



XFINANCE

Solution to all your fintech hassle

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Complete overview of the given case and its solution

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All the pain points of potential customers between age group 16-22

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Overcoming of all the pain points with a complete new product

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Marketing Strategy

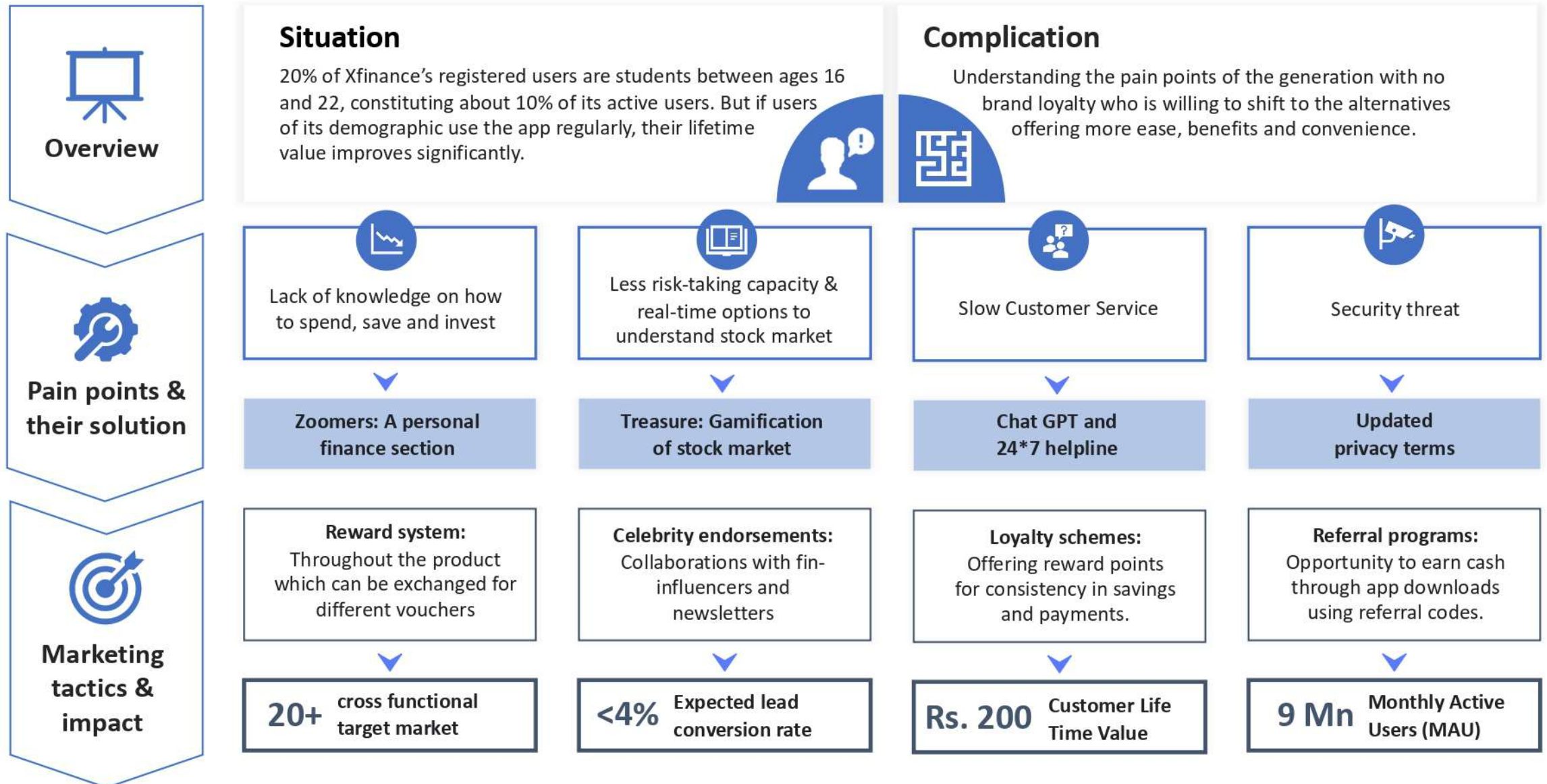
Marketing of new product to increase its visibility and gain traction

