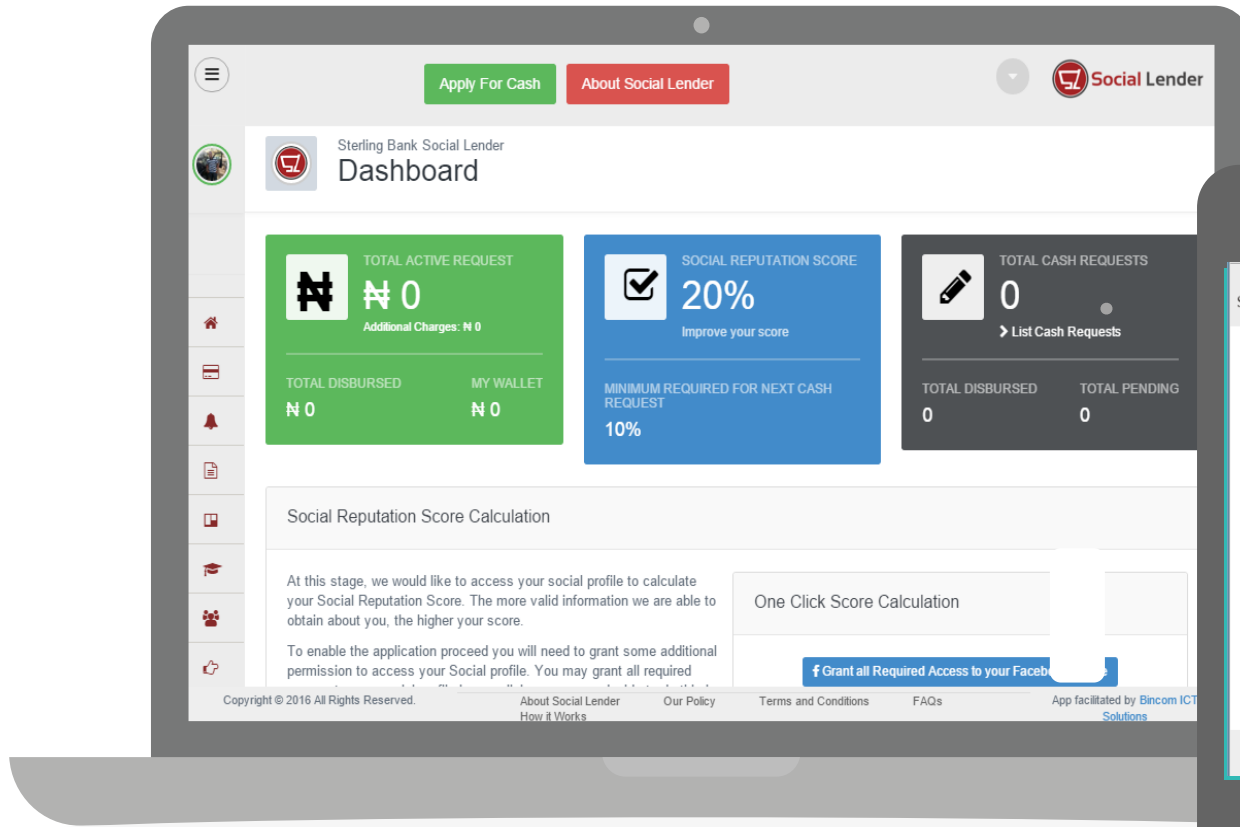


## Social Guarantor & Referee

Social Lender also leverages on the User's Social Community to qualify the user in form of a Social Guarantor and Referee. This User agrees to pay should the borrower defaults on their loan. The more Social Guarantor a User has the better their Social Reputation Score. This is a new Social Network for Credit.

