



aws SUMMIT

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AIML007

Fi.Money – Building a Neobank powered by AWS Machine Learning

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Founding Member
Fi.Money



Objective of this session



“Understand the common use cases that AI/ML can solve for Neobanks”

“Fi.Money’s example of implementing AWS’s AI/ML to build their Neobank”

What is a Neobank?

- A Fintech partnered with a *traditional* bank
- Only present *Virtually*
- Regulated by Reserve Bank of India (RBI)
- Global market size *\$66.82Bn* (2022)
- CAGR *54.8%* (2023-30)



Common challenges faced by Neobanks



Lower operating
costs



Higher share of
consumers' wallet



Security &
Authentication



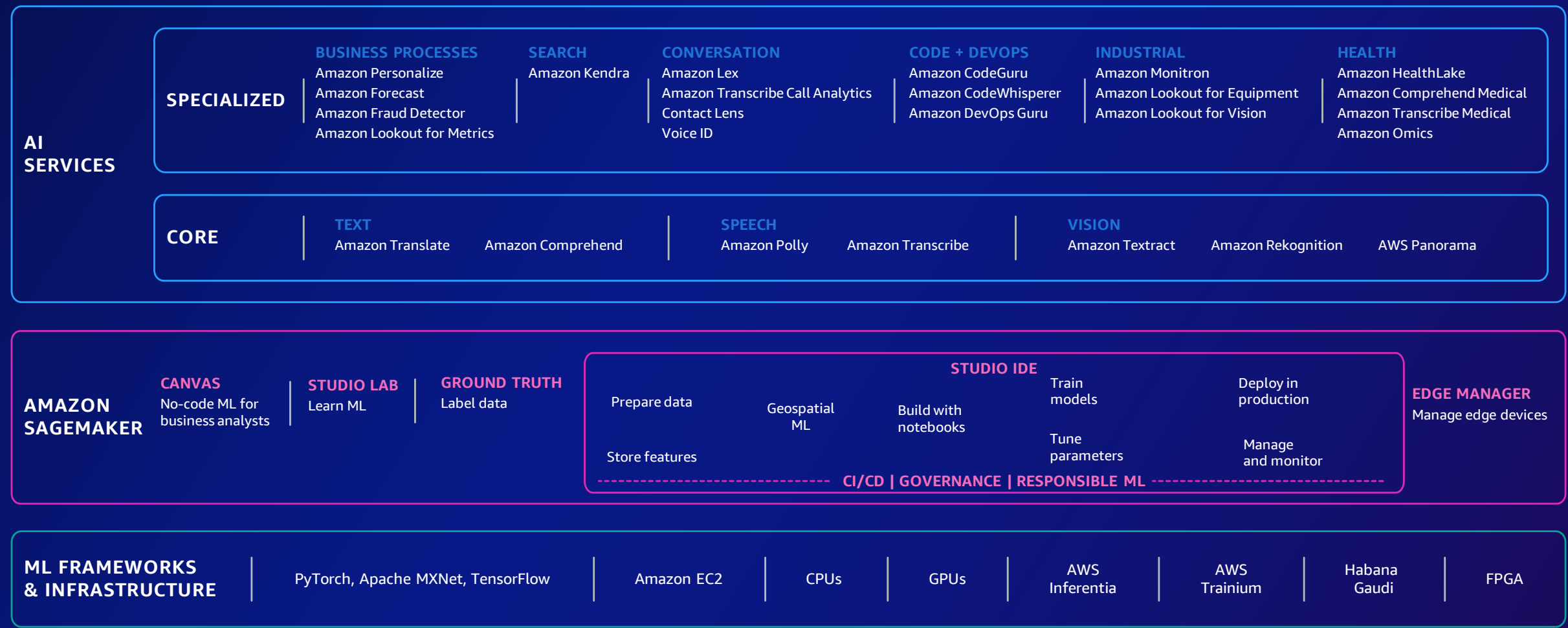
Personalized finance
& Customer
experience



Workflow
automation

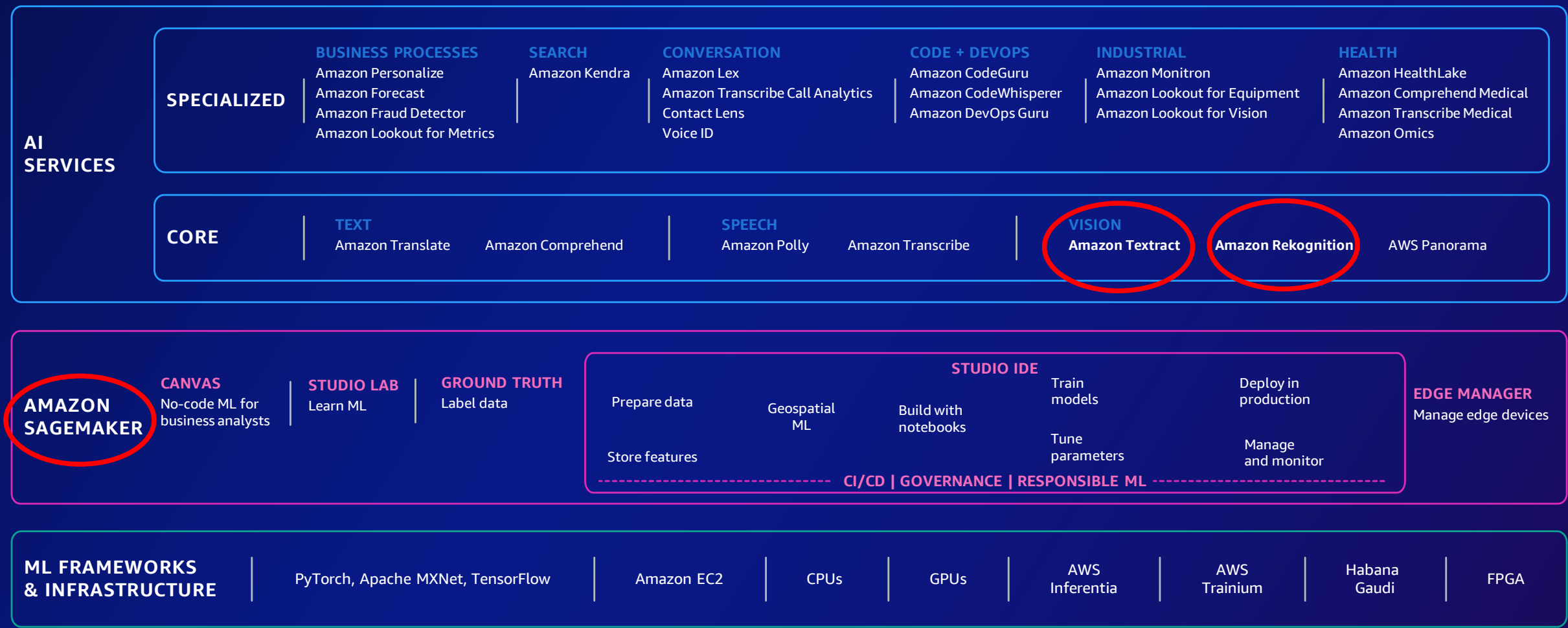
The AWS AI/ML stack

BROADEST AND MOST COMPLETE SET OF MACHINE LEARNING CAPABILITIES

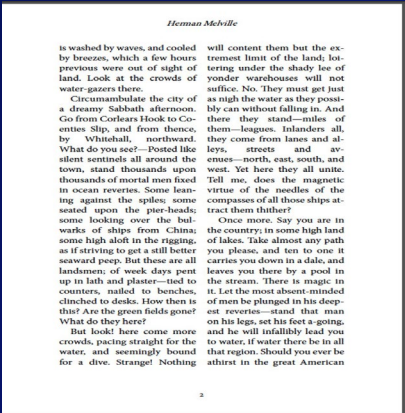


The AWS AI/ML stack

BROADEST AND MOST COMPLETE SET OF MACHINE LEARNING CAPABILITIES



Amazon Textract



Text, Form & Table extraction

Employment Application

Application Information

Full Name: Jane Doe

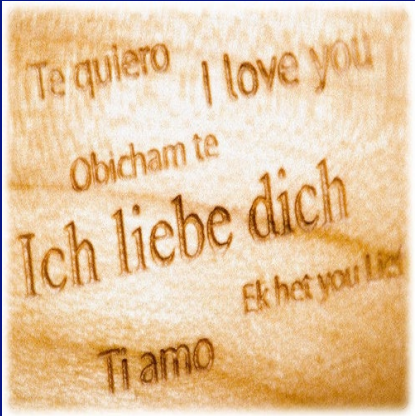
Phone Number: 555-0100

Home Address: 123 Any Street, Any Town, USA

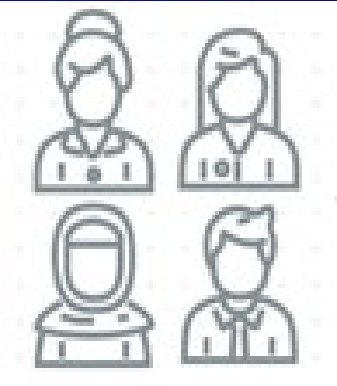
Mailing Address: same as above

Previous Employment History				
Start Date	End Date	Employer Name	Position Held	Reason for leaving
1/15/2009	6/30/2011	Any Company	Assistant baker	relocated
7/1/2011	8/10/2013	Example Corp.	Baker	better opp.
8/15/2013	Present	Any Company	head baker	N/A, current

Handwriting extraction

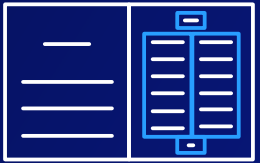


Multiple language support



Human in the loop (A2I)

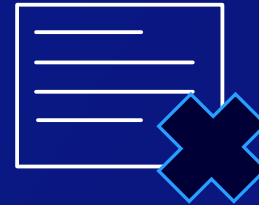
Amazon Textract benefits



Extract data quickly and accurately



Eliminate manual effort



No ML experience required



Lower document processing costs

Amazon Rekognition

Recognize your users



Similarity 93%



Quality
Liveness
Similarity

Amazon Rekognition benefits



Faster time
to results



Better ROI

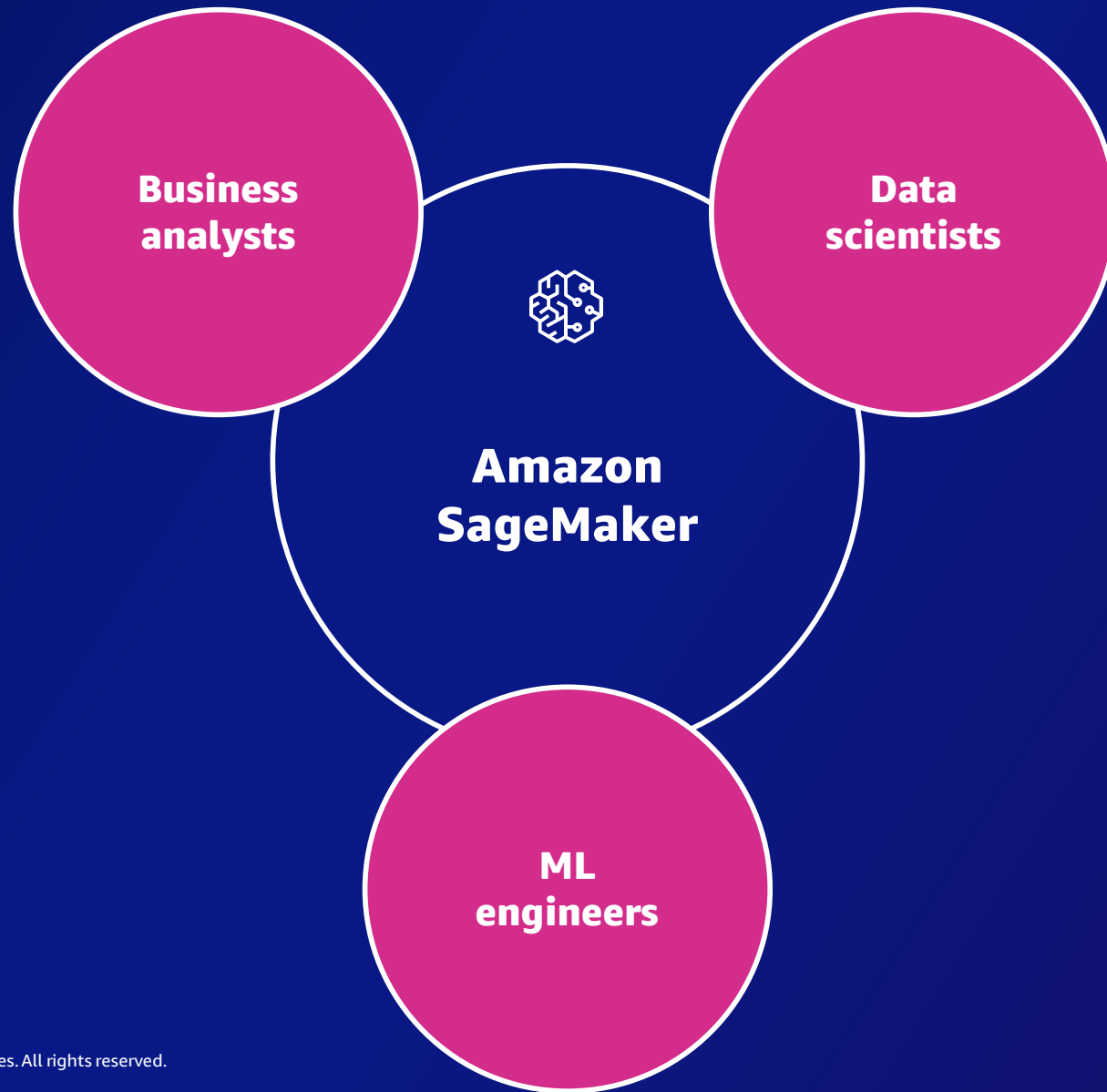


More time spent
