



Boondein

A “NeoCo-op” Banking platform that combines the member-based strength and price levels of credit co-operative unions with the speed and data prowess of Fintech for middle and lower income groups.

Problems

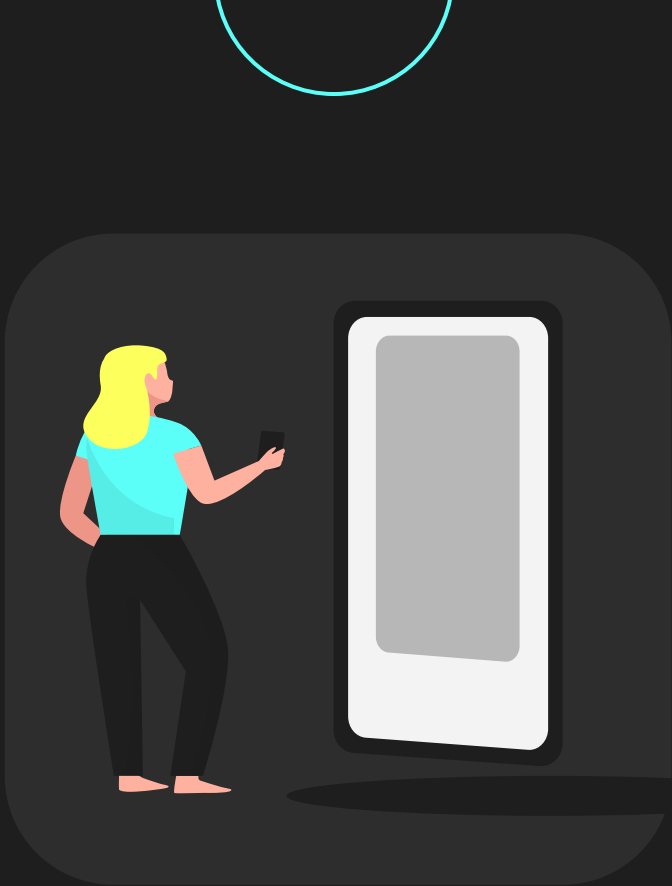
Limited access to capital, limited product offerings, and limited technology infrastructure

Lack of access to networks and limited geographical reach

Limited marketing resources and regulatory challenges

Incapable Management and lack of resources in credit cooperatives

These challenges can make it difficult for credit cooperatives to compete with traditional banks and other financial institutions, leaving them at a disadvantage in the market



Solutions

Digital banking solutions that can be customized to meet the unique needs of each credit cooperative

A comprehensive suite of financial products and services, including investment and insurance products

State-of-the-art technology infrastructure that enables seamless and integrated experiences for customer





Benefits of Neo Banking Platform

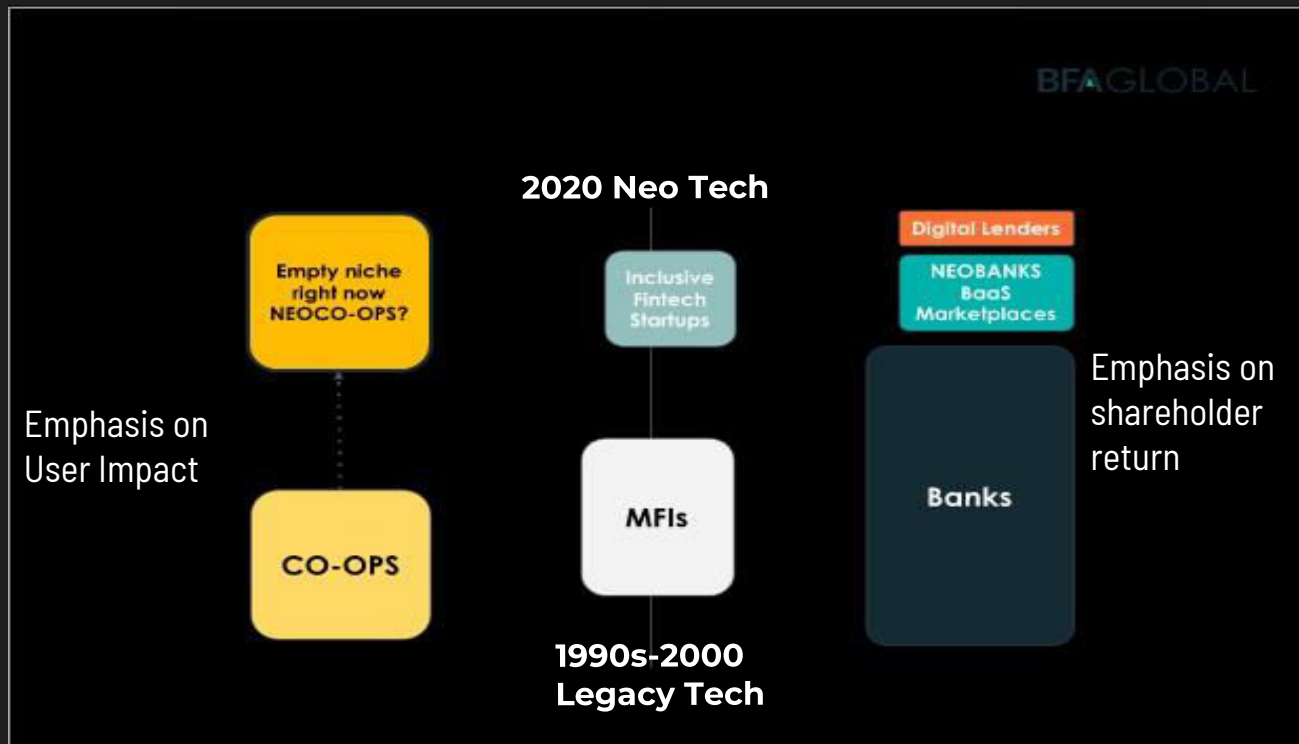
The Neo banking platform offers numerous benefits to credit cooperatives and their members, including:

Increased Revenue: Our platform enables credit cooperatives to offer a broader range of products and services, which can increase revenue and profitability.

Improved Member Engagement: Our platform is designed to enhance the member experience, with features that make it easy for members to manage their finances and interact with their credit cooperative.

Increased Efficiency: Our platform can help credit cooperatives improve their operational efficiency by automating processes and reducing the need for manual interventions.

A Niche waiting to be filled by NeoCo-ops

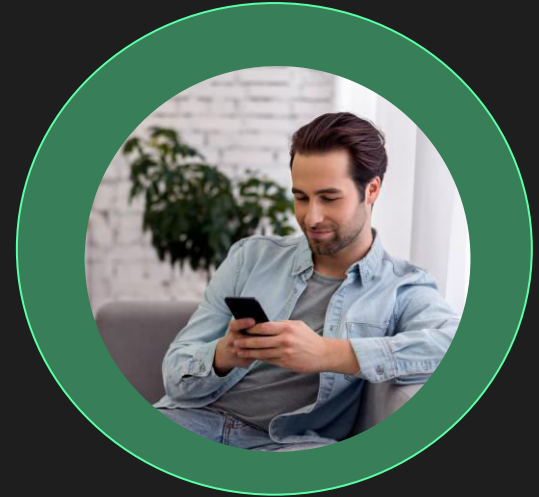


Market Size

According to the latest available data from the National Federation of State Cooperative Banks Ltd. (NAFSCOB), there are more than 175,000 credit cooperatives in India as of March 2020, serving over 150 million members. These cooperatives are spread across different states and are aimed at providing credit and other financial services to their members, who are typically from the rural and semi-urban areas of India.

The Indian neobanking market was valued at \$3.42 billion as of FY22 and is expected to grow at a three-year Compound Annual Growth Rate (CAGR) of 50.5 per cent to reach \$11.65 billion by FY25

Digital lending is one of the fastest-growing fintech segments in India and grew exponentially from nine billion U.S. dollars in 2012 to nearly 150 billion dollars in 2020. It was expected that the digital lending market would reach a value of around 350 billion dollars by 2023.⁰⁶



Main competitors



Chqbook and Open

Chqbook or Open neo bank caters to small business entrepreneurs



Fi Money and Jupiter

FI and Jupiter neobank in India app for salaried millennials or working professionals.

Our Unique Advantages



Our member-driven governance structure and community-oriented values that prioritize customer needs



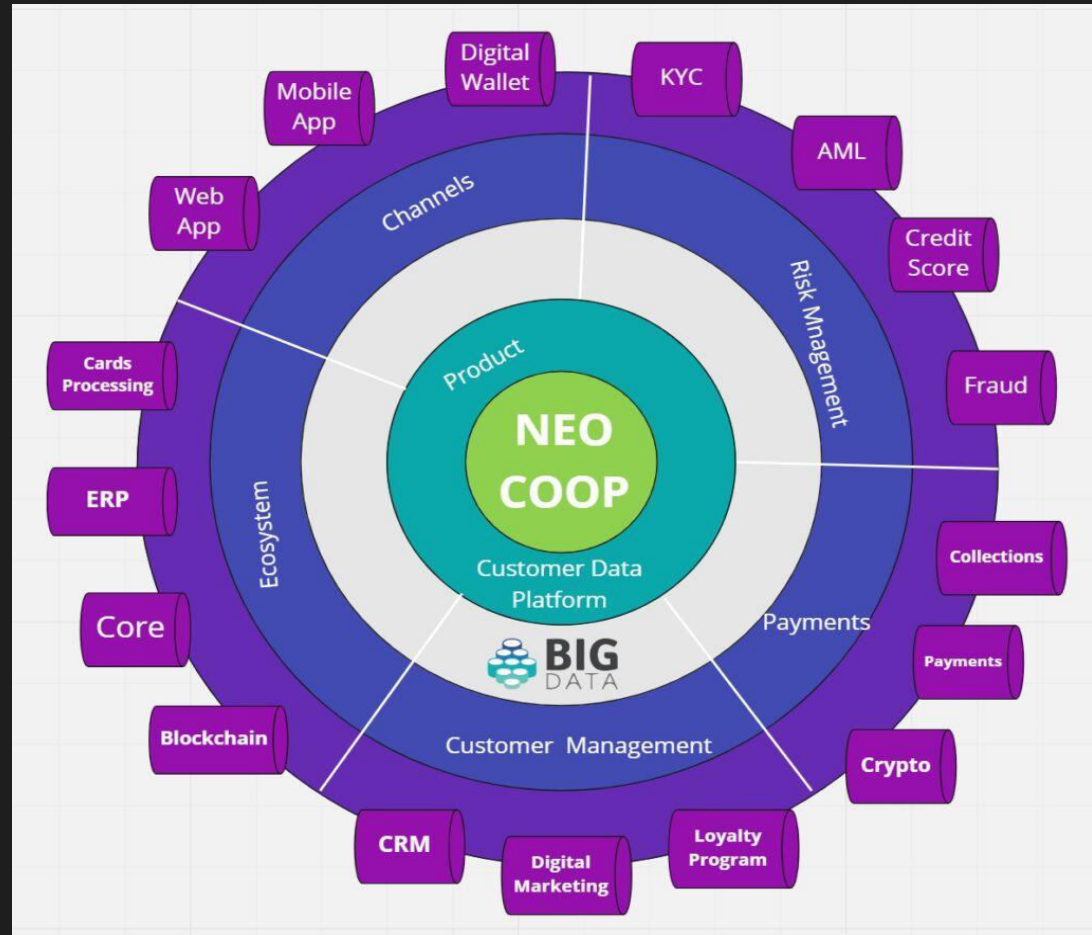
Our ability to leverage the strengths and resources of multiple credit cooperatives for greater scale and efficiency



