CONFIRMU

The game of inclusive lending

![CONFIRMU logo]
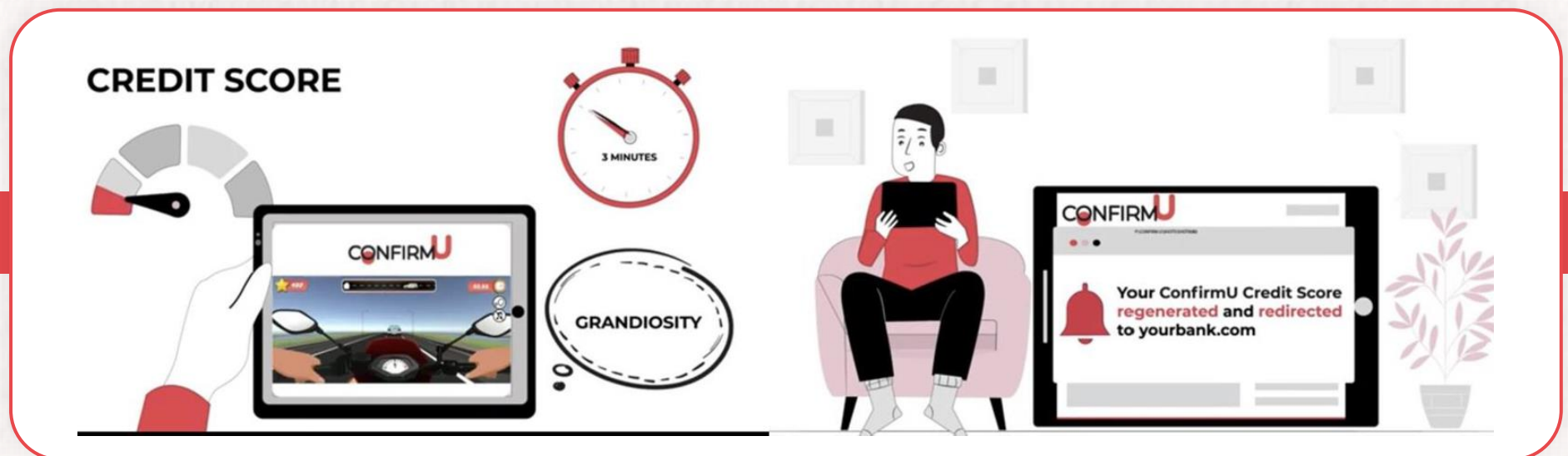
Providing non-invasive instant credit score for new & existing customers

ConfirmU provides **Consumer Credit Score**
based on **Psychometric Data** gathered
as the consumer plays a **3-min game***,
that can credit risk assess everyone,
regardless of age, gender
or past performance.

Registered patent in US

Journey in the Indian Market-Thus far

12/20 – Experian CSR project with Sonata finance & Grameen foundation in UP & MP with 30,000 women

04/21 – Signed up Bridge2 Capital

06/21/ - Pilot with FlipKart

09/21 – Pilot with IDFC

07/23- Signed up Urban Money

08/23 – Engaged with PMW

09/23- TATA AIA Life

10/23- Signed up Agrim & PMW Lead Gen

02/24 – Signed tri partite Iweb & Monexo – students loans

03/24- Signed up MoneyView/PMW & Incred/.BharathNidhi

Challenges

1. Risk averseness culture by lenders
2. Market education- lenders will not pay for engagement and not value the potential – compare this with CIBIL as benchmark
3. Lack of commitment/ability/Communication to test **this**

ConfirmU:
Demonstrated experience + Delivered benefits

Lending

WHO	PREDICT WHAT	MODELS	OUTCOMES
Consumer Small Business	Intent / Willingness to Pay	Probability of Default Probability of Approval Probability of Offer signup	Increased approval rates Decreased default rates Better Cross/Up sell Better collections Better customer engagement

Insurance

WHO	PREDICT WHAT	MODELS	OUTCOMES
Life Health Auto/Motor	Life Expectancy Risk Propensity	Probability of Claim Probability of Renewal / Lapsation Probability of buying another insurance / investing	Increased underwriting accuracy Decreased fraudulent claims Better Cross/Up sell Better renewals Better customer engagement