06

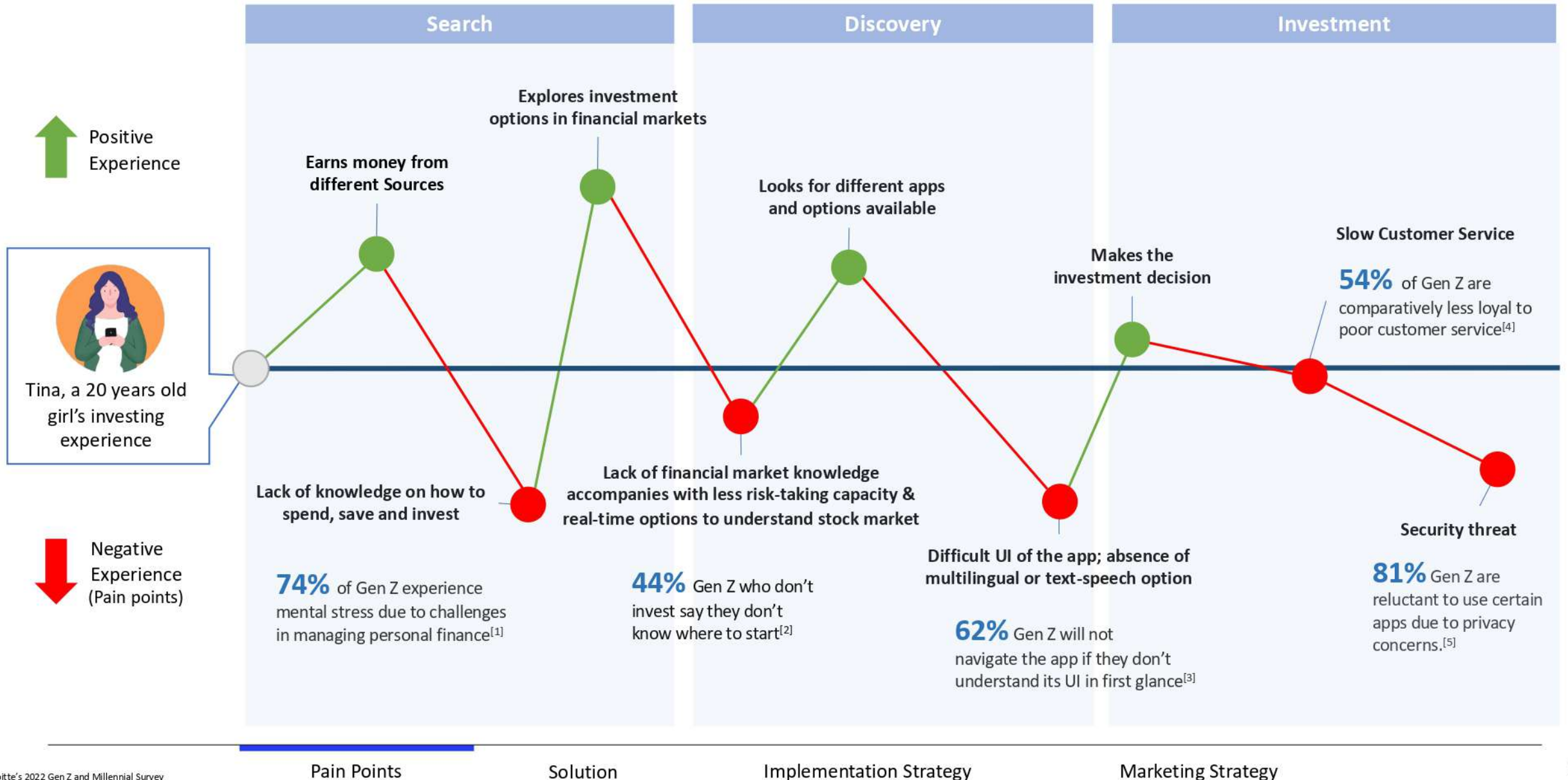
Appendix

In detail explanation of some calculations, ideas and concept

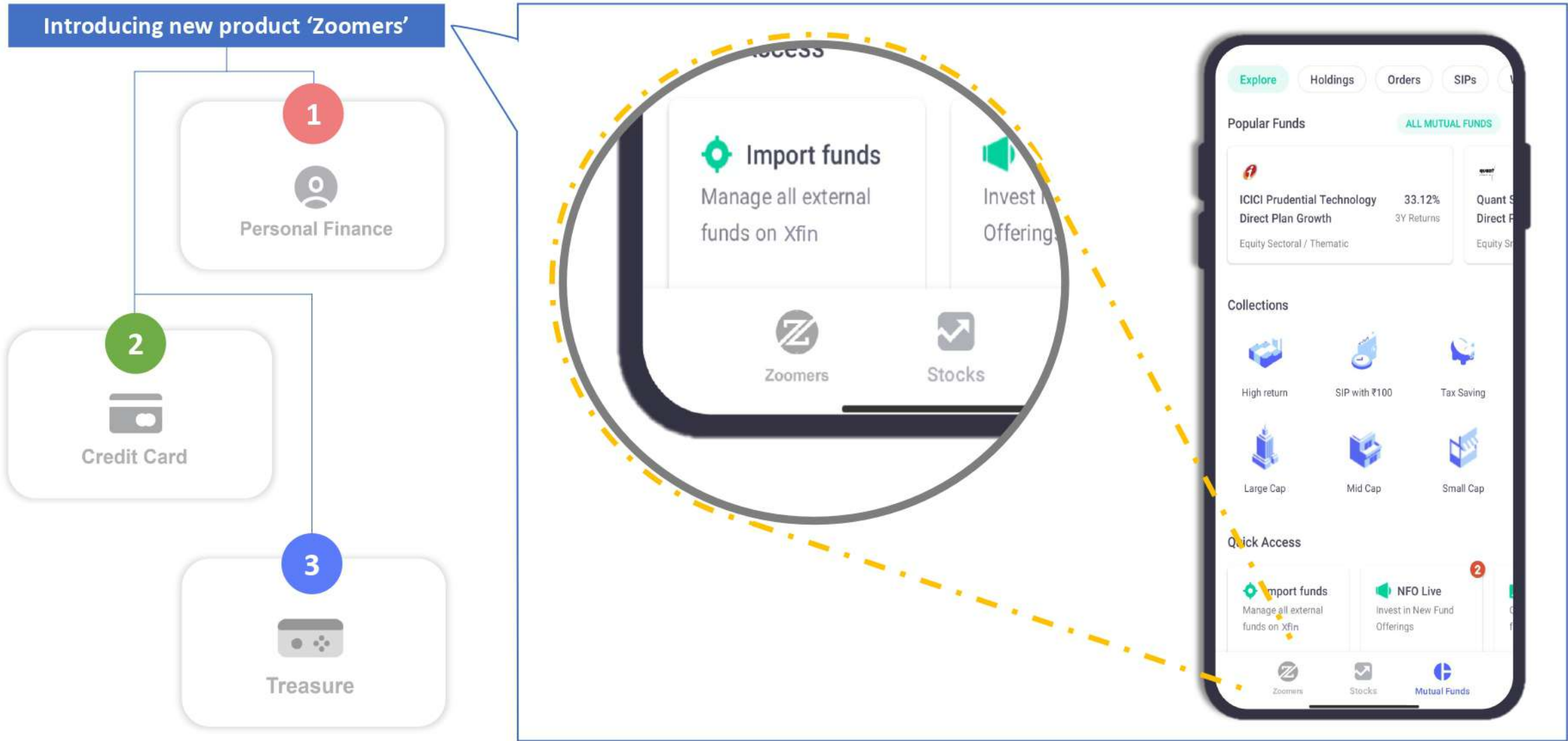
Executive Summary



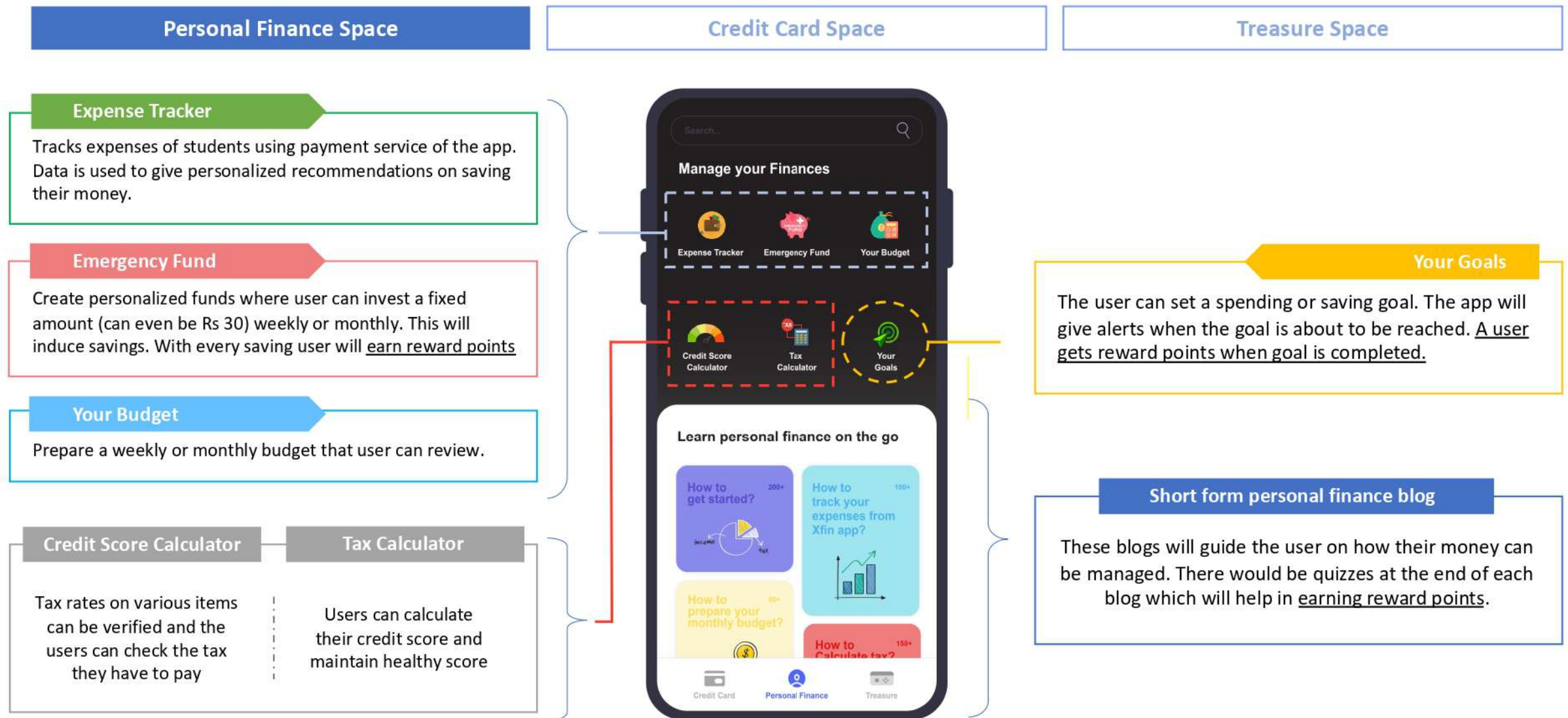
Gen Z reject “One-fit-for all approach”, faces several pain points



Gen Z focused section to mitigate pain points & increase CLTV & retention rate



A sub-space for managing and learning personal finance to enhance MAU



Credit facility to increase the payment transaction volume from Xfin app

Personal Finance Space

Credit Card Space

Treasure Space

Product

Credit cards to people from age group 16-22 years.



backed on their parents' bank account



