

# Nomis Solutions

- Nomis Solutions A&B and data file can be found [here](#).
- Simon Caufield and Bob Phillips had just put the finishing touches on the business plan for Nomis Solutions, a start-up company that planned to offer price-optimization solutions to financial service firms.
  - Nomis aimed to use advanced analytic techniques to help its clients to set prices for consumer loans and deposits.
  - Was there a market for the products and services that Nomis planned to offer? If so, how large was the market?
  - What would persuade potential clients that Nomis's product and services would add value?