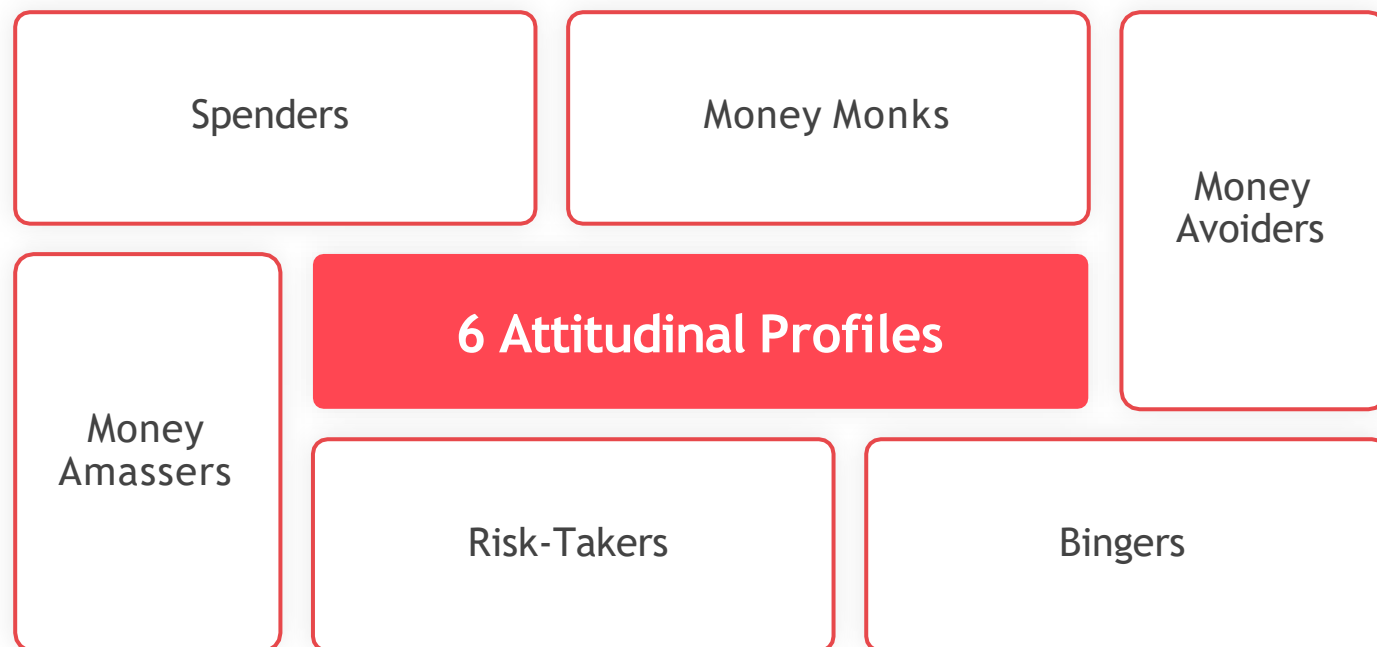# Money Model for Applying Psychometrics

Money Attitude: An individual's psychological and emotional orientation or disposition regarding money and its role in their life.

What is it made up of ?
Beliefs, values, emotions, and behaviours related to money and financial matters.

Why does it matter?
An individual's attitude towards money can influence how they manage, spend, save, invest, and think about financial resources.

Spenders

Money Monks

Money Avoiders

Money Amassers

6 Attitudinal Profiles

Risk-Takers

Bingers

Money Model Application at E-Commerce

Consumers
(Buyers)

- Better offers; Value for money
- Sense of being understood better
- Better chances of approvals on loans
- Better terms / higher limits

Stores / Restaurants
(Sellers / Influencers)

- Higher Sales/commission
- Customer stickiness
- Better chances of approvals on loans
- Better terms / higher limits

Platforms
(E.g. Meesho, Swiggy)

- Higher GMV
- Customer stickiness
- Seller retention
- Competitive positioning through psychological insights

Money Model Application - Via a lead Gen for NTC's (students)

ConfirmU
Money Model Expertise

ConfirmU understands all behavioral traits across each of the attitudinal profiles

Example: Spenders

Key Metric: Propensity to Spend Money

Frequent and Impulsive Spending

Spendthrifts tend to make frequent and impulsive purchases without thoroughly considering whether the items they are buying are truly necessary or aligned with their financial goals.

Delayed Gratification Difficulty

They might struggle with delaying gratification in favour of saving for larger goals, often choosing immediate enjoyment over long-term financial security.

