

#Lets Grow Your Business Together

Product Teardown

For Better Experience
view it on Canva

Background

Tide is a leading fintech platform helping small businesses bridge the financial gap. Tide offer business accounts, banking services, and a suite of admin solutions, from invoicing to accounting. Headquartered in London; since the launch in 2017, the company has grown to serve over 1 million SMEs across the UK, India, and Germany.

Problem Statement

Enhancement of the TIDE Business Loan User Journey

- Minimize friction
- Reduce the Turn Around Time
- Drive Customer Engagement



User Needs

- Tech-savvy users need a simple, jargon-free, and intuitive journey.
- Quick disbursals with minimal paperwork are essential.
- Transparency in processing time, loan details, fees, and data security is expected.
- Users seek regular reminders, updates, and notifications.
- Business owners want instant pre-approvals.

Business Goal



- 1M SME Onboards by 2025's end
- Empower 500,000 women entrepreneurs by 2027

TIDE's Key Metrics

10L+
Downloads

4.7
Rating

90%
Under Age 40
Distribution

5L+ MSME
Users

2000+
Employees

Current Market Landscape

- Market Size: \$270B in 2022, ~40% CAGR ([RBI](#))
- Credit Penetration: Only 13% of GDP, huge untapped market ([NITI Aayog](#))
- MSME Lending: 88% of MSMEs lack formal credit ([SIDBI Report 2024](#))
- Consumer Lending: BNPL & unsecured loans driving growth ([RBI Financial Stability Report](#))

Regulatory Updates

- Digital Lending Guidelines (Nov 2024): Stricter KYC, direct disbursals, DLG norms ([RBI](#))
- Crackdown on Illegal Lenders (Dec 2024): 7-year prison, fines for unregulated lenders ([Reuters](#))
- AI/ML Risk Warning (Oct 2024): Market concentration, financial stability concerns ([RBI](#), [Reuters](#))

Tech Disruptions in Lending

- AI-driven Credit Scoring: Uses GST, UPI, cash flow data ([RBI](#), [NPCI](#))
- Embedded Finance: BNPL, e-commerce, gig economy lending ([NPCI](#), [NASSCOM](#))
- Unified Lending Interface (ULI) (Aug 2024): Open digital lending infra, faster disbursals ([RBI](#), [Reuters](#))

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Over 70% MSMEs use biz loans for immediate financial needs: Study

There is higher demand for working capital expenses, emphasising the liquidity challenges and short-term cash flow gaps faced by businesses in managing their day-to-day operations

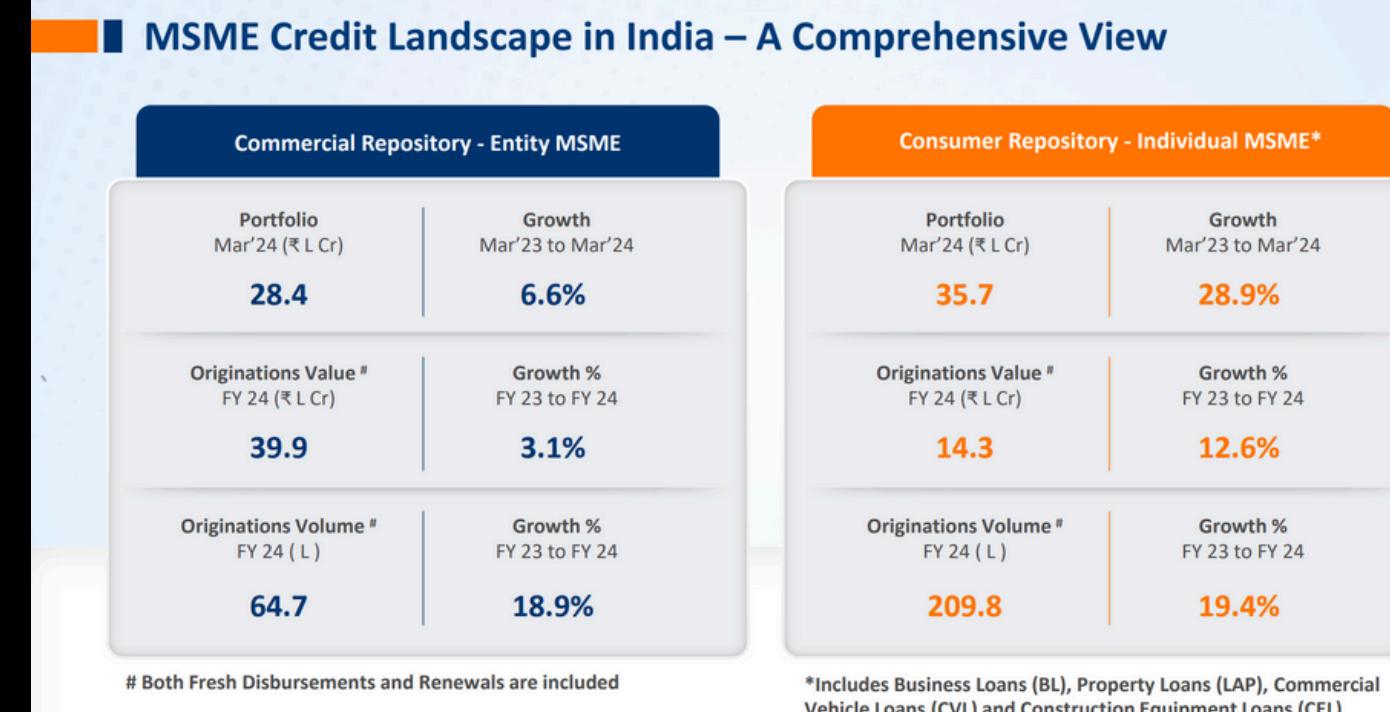
"Over 70 per cent of MSMEs and self-employed consumers needed a business loan to meet immediate financial needs like working capital expenses, purchasing raw materials, consolidating debt, etc," the company's analysis showed.

Meanwhile, less than 30 per cent of these businesses applied for loans based on future growth prospects and initiatives like marketing and brand building, upgrading machinery, or acquiring additional office space for expansion.

Geographically, the demand for business loans is largely concentrated in top metro cities, led by Delhi NCR and Mumbai. The top seven metros, including Delhi NCR, Mumbai, Hyderabad, Bengaluru, Kolkata, Chennai, and Pune, account for 53 per cent of loan applications.

The remaining 47 per cent of applications came from non-metro regions, with Jaipur and Surat emerging as key contributors. According to Paisabazaar, while the top seven metros contribute to over half of the demand for business loans, the share of demand from non-metro cities has been increasing year on year.

Rise in demand for Business Loans in Tier 2-4 cities



Increase in MSME loan demand

Competitive Landscape

Competitive Landscape	 LENDINGKART Think Cash, Think Lendingkart Group!	 paisabazaar.com	 bankbazaar.com	 KreditBee
Users & Market Position	1M+ Downloads 3.6 Rating	10M+ Downloads 4.5 Rating	10M+ Downloads, 4.4 Rating	50M+ Downloads 4.5 Rating
Key Features	Quick business loans Fast loan disbursal Flexible repayment options	Loan & credit card marketplace Free credit score check Pre-approved loan offers	Multi-language support AI-powered chatbot for customer support	Minimal documentation Flexible loan tenure AI-based credit assessment
Strengths	Strong SME Focus Wide Geographic Reach	Strong Brand Presence Diverse Product Portfolio Extensive Lender Network	Revenue Growth & Business Expansion Strong Digital Footprint	Fast Loan Processing Young, Tech-Savvy Customer Base AI & Alternative Credit Scoring
Challenges	Customer Support Concern Lengthy Process Restricted to only Loan Segment	Approval dependency Data Privacy Concern	Delayed Processing Customer Service Issues Bad UI/UX of App	Scalability Issues Lengthy Process
Opportunity for Tide App	Improved Customer Support	Provide Data Security	Faster Processing	Enhance Customer Retention

Competitive Landscape

Competitive Landscape



Products

- Credit card
- Personal Loan
- LAP

- Credit card
- Loan offerings - PL, Biz Loan, new Home Loan
- Micro Loan Under 50k
- Credit card against FD
- Balance Transfer
- Loan against Mutual Fund
- Term / health/ car Insurance

- Personal Loan
- FD
- Home Loan
- Car Loan
- Co branded Credit cards

- Personal Loan
- Flexi Personal Loan
- Business Loan
- LAP

Innovation

- E- NACH mandate Quick link
- Digital partnering platforms (XLR8, CRED8, Collect10, 2GHTR)
- EMI/ Tax/Savings calculator
- Blog
- Media center

- Free Credit score
- Bank details finder
- Card reward calculator
- Track money - PB Money
- Credit score advisory
- Investment advisory

- Free Credit score
- Rupee reels
- Rate of Gold, Silver, Fuel
- IFSC code
- Finance 101
- Track App
- Notified on Data security

- Free Credit report
- Health care Plans
- 24K Gold

Friction

Permission for camera, location, location, microphone, storage, personal info asked upfront

Cluttered UI is difficult to navigate with

Mandatory Login to explore the products

Too Many Spam Calls irritating the customer

User Persona

Arjun Mehta

The First-Time Business Borrower



- 📌 Age: 26 | Occupation: Small Retail Shop | Location: Tier-2 City (Jaipur, India)

Tech Savviness: Moderate

Primary Goal: Secure a business loan to expand inventory.

