* How to be different?
  + Small loans to customers
    - Use case
      * Customer wants to buy a new phone for $600
      * Three people invest money

1. $300 for 20%
2. $200 for 10%
3. $100 for 5%
   * + - Borrower will pay back [($ 300 + 20%) + ($ 200 + 10%) + ($ 100 + 5%)] = $ 360 + $ 220 + $ 105 = $ 685
         * So borrower lend $ 600 and will return will pay back $ 600 + ~12,4% on top
   * Credit score ranking algorithm
     + Must work even for people without credit score
       - TED-presentation (How to get loan if you don’t even have a credit score?)
       - link
     + Based on social media, mobile phone contacts (family, friends), data from banks, previous deals on our platform, current job, education, job experience, recommendations…
   * The one who gives the loan will decide how much should borrower pay back and when
     + Borrower must agree
   * As simple as possible
   * Simple to discover borrowers
     + A bunch of information provided
       - Social media accounts
       - Borrowers hobbies, photos
       - About borrower text
       - On what money will be spent?
       - Friend and family
       - City and country (full address after completing deal)
       - Contact information
     + Easy in-app chat
   * Multiple lenders
     + No need for one lender to take all risks on it self
     + No need to lend full amount of money
     + Bigger sums of money can be collected
     + More people benefit from single deal
     + Easier to start, because can invest only small part of needed amount (lender)
     + Trust from more people is bigger credit score

* Benefits for the economy
  + More people buy, more people earn
  + Money is moving
  + Smaller payback rate than in banks etc.
* Ideas
  + Borrower discovery
    - Tinder type of discovery
    - Feed with borrower cards
  + Revenue streams
    - From every transaction
      * Always same and fixed amount of money ($) from every deal (borrower will pay more back)
      * Always same and fixed amount of money ($) from every deal (lender will receive less)
      * Always same and fixed percent (%) from every deal (borrower will pay more back)
      * Always same and fixed percent (%) from every deal (lender will receive less)
      * Dynamic percentage (%) from every deal, depends on size of the deal (lender will receive less)
      * Dynamic percentage (%) from every deal, depends on size of the deal (borrower will pay more back)
    - In app Ads
    - Selling data (from passport data to family, friends and hobbies)

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| --- | --- | --- | --- |
| **Name** | **Website** | **How we are different?** | **How they are** |
|  |  |  | **better?** |
|  |  |  |  |
| Prosper | [www.prosper.com/](http://www.prosper.com/) |  |  |
|  |  |  |  |
| LendingClub | <https://www.lendingclub.com/> |  |  |
|  |  |  |  |
| Zopa | <https://www.zopa.com/> |  |  |
|  |  |  |  |
| Bondora | <https://www.bondora.com/en> |  |  |
|  |  |  | Over 14800 investors have already invested over 60 million EUR on their platform. No fees. Since 2009. Working credit score ranking algorithm. |
| Funding | [https://www.fundingcircle.com](https://www.fundingcircle.com/) |  |  |
| Circle |  |  |  |
|  |  |  |  |
| Mintos | <https://www.mintos.com/en/> |  |  |
|  |  |  |  |
| UpStart | <https://www.upstart.com/> |  |  |
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