ConfirmU has previous experience of gamified psychometric traits for different use cases across Lending and Insurance – which will be additionally leveraged for Spending

User Journey Considerations

When?
- Game can be played anytime (e.g., after placing order and waiting for delivery)
- Game can be played within a particular time frame after invite (e.g., 24 hours)

Why / How?
- Consumer can be incentivised to play the game – Vouchers/ Discounts on purchases or premium subscription

What needs to be done?
- ConfirmU will provide a game URL and API to pull score + insights
- Platform can embed the game on the app or selectively push through Whatsapp/ in app for selected users

Dashboard for Platform
- Credit / Spending score analytics
- Simulation / What if analysis
- Score weightage
- Insights (Traits, Money Attitude distribution)

Light touch for the Platform
- Anyone can play the game on their smartphone – Android/iOS.
- No personal data is required
- No previous "gaming" or "quizzing" experience is needed
- Game can be played in English or 8 local languages
- No complications – CU will host it on a secure cloud and Platform doesn't need their systems/apps to be changed or updated.
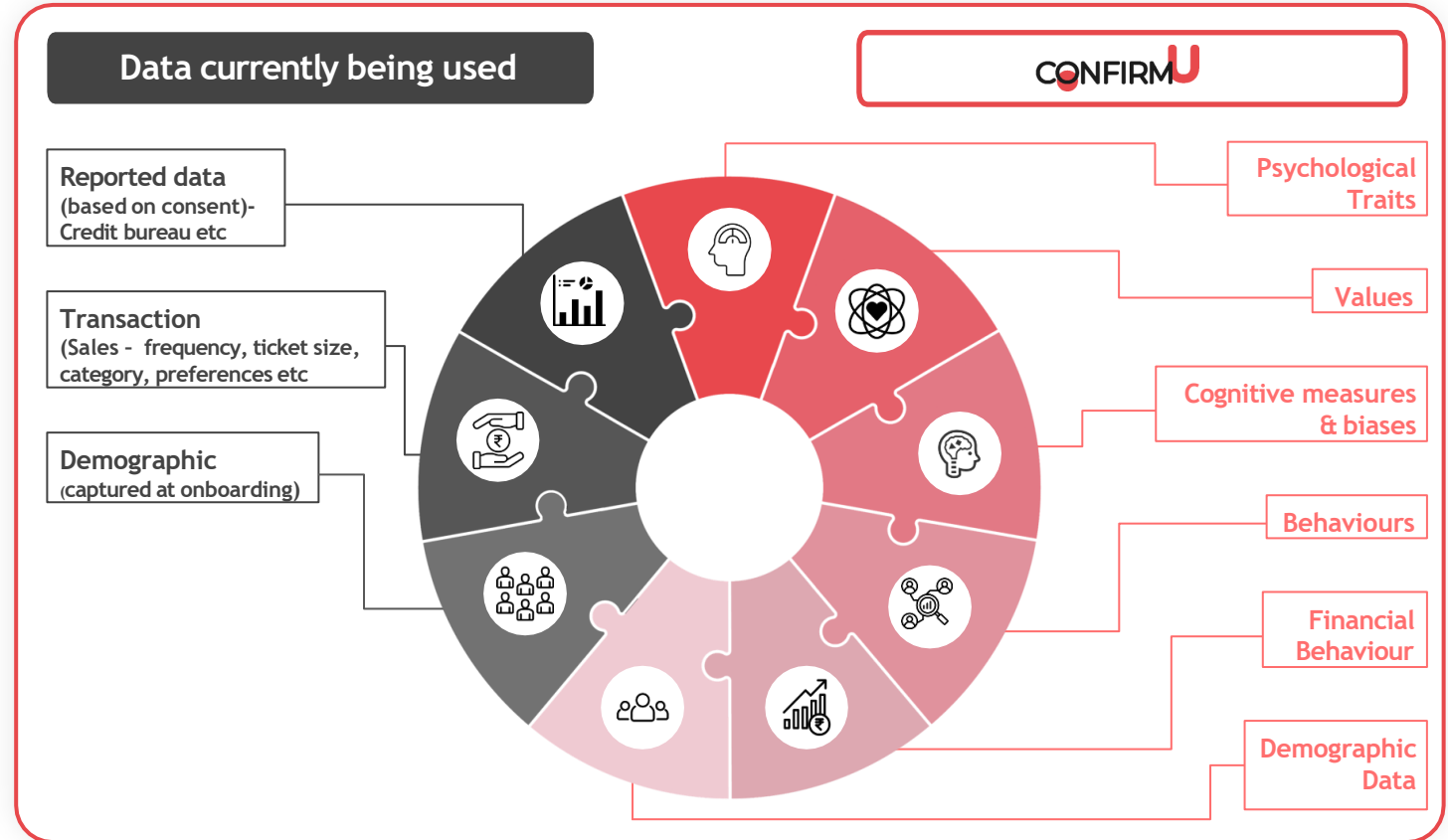
ConfirmU Value Addition

Why Psychometrics is a game changer?