Pain Points

Limited knowledge of financial products.

Finds traditional bank loan applications slow and complex.

Hesitant about online platforms due to trust concerns.

How Tide Helps

- ✓ Simple and fast loan application process.
- ✓ Transparent eligibility check and loan offers.
- ✓ Assistance with minimal documentation via digital KYC.

Priya Sharma

The Growth Oriented Entrepreneur



- 📌 Age: 35 | Occupation: Owner of a Boutique Clothing Brand | Location: Mumbai, India

Tech Savviness: High

Primary Goal: Get a business loan to invest in marketing, hiring, and production.

Pain Points

Needs higher loan amounts than small business loans typically offer.

Wants a faster approval process to capitalize on growth opportunities.

Prefers an online, paperless process rather than dealing with banks

How Tide Helps

- ✓ Loan offers personalized based on her revenue & transaction history.
- ✓ 100% digital application with instant eligibility check.
- ✓ Faster approval & disbursement compared to traditional banks.

Rajiv Khanna

Credit-Conscious Established Business Owner



- 📌 Age: 45 | Occupation: Owner of a Chain of Restaurants | Location: Bangalore, India

Tech Savviness: Moderate to High

Primary Goal: Refinance or take an additional loan to expand his business.

Pain Points

Already has an existing business loan but needs better terms or additional credit.

Wants a transparent loan comparison process without hidden fees.

Concerned about maintaining a good credit score while borrowing more

How Tide Helps

- ✓ Loan refinancing or top-up options with competitive interest rates.
- ✓ Clear visibility into credit impact & repayment schedules.
- ✓ Personalized loan recommendations based on business performance.

Onboarding Metrics

Borrower (End-User)



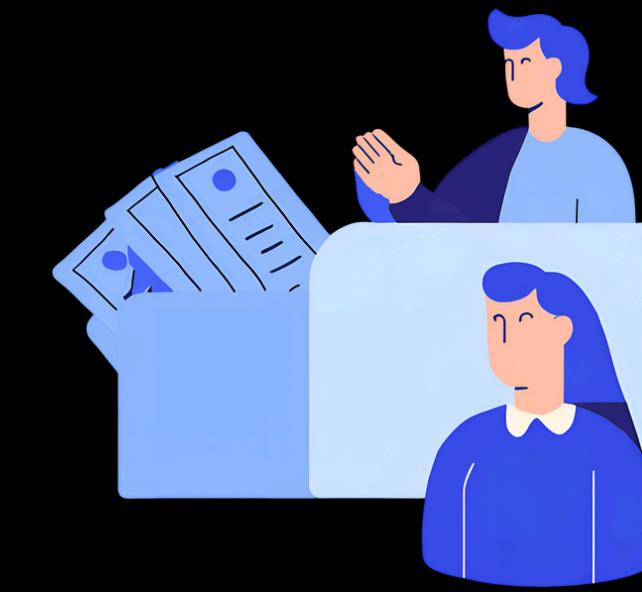
- ✓ New User Signups
- ✓ Drop-off Rate per Step
- ✓ KYC Completion Rate
- ✓ Time to Loan Decision
- ✓ Loan Disbursement Rate
- ✓ Customer Satisfaction Score

Internal Team



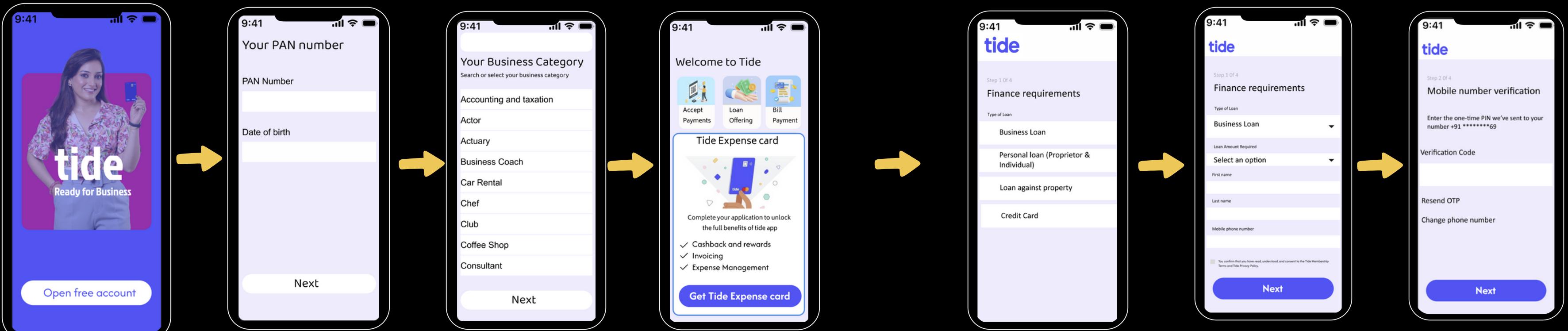
- ✓ Lead-to-Customer Conversion Rate
- ✓ Manual Review Rate
- ✓ Fraudulent Application Rate

Partners



- ✓ Lender Response Time
- ✓ Loan Approval Rate per Lender
- ✓ Portfolio Risk Score
- ✓ Time for Credit Decisioning

