



HYPERVERGE

PRODUCT TEARDOWN

BY SRUTHI & MEET



OVERVIEW

About Hyperverge

HyperVerge is a global B2B SaaS company offering AI-powered identity and business verification solutions in 195+ countries. We provide seamless identity verification and fraud prevention for various industries, including telecom, digital lending, neobanks, crypto, and more.



Vision & Mission



Simplifying Identity Verification. With a product vision to democratise digital transactions by making them trusted , fast, easy, and super cheap.

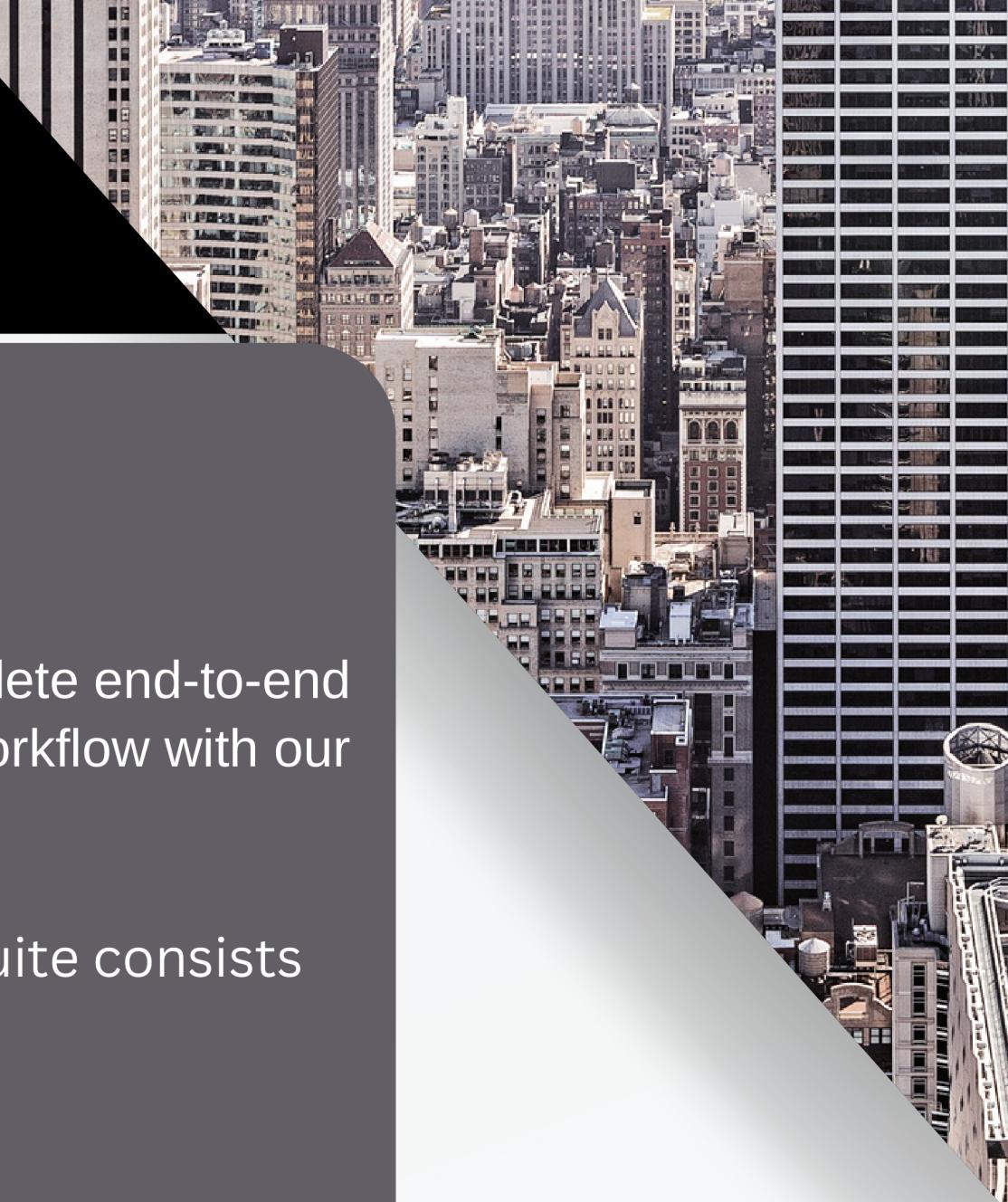
Services offered:

Hyperverge One which provides complete end-to-end control while orchestrating your user workflow with our no-code platform

Hyperverge's Identity verification Suite consists of following services:

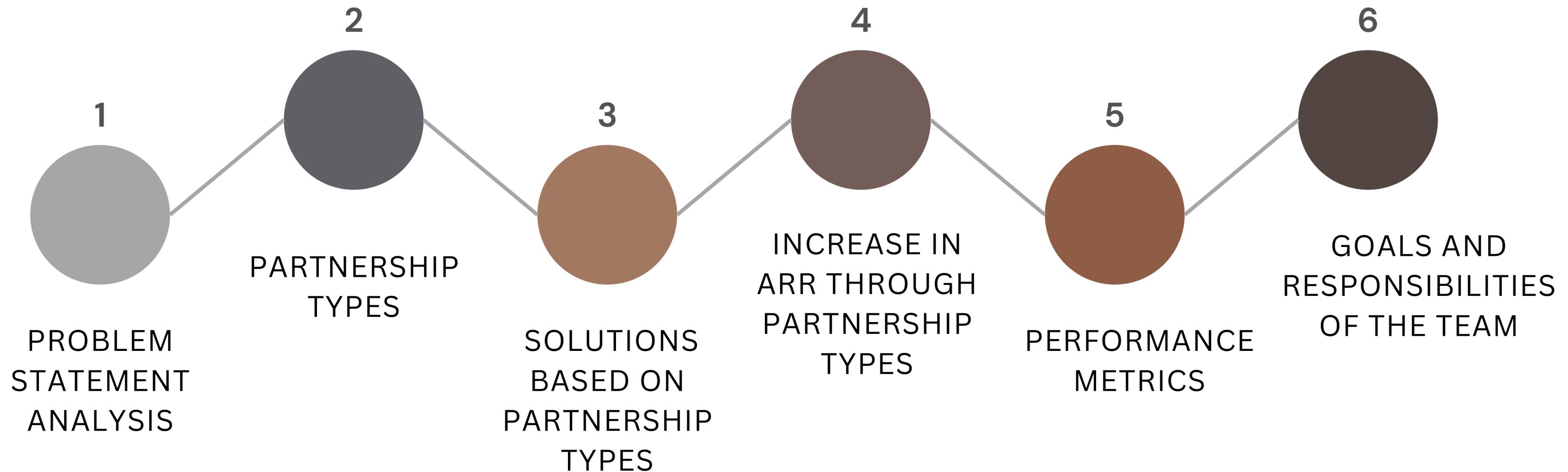
- Identity Verification
- Video KYC
- Central KYC
- Face Authentication
- Anti Money Laundering
- Know your business

This services are provided to clients across sectors like Financial Services, BFSI, Edtech, Gaming, Crypto, Insurance etc.





ROADMAP TO THE PROBLEM





PROBLEM STATEMENT ANALYSIS

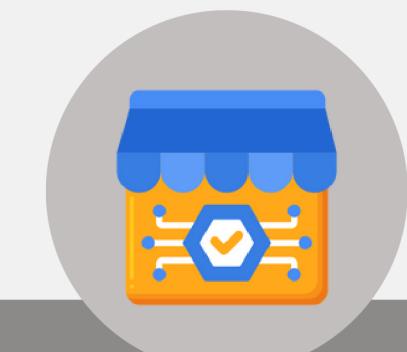
Aim for Revenue Growth

- Achieve substantial revenue growth: Increase ARR from \$10M to \$30M by 2024.
- Develop a robust product partnership ecosystem.
- Drive revenue through strategic collaborations and expansion.



