

# MiniBag

We see people differently. Grow together, grow fast.



## SCENARIO

# Story of Sabina

Sabina works in the RMG industry. Her day starts early in the morning and she works for long hours. Despite her hard work, she is given a small wage. With this small wage, she has to manage her family. Usually, she has to take some loans to balance her finances. Nobody ever offers her any kind of financial assistance to improve her lifestyle. She is playing an important role to advance our economic progress, but has never been given any sense of honor or dignity.





## PROBLEM

# Where we are

- Only 31% of the adult population is covered by a credit bureau;
- The lack of reliable data on underbanked populations unfairly excludes millions of deserving people from the financial system;
- We should build a financial system that works for those who are underserved by the bank and traditional lenders.



**4,500**

Clothing Factories

**4.1 million**

Garments Workers

**2nd largest**

RMG exporter worldwide

**₳12,571 (\$150)**

Per month average salary

**₳4920 crores**

\$579.46 million monthly average  
salary disbursement

**90%**

Garment workers will receive  
digital wage by 2021

**1.5 million**

Garments workers receive  
wages digitally

**2.6 million**

Workers are set to join the digitalized  
system soon

**\$34.13 billion**

contributed by RMG sector to  
Bangladesh's total export  
earnings in FY19

**84.21%**

Of \$40.53 billion total exports  
were contributed by the RMG  
sector, which grew by 10.55% in  
FY19

NUMBERS & FACTS

**Market validation  
crazy facts**



**So,  
here is  
what we can  
offer**

## SOLUTION



- A platform that offers the most versatile and non-traditional way to give a mini loan (tk500 to tk5000) to people who are underserved by the bank and traditional lenders.
- Loans can be taken according to some pre-set criteria and have to be returned within the fixed timeframe.
- Once a person has taken a loan with us, his/her repayment behavior is the most important factor for future lending decisions.

- **MiniBag** provides instant access to investment opportunities for small investors who want to invest a small amount (investments begin at tk5000) as an investment, and MiniBag handles the loan servicing on behalf of both parties, investor and borrower.

**41,00,000**  
RMG Workers

**\$24.1 M mo/**

Borrow minimum \$6 (Tk500) from personal contacts or  
different sources per month

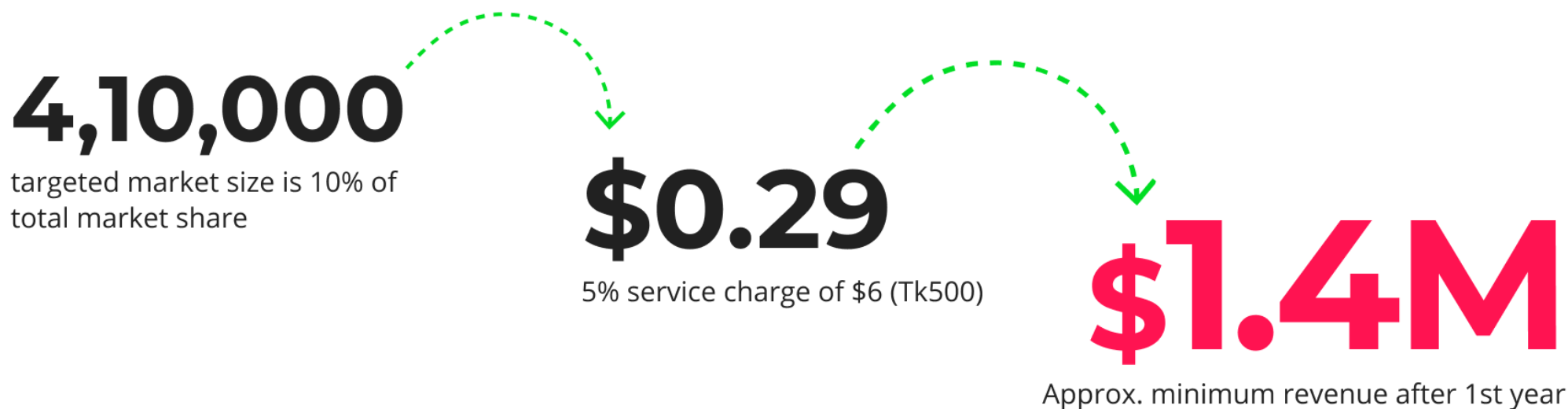
OPPORTUNITY

**Market validation**  
**Crazy Facts**

## MONEY MECHANISM

# Simple business model

We want to take a minimum of 5% service charge on each loan per month



\*\* Earning this amount of money is possible from a single business vertical of MiniBag. And we have 6 more business verticals in our pipeline.



