



TREENTEQ



IIT Guwahati's

STRATEGY STORM 2025

Round 3



Deadline: 24 January, 2025



Leveraging Alternative Data for Rural Credit Assessment and Inclusive Financial Access

Case Overview

The rural population, especially in developing countries, often lacks access to formal credit systems due to limited or no formal credit histories. This demographic is typically underserved by traditional banks, leaving them dependent on informal lending sources, which often come with high interest rates or predatory terms. However, alternative data sources—such as mobile phone usage, farm yields, weather patterns, and other local data—offer new avenues for assessing creditworthiness in a way that reflects the realities of rural life.

At the same time, the adoption of digital technologies and mobile phones has become widespread in rural areas. The potential to build inclusive, vernacular, and mobile-first platforms for providing financial services could significantly improve rural populations' access to credit.



This case asks you to develop a strategy for a financial institution or fintech startup seeking to:

1. Use alternative data sources to assess the creditworthiness of rural borrowers.
2. Design inclusive and mobile-first platforms that can improve access to credit in rural areas.

Objectives:

Creditworthiness of Rural Borrowers:

- Rural borrowers often lack formal credit histories, making it difficult to assess their creditworthiness through traditional methods like credit scores or banking history.
- The lack of a reliable alternative to assess credit risk in these areas results in higher barriers to formal credit access.
- The informal nature of many rural livelihoods (e.g., farming, small-scale business activities) complicates the collection of traditional credit data.

Deliverables

10-Page Deck (PPT/PDF)- The deck should cover the following:

1. Problem: Define the core challenges of rural creditworthiness and financial inclusion.



2. Solution: Present the proposed solution that leverages alternative data and inclusive platform design.

3. Technical Feasibility: Discuss the technology behind data collection, platform development, and data security.

4. Market Research: Analyze the target market, competitors, demand, and regulatory environment.

5. Financial Feasibility: Provide financial projections and the long-term sustainability of the business model.

Visuals & Data: Include visuals like graphs, charts, and models to support your analysis, making the case clear and compelling.

Evaluation Criteria

Your proposal will be evaluated based on the following:

- Innovativeness: How creative and effective is your solution in addressing the problem of rural creditworthiness and financial inclusion?
- Technical Viability: How feasible and realistic is your proposed solution from a technological standpoint?
- Market Understanding: How well do you understand the target market, competitors, and the financial needs of rural populations?
- Financial Soundness: How realistic are your financial projections, and is your model sustainable in the long term?



Submission Guidelines

- Teams must submit their presentations in PDF or PPT format by 11:59 PM (IST) on 24th January 2025 to cac@iitg.ac.in, along with their team details.
- The submission file must be a 10-page deck, excluding the Team details and Thank You pages and Appendix.
- The deck must include a 1-page Executive Summary as part of the 10 pages.
- Only team members visiting the IIT Guwahati campus will be recognized for Round 3 participation and allowed to work on the Problem Statement for Round 3.
- Certificates will be awarded to Round 2 winners for their performance in the previous round.

All the Best!