1. Inherent personality & behavior drives spending
2. Being gamified, data collection is non invasive
3. Data can be used to build predictive models for various outcomes
4. No requirement of Vintage or Historic data

Example-

- New users of the app can be scored
- Returning users can be assessed
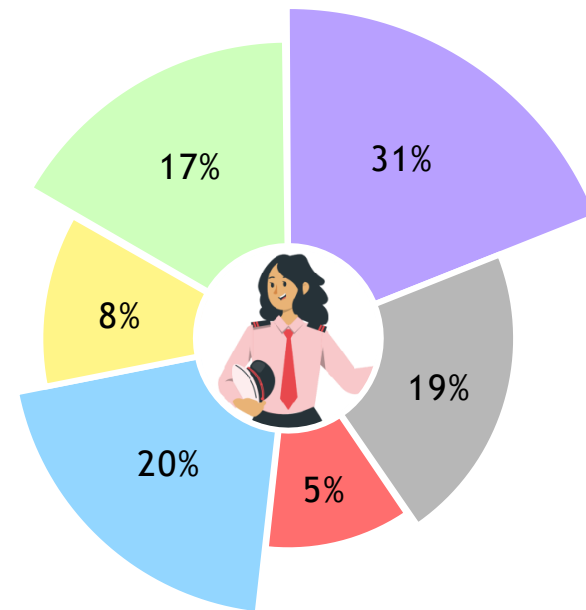- Users in a new / changed location can be scored

Data currently being used

Reported data (based on consent)- Credit bureau etc

Transaction (Sales – frequency, ticket size, category, preferences etc

Demographic (captured at onboarding)

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- Psychological Traits
- Values
- Cognitive measures & biases
- Behaviours
- Financial Behaviour
- Demographic Data

Bringing Experience, Psychology and AI together

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- **3 Minute friendly game** assesses behavior

- Each user interaction is **mapped to personality traits**

- Analytical models to **assess risk scores**

- Tune in to various languages & demographics

- Backed by **academic research and our Machine Learning**

Personality Profile

31%

19%

17%

8%

20%

5%

■ Spenders | ■ Money Monks | ■ Money Avoiders
■ Money Amassers | ■ Bingers | ■ Risk-takers

How does it work

- 3 Minute friendly game

- Tune in 16 languages & demographics

- Backed by academic research and our Machine Learning tech

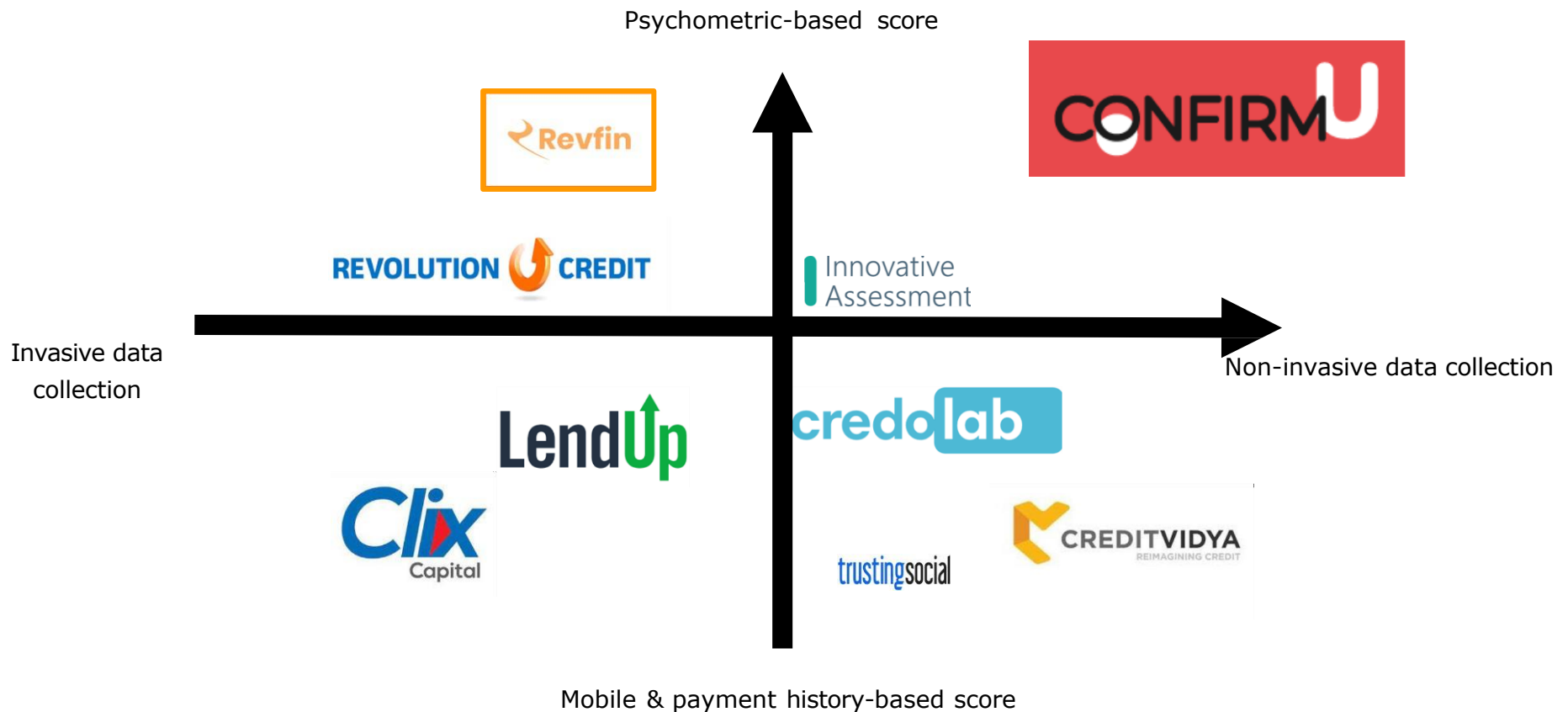- Each user interaction is mapped to a personality trait.

Psychological Traits

The Game measures the following traits:

- Numeracy
- Judging
- Sensing
- Grandiosity
- Introvert
- Extrovert
- Neuroticism

- Feeling
- Perceiving
- Intuition
- Integrity
- Communication
- Some Demographic Data

ConfirmU is the unique solution in the market using psychometric information while respecting personal privacy

CONFIRM U

Psychometric-based score

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Revfin

REVOLUTION CREDIT

Innovative Assessment

Invasive data collection

Non-invasive data collection

LendUp

credolab

Clix Capital

trustingsocial

CREDITVIDYA
REIMAGINING CREDIT

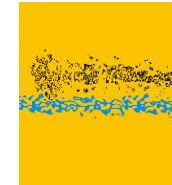Mobile & payment history-based score

Traction

Clients in Production

Pilot Clients

Proof of Validation

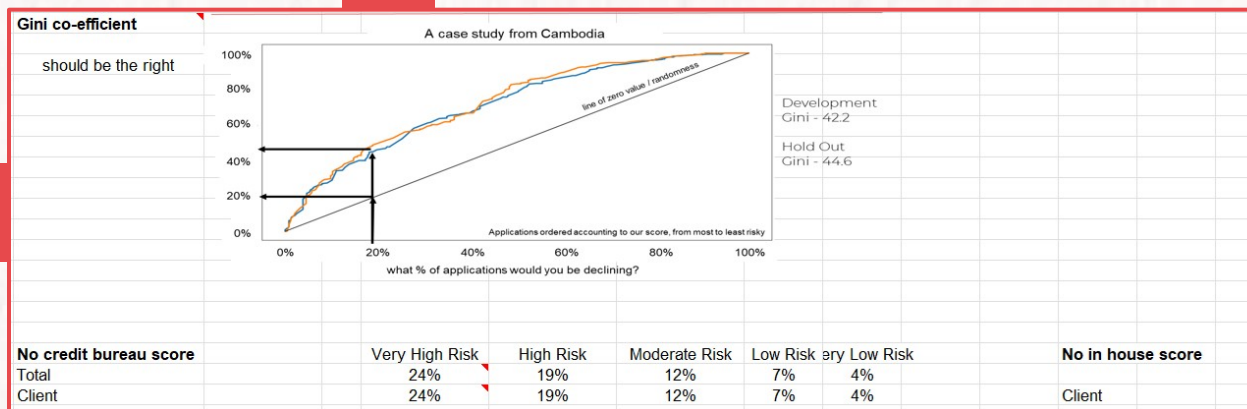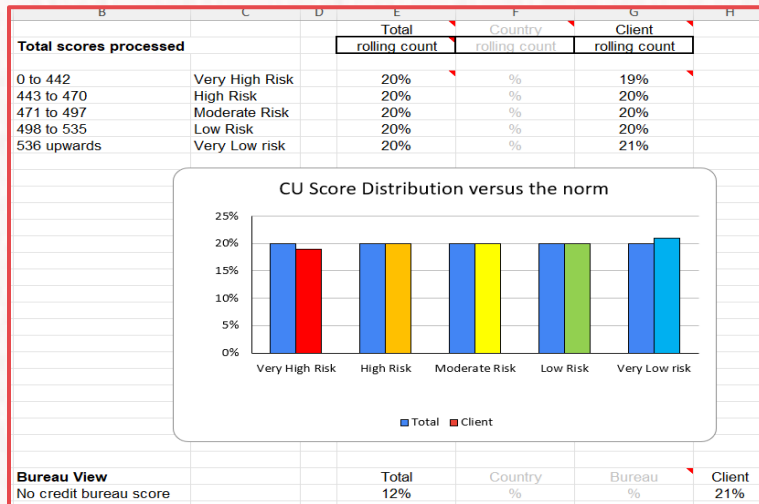| **+90k** consumers engaged | **70k** Loans disbursed using ConfirmU by 3 Customers in Production!! | **$300mn** Loans disbursed with 80+% approved paying on time | **82%** Accuracy rate |