Existing User Journey



Sign Up

PAN Details

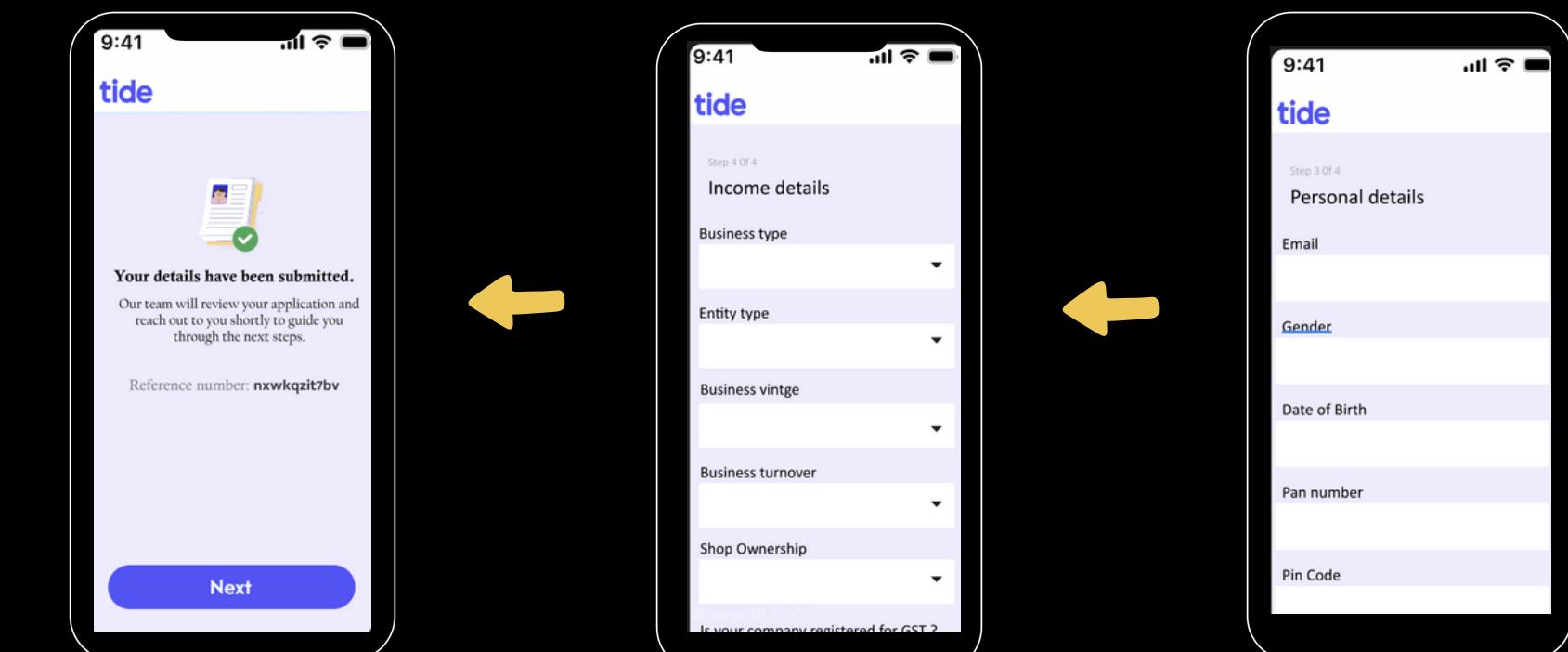
Business Category

Main Page

Step 1:
Type of Loan

Step 2 :
Basic Details

Step 2 :
Verification



Confirmation Page

Step 4 : Income Details

Step 3 : Personal Details



Getting Started

Consideration & Awareness

Download Tide App

Open

Get Started



Verification Completion

Login via Gmail or Skip for Now



Login via Gmail

Phone Number Verification

Pan Details Verification

Main Screen

Main Screen

Loan Offering



[Link to View this User Journey in Figma](#)

Observations

We've structured the user journey into **6 key Summits (trophies in the map)**, marking major milestones.

- Helps the sales team monitor the user journey.
- Identifies friction points for optimization.
- Provides timely, personalized guidance.
- Analyzes user behavior to boost conversions.

This approach ensures a seamless, engaging, and efficient loan application journey.

Application Review and Loan Disbursement

Application Review

Credit Evaluation

Documentation Verification

Loan Approval and offer

Acceptance and disbursement



Application Submitted for Review

Opting for Loan Offering

Loan Amount

Income Details

Choosing Provider

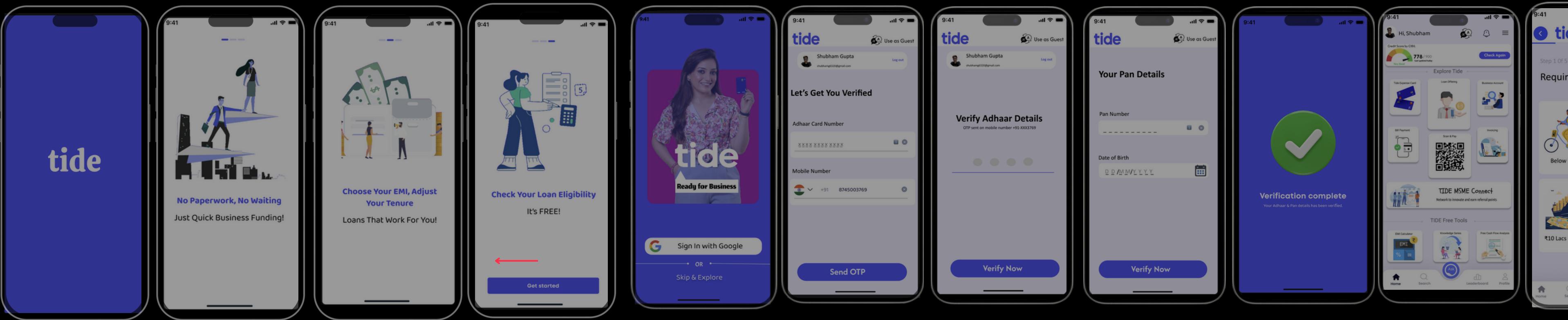
Opting for Business Loan

Personal Details

Business Registration Details

Submitting Application



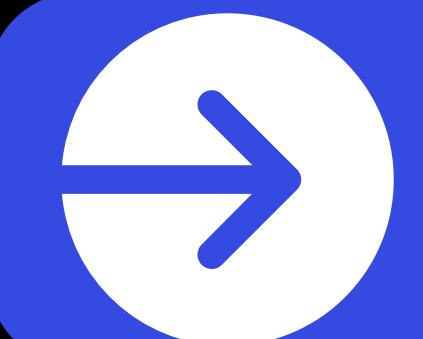


Prototype of Tide App



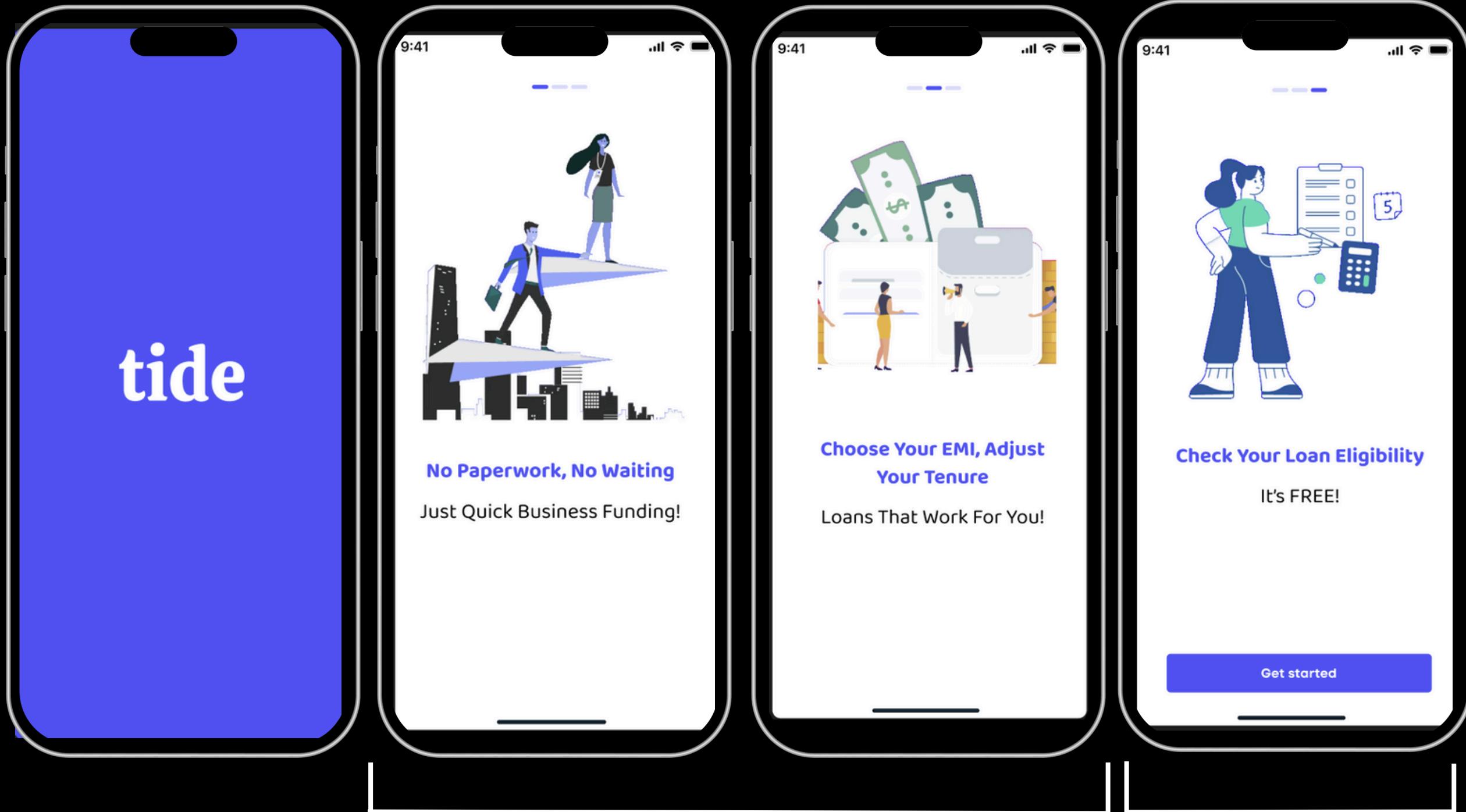
[Click here to visit
our Prototype](#)