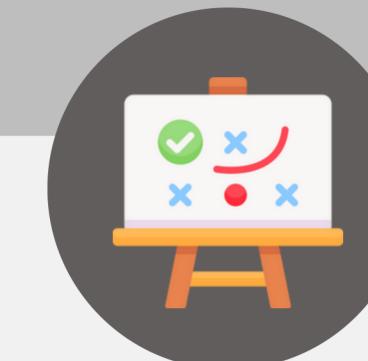
Establish a Thriving API Marketplace

- Create a dynamic API marketplace within the Customer Onboarding platform.
- Provide a range of verification and processing APIs.
- Target diverse customer segments in BFSI for enhanced services.



Strategic Alignment

- Align product partnerships with growth objectives.
- Drive sustainability and competitiveness through strategic alliances.
- Foster partnerships that enhance platform value and market position



Cross-Functional collaboration & Responsibility

- Define roles and objectives for cross-functional teams.
- Empower teams in product, engineering, hiring, sales, and finance.
- Execute partnership strategy for platform growth.



Efficient Partner Selection and Activation

- Establish a systematic approach for product partnership prioritization.
- Streamline the process from discovery to activation.
- Focus on partnerships that enhance platform capabilities and user onboarding efficiency.





Service Partnerships

01

Insurance Companies

- niche insurance provider
Example: Bharati AXA general insurance, Pacific cross insurance in Thailand Vietnam and Philippines
- regional insurance broker
Example: SecureNow, Renomis in Thailand and Vietnam
- Digital insurance technology
Example: Digit insurance Pasarpolis in Indonesia

02

Banks

- Online business banks
Example: Cimb businessgo Malaysian bank , NiYO solutions
- Regional banks
Example: RBL bank , bank simpanan nasional (bsn) - Malaysia
- Challenger banks
Equites (small finance banks) , tonik - Philippines

03

Financial Institutions

- credit union
Example: Saraswat co operative bank, Natcco - Philippines
- community union or micro finance institutions
Example: Bharat finance inclusion limited, CED - Cambodia

04

Fintech

- peer to peer lending platform
Example: funding circle, kiva
- payment gateway providers
Example: 2checkout, blue snap
- digital wallet service
Example: Zelle, cash app

05

Dating Apps

- local dating app
Example: Trulymadly, paktor
- regional dating app
Example: Woo, lunchclick
- Niche dating app
Example: aisle lunch



FINANCIAL SECTOR

Implementing automated AI solutions for improved risk assessment, efficient compliance checks, and reduced default rates can enhance the borrower experience, operational efficiency, and regulatory adherence.

Adoption of AI solutions, data privacy concerns, and integration complexity.

PAIN POINT

SOLUTION

VALUE PROPOSITION

CHALLENGES

EVALUATION METRICS

Financial institutions often struggle with risk assessment, regulatory compliance, and borrower default rates, impacting both lenders and borrowers.

Enhanced risk assessment, regulatory compliance, and reduced borrower default rates leading to improved operational efficiency.

Monitor reduction in default rates, compliance audit results, and operational cost savings.



BANKING SECTOR

Pain Point:

Banks, regardless of type or size, face challenges related to brand recognition, competition, and the need for efficient processes.

Challenges:

Technological adoption, competition, and user experience design.

Solution:

Streamlining onboarding processes, providing user-friendly interfaces, and expediting loan approvals can help banks improve customer trust, compete effectively, and serve their clients better.

Value Proposition:
Improved brand recognition, efficient processes, and enhanced customer trust.

Evaluation Metrics:

Track customer satisfaction, loan approval times, and brand awareness metrics.



FINANCIAL INSTITUTIONS SECTOR

01

02

03

04

05

Pain Point:

Financial institutions, including credit unions and microfinance institutions, often struggle with regulatory compliance and risk management.

Solution:

Implementing AML and KYC compliance checks, along with document authentication processes, can reduce legal challenges, regulatory penalties, and ensure adherence to regulations.

Value Proposition:

Streamlined compliance processes, risk mitigation, and legal security.

Challenges:

Integration of compliance tools, training staff, and document authentication.

Evaluation Metrics:

Audit compliance results, legal issue resolution times, and staff training completion rates.



INSURANCE COMPANIES SECTOR



Pain Point:
Insurance companies, whether niche or regional, often need cost-effective distribution and accurate risk assessment.

