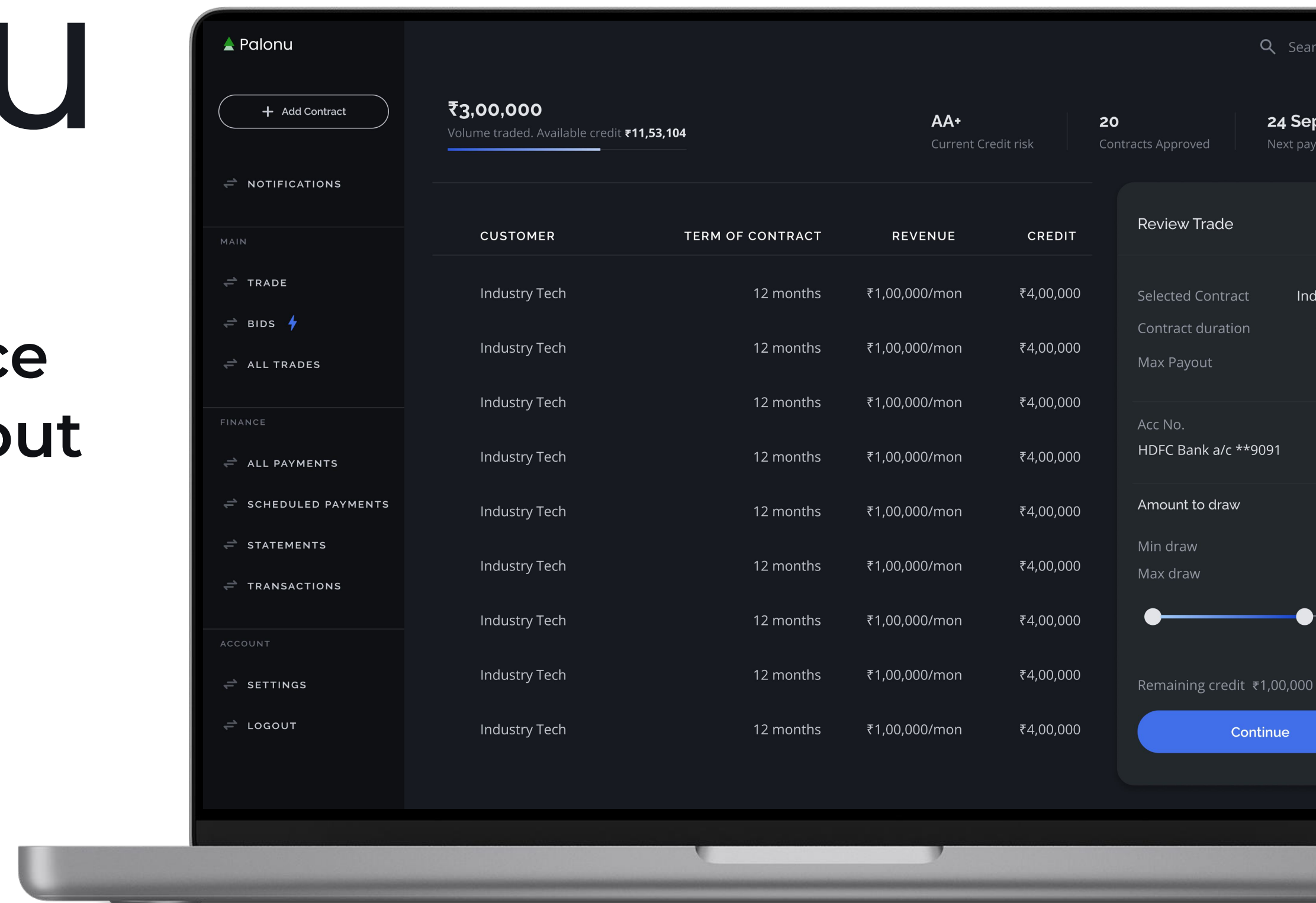




India's first marketplace
enabling growth without
debt or dilution



Project scope and requirements

Palonu treats recurring revenue as an asset class : liquidity & diversification on the marketplace trading platform.
Companies with predictable recurrent revenue streams thrive in India.