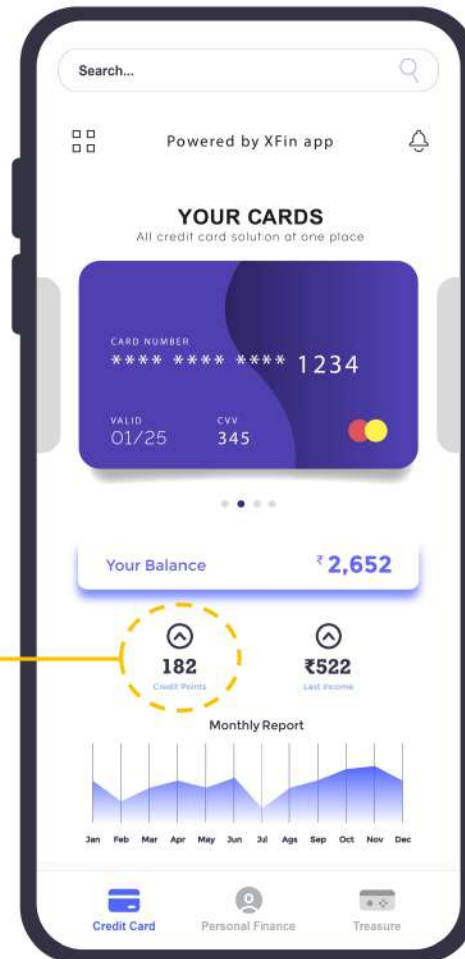
increases the user traction in the app



Increase in credit card transaction volume



Increase in credit card reward points



Process

1. Fintech cards would be backed by a prepaid loan by a lending partner, a bank or NBFC, with the loan amount set as the credit limit on the card
2. So basically, the user would be availing a loan using their credentials, which is repaid in interest-free installments.
3. Since the credit is in the form of a card, it can be used to purchase at offline and online stores.
4. Additionally, the fintech cards are simply Buy Now Pay Later cards and they do not even call for a high credit score and can be issued to the Gen Z people.