Conversion of 66.66%
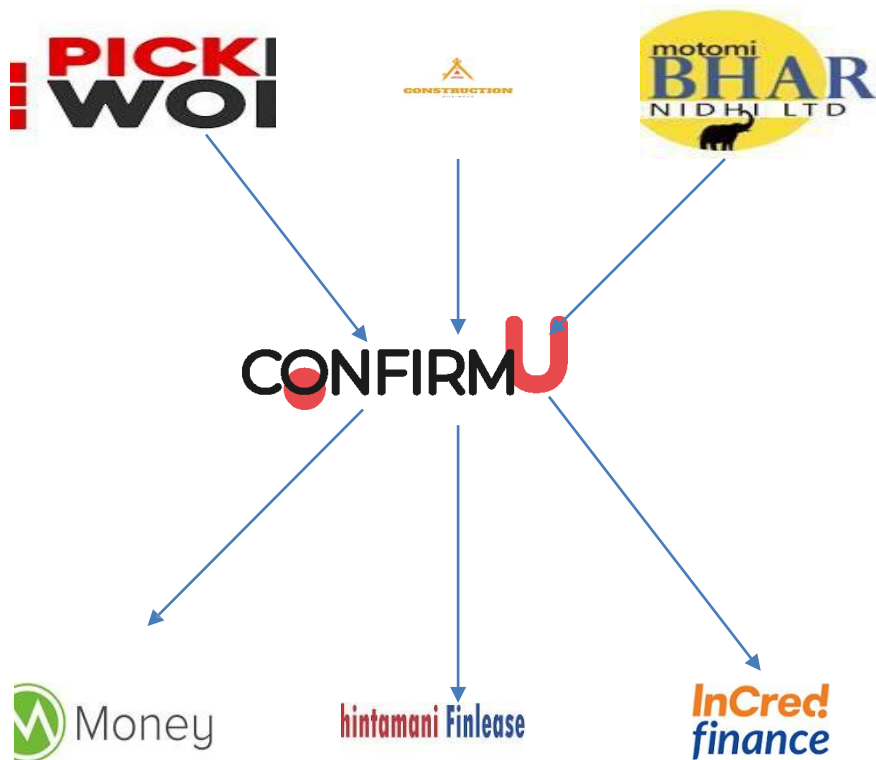
What does the lender get?

Robust Analytics System!!

- Robust alternative credit score analytics
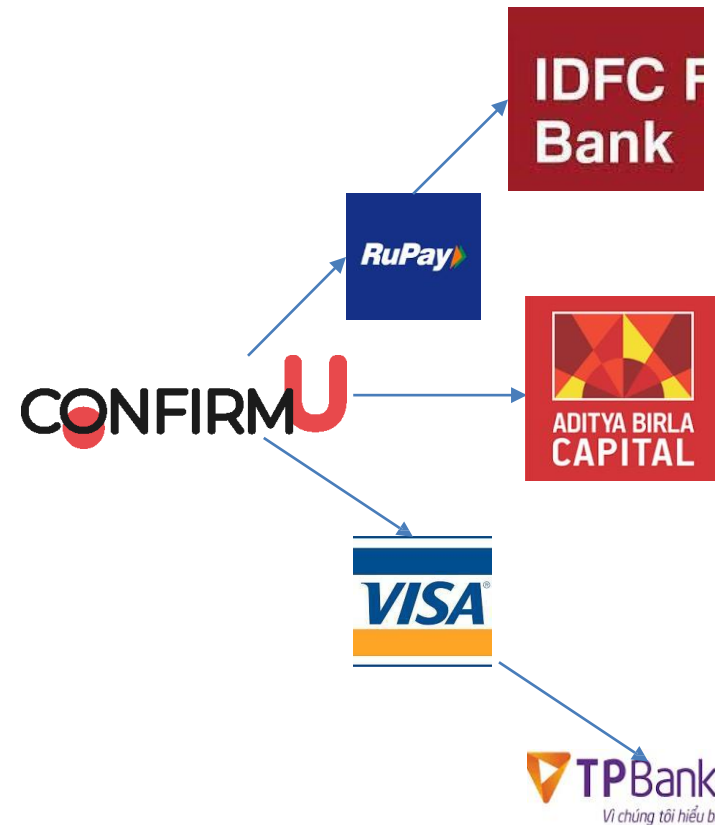- Portfolio 'what if ' analysis basis new scores
- Weightage simulation