## And many more Features

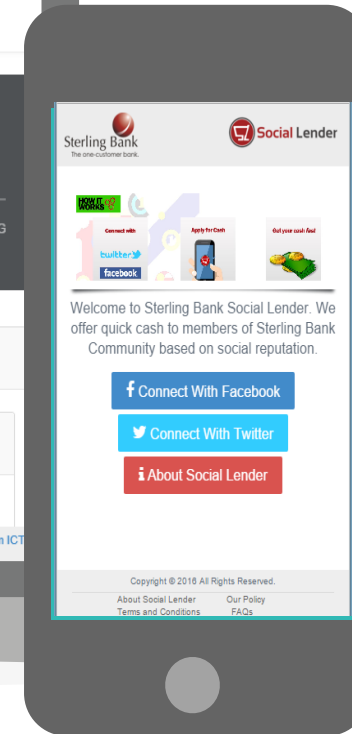
## Desktop Version



For Live Demo, Visit

[www.sociallenderng.com](http://www.sociallenderng.com)

Solution can also be deployed on Partner URLs



Mobile Web Version

## 3 Easy Steps

1.



Connect

2.



Apply

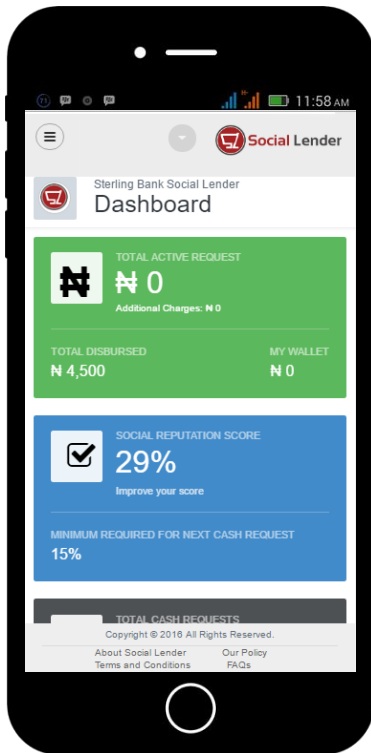
3.



Approved

# Available Channels

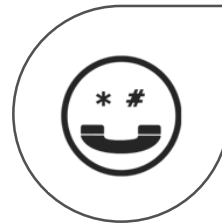
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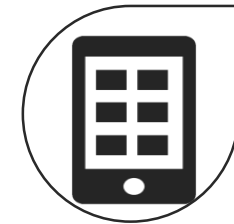
WEB



SMS



USSD



MOBILE APPS



ATM



API



PAYMENT CHECKOUT  
(E-COMMERCE)



# Social Reputation Score



The Social Reputation Score is the main asset and is computed by Social Lender's proprietary Algorithm. The Social Reputation score is based on the combination of multiple information including but not limited to the following category:

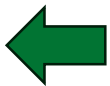
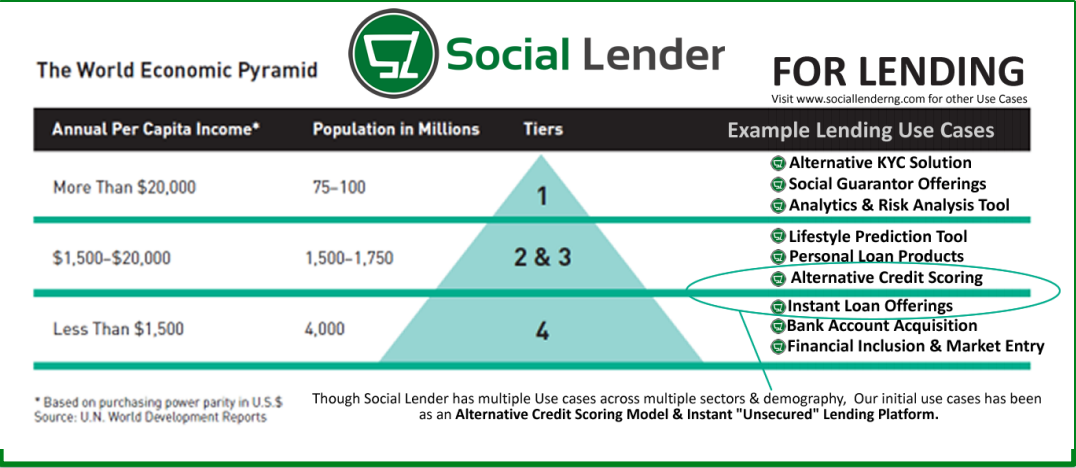
- Online, Mobile and Social Media Information
- Government / Partner Issued information
- Age on the Social Network
- Friends and Family Information
- Social Community, Friends, Followers and Connections Information
- The Online information available about the user.
- The Duration of activity on online, mobile and social network.
- The Types of Activities detected from Data Sources
- Financial Information Verification
- Engagements and Interactions across available Media
- Historical Loan Performance Data of the User on Social Lender (if available)
- Historical performance of User's Circle of influence
- Additional social collateral submitted by user (i.e additional information, connection of additional social media accounts, additional data sources, etc)
- Social Referee & Social Guarantor provided by the User