OR



Continue with Detailed
{ explanation of Each Screen

Splash Screen For Tide



Copy Strategy

Call To Action

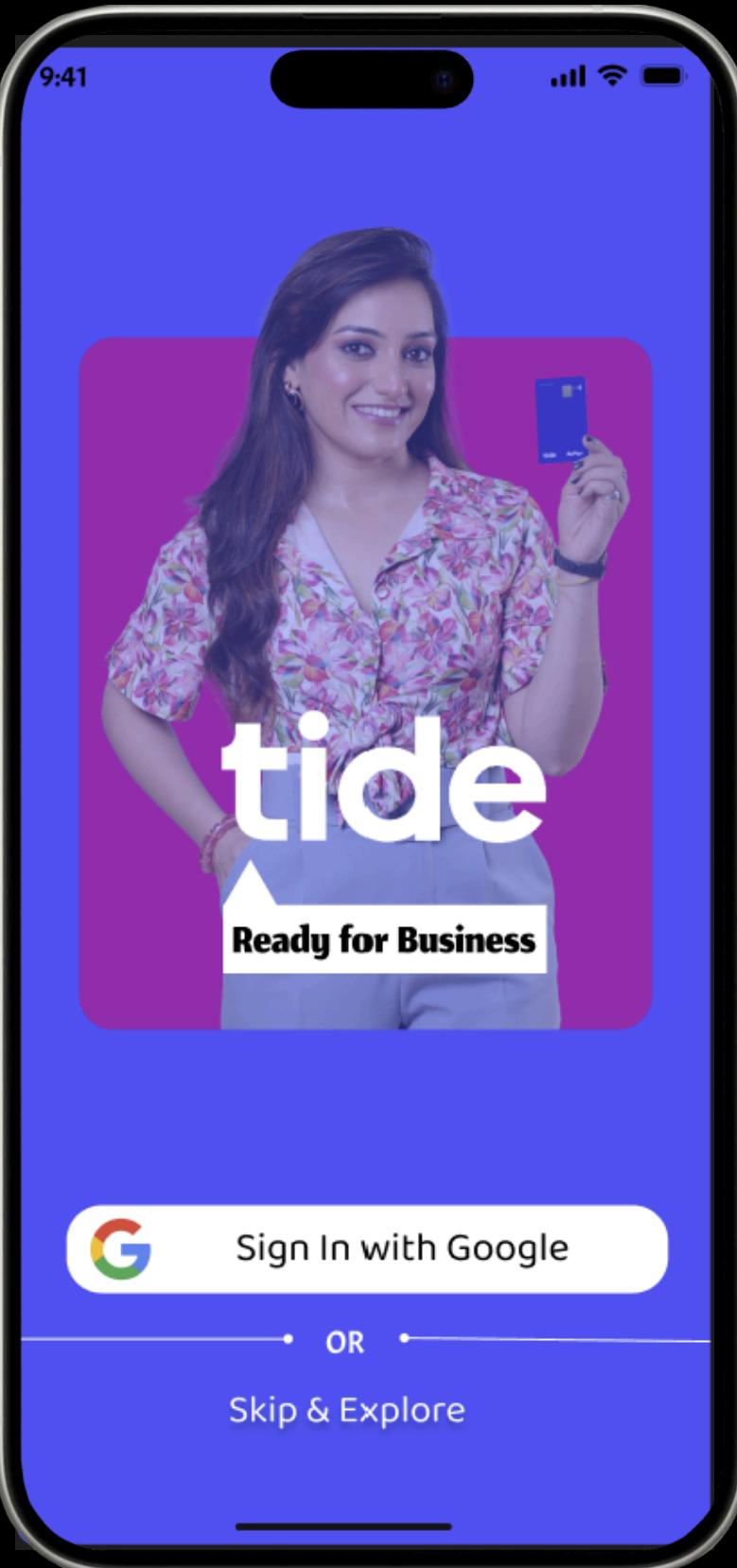
Copyright Strategies

- Quick Business Funding
- EMI & Tenure Adjustment

Call to Action

- Encourages customers to check their credit score.
- Helps retrieve details like PAN for a personalized experience.

Secure Sign-Up & Multi-Factor Authentication



Quick Access to Users

Effortless Sign-In, Instant Access

- Users can either explore services directly or log in via Google or phone number.
- Google Sign-In is highlighted in red to encourage its use.
- "Skip & Explore" button has a transparent background for subtle emphasis.

