The banking industry is lack of innovation. Banks are slow, massive bureaucracy machines handling a bunch of useless things. Why if I transfer money on Thursday evening, it will be transferred only on Monday morning, even inside the same bank? Bank’s and their terrible customer service, with all these waiting lines and just slow mobile support. Horrible banking apps and pretty old fashioned systems. Just go to your bank's webpage and you will feel like you are at the end of the 20th century.

There are ready solutions to improve banking for customers, for example, Estonian Pocopay. Pocopay is beautiful mobile application focusing on making everyday banking simpler. They provide their customers with a simple mobile app with all the features you expect your bank to have. Customer will get own MasterCard and all the mobile transactions. Pocopay users must pay a monthly fee or in some cases, Poco is totally free. To know more about Pocopay I suggest visiting [​https://pocopay.com/](https://pocopay.com/)​ .So it is possible to make banking simpler. But there is a part of banking which can not be solved by Pocopay. It is money borrowing from banks. Loans really important for the economy growth! But guess what? New iPhone just came out and you want to buy it! What will you do? