Product Roadmap of CASHe

1. CASHe uses Artificial Intelligence based algorithm to evaluate whether a customer is eligible for loan
2. A report has been generated by Global wealth management firm Credit Suisse reveals that Indian Fintech startups have raised $10 billion in funding in the last decade.
3. In that Digital lenders raising $2.5 billion
4. There is a lot of need for credit in INDIA
5. Mr. V Raman Kumar, founder of CASHe decided to solve this problem
6. CASHe app was developed in 2016 that gives unsecured person loans to young salaried professionals who age falling in between 25 years and 35 years
7. Raman realized that the idea of credit is invariably linked to a borrower's credit rating.
8. If the rating provided by the central bureau doesn't match with financial institution, the borrower wont be sanctioned loan
9. Raman also realized that young professionals who recently joined an organization wont be have credit history. For those people also the CASHe app was developed
10. CASHe has come with to build up the financial health of young salaried professionals by sanction loan online through smartphone
11. CASHe was developed by AI and big data to build an engine that trains, learns and adapts human behaviour whether he has the intention to repay the loan
12. It took 6 months for CASHe to give the services with a good set of staff
13. The concept of hassle free loan was totally new in India 5 years back
14. As this was industry's first proprietary tech algorithm, there was no data and was a big challenge

15. The predictive engine learned from every transaction how to predict

Using data to grow

1. The gathered data helped the tech team introduce many features moving forward
2. CASHe team ran the MVP for around three months with a set of potential customers
3. CASHe gives loans to customers those who cannot get loan through traditioned credit system
4. CASHe was the first fintech lender to debut on Google pay offering short term loans

Credit line, BNPL, and customer feedback

1. The team has launched credit line facility that provides customers with funds based on their eligibility
2. Customers can utilize their funds as buy now pay later to shop at online shopping and return in easy low cost EMIs
3. Yogi Sadana says that CASHe is one of the fintech lenders that profited customers within 2 years of giving services
4. CASHe introduced short term lending for those who faced monthly financial issues
5. Customer feedback loop was also introduced to improve CASHe
6. CASHe introduced higher value loan products. This decreased the time of sanctioning loan to customers
7. This tech improved the financial health of "thin-file" cumtomers
    a. Thin file customers are those who don't have credit history

About SLQ

1. The program SLQ uses big data and proprietary AI based algorithms to evaluate whether a borrower is eligible for loan

2. It also evaluates whether the borrower has the intention to repay based on current available information
3. This is a unique feature and CASHe has successfully created a large customer base
4. CASHe often attempted to achieve growth across many metrics as possible, most often using low cost marketing to achieve results

Challenges along the way

1. CASHe's AI based credit scoring platform was built in-house completely
2. With internal15 professional team, CASHe was built from scratch
3. Later data analysts were added to the team to help build and scale the platform