Solution:
Leveraging digital distribution channels, identity verification for policyholders, and data enrichment for precise underwriting can help insurance companies offer better coverage and pricing to their customers.

Challenges:
Data integration, underwriting accuracy, and customer adoption of digital channels.

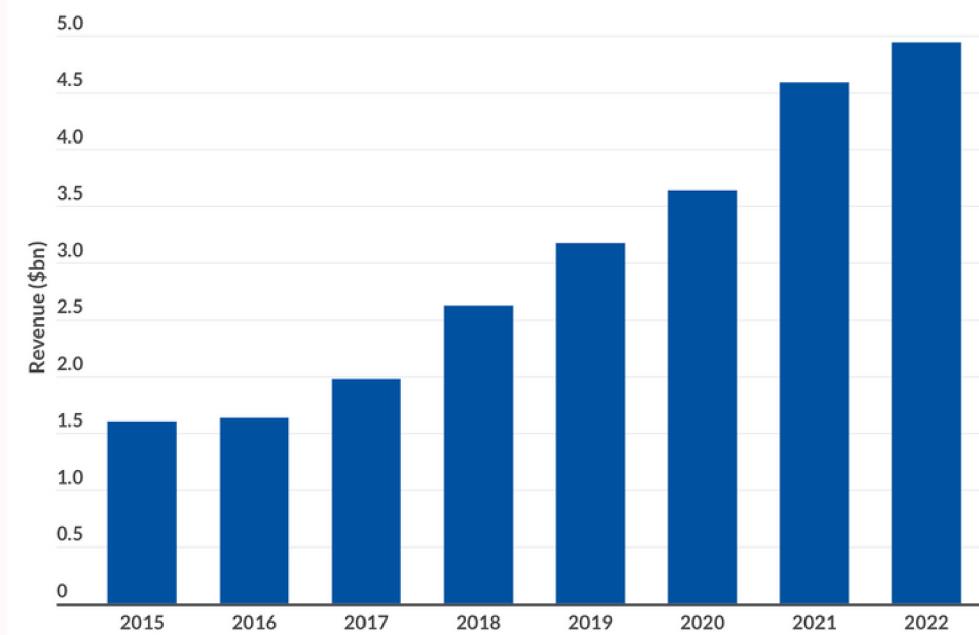
Evaluation Metrics:
Policyholder satisfaction scores, underwriting accuracy rates, and distribution channel performance.

Value Proposition:
Cost-effective distribution, precise risk assessment, and improved customer satisfaction.

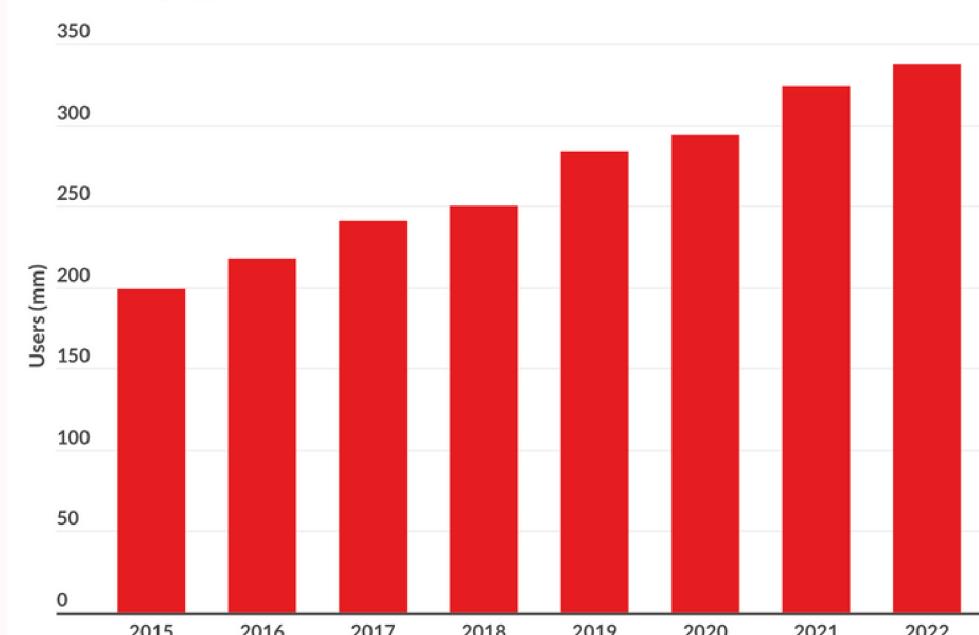


DATING APPS SECTOR

Global dating app revenue 2015 to 2022 (\$bn)