on innovation



Compliance

Amazon SageMaker



Amazon SageMaker benefits



Democratize ML
innovation



Accelerate ML
lifecycle



Prepare data at
scale



Streamline ML
processes



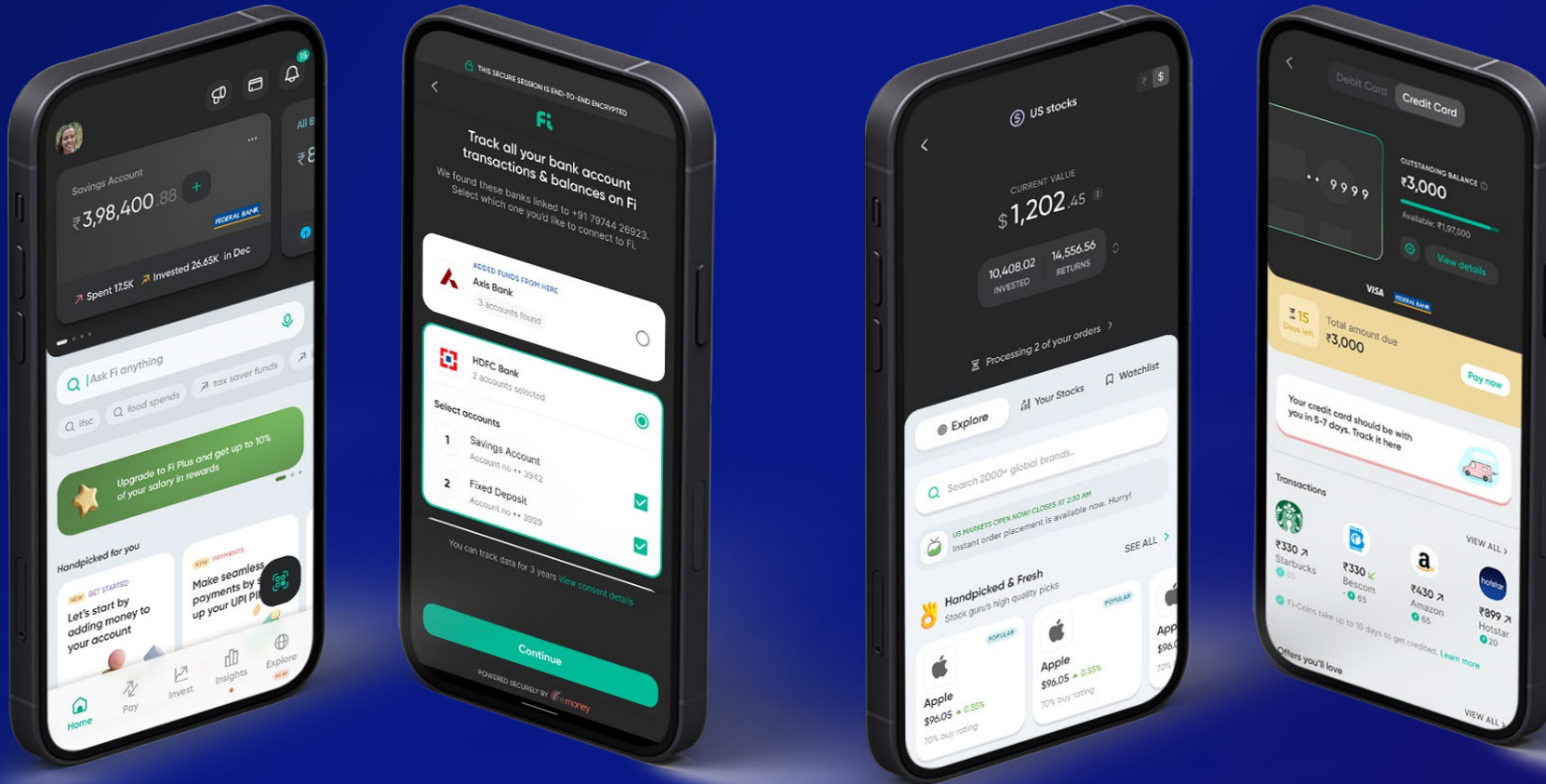
Improve ML
governance

Fi.Money

Prasanna Ranganathan
Founding Member

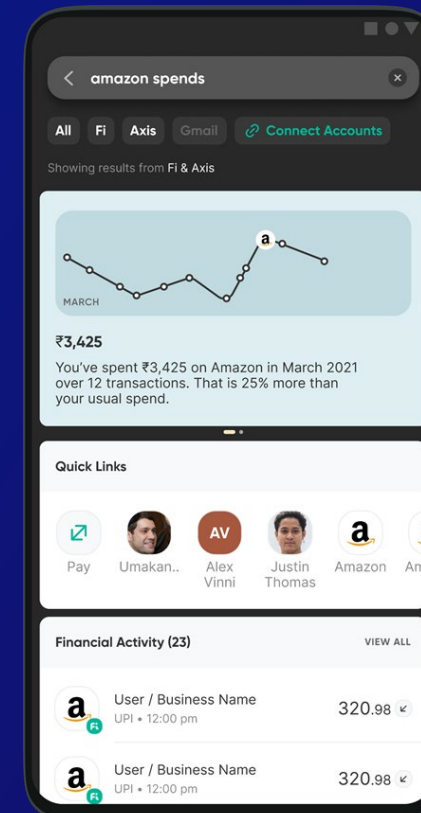
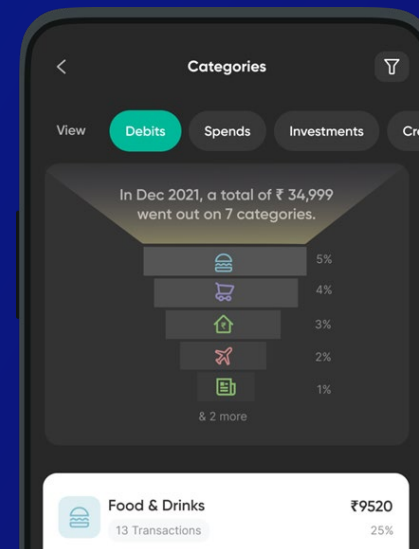
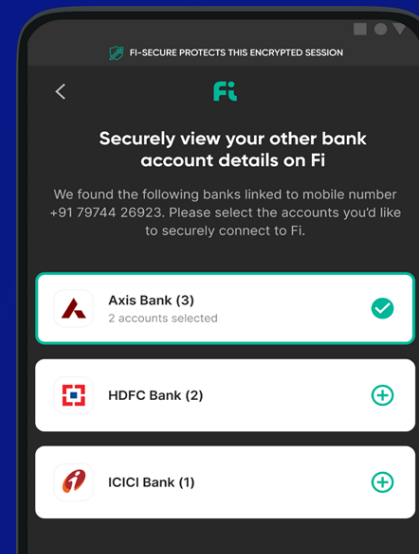