## Additional Business Rules:

Social Lender's Social Reputation Scoring can be integrated with additional business rules. Social Lender's implementation can be extended to accommodate all business rules that may be required by partners, regulators or to satisfy a specific target market.

# Social Reputation Score (The Future)



Starting from Lending ...

... But Beyond Lending



Credit Score

Know your Customer (KYC)

Employment



Insurance

Industries

Retail

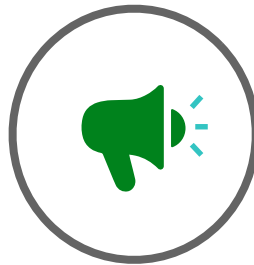
# Business Model

Social Lender is licensed to Financial Institutions across the emerging markets in Africa. In some cases, a joint venture is formed with each licensee for the operation of Social Lender with a profit sharing element to each license.



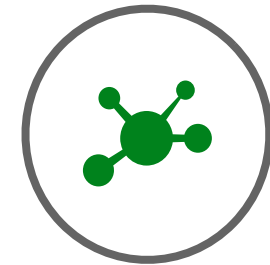
## Licensing Fee

- We license Social Lender to banks and other financial institutions to offer the solution on their platforms to their customer base.
- The licensee is typically responsible for marketing and the pool of fund required for lending.



## Profit Sharing

- In addition to the license fee, we have a profit sharing element with our partners.
- Profit sharing element is after adequate provision for bad debt.



## Transaction Fee

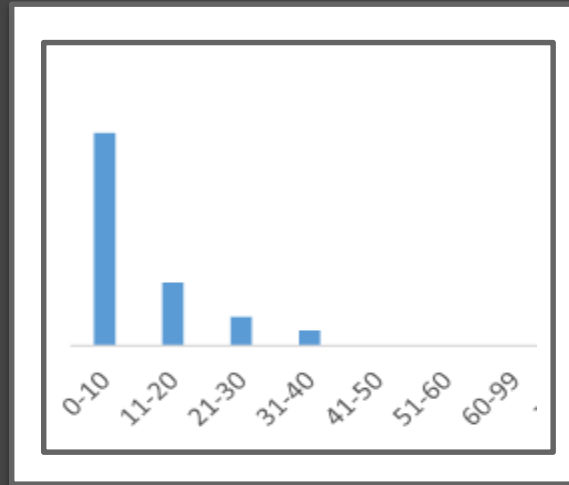
- Transaction Fee for the Social Reputation Scoring and End-to-End Lending Platform
- Transaction Fee on Pay with Social Lender (E-commerce Checkout Solution) for payment.
- We charge a convenience fee for this service (split with the Ecommerce platform)

After 3 years of full operation, Social Lender may proceed to lend directly to the end users. (A Microfinance License is required for this). This will be in addition to existing revenues as started above

# Traction

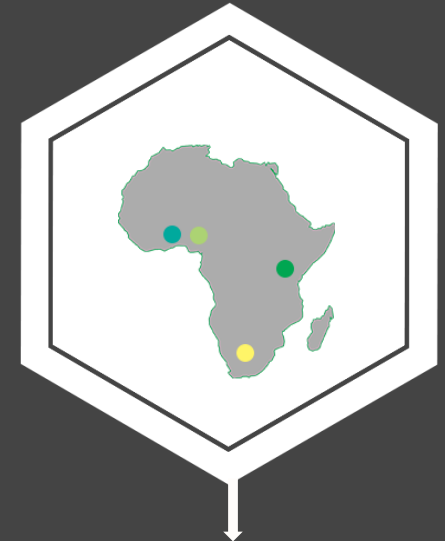


Partner Financial Institutions  
(2 Countries of Operation)



Our Social Reputation

Scoring model proven  
as a measure of risk



More Partners

Across Africa  
(Nigeria, South  
Africa & Ghana)

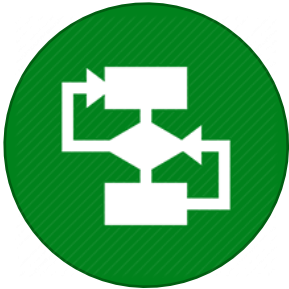


40,000+ Users

< 2 % Bad Debt  
(at > 50% Social Reputation Score)

> \$200,000 Revenue

# Various Use Cases (with Partners)



## End to End Lending Platform

*(currently mostly in Nigeria)*



## Alternative Credit Scoring Model

*(currently mostly in South Africa)*



## Partner API Marketplace

*(integrating with Barclays API marketplace opening Social Lender up to 16 countries of Operations)*

For:

### Developing Countries

- Financial Inclusion
- Underbanked (Emergency Cash)
- Quick Cash within 5 minutes

Percentage of Adult population gap

Over 50% Gap

### Developed Countries

- Thin Files (Little Credit History)
- No Credit Score with Bureaus
- Credit Facilities at reduced cost
- Know Your Customer (KYC) Solution

Percentage of Adult population gap

Over 20% Gap

# Financial Projections

Social Lender Summary Projections	\$	\$	\$	\$	\$
(Conservative Version)	2019	2020	2021	2022	2023
Number of Additional Licensees / Partner Financial Institutions	2	3	5	8	12
Incremental Total Number of Loans (Year till Date)	48,000	264,000	811,200	1,560,000	2,683,200
Turnover/Revenue	83,555.00	237,111.00	660,555.00	1,148,722.22	1,723,083.00
Direct Cost	- 14,411.00	- 14,4110.00	- 14,411.00	- 14,411.00	- 14,411.00
Total Opex	- 101,428.80	- 143,571.14	- 168,888.99	- 184,651.50	- 211,864.46
<b>Profit/Loss Before Tax</b>	<b>- 32,284,.36</b>	<b>79,128.86</b>	<b>477,255.45</b>	<b>949,659.62</b>	<b>1,496,807.76</b>

# Competitive Landscape



	Social Lender	Lapo Microfinance Bank ( and Microfinance banks without Social Lender License)	Diamond Bank ( and commercial banks without Social Lender License)	Kreditech (and Alternative credit score platform)	Wonga (and Other I Lending Solutions)
Access to Micro Credit to Anyone	YES	NO	NO	YES	YES
Quick Cash within 10 – 30 minutes	YES	NO	NO	YES	NO
Social Reputation Scoring	YES	NO	NO	YES	NO
Social Guarantor	YES	NO	NO	NO	NO
Operates in Nigeria or Africa	YES	YES	YES	NO	YES
No Formal Credit Scoring / Documents Required	YES	NO	NO	YES	YES
24/7 Availability	YES	NO	NO	YES	YES
Can be licensed to Industry Players	YES	N/A	N/A	YES	NO

\*Social Lender can be licensed to Industry Players

# Our Team

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Faith Ekwebelam  
Co Founder & CEO



Faith has over 7 years in Sales and Investment Banking at BGL Plc with an MBA in view at the Warwick Business School. She enjoys Challenges and strongly believes in entrepreneurship.

Mudiaga Ogboru  
Product Owner



Mudi 's experience spans across Tech companies. He has passion for innovation, Social entrepreneurship, using data analytics and strategic communication to achieve defined business goals. He holds a degree in Physics Electronics from the University of Port Harcourt

Bade Adesemowo  
Co Founder & CTO



Bade has over 15 years experience in Software Design and Application Development. He holds an MBA from the Lagos Business School and won the Future Awards 2010 in the category, **Best Use of Technology** .

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# Growth Strategy

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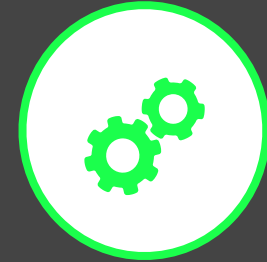
## Strategic Partnerships

- We are currently in the process of licensing to more Banks across Africa.
- We have seen an Average Monthly User Growth rate of 15% with 3 Partners and expect this to increase in multiples as more Partners are on boarded.



## International Opportunity

- Besides our aggressive expansion drive in Nigeria and South Africa, We intend to expand to other African countries in the near future.

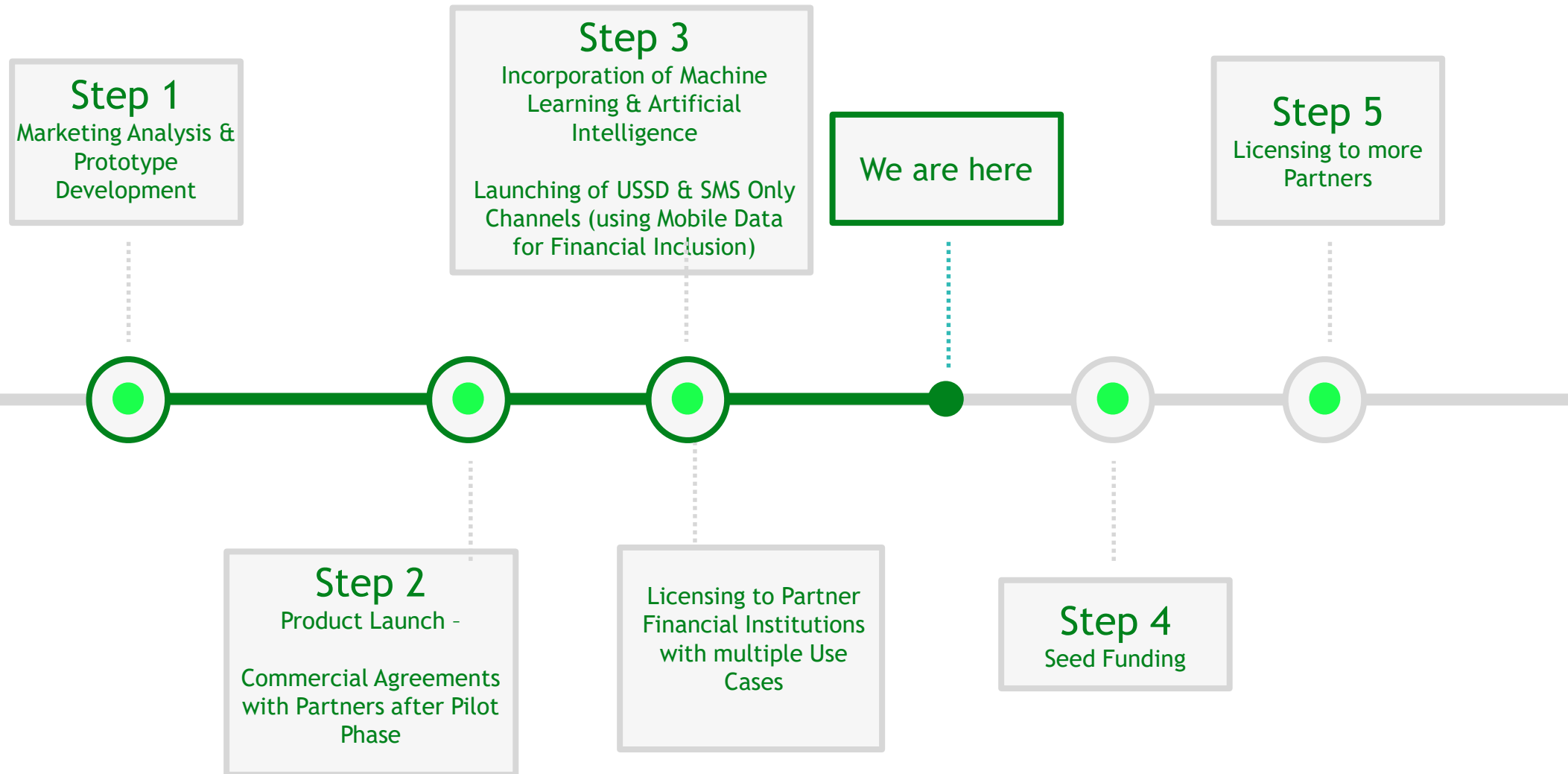


## Technology

- We are constantly carrying out research, improving our Data Science and upgrading the platform to further improve its performance and its ability to predict ability and willingness to repay.
- Integrating to more partners - including Social Networks, Telcos, Credit Bureaus, Identity Databases.
- Default rate will reduce up to 1% with future improvements.