Gamification of stock market to provide real-time market exposure

Personal Finance Space

Credit Card Space

Treasure Space

Our Goal- *Anywhere, Anyone can master Investing and Trading*



Build

Helps in Building trading skills to minimize risk. Zoomer offers top tools to help you pick the right stock.



Trade

Benefit of trading without the fear of losing money by the use of virtual cash to buy/sell stocks.



Learn

Earn rewards and cash prizes each time you build a winning portfolio.



Grow

Grow with India's top investors, see their portfolio and evolve.

We Believe in

01

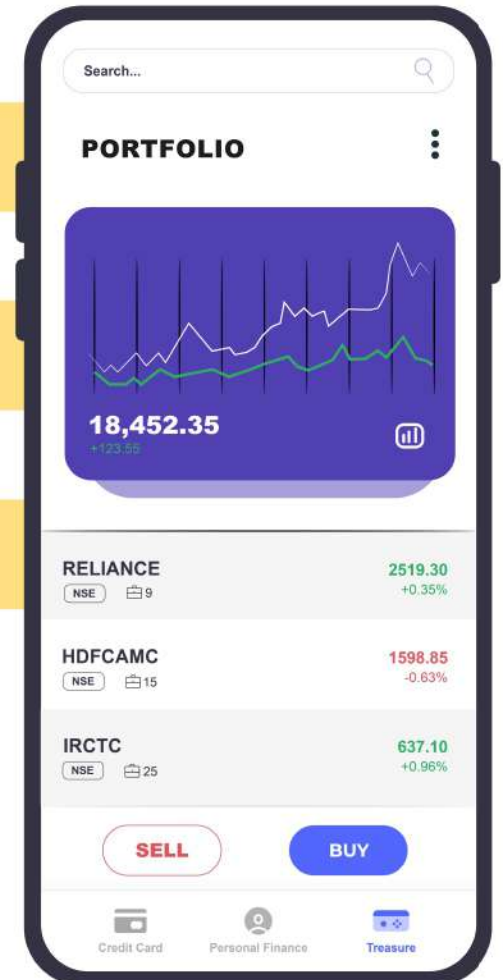
Trust: 'Zoomers' aims to become a trusted leader for investment learning

02

Security: You are in safe hands. We take our user security on first priority

03

Privacy: We will never share your private data without your consent



Process of reward redemption



Sign Up

Sign Up
to get Started



Build Your portfolio
Follow experts, learn and start building



Bring your own GANG
It's no fun without friends; who are we kidding!



