

# ME 781 Group 3

## Team Members

**Ayush Kumar Singh 22B2203**

**Nihar Mehta 22B0416**

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## Meeting:

**Meet 1 :**

Sat 14 Oct, 22:15pm  
30mins appx

## Members present :

Ayush Kumar Singh 22B2203

Nihar Mehta 22B0416

Shashwat Prakash 22B0678

Siva Kishore Gollapalli 200050042

~ Ayush singh

# Market Analysis

Market Size is considered to be 10,000 and a \$0.2 million revenue projection is to be expected within the first three years

## Target Market

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**B2B:** Middle-income working professionals (aging 25-45) in urban and suburban areas

**B2C:** Individuals seeking quick and hassle-free access to short-term loans for emergencies or other opportunities.

## Target Segment

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Initial Focus: Delhi, India  
– High Population and High Small Business Concentration

## Market Growth

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20% growth in the first two years

## Market Profitability

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Depends on Market Demand, Competition, Efficiency gains, Risk Management, Pricing Strategy, Customer base, scalability and Market Trends. Based on these factors a 14% profitability is to be expected.

## COMPETITORS

Upstart

LendingClub

SoFi

## STRENGTHS

1. Has a high approval rate and offers competitive interest rates.
2. Borrowers can pay off their loans early without incurring prepayment penalties

1. Peer-to-peer lender that allows investors to lend money directly to borrowers.

1. Innovative products and services.
2. Transparency. SoFi is relatively transparent about how it makes loan decisions and how it charges fees.

## WEAKNESS

Lack of transparency.  
Bias in ML model.

Lack of transparency.  
History of security breaches.  
Can be expensive

Limited product offerings.  
Lack of profitability  
High interest rate on deposits

# Unique Selling Point

## USP

### BLOCKCHAIN-BASED LOAN VERIFICATION

- Our model uses blockchain technology to create a secure ledger of loan transactions, making our platform highly transparent and resistant to fraud.
- Via blockchain, we will have data privacy and continuous authentication through the biometrics.

## Barriers to entry

### FOR US

- Technology development we are targeting for ML model
- Data accessing and partnerships
- Capital requirements and the trust to become word of mouth

### FOR OTHERS

- Expertise in the technology of the ML algos, and blockchain
- Data access from the exclusive partners and the lenders
- Trust and brand recognition as networks effects would work in our favor

## Protecting our USP

### BIOMETRICS FOR FRAUD

### PREVENTION

- We will ensure data integrity and security by implementing encryption and access controls.
- We will collaborate with legal experts to navigate the complexity of blockchain in finance.
- Via highly secure, transparent, and fraud-resistant lending platform will set our startup apart from the competition

# Marketing Plan

We plan to partner with banks, listing various offers from the banks on our website and simplifying the application process through our model. Therefore, our website will serve as an interface for those looking for loans and for those giving loans. This generates two revenue streams:



Referral fee: that the banks pay, on each loan originated



Loan servicing fee: from the consumers, after the repayment of loan



Upstart's marketing drives potential borrowers to Upstart.com for quick loan qualification using channels like direct mail, organic traffic, email marketing, and online ads. Bank partnerships enable AI-powered loans, benefiting consumers and banks.



**LightStream**

Lightstream's Associate Program lets individuals earn commissions by placing tracking links on their websites. When these links lead to approved loans for good credit customers, associates receive a commission.

- 1] Inspired by Lightstream and Upstart, we'll also implement a marketing associate strategy, allowing direct promotion on high-traffic websites for effective promotion.
- 2] Partnering with digital wallet and payment platforms such as PhonePe and Google Pay can enable us to offer rapid lending services and garner exposure among their existing customer base.
- 3] We can use search engine ads, social media campaigns, podcast advertising, and sponsor business school festivals to gain publicity.
- 4] Personalised emails and discounts to those within our customer base

~Shashwat Prakash