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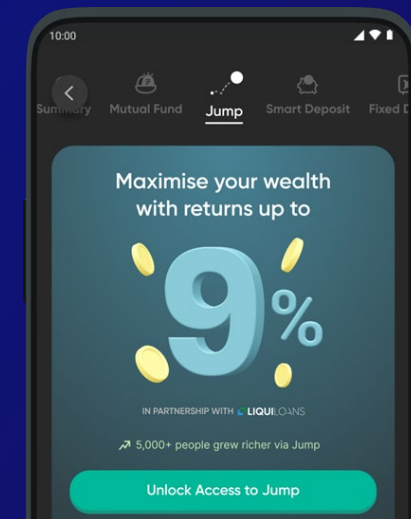
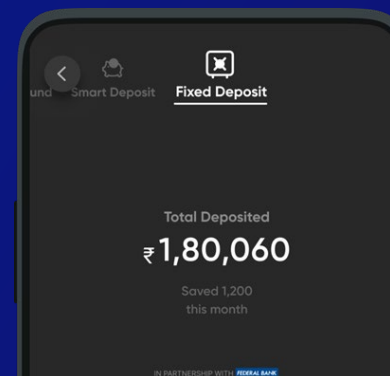
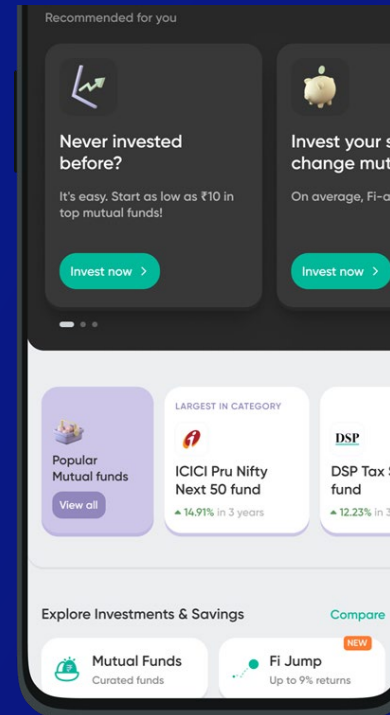
Fi Know your money

- Instant account opening
- Digital Full KYC
- Connected accounts
- Insights
- Ask Fi



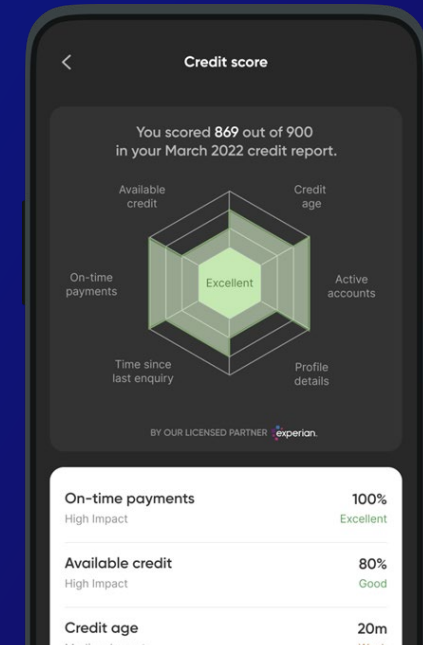
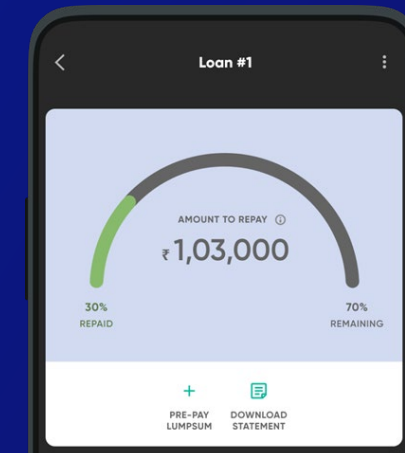
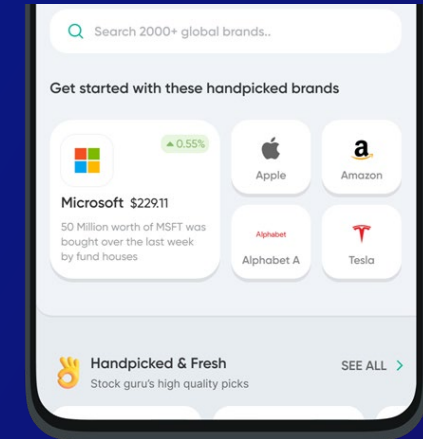
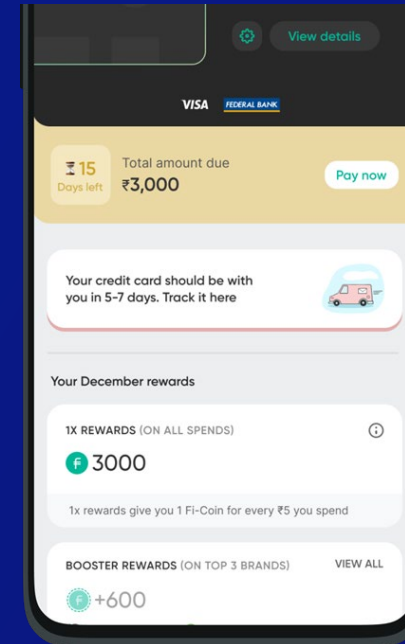
Fi Grow your money