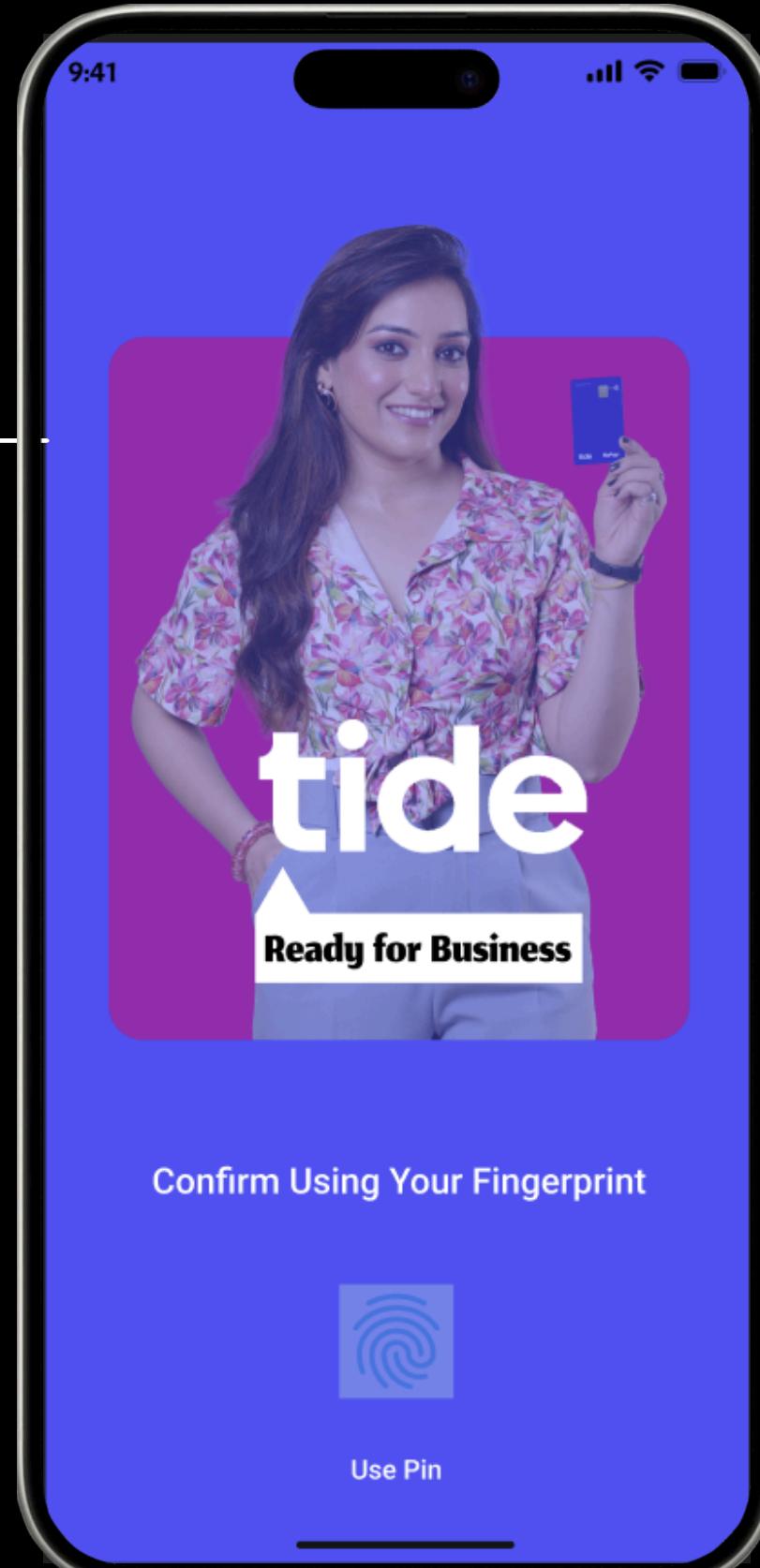
User Security

Multi Factor Authentication

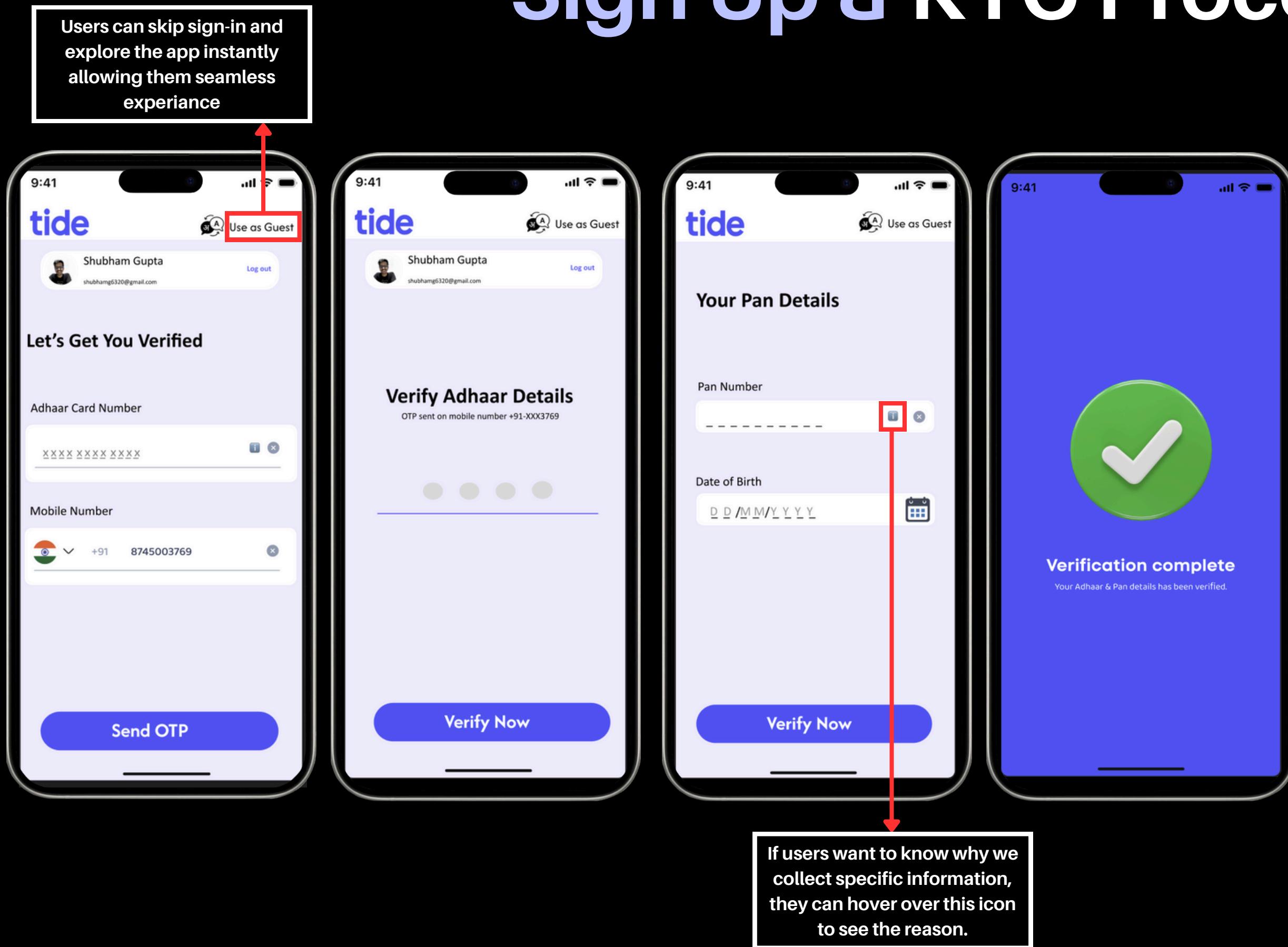
Your security, your way! To ensure complete peace of mind, we've built in both fingerprint authentication and PIN lock—giving you seamless access with top-tier protection. Feel secure, always.

Observations

- Many competitors Restrict access to the main page without login.
- Lack of flexibility may frustrate users.
- This could lead to drop-offs and lower engagement.
- Offering open access can enhance user experience and retention.



Sign Up & KYC Process



Instant 3-Click KYC

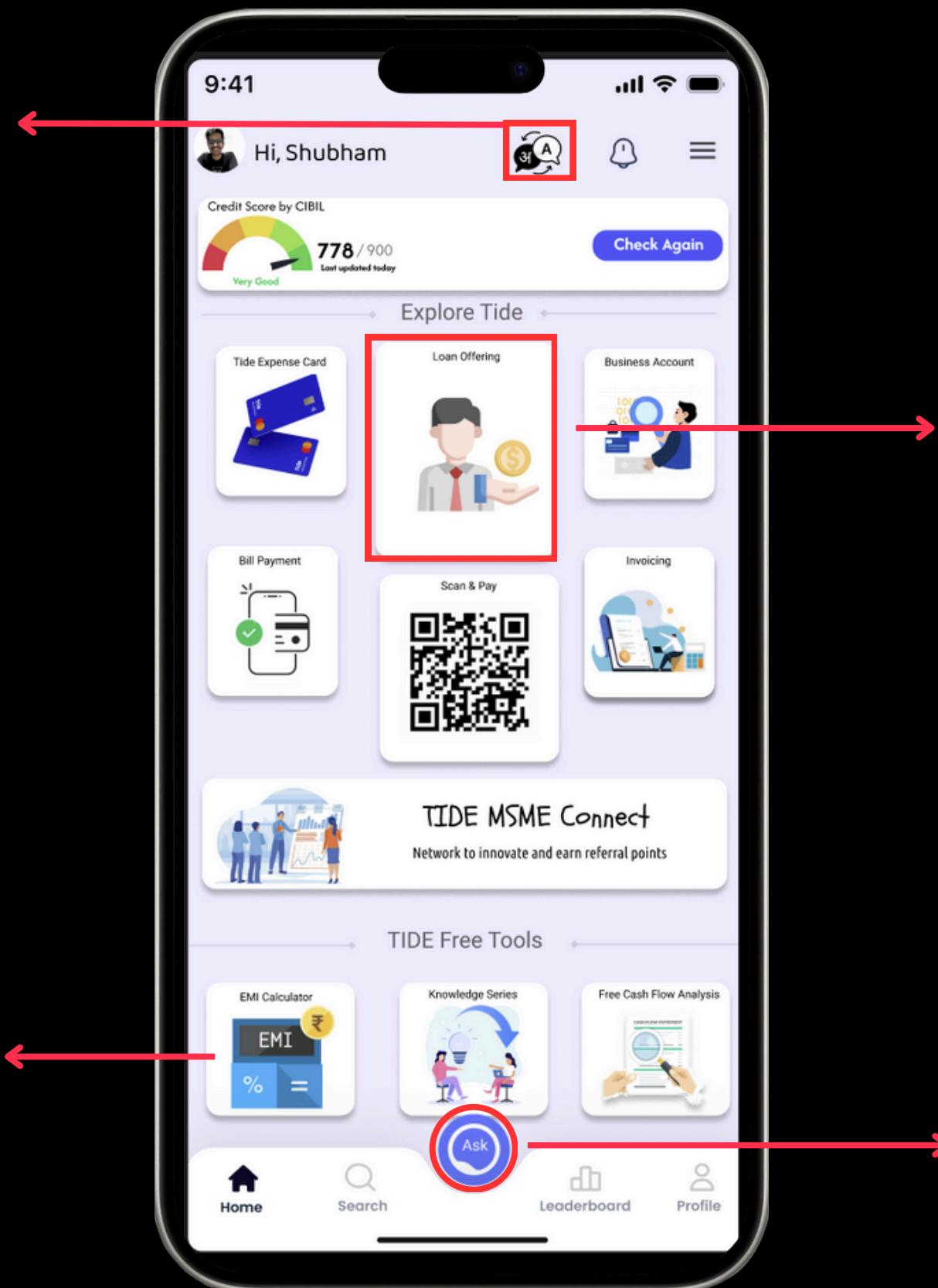
- Complete KYC application process, reducing delays and expediting loan processing.
- Simplified onboarding reduces drop-offs by 30-40%, ensuring more users complete their applications.
- Automated verification cuts operational costs by 50% while ensuring 100% regulatory compliance.

Main Page : Features

Speak Your Language

Your Language, Your Comfort

Seamlessly switch to your preferred language for a smoother, more personalized experience—because clarity and convenience should never be a barrier.