Rewards
Claim exciting rewards by securing top rank in the quizzes and trading



Community
Discover new companies, follow experts and learn everyday

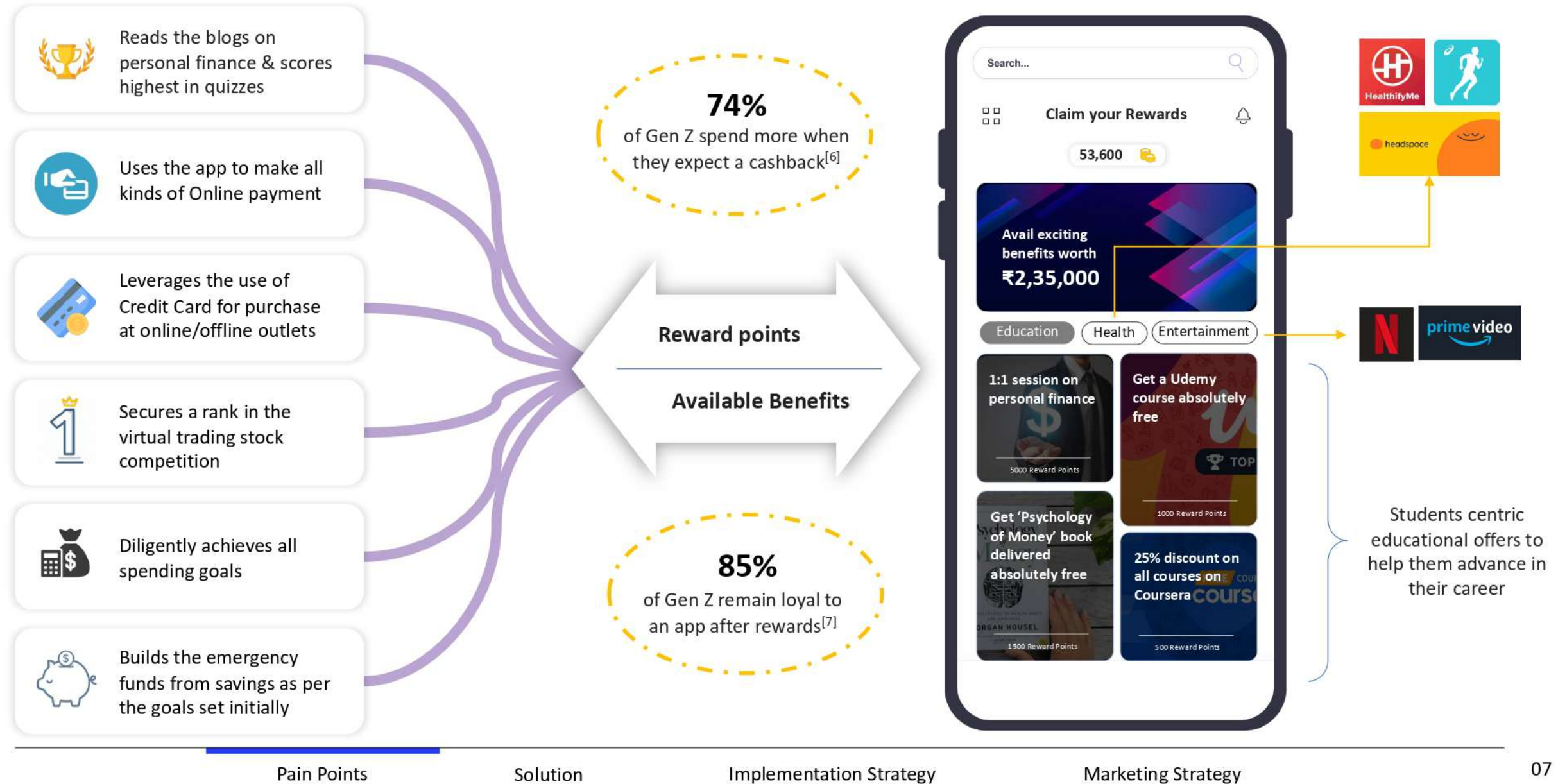
Pain Points

Solution

Implementation Strategy

Marketing Strategy

Reward mechanism to improve CLTV and Xfin app loyalty



Analysis of development cost and legal compliances

The information Technology Act,2000

Section 43A

Businesses are liable for damages if they fail to take reasonable security precautions to protect the sensitive personal data of their customers.



Section 72A

Establishes penalties for leaking info in breach of a valid contract. Personal data about individuals is very important to FinTech firms. It is crucial to adhere to the mandated data security laws in order to avoid legal difficulties.



Reserve Bank of India Rules

RegTech

Regulatory technology, has the potential to be useful in simplifying the regulatory reporting system, compliance and risk monitoring, safeguarding consumer interests, and identifying financial crime.



SupTech

RBI has implemented surveillance technologies known as **SupTech** for data collecting and analysis. It is the risk-based supervision of banks, which is heavily data-driven.



Collaborations

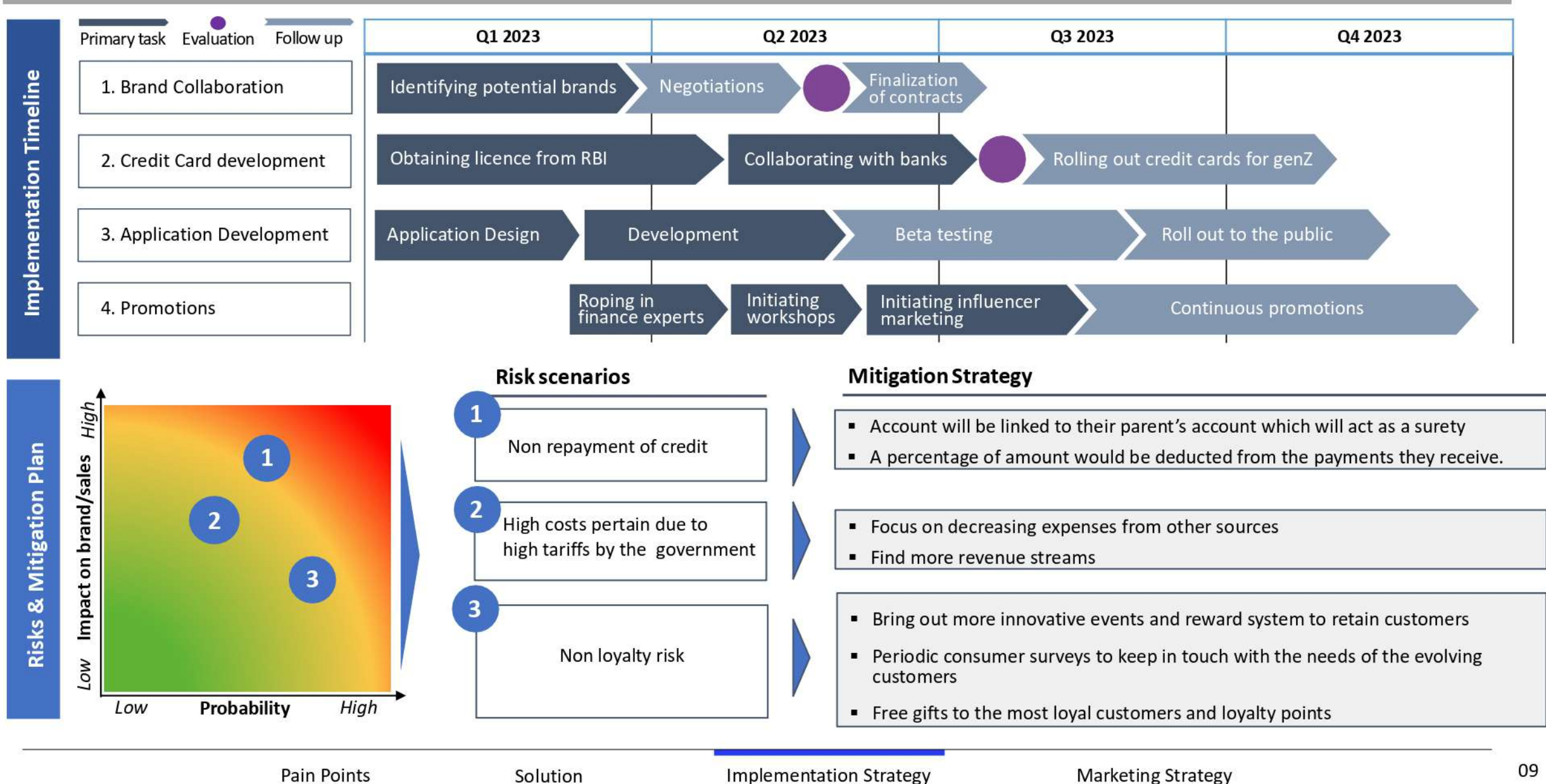
Collaboration with NBFCs/Bank, A fintech application is by itself not eligible to provide credit cards, thus it has to tie up with them to be able to extend credit.