- After a slump in the early 2010s, dating app revenues have increased every year since 2015.
- The dating app market made \$4.94 billion revenue in 2022, \$3.1 billion came from Match Group



- Usage has also increased, with over 337 million people worldwide using dating apps with about 20 million paying for premium features.
- The vast majority of matchmaking is done on mobile devices.

01

PAIN POINT

Dating apps commonly face challenges related to user retention and engagement.

02

SOLUTION

Enhancing user retention through identity verification, personalized matching, and niche community building can improve user engagement and the overall experience of dating app users.

03

VALUE PROPOSITION

Increased User trust leading to enhanced user retention, engagement, and personalized matching.

04

CHALLENGES

Data security, user privacy concerns, and competition with other dating apps.

05

EVALUATION METRICS

User retention rates, engagement metrics (likes, matches), and user feedback on personalization.



BUSINESS LEVEL PARTNERSHIP

Example SME Company: A small healthcare clinic partners with an IAM SaaS provider to implement a biometric authentication system using HyperVerge's technology, ensuring secure access to patient records and compliance with healthcare regulations.

Pain Points:
Security Vulnerabilities: SMEs may be susceptible to security breaches and unauthorized access due to weak identity and access management.

Solutions:
Enhanced Authentication: IAM providers can integrate HyperVerge's identity verification into their solutions, adding an extra layer of security through biometric authentication.

Business Partnerships

Identity and Access Management Sector

Example SME Company: A small e-commerce business that partners with a data analysis SaaS platform to cleanse and enrich its customer data, leading to more accurate product recommendations and improved sales.

Data Analytics Sector

Pain Point:
Data Quality Issues: SMEs often struggle with incomplete or inaccurate data, hampering their ability to derive meaningful insights.

Business Intelligence Sector

Solutions:
Data Cleansing and Enrichment: SMEs can partner with data analysis SaaS companies that utilize HyperVerge's technology to clean and enrich their data, ensuring its accuracy and completeness.

Example SME Company: A small retail chain collaborates with a BI SaaS provider to integrate data from its point-of-sale systems, inventory management, and customer records, resulting in better inventory management and optimized product offerings.

Pain Points:
Lack of Insights: SMEs may struggle to gain actionable insights from their data due to limited BI capabilities.

Solutions:
Advanced Reporting and Dashboards: BI SaaS companies can offer SMEs advanced reporting and dashboard solutions powered by HyperVerge's technology, enabling them to visualize data effectively.



CALCULATION OF PERCENTAGE INCREASE IN ARR (SERVICE SECTORS)

CONSIDERATION: Revenue sharing model, Metrics
For FINTECH and BFSI - number of transactions / account
For Dating Apps - number of premium subscription.

GIVEN: Baseline arr to expected arr increase From \$10m to \$30m

AIM: Calculate contribution, Percentage contribution

Example scenario

Assumption

Suppose HyperVerge encourages revenue sharing model with BFSI and pricing structure with Dating apps and BaseLine ARR is \$10m and expected growth is \$30m

To calculate the contribution and percentage contribution for the given scenario:

- Baseline ARR (Before Partnership): \$10 million
- Expected Growth Due to Partnership: \$30 million
- Revenue Sharing Model for BFSI: Let's assume a 20% revenue-sharing model with BFSI.
- Pricing Structure for Dating Apps: Let's assume a fixed pricing structure of \$1 million for dating apps.