EMI Calculator

- Users instantly know their exact EMI, helping them budget effectively and choose a loan they can comfortably repay.
- Breakdown of costs eliminates hidden charges, making the process fair and credible.
- Reduces anxiety by removing uncertainty, boosts confidence in taking a loan

Loan Offering

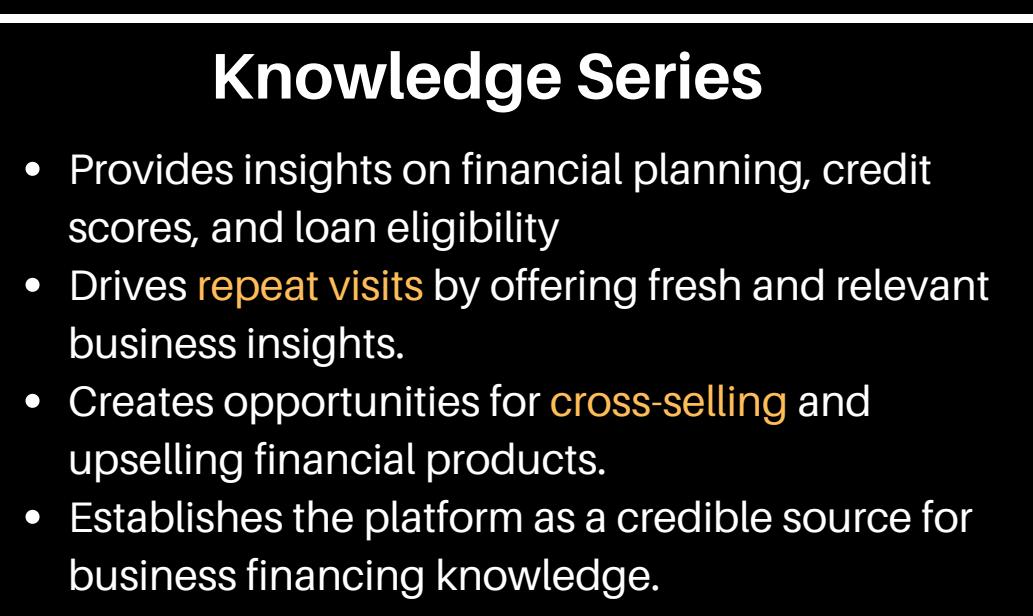
- Increased the Loan Offering logo size to grab immediate user attention.
- A larger and more distinct logo enhances brand recall and trust.
- Reduces cognitive load by making the key offering instantly recognizable.
- Helps improve conversion rates by directing users' focus effectively.

AI Chatbot & Customer Support

[Click here for detailed view](#)

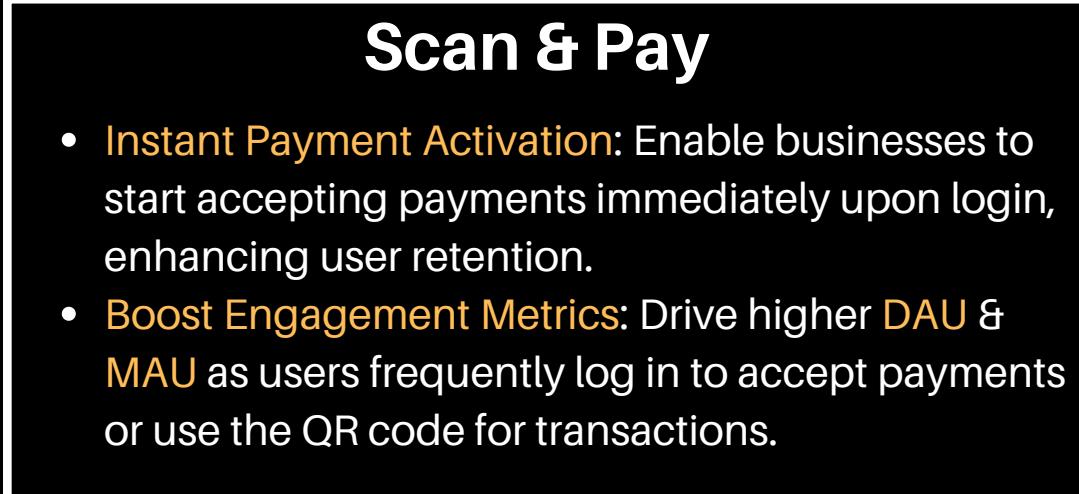
Main Page: Customer Retention

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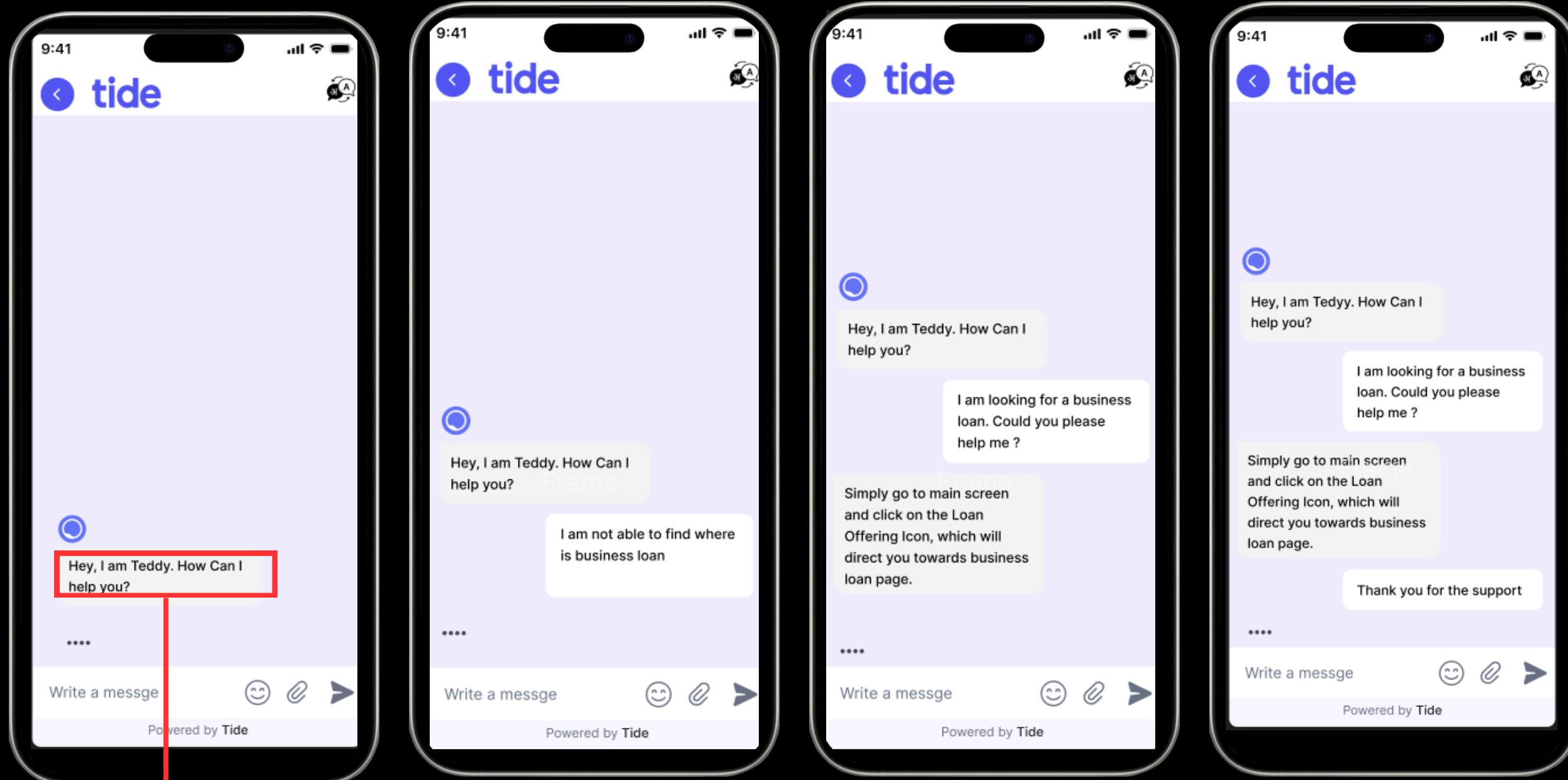
Free Credit Score Check Facility

- **Free Credit Score Check**: Users can effortlessly check their credit score for free.
- **Enhanced User Retention**: Regular credit score checks encourage users to revisit our app.
- **Boost in Sign-ups**: Driving more users to sign up and provide Pan Card details explore our financial solutions.