- FIT Rules
- Mutual Funds
- Smart Deposit
- Fixed Deposit
- Jump (P2P investment)

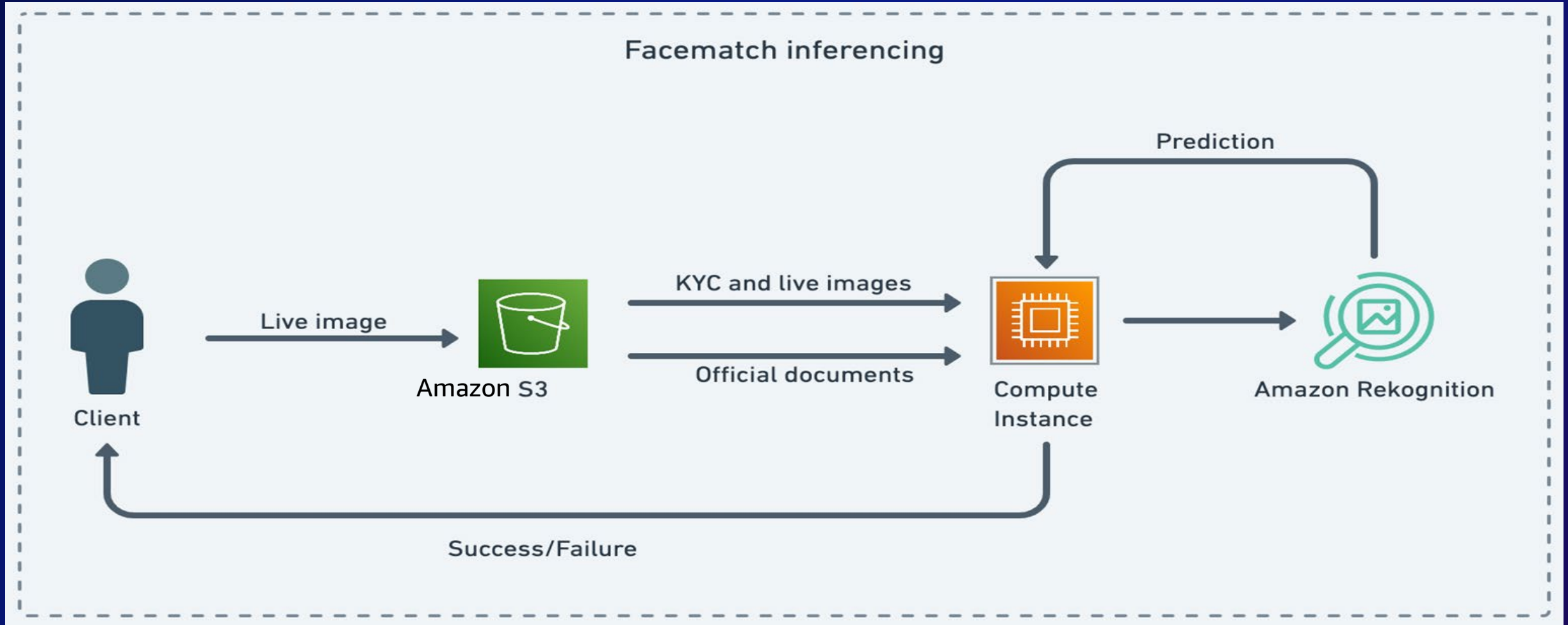


Fi Recent and upcoming launches