- BFSI Revenue Contribution:

Additional Revenue from BFSI = (20% of \$30 million) = \$6 million

- Dating Apps Revenue Contribution:

Additional Revenue from Dating Apps = \$1 million (fixed)

- Total Additional Revenue Generated:

Total Additional Revenue = Additional Revenue from BFSI + Additional Revenue from Dating Apps

Total Additional Revenue = \$6 million + \$1 million = \$7 million

- Total ARR after Partnership:

Total ARR after Partnership = Baseline ARR + Total Additional Revenue

Total ARR after Partnership = \$10 million + \$7 million = \$17 million

- Percentage Contribution from BFSI:

Percentage Contribution from BFSI = (Additional Revenue from BFSI / Total ARR after Partnership) * 100

Percentage Contribution from BFSI = (\$6 million / \$17 million) * 100

Percentage Contribution from BFSI ≈ 35.29%

- Percentage Contribution from Dating Apps:

Percentage Contribution from Dating Apps = (Additional Revenue from Dating Apps / Total ARR after Partnership) * 100

100

Percentage Contribution from Dating Apps = (\$1 million / \$17 million) * 100

Percentage Contribution from Dating Apps ≈ 5.88%

In this scenario, the BFSI partnership is expected to contribute approximately 35.29% to the total ARR after the partnership, while the dating apps partnership is expected to contribute approximately 5.88%



CALCULATION OF PERCENTAGE INCREASE IN ARR (BUSINESS SECTORS)

To calculate the contribution and percentage contribution for the business sectors (data analytics, business intelligence (BI), and identity and access management (IAM)) and ensure that the overall sum reaches the target of \$30 million ARR, you can follow a similar approach:

Assumptions: To increase BaseLine ARR from \$10 million to \$30 million.

- Data Analytics Revenue Contribution:

Let's assume the data analytics partnership contributes \$6 million to the ARR.

- BI Revenue Contribution:

Let's assume the BI partnership contributes \$4 million to the ARR.

- IAM Revenue Contribution:

Let's assume the IAM partnership contributes \$8 million to the ARR.

- Total Additional Revenue Generated:

Total Additional Revenue = Data Analytics Revenue Contribution + BI Revenue Contribution + IAM Revenue Contribution

$$\text{Total Additional Revenue} = \$6 \text{ million} + \$4 \text{ million} + \$8 \text{ million} = \$18 \text{ million}$$

- Total ARR after Partnership:

Total ARR after Partnership = Baseline ARR + Total Additional Revenue

$$\text{Total ARR after Partnership} = \$10 \text{ million} + \$18 \text{ million} = \$28 \text{ million.}$$

Now, let's calculate the percentage contribution for each business sector:

Percentage Contribution from Data Analytics:

Percentage Contribution from Data Analytics = (Data Analytics Revenue Contribution / Total ARR after Partnership) * 100

Percentage Contribution from Data Analytics = (\$6 million / \$28 million) * 100

Percentage Contribution from Data Analytics = 21%

Percentage Contribution from BI:

Percentage Contribution from BI = (BI Revenue Contribution / Total ARR after Partnership) * 100

Percentage Contribution from BI = (\$4 million / \$28 million) * 100

Percentage Contribution from BI = 14%

Percentage Contribution from IAM:

Percentage Contribution from IAM = (IAM Revenue Contribution / Total ARR after Partnership) * 100

Percentage Contribution from IAM = (\$8 million / \$28 million) * 100

Percentage Contribution from IAM = 28%

Now, let's add up the contribution percentages from the service sectors (BFSI and dating apps) and the business sectors (data analytics, BI, and IAM):