		Total rolling count	Country rolling count	Client rolling count	
Total scores processed					
0 to 442	Very High Risk	20%	%	19%	
443 to 470	High Risk	20%	%	20%	
471 to 497	Moderate Risk	20%	%	20%	
498 to 535	Low Risk	20%	%	20%	
536 upwards	Very Low risk	20%	%	21%	

CU Score Distribution versus the norm

Bureau View		Total	Country	Bureau	Client
No credit bureau score		12%	%	%	21%

Gini co-efficient

should be the right

A case study from Cambodia

Development Gini - 42.2

Hold Out Gini - 44.6

No credit bureau score	Very High Risk	High Risk	Moderate Risk	Low Risk	ery Low Risk	No in house score
Total	24%	19%	12%	7%	4%	
Client	24%	19%	12%	7%	4%	Client

Business Model

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B2C2B- Lead Generation

B2B2C- Credit Scoring As a Service

Monetization: 2-6% total loan value

CAC- 100INR per lead or Rev share

Monetization D2B:monthly bucket of scores /Subscription

Beyond the score, we understand the end-customer in new way

Understanding the 4 Personality Types

Type A - The Director
- goal-oriented
- risk-taking
- good under stress

Type B - The Socializer
- relationship-oriented
- outgoing
- enthusiastic

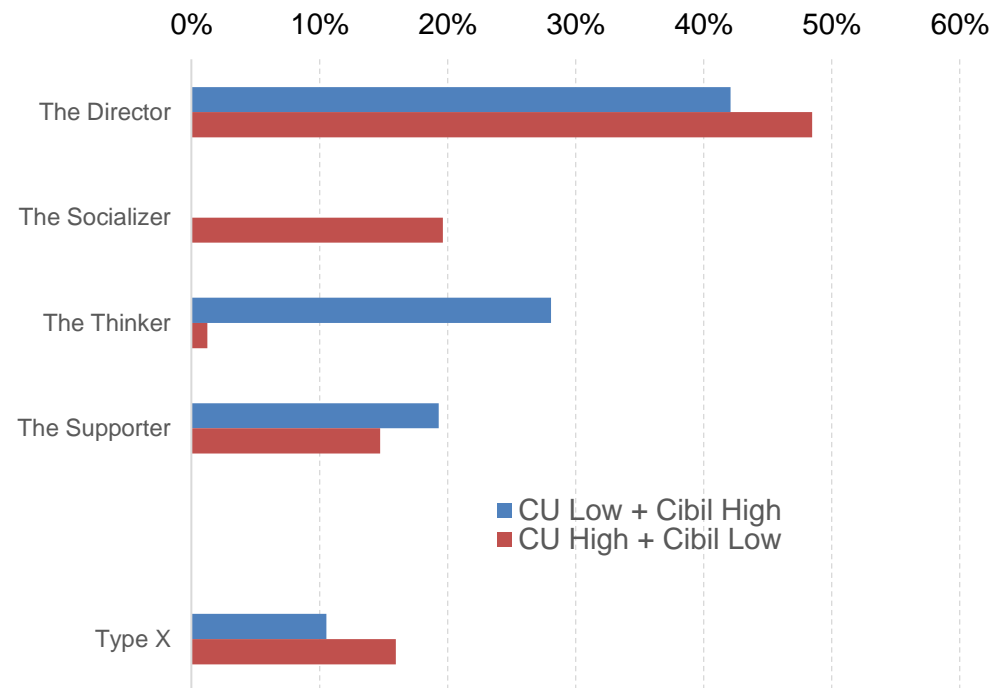**Type C - The Thinker**
- detail-oriented
- logical
- prepared

Type D - The Supporter
- task-oriented
- stabilizing
- cautious

Type X
Combines two or more personality types when they are equal

Legend:
- CU Low + Cibil High
- CU High + Cibil Low

Solving simultaneously for Risk Reduction + Higher Approval %

9,750 Games played which translated to $150K Revenues

Customer has seen an increase on loan disbursals with no equivalent increase on risk