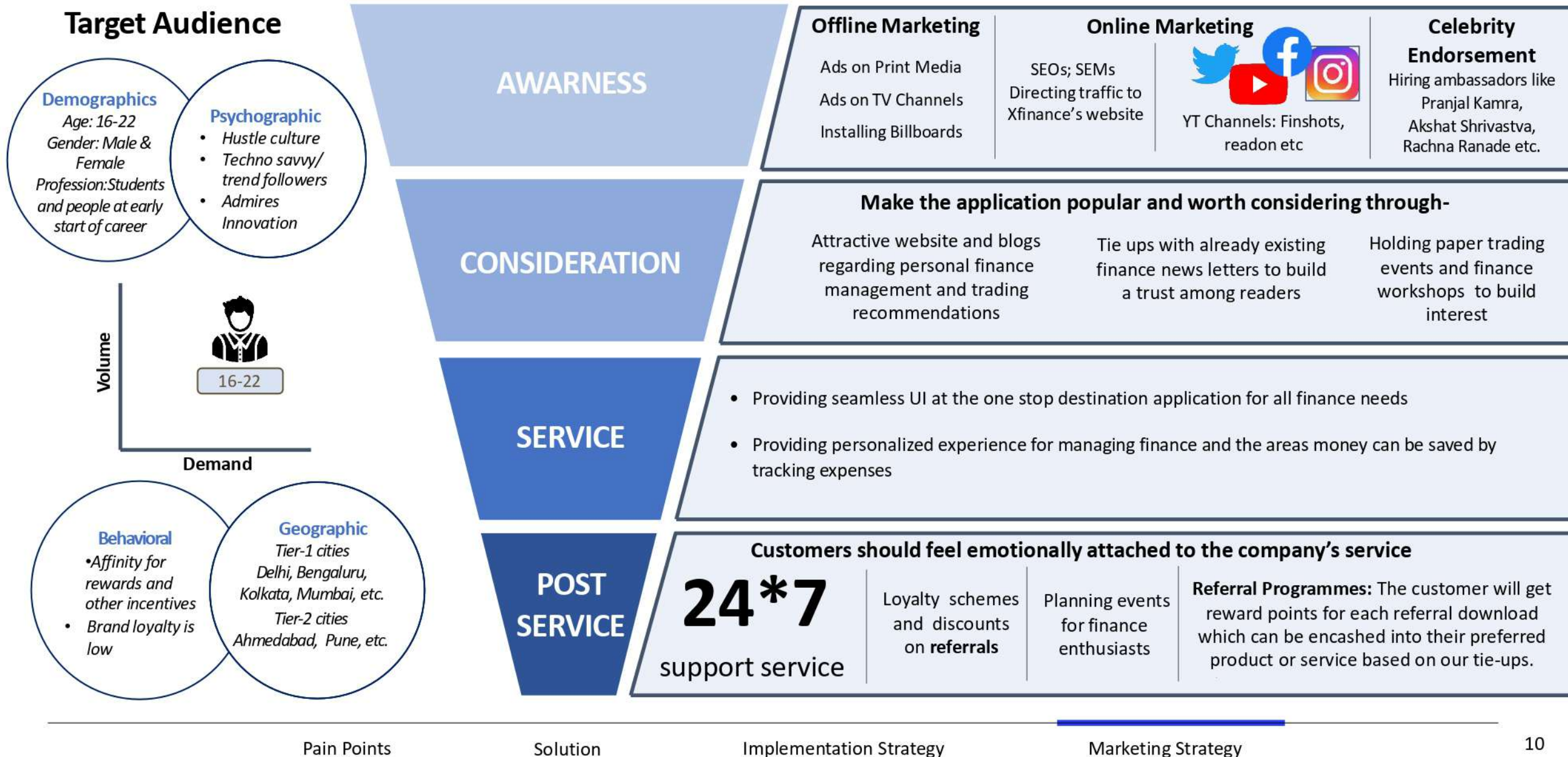
Particulars	Cost
Application development	10,00,000
Collaboration with brands (For rewards)	6,00,000
Business Overheads(Staffing)	1,62,00,000
Collaborations with Fin-fluencers	8,00,000
Collaboration with banks/NBFCs	1,50,000
Credit card Costs	5,00,000
Other promotional expenses	54,00,000
Total	2,46,50,000

**Details in appendix*

Implementation timeline and risk mitigation plan



Promotional tactics to increase Gen Z traction



Optimising 7 P's to acquire Gen Z

- The essential feature of any marketing mix is the product.
- 'Zoomer' launched specially for the Gen Z caters to their ever evolving needs and takes into account their pain points.

- Partnerships with banks and Non Banking Financial instruments
- Strategic partnerships with FMCG firms to provide reward points and cash backs

<50% Millennials & Gen Zs likely to use loyalty-based mobile apps^[8]

- **PENETRATION STRATEGY:** For the application features (Gamification: treasure & personal finance)
- Credit cards at nominal fee.



- **The target group:** People from 16-22 years of age.
- Enhancement of customer service

54% of gen Z are less loyal to poor customer service^[9]

- These new features under 'Zoomers' section would be available on the Xfin application, thus ensuring that there are no separate hassles.