AI Chatbot & Customer Support

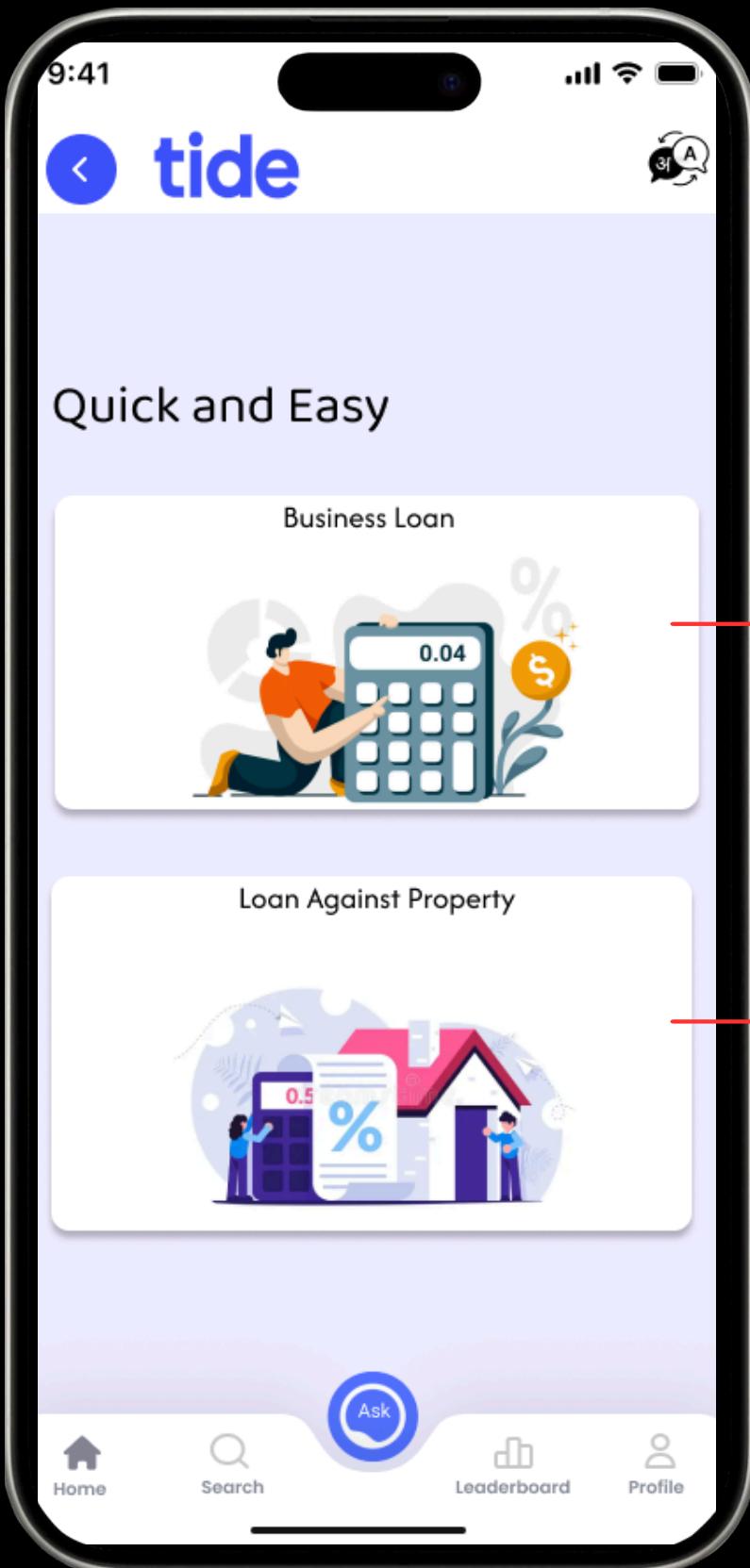
Meet Teddy Our Conversational AI Bot



Inspired by our company name, Tide, we named our AI chatbot **Teddy**.

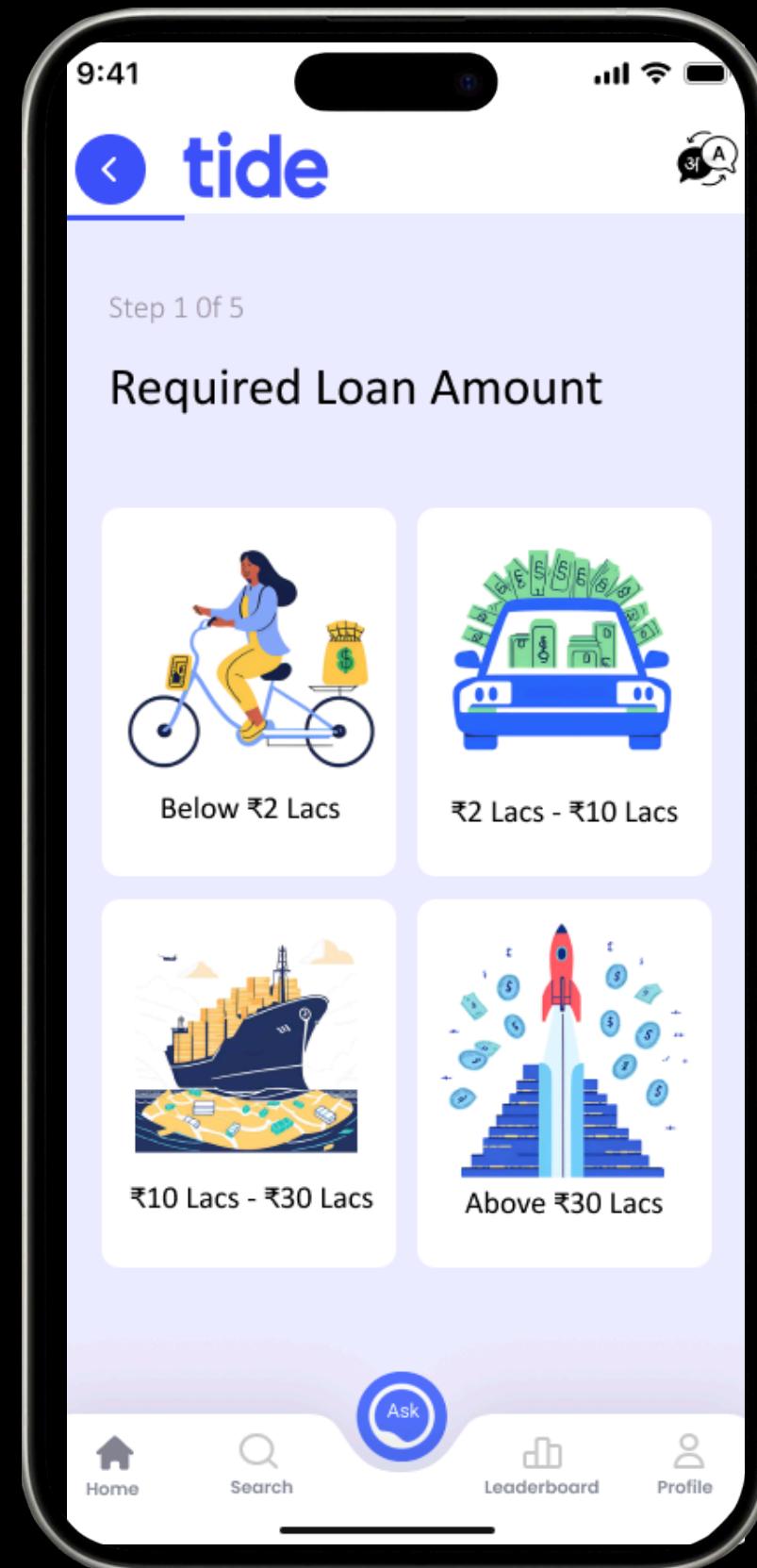
- **AI Chatbot + Customer Support for instant query resolution.**
- **93% of users struggle with loan confusion and lack of guidance.**
- **Chatbot provides real-time answers, reducing delays**

Loan type & Ticket size selection



Loan Type Selection

- Reduces cognitive load by being less Overwhelming
- A clutter-free interface feels premium and professional
- Creates a sense of exclusivity and modernity
- Highlighting CTAs effectively → Drives engagement
- Minimalism + strong microcopy = Higher click-through rates (CTR)