- SaaS industry expected to hit \$1T in market value by 2030.
- Highest global fintech adoption rate ~90% (global avg 64%)



Duration

—

Engagment model

Monthly basis

Plat form

Website

Industry

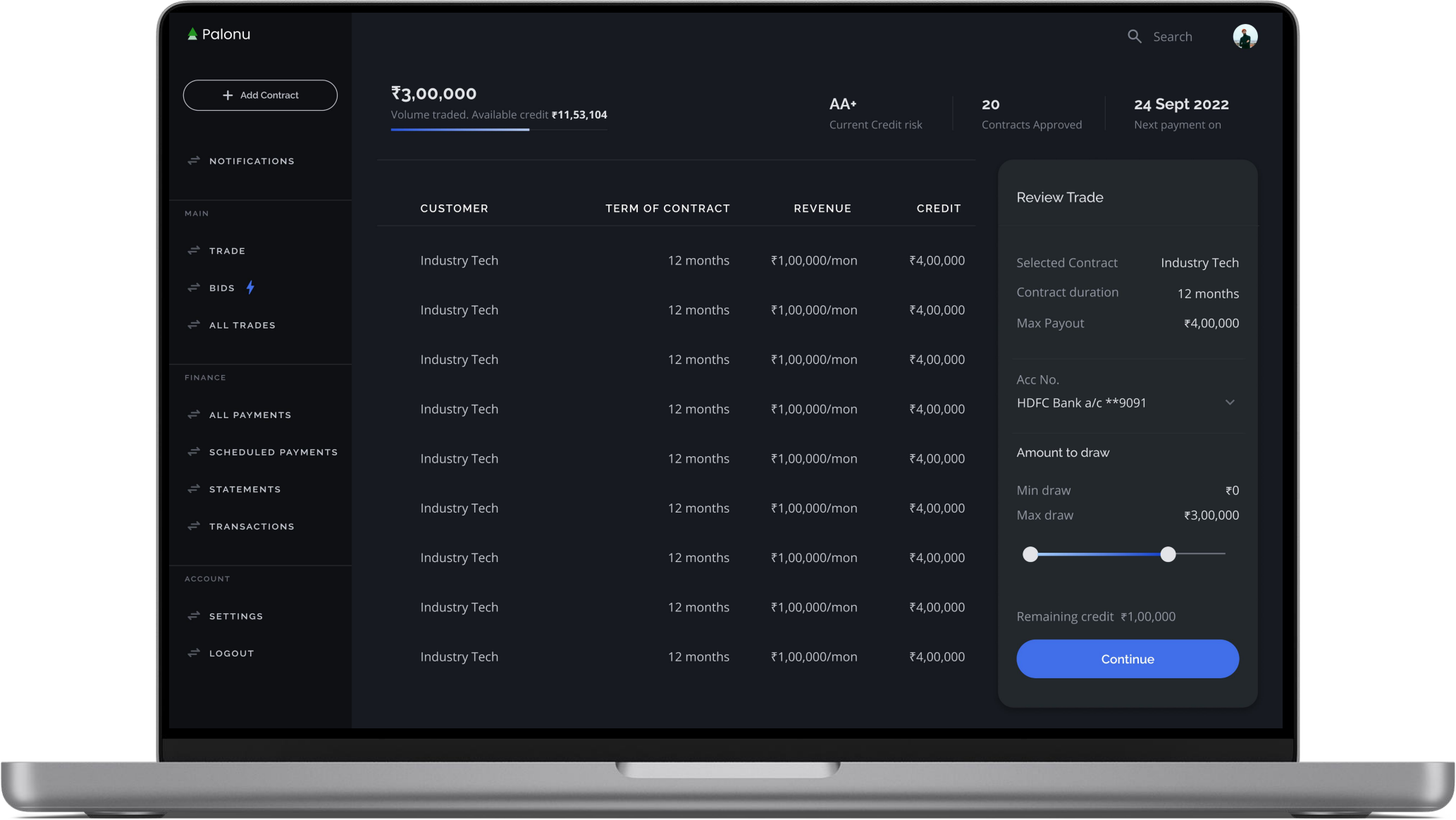