Our focus on providing affordable and accessible financial services to underserved communities

Our commitment to innovation and staying ahead of the curve in a rapidly changing financial landscape

Platform for the digital transformation of cooperatives



Revenue Model

Lending

Lending money to those cooperatives members who don't get an opportunity of borrowing from their credit co-operatives society

Subscription

Annual subscription based fees from Cooperatives

Interchange-led

Income sourced through interchange as the revenue driver — every time a customer uses the Boondein's card as a payment method we get paid.

Ecosystem-led

Centers around using application programming interface (API) technology, which allows for different financial applications to communicate and integrate in.



Marketing Strategy

Partnering with credit cooperatives to leverage their existing networks and customer base

Creating targeted digital marketing campaigns to reach underserved communities

Participating in industry events and conferences to raise awareness of our brand and solutions

Case Study

Kwara credit co-operatives Fintech startup

The Kenyan fintech Kwara was launched in 2019 to help credit unions (savings and credit cooperatives societies, SACCOs) in the East African country shift to digital platforms by providing them with its proprietary backend-as-a-service (BaaS) software.

Kwara said that its existing clients have experienced a membership growth of over 19% year on year, three times the global average, as the loan base of credit unions using its technologies went up 46%, about five times the national average. On its platform, Kwara supported \$40 million in transactions between credit unions and their members.

Kwara has over the last year entered South Africa and Philippines, as the demand for its services grew beyond Kenya. It hopes to triple the number of credit unions using its software to 150 by the end of 2022. The startup currently serves 60,000 Sacco members but is also looking to cross the 100,000 mark by the end of next year. The startup's goal is to serve 1 billion people by 2030.

Team size

We are currently four members team. We are passionate, innovative and experienced software engineers who are working on the Boondein. We are committed to vision of making this product a huge success. These are linked profiles of Members.

Rohit Kumar: <https://www.linkedin.com/in/rohit-kumar-940b08174>

Goushi khan: <https://www.linkedin.com/in/gulam-md-gouss-khan-0556b393>

Abdul Rehan: <https://www.linkedin.com/in/uiet-rehan>

Santosh Joshi: <https://www.linkedin.com/in/santosh-joshi-5387301ab>

Investment and Utilization of Funds

We want to raise \$200k for 15% equity in funding. The funding will give us the runway for next 15 to 18 months and will be invested in:

- building the core team
- build a product/service that solves the problem
- Various costs that fold into COGS (e.g.AWS, licenses, etc.), so that we can bring the product to market.
- set up a scalable go-to-market strategy
- Runway for next 12 to 15 months before second round of fundraising



Exit Strategy

Acquisition

As with early stage investors, acquisition is a common way for seed investors to get an exit. When a larger company acquires a startup, investors can receive a return on their investment in the form of cash, stock, or a combination of both.

All these companies cater to different sectors than ours and will be willing to acquire rather than build from scratch.



IPO

When we will have significant, predictable revenue, will have become a major player in their industry, will have strong business processes in place, and will have a low debt-to-equity ratio, the time will be right for an IPO.

Investors who invested in the company early on have an opportunity to sell their shares. It can be a secondary form of exit for other investors across other companies by taking part in a buy-out.

Secondary Market

Investors may also sell their shares in the company to other investors on the secondary market.

Thanks !

Our Neo banking platform is a game-changing solution for credit cooperatives, offering a comprehensive, modern banking experience for their members. With our cutting-edge technology, flexible business model, and experienced team, we are poised to revolutionize the credit cooperative industry and drive growth and success for all credit cooperatives.

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Thank You for your Patience