- **Digital Presence:** Gen Z spends more than 2x the time using mobile apps daily than those 45+ years of age

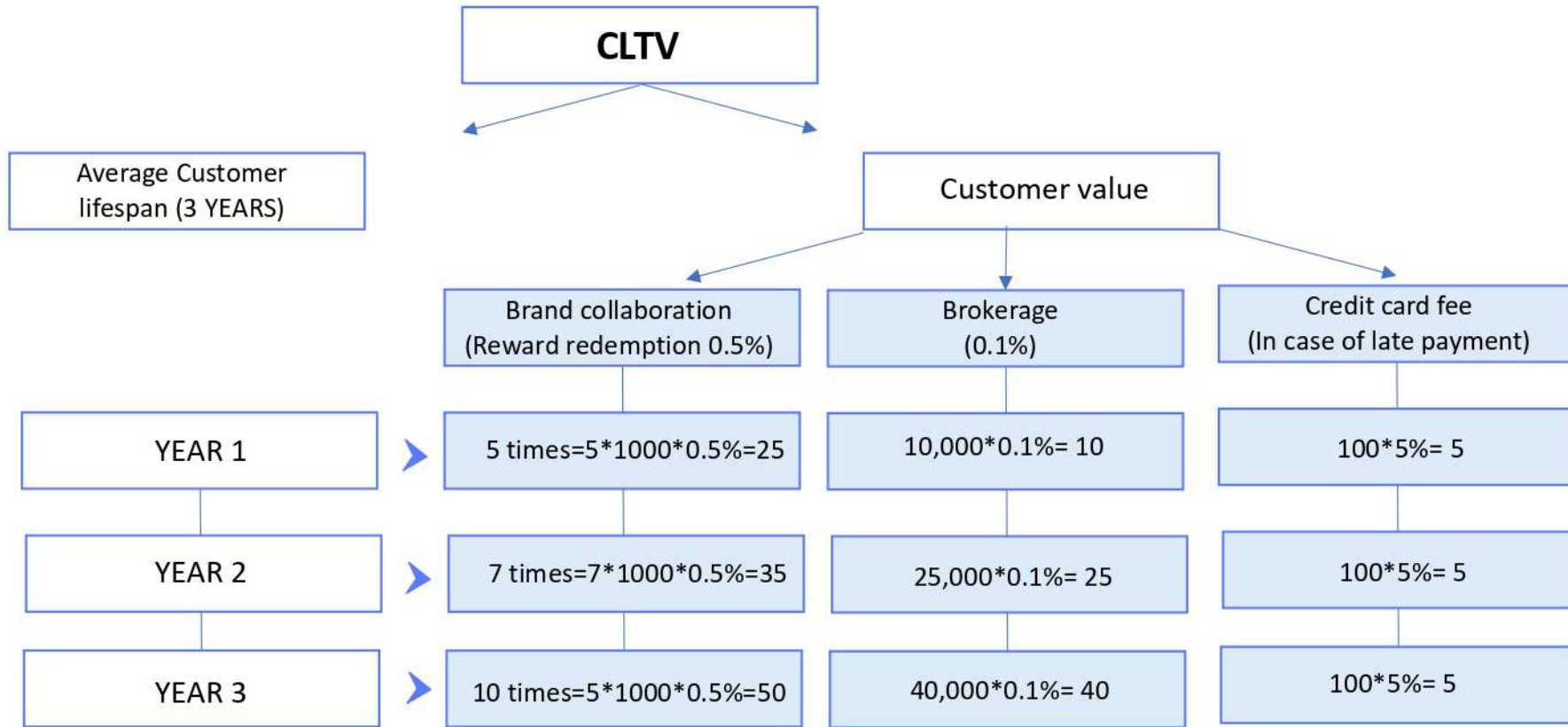
38.8% of Gen Z learn about personal finance from Social media^[10]

- **Social media channel:** Majority gen Z prefer social media for their learning
- **Collaborations with fin-influencers:** 5 times more likely to get financial advice from social media and fin-influencers than adults who are 41 and older.

Appendix: Financial Consideration

S.NO.	Particular	Cost	Amount (Rs.)
1	Application development (Since individual costs are not available, we have taken a rough figure based on different websites)	10,00,000	10,00,000
2	Collaboration with brands (For rewards)		
	Vendor Contracts (20 brands for start)	1,00,000	
	Cost of perks and rewards	3,00,000	
	Reward redemption	2,00,000	6,00,000
3	Business Overheads(Staffing)		
	Customer Service executives(30)	1,08,00,000	
	Personal Finance experts(15)	54,00,000	1,62,00,000
4	Collaborations with Fin-fluencers (On an average 40,000 per influencer and 20 are contacted for sufficient reach)	8,00,000	8,00,000
5	Collaboration with banks/NBFCs		
	Legal costs	50,000	
	Other misc costs	1,00,000	1,50,000
6	Credit card Costs		
	Sourcing(Contracting from the manufacturer)	4,00,000	
	Distribution (to various retail outlets and customers directly)	1,00,000	5,00,000
7	Other promotional expenses		
	Advertisement through banners/Posters	50,00,000	
	Promotions through referrals	1,00,000	
	Workshops in schools	2,00,000	
	Other miscellaneous costs	3,00,000	54,00,000

Appendix: Customer Life Time Value (CLTV)