Trading Platform

Expertise

UX Research, UX Flow and Prototyping, and UI Design

Process

Branding, UX & UI Design

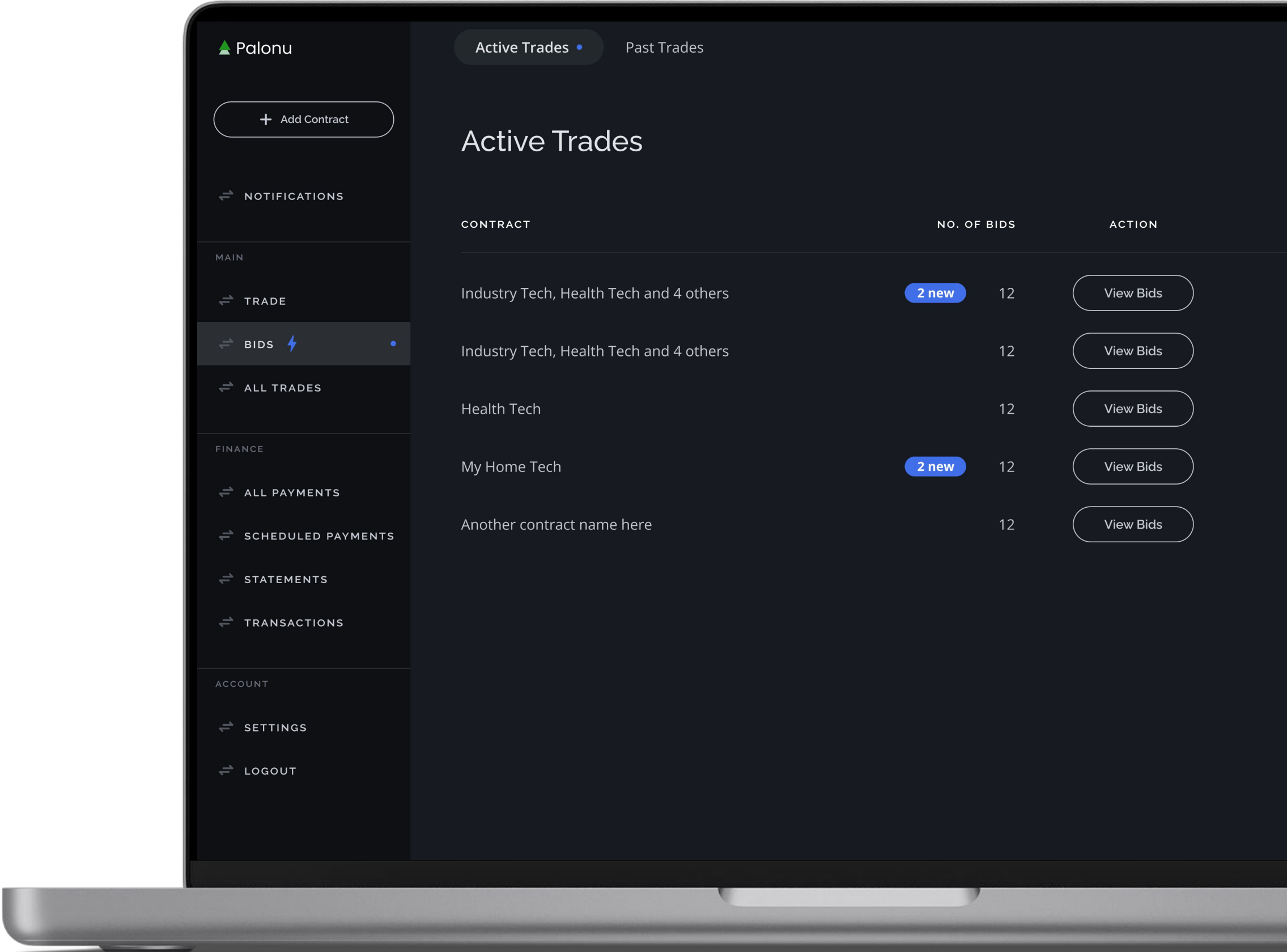


Challenge

India has a vibrant startup ecosystem, with 44 unicorns minted in 2021 alone.