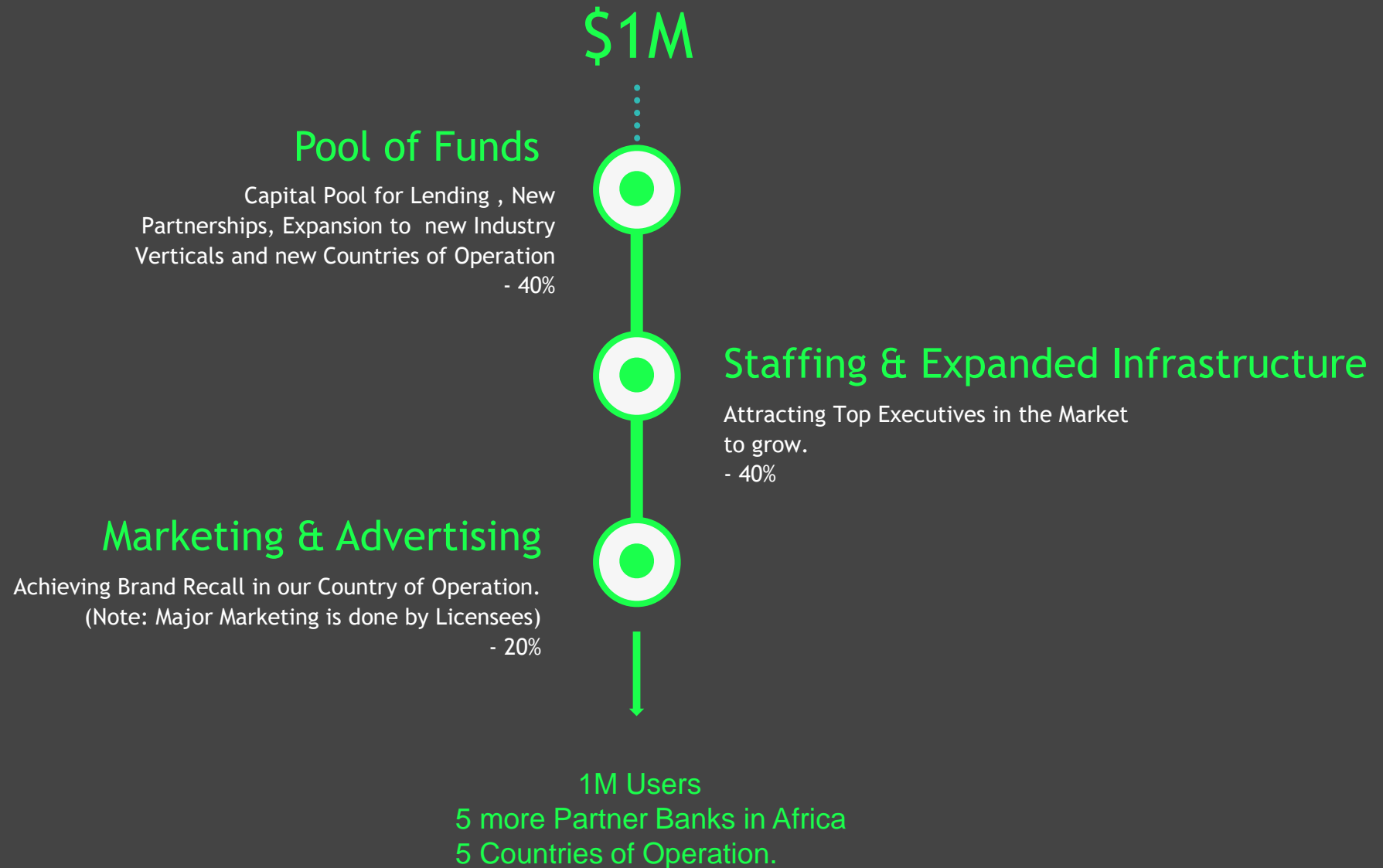
# Timeline

Social Lender is in the process of licensing more partners in the African market. We require Venture Capital to accelerate our growth first in the Local Market in Nigeria, South Africa and then to the rest of the African Market.



# Funding Needs

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# Testimonials



**Shina Atilola**  
Group Head, Strategy and  
Communications.  
**STERLING BANK PLC**

"Our friends on Facebook or Twitter can apply for quick cash by visiting the Social Lender site. Users who request for the loans on the Social Lender platform are rated by the algorithm that calculates their social reputation using various criteria and based on this, the request is either granted or rejected,"

Our target market has been faithful to the terms of the agreements reached during the launch phase, they have been faithful with repayment and this **has inspired confidence.**"

see full press conference at: <http://www.ngrguardiannews.com/2015/03/sterling-bank-raises-online-loan-scheme-s-limit-to-n10-000/#sthash.JSqs4A87.dpuf>

- *Most Innovative Digital Business Model at the Gartner Eye of Innovation Award as a result of Absa's partnership with Social Lender - December 2017*

<https://www.gartner.com/technology/eye-on-innovation-awards/financial-services/>

- *Ecobank Fintech Fellow, 2017 - June 2017*