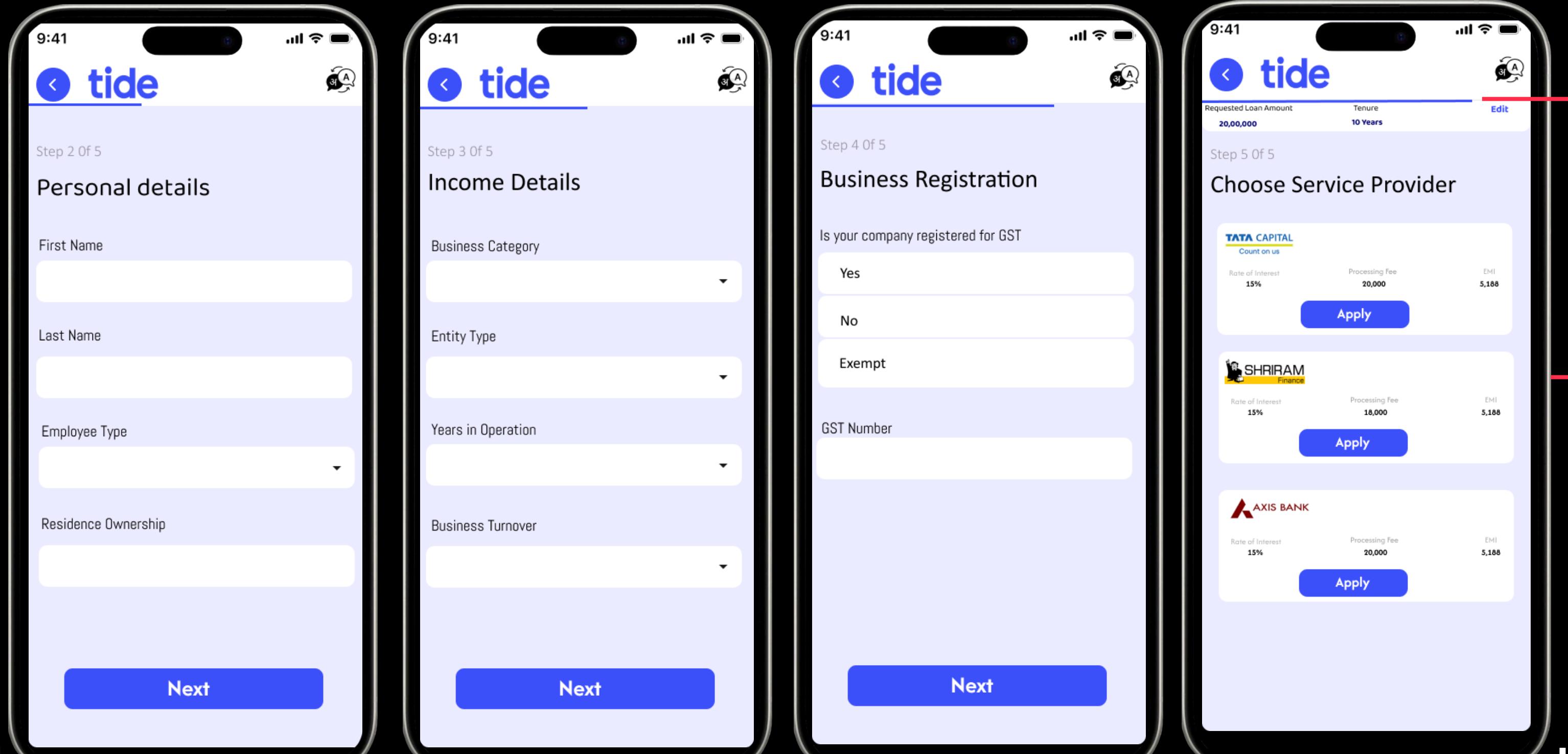


Loan Amount Selection

- Boosts engagement & conversions (customers act faster)
- Reduces analysis paralysis (too many choices overwhelm people)
- Subtle upselling - Customers are nudged to aim higher

Application: Quick, Seamless, Comparable

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A Progress bar indicates how close users are to completion, keeping them engaged and motivated.

The Goal Gradient Effect - Users are more motivated to complete a task as they get closer to the finish line.

Making users choose which provider they wanted to opt for

We streamlined the Business Loan application into a 5-step process, with no more than 4 questions per page

Referral Program: Customer Retension



View the details like when is the EMI due or how many are left providing a transparent user experience

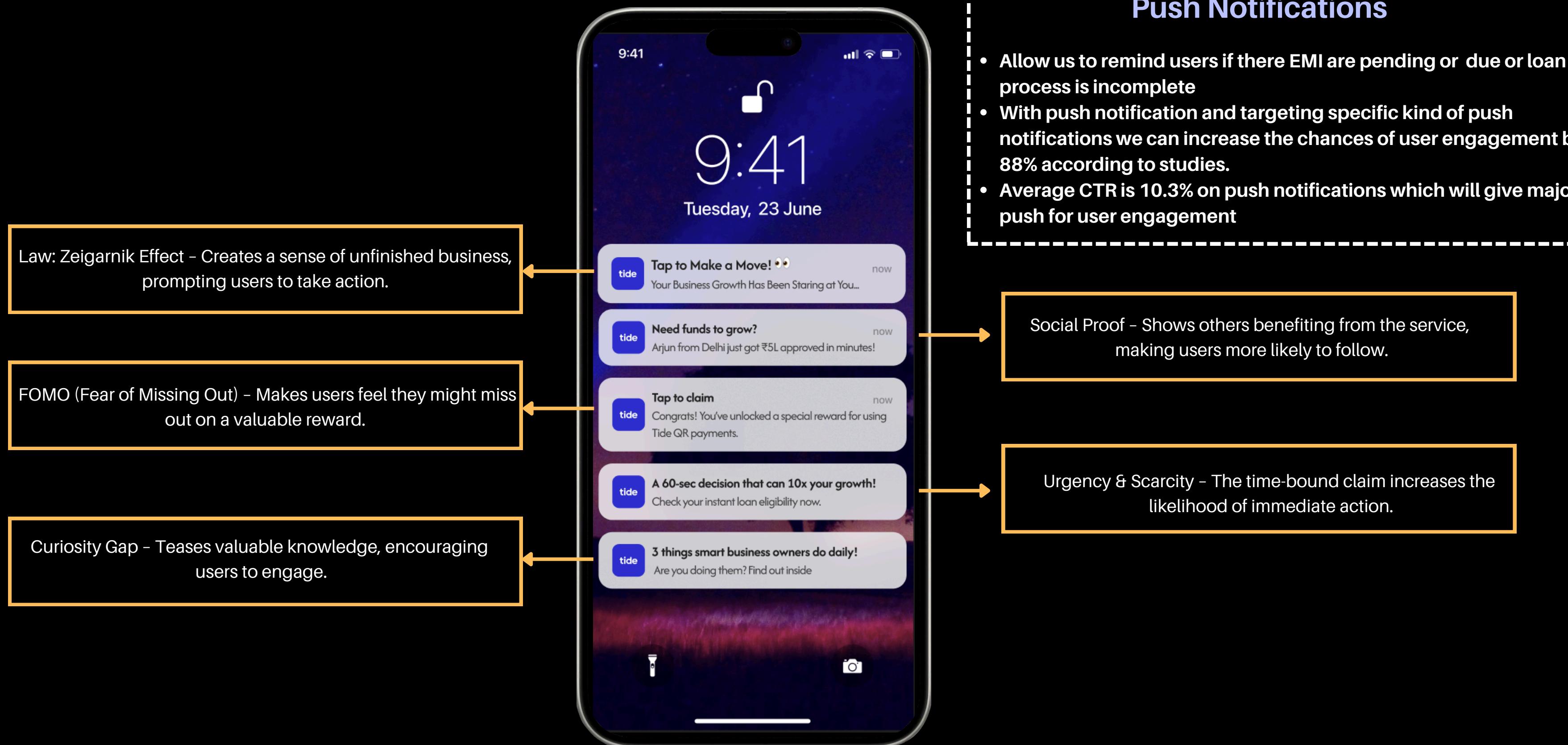
Placing the referral option at the end ensures satisfied users confidently recommend the service, driving organic growth.

Referral Program

- The **referral option is shown at the end** of the loan application, ensuring users have experienced the full journey before being prompted.
- **Satisfied users are more likely to refer** friends and family, leading to more organic growth.
- Completing the loan journey builds trust, making users more confident in recommending the service.
- A seamless experience encourages referrals, bringing in potential new customers at a lower acquisition cost.
- Happy customers become **brand advocates**, leading to stronger credibility and increased brand awareness.

Smart Nudges to Keep You on Track

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Got Questions, We got your answers!

Connect with us on LinkedIn



Shubham Gupta | [LinkedIn](#)

Athira P Raj | [LinkedIn](#)

Thank You for sticking to our slides