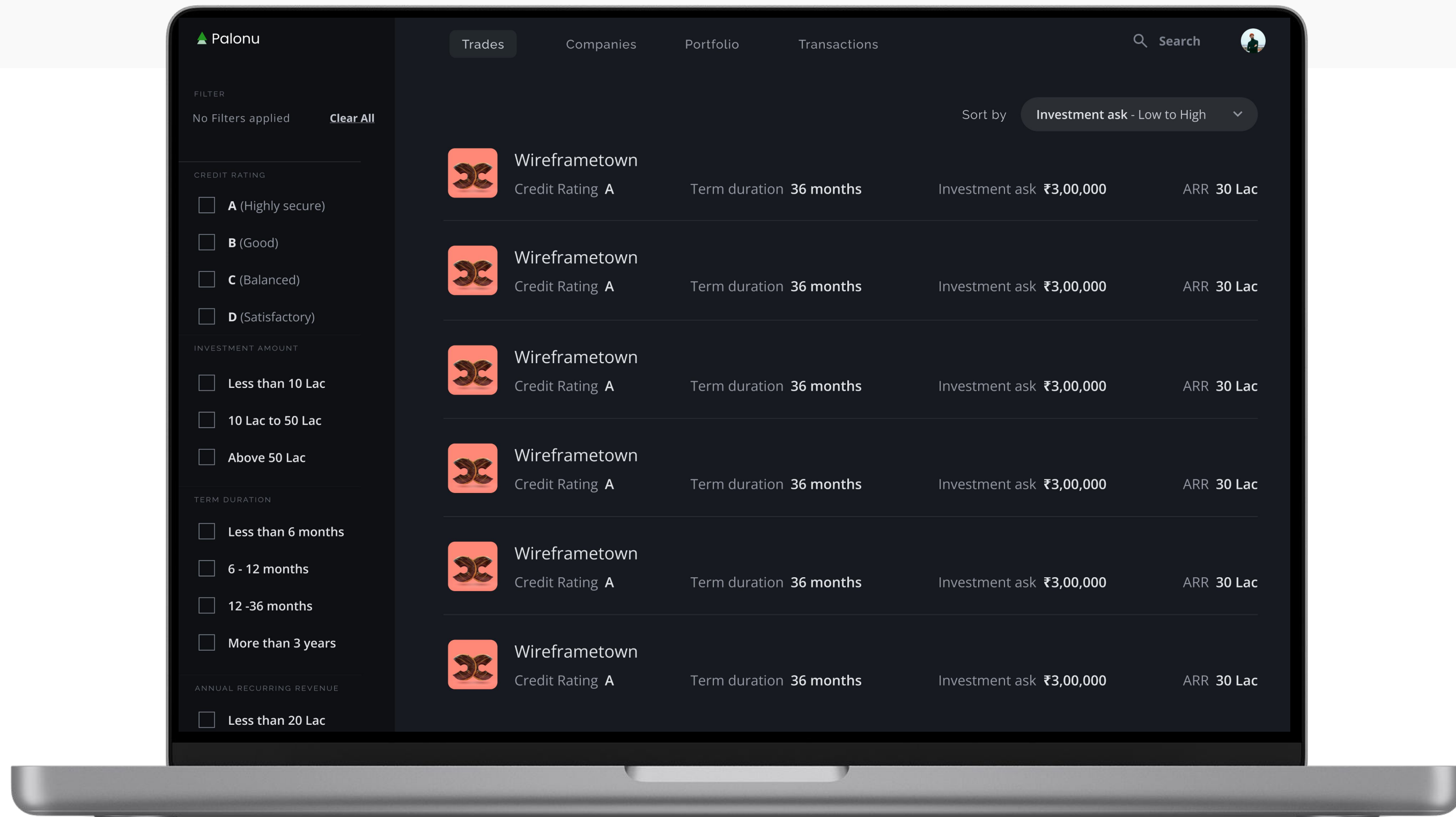
Yet, raising financing is painful.

- Banks & private lenders require collateral and restrictively high interest rates ~16-48%
- Even profitable startups with stable business models struggle to grow
- Forced to give up significant equity



UI Design

Below are the screenshots of the Modules which were designed during the project.



Solution

India’s first marketplace enabling growth via upfront cash without dilution, restrictive debt, or collateral for companies with predictable recurring revenue streams

- Trade recurring revenue contracts without giving up equity
- Data driven marketplace model enables efficient price discovery for both buy and sell side
- Creating an asset class with both liquidity and diversification