## 1 **Loan without credit history**

We consider people, even if they may not have a credit history. From the very beginning, MiniBag puts their trust and confidence in people.

## 2 **Helping on small financial emergency**

People use MiniBag because they have small financial emergencies.

## 3 **Transforming lives**

People will share MiniBag in their work network. Each time they will get a message that someone they have referred has repaid their loan and they will get a bonus. It's not about the money, it's the fact that they are helping someone somewhere. That's the beauty of it.

## 4 **Secret financial partner**

People will call it their secret financial partner. When they are short on cash, the first thing they will get is MiniBag. It takes less than 30min.

## 5 **Giving value to the ones who deserve**

MiniBag is kind, understanding and giving. MiniBag is really like a companion that supports and helps people achieve their goals.

## 6 **Fast, simple and easy**

We know what people are going through and are always willing to help out. Other loan services ask for way too much information. MiniBag only asks customers' ID and basic info.

### VALUE PROPOSITION

# Create a better financial lifestyle

**1**  
Research, analyze and  
determine user's financial  
transactional behavior.

**2**  
Understanding user's financial  
relationship between friends,  
family and social media.

**3**  
Communication habit with  
their surroundings.

**4**  
Analyzing user's monthly  
income and expense habit.

**5**  
Scoring model using user's  
personal and professional info.

THE TECHNOLOGY

**Under the hood  
mechanism**

## COMPETITOR ANALYSIS

# We are not competing, we are helping others

- Minibag is a fintech platform that takes the best financial solution from MFS and bank/NBFI in mini size to provide a large scale financial solution to those people who are not able to take these financial benefits;
- Single platform, user can avail loan using any MFS (eg. bKash, Nagad or Rocket);
- Currently there are no such models in the market, but there are some MFS companies who could come up with similar aspects.



**1** A global fintech platform for a completely trend-centric type of digital financial solution.

**2** The most advanced credit-scoring database for those people who had no credit history before.

**3** Social Financial Institute for those people who are underserved.

**4** The platform for every major bank and NBFI that want to grow their business in the untouched market.

PROSPECT

**How big  
can this get**



## STATUS AND TIMELINE

# Go to market strategy

We can start our operation in two ways:



### Offline operation

- We start off with a simple pen and paper. An agent or knight will onboard the new users. They will give their basic info and register with us. They can get their loan from a few agents around their workplace. The pilot product will be open to specific MFS users only.



### Online operation

- Once the app is ready it will be available to the users. We plan to release the app after completing the pilot project.

## STATUS AND TIMELINE

# Go to market strategy

We want to utilize our resources and budget in an optimized way so our GTM process will be easy and simple. We will do our pilot project for the first two months on 5 garments who are close to each other and located inside/near Dhaka, who has a minimum of 4k-5k workers. Our onboarding target for this pilot project is 1000 from each garment (total 5000).



Select a garment who has 4k to 5k worker



Recruit an Agent or Knight (pay on commission basis)



Onboard 1000 users by agent and our self

## MONEY MATTERS

# Financial projection

Pilot phase is for 2 months. The expected loan request for the pilot phase is 40% of the total user (5,000). In the pilot phase, to disburse 2,000 borrowers loan requests we need Tk20,00,000. Within the next 4 months, we will have a minimum of 50k users. To serve them we are assuming we need approx 4 crores.

Adding operational and other costs, our projected amount is 4.4 crores which we can generate Tk. 4,52,76,000 even after adding 2% defaulters.

**First 2 months**  
**Onboard 5 garments and 5k user**

disburse 20,00,000tk loan to 40% of the total users

**After 6 months**  
**50k user**

disburse tk 4.4 crores loan to 60% of the total users

# \$520k

which is approx Tk. 4.4 crores.

**1** Product is in development and offline service is being tested since end of May, ready for pilot.

**2** Website development in progress - [www.minibag.co](http://www.minibag.co)

**3** Prototype and demo is done.

**4** Private beta tester loves the product, many are psyched to try it.

PROGRESS

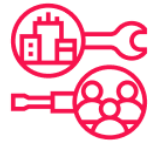
**So far what  
I have done**



# What Need to Start



**\$550k convertible note**



**18 months of runway to work on:**

- Product- market fit
- Customer dev
- Early marketing efforts
- Profitability



**Plan to raise further round in 12-18 months to turn up heat on marketing**

A stylized graphic in the background featuring a light pink hand with rounded fingers holding a green book. The book is open, showing two white pages. A small yellow circle is visible on the right page of the book.

**Thank You**