

Parachute

How it Works

Step 1: Simplify

We start by simplifying all your debt into one easy payment. This makes your debt easier to track and control.

- ✓ One payment date
- ✓ One monthly payment
- ✓ One interest rate

Step 2: Roadmap

Then, we'll give you a personalized roadmap to help you achieve improved financial well-being.

- ✓ Pay Parachute loan on time
- ✓ Keep your credit utilization low
- ✓ Pay all other bills on time
- ✓ Don't take new debt

Step 3: Rewards

And finally, we reward you for following our guide to healthy financial behaviour.*

- ✓ Earn cash-back
- ✓ Win weekly & monthly rewards
- ✓ Improve your credit score
- ✓ Feel in control of your finances

Business Objectives



1. Customer Engagement

How can we better retain users and increase app engagement?



2. Financial Wellbeing

How can we reduce loan defaults to enhance financial wellbeing?

Modelling



Model 1

Customer Engagement

- Boost user retention through proactive re-engagement.
- Aligns with short-term app activity goals.



Model 2

Loan Repayment Prediction

- Reduce loan defaults and improve financial health.
- Aligns with short-term app activity goals.



Health Index

Combines output of both models

- Engagement Risk: App activity metrics.
- Repayment Risk: Financial and demographic data.

Customer Engagement



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Loan Payment Prediction



Reduce loan defaults and improve financial health.
Aligns with short-term app activity goals.

July

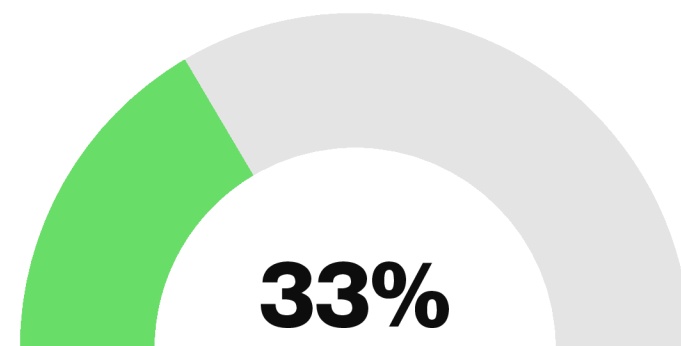
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Customer Health Index

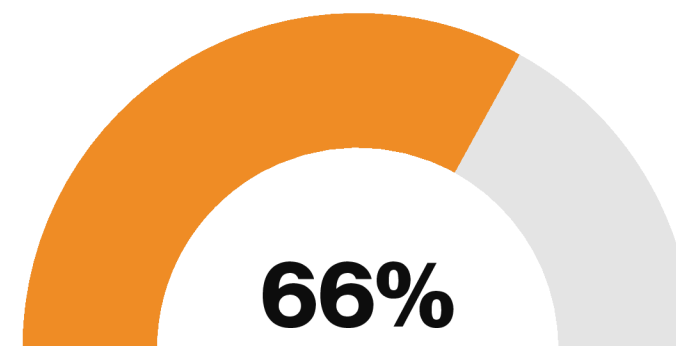
Low Risk Customers



Maintain Engagement

- **Upsell Opportunities:** Introduce advanced app features, such as investment tools or premium services.
- **Gather Feedback:** Solicit feedback to further improve services and identify potential areas of enhancement.

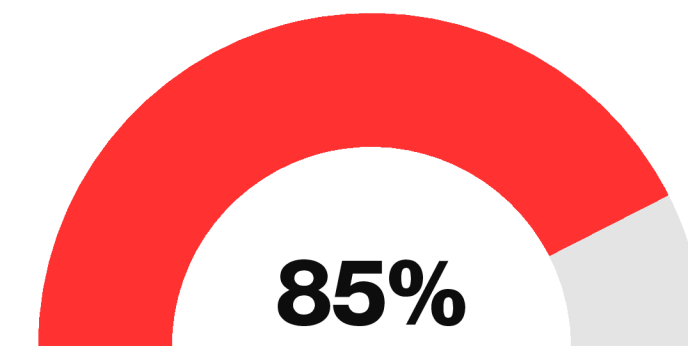
Medium Risk Customers



Pro-Active Outreach

- **Educational Content:** Provide resources on financial literacy to promote better financial habits.
- **In-App Reminders:** Use push notifications to encourage consistent app usage and on-time payments.

High Risk Customer



Personalized Outreach

- **Financial Counselling:** Offer personalized financial advice or connect them with financial wellness programs.
- **Flexible Repayment Plans:** Provide options like adjusted payment schedules or temporary relief measures.
- **Enhanced Engagement Strategies:** Utilize gamification, rewards, or challenges to boost app engagement.

Recommendations

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2

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Thank You!

Appendix

