****

**About LexaPoint Limited**

Lexa is a Latin word meaning defender of mankind. The concept of being a defender inspires our aspirations to be a transformational growth partner to mankind and to see each one empowered to achieve their dreams. Each of us deserves a chance to be what we want to be in life.

We believe that with proper capital, entrepreneurs and anybody to that matter could be empowered to achieve their aspirations. In Africa specifically, access to credit still remains a very big challenge especially to the low-income earners, who have no assets to be given as collaterals. We are here to fill that gap.

We are a Financial technology company (Fintech) currently headquartered in Kenya but with aspirations of rolling out to all over Africa in the months and years to come. We are a fully registered private limited liability company incorporated in the Republic of Kenya.

We use mobile technology and big data analytics to offer innovative financial solutions and to grant affordable and efficient financial access to the underserved and unbanked populations in Africa.

**Our Core Values:**

* Innovation and Creativity
* Excellence
* Teamwork
* Self – Improvement
* Mutual Respect

**Mission Statement**

LexaPoint mission is here to empower humankind to achieve their aspirations. We make it easy for our customers to access instant credit wherever they are at their convenience. We aim to increasing financial inclusion and giving everyone a chance to access capital/ credit which they can then use to transform their lives.

**LexaPoint Systems**

LexaPoint platform is world class mobile lending and savings engine. It’s designed to allow financial institutions (Banks, Micro-Finance Institutions, and SACCOs) to run mobile lending businesses enabling their customers to borrow & repay money via their mobile devices.

The user interface is designed to interact with the end user in the following steps:

1. **Invitation and customer registration** – The system allows a user to open an account by filling in his details which include; ID number/Passport number, Full names, Location, Occupation, and Income bracket. This is by dialing a specific USSD number or logging in to the mobile app.
2. **Credit scoring stage** – We have built a world class credit scoring engine that performs customer credit scoring in real time. We have integrated to all leading CRBs and are able to check customer scores in seconds. We also have the ability to process customer M-Pesa information returning a score value which is linked to the limit that the customer can qualify.
3. **Loan application process** – A loan applicant shall only get to this stage if he has a good credit score or if he meets set KYC parameters. The loan is set according to the applicant’s credit rating and a standard interest is charged on the Loan. The applicant can here set the repayment period he is comfortable with basing on the limitations of the system.
4. **Disbursement** – Money is then sent to the applicant’s mobile money wallet e.g. Mpesa as per details entered in the self-registration page. A notification of this is sent via message to the applicant indicating amount disbursed & the repayment period. We shall soon be integrating PesaLink to allow us terminate payments directly to the customer’s bank account.
5. **Loan Reminders and Notifications** – repayment notices are sent out periodically to the clients as per the lender’s policy.
6. **Repayment** – customer can repay the loans as per repayment schedule selected at the loan application stage. Early repayments before the due date attracts lower interests’ rates, increase of loan limits and improved credit ratings on the next loan application.
7. **Upgrades and future innovations** – We continually work on improving our platform with periodic upgrades. This allows us to take advantage of upcoming technologies and reduce risks.

**Why LexaPoint System?**

With us, your organization/ institution will get the following benefits:

* Massive revenue opportunities - Refer to the projections. Mobile commerce will be the next frontier of trade in Africa
* Manageable risk through our robust Credit Scoring Engine
* A ready technology partner with required expertise and innovative solutions which are well tested
* Experience – Over 3 years in the industry
* Secured customer data with end to end encryptions and tokens.
* We release new product features and system enhancements every quarter, enabling your business to take advantage of new technologies and industry changes at no extra cost
* World class innovations – Ensuring that services are delivered with great speed and convenience
* Extensive Know Your Customer (KYC) Module

**LexaPoint Systems – Implementation Costs**

Implementation costs are divided into two as shown below:

* One-time set-up costs
* Monthly recurrent fee – Revenue share

See below detailed cost matrix.

|  |  |
| --- | --- |
| **Cost Description** | **Amount (Kshs)** |
| **Initial set up fee**  This includes:   * Integration to Mpesa * USSD setup & Test Bed * SMS mapping * Application customization & set-up * CRB integrations * Back end operations integration | 70,000 + VAT |
| **Recurring charges** |  |
| **Revenue share**  This shall cater for:   * Maintenance of system * Live monitoring * Support staff * Call center facilities * Server/cloud hosting | 2.5% of the principal amount repaid or Kshs 33,000 whichever is higher |

**LexaCash: Quick Mobile Loans**

LexaCash makes it easy for you to access instant credit wherever you are at your convenience. It is an innovative financial solution aimed at increasing financial inclusion and giving everyone a chance to access capital/ credit which they can then use to transform their lives.

It is a service designed to allow users to conveniently borrow and repay money instantly through their mobile devices. Our credit scoring engine quickly checks on your credit ratings and ensures your loan application is processed in real time. The service is accessible in Kenya on USSD \*XXX\*XX#.

It’s easy. Complete loan application in seconds and receive your loans directly to your phone. It’s reliable, fast and convenient.

Terms and Conditions Link

**How LexaCash Works**

Use the following simple steps!

* Dial \*XXX\*XX# to get started. Mobile apps will be ready soon.
* Register your details
* We shall carry out credit scoring to determine your credit worthiness and instantly give you a loan offer or rejection based on your credit ratings.
* You then apply for the loan within the loan limit
* Cash sent instantly to your M-Pesa number
* Graduate your loan limits to Kshs 50,000 Ksh by making loan payments on time!

Try today and enjoy the convenience!

**Description for the Mobile App**

LexaCash makes it easy for you to access instant micro-credit wherever you are at your convenience. It’s easy. Complete loan application in seconds and receive your loans directly to your phone. It’s reliable, fast and convenient.

Follow the following simple steps!

* Download Lexacash App from Google play store or dial \*\*XXX\*XX# to get started
* Register your details
* We shall carry out credit scoring to determine your credit worthiness and instantly you get a loan offer or rejection based on your credit ratings.
* You then apply for the loan within the loan limit
* Cash sent instantly to your M-Pesa number
* Graduate your loan limits to Kshs 50,000 Ksh by making loan payments on time!

Try today and enjoy the convenience!

**LEXACASH FAQ’s**

1. **Where do I start?**

\*XXX\*XX# then proceed to register

1. **How Much Can I Borrow?**

You can borrow up to Kshs 50,000. Your loan limit will start at a lower amount and improve as you pay back on time!

1. **What do I require to access the service**

Service currently available to Safaricom Subscribers only, who are registered and are active on Mpesa. You must also have an ID number. The number entered during registration must tally with the one on government records.

1. **What collateral do I require to access the service?**

No collateral is required from your end. Just register and apply for the loan which shall be credited instantly to your phone. On the backend we carry out credit scoring to determine your credit worthiness. We check local credit reference bureaus and also carry out a few complex scoring algorithms that predict your financial repayment behavior.

1. **How do I pay back?**

Use our M-Pesa Paybill number 695361, type your phone number starting with 254xxxxxxxxx as your A/C Number.

Payback on time to allow you to be graduated to a higher loan limit!

1. **What happens when you don’t pay back on time?**

Terms and conditions apply. This will include being listed on CRB and your details forwarded to a debt collector.

1. **How much is the loan application fee?**

Fee charged ranges from 5% to 15%. This will reduce as the loans taken increase.