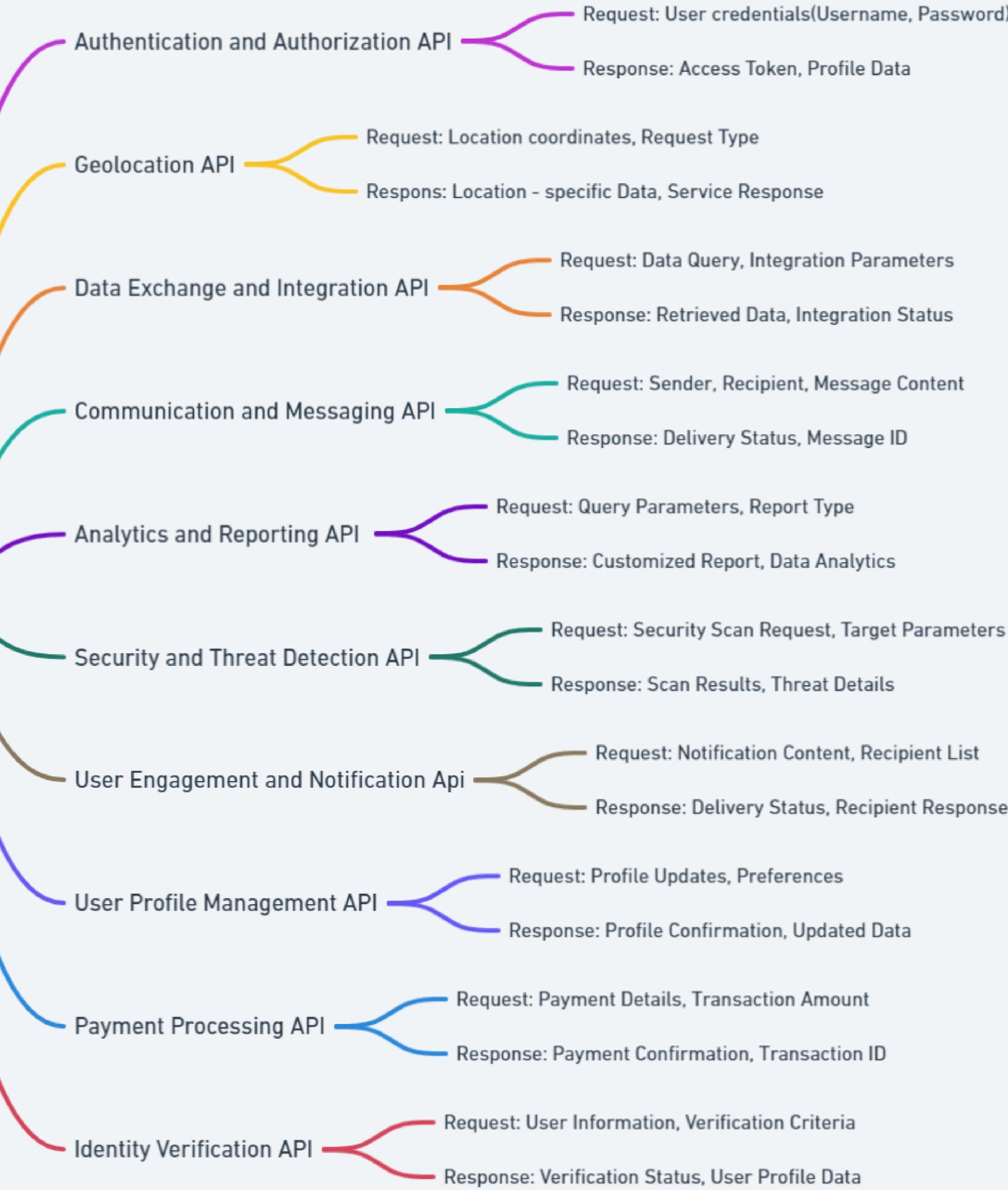
Service Sector Contribution: 35.29% (BFSI) + 5.88% (Dating Apps) = 41.17%