27.5%   &   82%

improvement in loan
disbursal

Accuracy

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Reducing rejects for Leading NBFC-Fintech based in South India

How: By re-initiating customer journey for pilot reject base

Business filters and rules could often leave out otherwise eligible applicants
Except Compliance checks, all other exclusion rules were bypassed for a pilot base

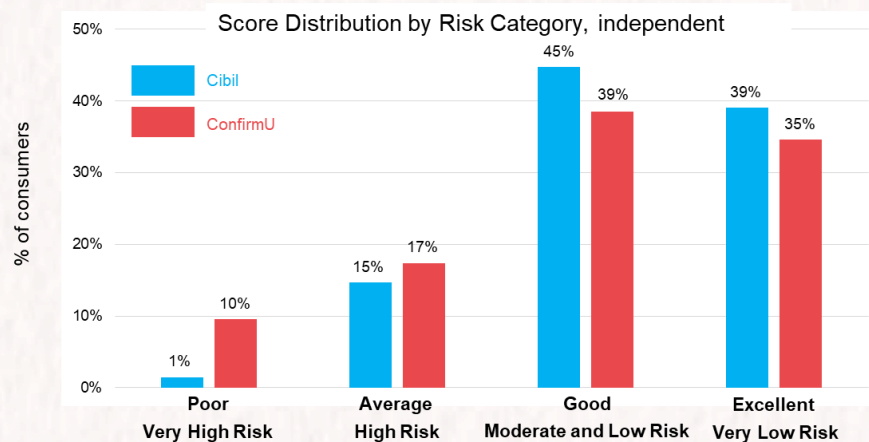|	Pilot base observations
Eligible among previous rejects	56.5%
Confirmed using ConfirmU's model	32.12%
Percentage of customers paying once confirmed using ConfirmU	82.4%

88.6%

increase in scoreable base

Identifying risk reduction and approval increase for Large Public Sector Bank in India

How: Outreach to select customer base with ConfirmU game

Score co-relation and congruence after reaching out to 50,000 existing customers

At the highest level, there is good alignment between the two risk opinions

ConfirmU added value:

- There is a great mix of correlation between the scores and areas of new information
  - 2 out of 3 consumers are put in similar risk categories by both the ConfirmU and Cibil scores, but
  - Up to 23% of consumers could be a new business opportunity, and
  - Up to 12% of consumers who may be riskier than suggested by the Cibil score alone
- In this sample, there were not many 'no CIBIL score' consumers
  - But those that there were, 85% are in lower-risk categories

22.34%

More customers can be approved potentially using ConfirmU score

Awards and Prizes

Winston Zhang · 7 Apr 2022 · 4 min read

ConfirmU wins Tech in Asia's latest Pitch Battle

In partnership with **GLOBALIZATION PARTNERS**

On March 22, we held Tech in Asia's latest Pitch Battle in partnership with global employment platform Globalization Partners.

Six startup finalists stepped up to the plate and pitched to a panel of three investor-judges, namely Charles Ferguson, Asia-Pacific general manager of Globalization Partners; Menka Sajnani, head of investor relations for Asia and Middle East at B Capital Group; and Nicole Li, head of alliances and private equity for Asia Pacific at ADP.

A multidisciplinary team of credit risk, behavioral psychologists and tech experts

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Yatir Zaluski
CEO, Founder

Led digital transformation of multinational companies
Led cross border M&A deals resulting in $25M EBITDA increase in revenues.

Raju Chithambaram
CTO, Co-founder

Serial tech entrepreneur; raised $250M and owns 30+ patents
Ex- Chief Architect @ Intuit
Ex-CTO @ UST
Visiting scholar @ MIT

Brendan Legrange
CSA

A credit risk strategist with projects delivered across Africa, Europe, and Asia.
More than 25 years of experience working with Global credit bureaus

Namrata Jain
Creative Psychologist

Entrepreneur
Psychologist with 10+years experience.
TEDx Speaker

Vishal Ghule
Consultant Psychometrician

I/O Psychologist
Psychometrician

Vishwas Mysore
Business Head

Credit Scoring Subject Matter Expert with Global Sales, Presales & Consulting experience of 16+ years

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Founded : 2018

Seed round raised $1M with SAFE $10M pre money cap valuation

Investors: Orbit Start ups, July Ventures, Drapers Startup House

Winner: Tech in Asia Pitch Battle 2022

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genpact
Transformation Happens Here

MIT Massachusetts Institute of Technology

VERINT
POWERING ACTIONABLE INTELLIGENCE

intuit

experian

EQUIFAX

TransUnion