Customer lifetime value = Average customer lifespan * Customer value

Customer value = Brand collaboration + brokerage + Credit card fee

Customer value for year 1 = $25 + 10 + 5 = 40$

Customer value for year 2 = $35 + 25 + 5 = 65$

Customer value for year 3 = $50 + 40 + 5 = 95$

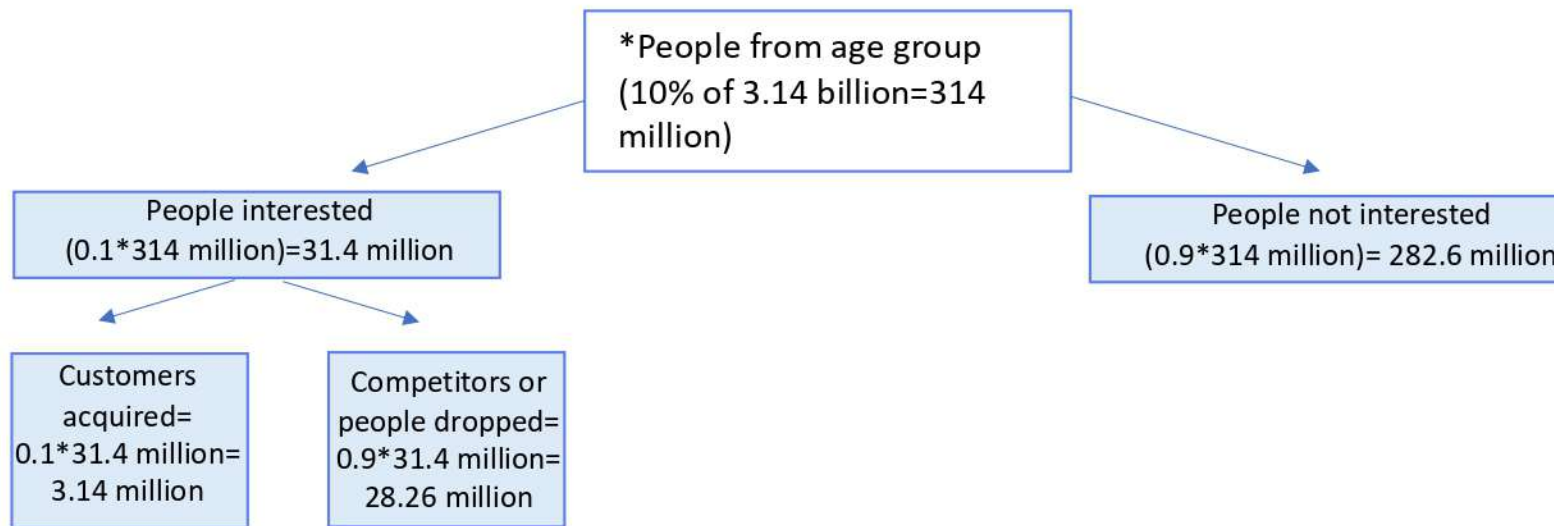
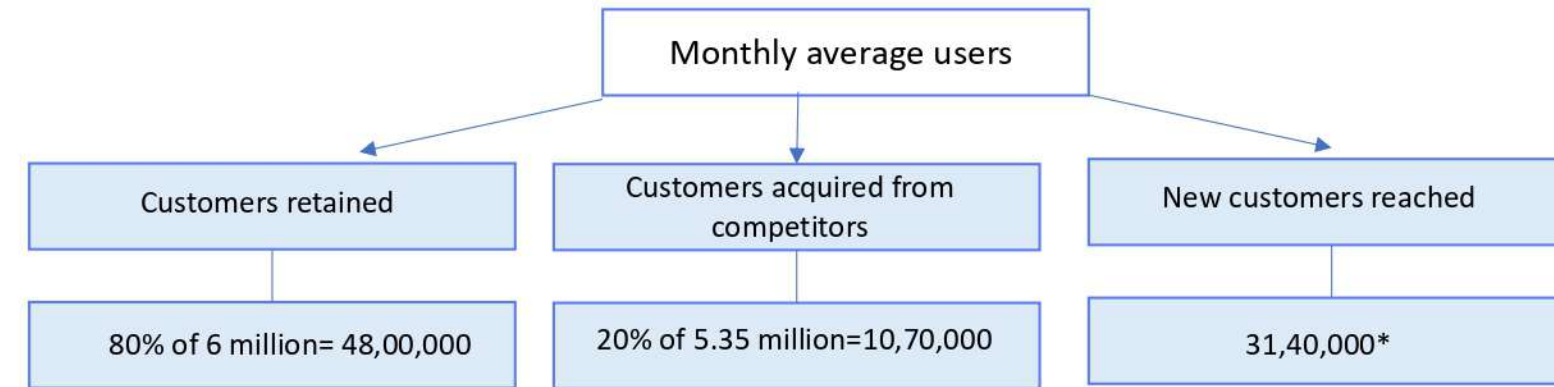
Customer life time value = $40 + 65 + 95 = 200$

*All values are in in Rs.

ASSUMPTIONS

- ❖ It is assumed that the average customer lifespan is 3 years.
- ❖ Every year customer value increases.
- ❖ Average value of reward redemption is Rs. 1,000
- ❖ Commission on reward redemption is 0.5%
- ❖ Brokerage charges are 0.1%
- ❖ Brokerage commission is charged on total buy/sell value.
- ❖ This average amount is 10,000 : 25,000; 40,000 for the three years respectively.
- ❖ 1.10% is balance transfer fee. If minimum payment is not made on Credit Card then late payment fees is charged which is 5% of statement balance by stipulated date or time on your bill.
- ❖ Late payment fee is assumed to be Rs.100 on average for total customers. Bad debts are ignored for this calculation.

Appendix: Monthly Active Users (MAU) from January 2024



Monthly average customers=4.8+1.07+3.14 million= 9 million
Total time spent on application monthly= 7*5*9= 315 million minutes

ASSUMPTIONS

- ❖ Existing customers are 6 million
- ❖ Market share of major competitors are 5.35 millions
- ❖ Total population of India is 3.14 billion
- ❖ Existing total customers are 12 million
- ❖ People between age group 16-22 years are 10% of total population
- ❖ 10% of these people will have means and can be convinced to invest.
- ❖ Xfinance will be able to capture 10% of this share.
- ❖ Average session per user is increased to 7
- ❖ Average session length per user is increased to 5 mins.
- ❖ 80% of existing customers are retained due to new products launched
- ❖ 20% of the competitor market is acquired due to convenience offered.

*All values are in in Rs.

Appendix: Sources

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Thank You