<http://ecobankfintech.com/2017-edition/>

- *1st Runner Up, Technology Project Of The Year - Nigeria Technology Award 2015 - October 2015*

<http://www.nigeriatechnologyawards.com/>

- *Nominee, Most Disruptive Innovation - EFMA Accenture Innovation Awards 2015 - September 2015*

<http://www.efma.com/index.php/resources/articles/detail/EN/1/509/1-1TIM70>

- *Nominee, Best New Product or Service - EFMA Accenture Innovation Awards 2015 - September 2015*

<http://www.efma.com/index.php/resources/articles/detail/EN/1/509/1-1TIM70>

- *Winner, Innovative Banking Product of the Year - Nigeria Telecom Awards 2014 - September 2014*

<http://pulse.ng/tech/social-lender-nigerian-bank-wins-innovative-ict-product-award-id3147690.html>

**AWARDS  
&  
NOMINATIONS**

### May 2019 :

Social Lender ran a pilot with **CGAP (a division of World Bank)** to focus on our solution offering microcredit Based on social reputation on mobile and Online in 2018

The pilot was able to prove that Social Lender's Social Reputation Score **"correctly ranks borrowers in terms of default risk."**

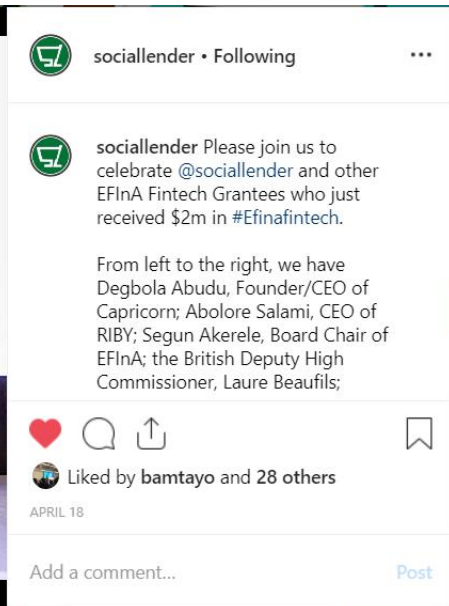
The full report is at  
<https://www.cgap.org/research/publication/fintech-s-and-financial-inclusion>



### March 2019 :

Social Lender awarded **Financial Inclusion innovation grant** by EFINA (Enhancing Financial Innovation & Access).