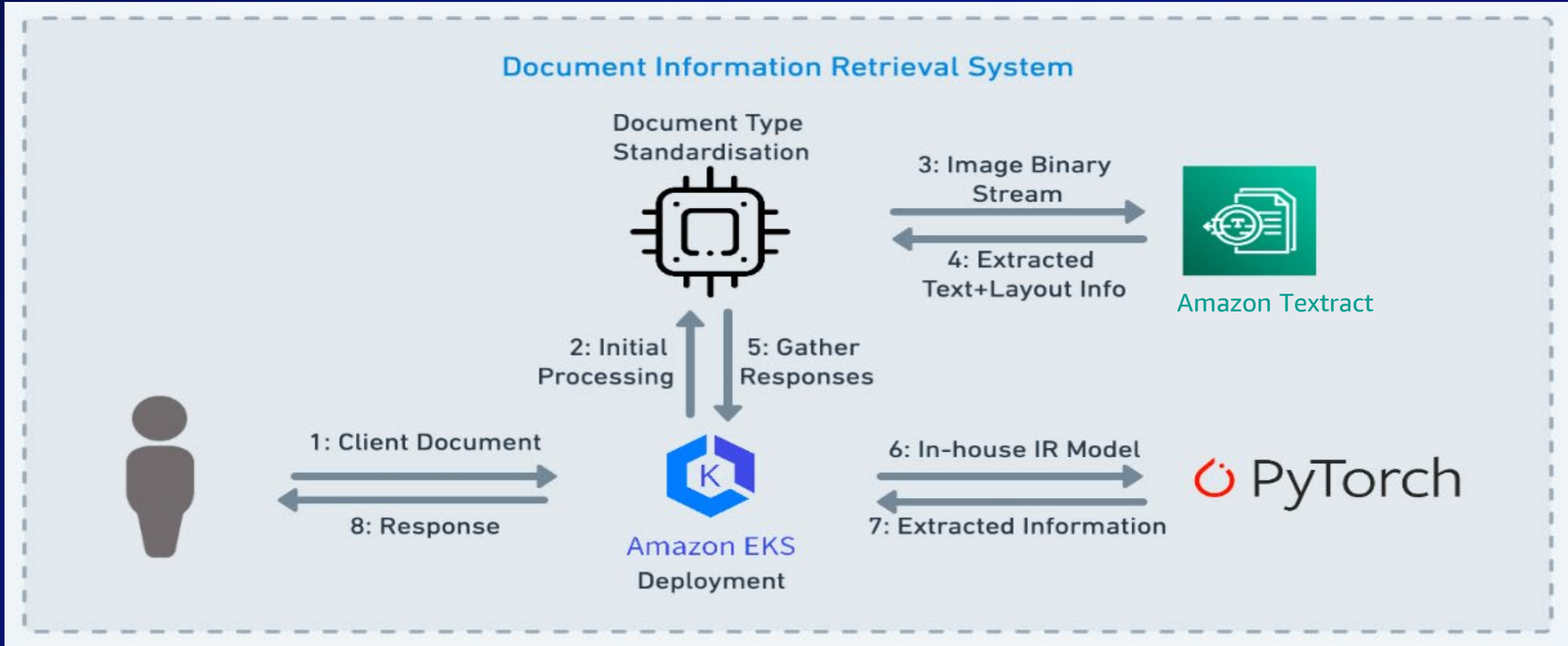
- Personal Loans
- Fi Credit Card
- International Stocks
- Credit and Mutual Fund Analyzer