Business Sector Contribution: 21% (Data Analytics) + 14% (BI) + 28% (IAM) = 63%

The total percentage contribution from all sectors is 41.17% + 63% = 104.17 %

APIs for Business Integration

APIs for Integration



Performance And Metrics

METRICS - NORTH STAR METRICS
FRAMEWORK - RICE

KEY PERFORMANCE INDICATOR	CATEGORY	DEFINITION	IMPACT	EFFORT	PRIORITY
ARR GROWHT RATE	FINANCE	THE PERCENTAGE INCREASE IN ANNUAL RECURRING REVENUE OVER A SPECIFIC PERIOD	HIGH	MEDIUM	HIGH
NUMBER OF PARTNERSHIPS	BUSINESS DEVELOPMENT	THE TOTAL COUNT OF STRATEGIC PARTNERSHIPS FORMED WITH EXTERNAL ORGANIZATIONS	MEDIUM	MEDIUM	MEDIUM
PARTNERSHIP RETENTION	BUSINESS DEVELOPMENT	THE RATE AT WHICH PARTNERSHIPS ARE SUSTAINED OVER TIME, INDICATING PARTNER SATISFACTION AND LOYALTY	HIGH	MEDIUM	HIGH
TRANSACTION OR ACCOUNT VOLUME	OPERATIONS	THE TOTAL NUMBER OF TRANSACTIONS OR ACCOUNTS PROCESSED ON THE PLATFORM	HIGH	LOW	HIGH
PREMIUM SUBSCRIPTIONS	REVENUE	THE COUNT OF USERS OR CUSTOMERS PAYING FOR PREMIUM OR SUBSCRIPTION BASED SERVICES	HIGH	MEDIUM	HIGH

Performance And Metrics

METRICS - NORTH STAR METRICS
FRAMEWORK - RICE

KEY PERFORMANCE INDICATOR	CATEGORY	DEFINITION	IMPACT	EFFORT	PRIORITY
REVENUE SHARES	REVENUE	THE PERCENTAGE OF REVENUE SHARED WITH PARTNERS IN COLLABORATIVE VENTURES	MEDIUM	MEDIUM	MEDIUM
DATA UTILIZATION RATE	DATA ANALYTICS	PERCENTAGE OF DATA ANALYTICS FEATURES USED BY CUSTOMERS COMPARED TO THE TOTAL AVAILABLE FEATURES	HIGH	MEDIUM	HIGH
USER AUTHENTICATION SUCCESS RATE	IAM	PERCENTAGE OF SUCCESSFUL USER AUTHENTICATIONS USING "IAM" SOLUTIONS	HIGH	MEDIUM	HIGH
DASHBOARD ADOPTION RATE	BI	PERCENTAGE OF USERS ADOPTING AND ACTIVELY USING PARTNER PROVIDED "BI" DASHBOARDS	HIGH	MEDIUM	HIGH
CHURN REDUCTION	DATA ANALYTICS	PERCENTAGE REDUCTION IN CUSTOMER CHURN RATE DUE TO INSIGHTS PROVIDED FROM THE DATA	HIGH	MEDIUM	HIGH

Goals And Responsibilities Of The Team

PRODUCT TEAM	ENGINEERING TEAM	HIRING TEAM	SALES AND MARKETING TEAM	FINANCE TEAM
RESPONSIBILITY	RESPONSIBILITY	RESPONSIBILITY	RESPONSIBILITY	RESPONSIBILITY
<ul style="list-style-type: none">• Responsible for identifying partner needs and integration requirements.	<ul style="list-style-type: none">• Handles the technical aspects of integration, including API development and maintenance.	<ul style="list-style-type: none">• May need to hire additional talent, especially in technical roles, to support integration and ongoing partnership management.	<ul style="list-style-type: none">• Promotes the benefits of the API marketplace to existing and potential customers.	<ul style="list-style-type: none">• Manages financial aspects of partnerships, including revenue sharing and cost analysis.
GOALS	GOALS	GOALS	GOALS	GOALS
<ul style="list-style-type: none">• Ensure the platform can seamlessly accommodate partner APIs/modules	<ul style="list-style-type: none">• Achieve smooth and efficient integration with partner APIs	<ul style="list-style-type: none">• Build a skilled team capable of managing partnerships effectively.	<ul style="list-style-type: none">• Drive customer adoption and revenue growth by partnerships	<ul style="list-style-type: none">• Ensure the financial viability of partnerships and maximize ROI.

CONCLUSION

- the journey to increase ARR from \$10 million to \$30 million involves a strategic and balanced approach that leverages partnerships in both service and business sectors. By optimizing contributions from service sectors such as BFSI and dating apps, and fine-tuning business sector contributions in data analytics, business intelligence (BI), and identity and access management (IAM), HyperVerge can achieve its ambitious growth target.
- Diversification, market expansion, customer retention, and effective marketing are key elements of this strategy. By continually monitoring performance, adapting to customer needs, and managing finances efficiently, HyperVerge can navigate the path to success.