Find out more information at  
<https://techcabal.com/2019/04/04/powering-financial-inclusion-through-fintech/>



add allowance balance bills books business buy  
 cash cloths complete delayed domestic education  
 emergency family fees financial food funds health house  
 internet issues loan materials medical meet monthly needs  
 paid pay payment personal phone  
 problem project purchase purpose quick rent salary  
 school shop sms solve sort stuff subscription transportation  
 upkeep



**AkinsanYa AkintunDe** reviewed Social Lender – 5★

6 April · 🌐

There were plenty of times where I wasn't sure if we'd be able to secure the loan but after all these years, someone actually knows what they are doing. When some days are uncertain, Social Lender was there to ensure I stayed on the right path and navigate unforeseen obstacles. I am very happy with the process and service I received. I would use Social Lender again and again. Social Lender was exceptionally responsive and helpful! The reason for all my grammar is that, since 2015 during my NYSC days, social lender is always there before my allowed comes in, there was a time when I'd thought that I couldn't get any money that weekend but social lender surprised me as soon as I made a request on the platform and my request was approved, I got an alert and I had what I call a great weekend.



Like



Comment



Share



**Oba Deji Obafemi** @Idejimba5 · May 8

@sociallenderng good platform for easy access of soft loan. Just have a good social reputation. #SLreview

1

1

4



**akinpelu joshua** @Engrjoymat · May 6

@sociallenderng i am so excited when my loan application was approved and disbursed when it was mostly needed. thanks alot and let us make sure we repay on time for others to benefit #SLreview

5

18

12



Show this thread



**Ubong Ntoiden** @Shevycko · May 4

@sociallenderng gat my back 24/7 check out sociallenderng.com to find out how. Kudos to you for saving lives. You're the best! #SLREVIEW

1

1

1



**afolabi folorunsho** @phowcus · May 4

Retweeted Redeemed F. Folawewo (@RedeemedFolake):

@sociallenderng #SLreview If you're looking for a fast lender with reasonable interest, @sociallenderng is the perfect answer.. I AM A LIVING BENEFACTOR. All you need is your social media.

1

1

1



**oduntan Wasiu sola** @odunwasiu · May 4

Loan was granted immediately since then I don't joke with them. But they should increase the loan offer higher for bussiness start up as well. Kudos to social lender .social lender save life of many this days @sociallenderng #SLReview

1

2

1



**oduntan Wasiu sola** @odunwasiu · May 4

I love social lender cos of there lowest interest rate,easy access just with social media accounts you can take a loan. Social lender have saved me from public disgrace when I was stranded in Abuja and I don't have Tfare back to Lagos. I applied and @sociallenderng #SLReview

1

5

5



Show this thread



**adebayo gbenga** @maxxymum · May 4

@sociallenderng #SLREVIEW life looking good with affordable loan from the best hands..love social lender



**Lawuyi Akano Olanike Agbeke** reviewed Social Lender – 5★

29 March · 🌐

Social Lender is a platform that helps you with that very urgent needs. You don't need collateral or guarantor to get a loan. Just click on the App and you are on your way to an alert. Thanks so much for meeting me at my pressing needs several times. I've not seen any other platform with little interest rate.



Like



Comment



Share





Join us to build a Social Network for  
Trust, Credit and Much more

Partners



# Contact Info

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[www.sociallenderng.com](http://www.sociallenderng.com)



[facebook.com/Sociallender](https://facebook.com/Sociallender)



[twitter.com/Sociallenderng](https://twitter.com/Sociallenderng)



[angel.co/social-lender](https://angel.co/social-lender)



[founders@Sociallenderng.com](mailto:founders@Sociallenderng.com)



+2348023223796, +2348035935140

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# Thank You