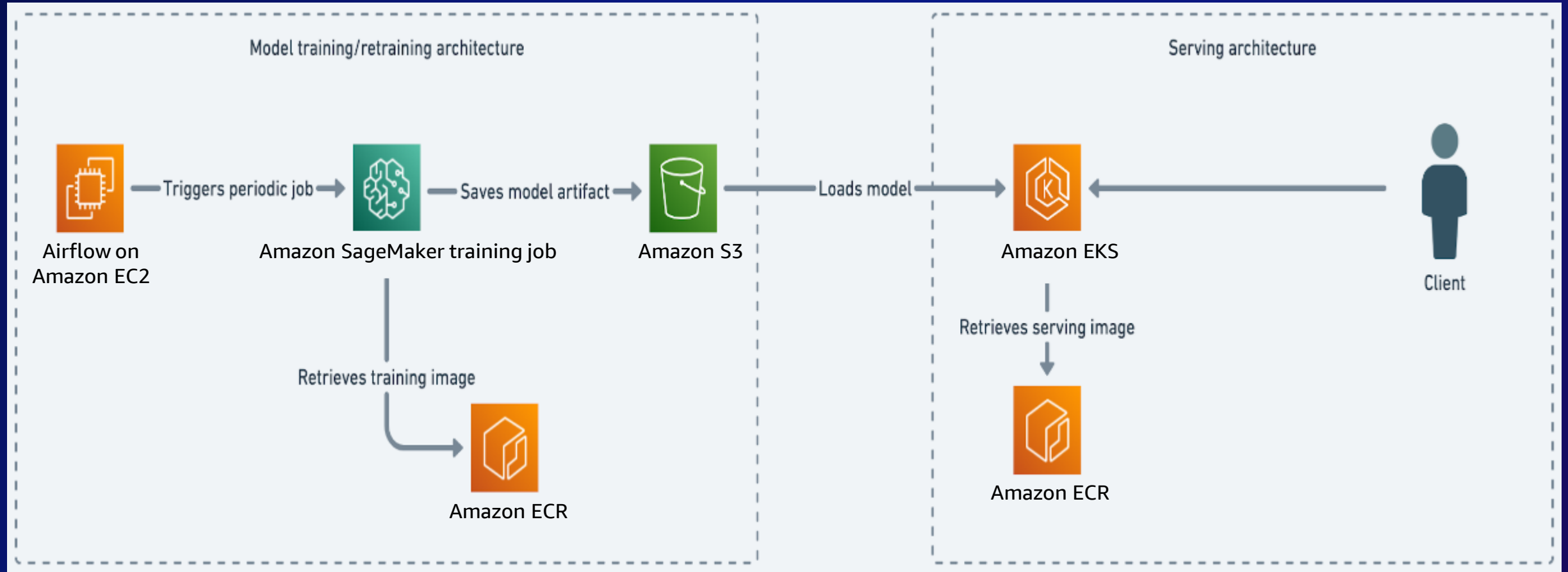
Onboarding & Amazon Rekognition



KYC & Amazon Textract



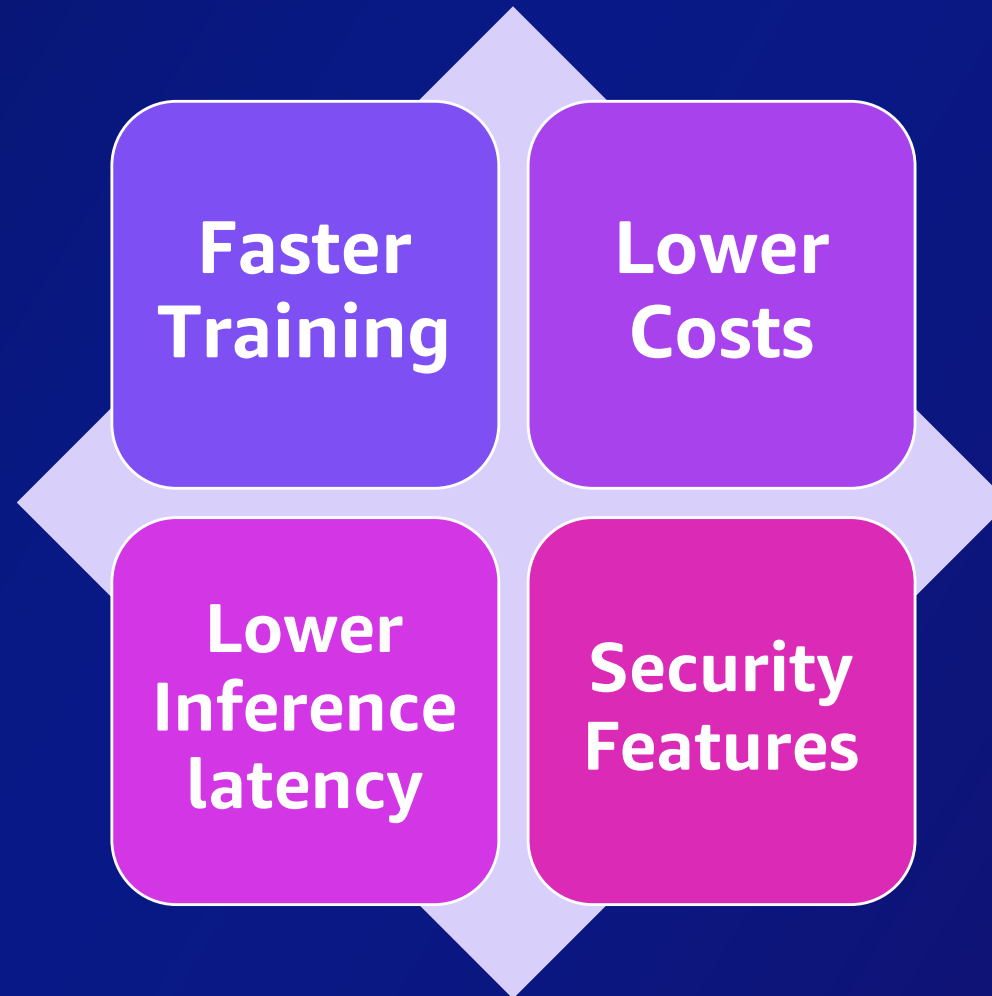
ML Training & Amazon SageMaker



Key benefits

- Complete control over data
- Faster time to market
- Flexible
- Cost efficient

Neobank startups choose AWS AI/ML



skillbuilder.aws 

Your time is now

Build in-demand cloud skills *your way*



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Thank you!

Arun Mathew
Client Relationship Manager
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Prasanna Ranganathan
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Please complete the
session survey