



Company Analysis – Nuclei

Vision

| To build a global product company out of India.

Mission

- Nuclei is a global B2B fintech, on a mission to inject Consumer Tech DNA into banks and telecom companies. Nuclei enables banks/telecom companies to compete with consumer tech companies and deliver innovative products to customers.
- At ground zero, Nuclei commits to speed of execution, seamless experience, fast feature updates and data security.

Core values

- **Always think long term:** We promised ourselves to take decisions keeping the long term impact in mind. Whether these decisions were for the product we were developing or the people we were bringing into the team.
- **Think big, Think global:** Nuclei plans to build products which would scale up seamlessly across geographies and be multilingual from inception.
- **Build a sustainable business:** Being independent of external capital for its survival, enables it to take difficult long term decisions and not force it to optimize for short-term vanity metrics.
- **Distribution:** Distribution is key to our success. A good product without distribution still remains unsuccessful. A decent product, with good distribution, can always be improved and made successful. So we decided to optimize for distribution first and took the B2B route.
- **Revenue over cost:** From a sales perspective, it's easier to sell products which help increase customer's revenue, than reduce their cost.
- **Diversification:** In order to remain sustainable, nuclei focuses to diversify across geographies, products and industries.
- **Build the right team:** Nuclei's believes to bring together the right people, which inherently solves 90% of the work.

Management

- **Nuclei's CEO and founder** – Ankur Joshi – IITB grad, experienced previously in building 3 businesses, bootstrapped to \$4M+ in 3 years.
- **Nuclei's CTO and co-founder** – Adarsh Pandey – previously worked at Tapzo and Chargepoint.
- **Nuclei's head, people and culture** – Sumit Sarkar – IITK grad, previously worked with Amazon, Tapzo and Reliance.

Product Stack

ARISE: Subscription - as - a - Service

- Access your recurring payment services as subscriptions, and bundle existing subscriptions at discounted prices

Junior Banking

- Digital Banking & Experiential Financial Education for juniors. Customers often stay with their first bank. Focus on catching them young.

Merchant marketplace

- Nuclei empowers banks to transform their digital banking experience by integrating our cutting edge platform. This help banks to significantly & intelligently enhance relationship with their customer base.

Card stack

- Enables Nuclei's client to quickly launch a wide range of digital functionalities built around credit, debit and pre-paid card instruments.

Tech stack

- **Client** – Android, Flutter, Dart, Kotlin, Swift, HTML, CSS, Javascript, PWA.
- **Backend** – Java, Spring, Golang, Firebase, Python, GRPC, RabbitMQ.
- **Data** – MySQL, Redis, Elastic Search, Kibana, Vault.
- **Services** – Github, JIRA, Whimsical, Github Actions.
- **Design** – Sketch, Figma, Marvel, Zeplin.
- **Infra and DevSecOps** - Azure, AWS, Kubernetes, Airflow, Docker, Istio, Jenkins, Kafka, Nginx, Grafana.

Competitor Analysis

Direct competitors

- Most banking as a service companies are based out of Germany and UK which work similar to nuclei:

Fidor bank, Solaris bank, Bankable, Treezor – mostly provide white-labelling services and APIs to traditional banks.

- In the Indian landscape, one of the most similar startup which provides similar solution is: Signzy – offers Fintech APIs, such as KYC, bank checks, etc.

Indirect competitors

For ARISE and merchant marketplace products

- Payment Apps – e.g. Paytm, Google Pay, PhonePe.
- Super Apps – e.g. Tata Neo, MyJio.
- Payment banks/neo banks – e.g. Fino payments bank.
- Doorstep banking services – e.g. Bankit, PayNearby .

For Junior Banking – e.g. Birdfin, Fampay, Walrus.

For card stack – e.g. Slice, Flipkart credit card.

Current revenue streams

- They take a license fee for the APIs they provide to the customers.
 - They also earn through a small transaction fee for the transactions through their APIs.
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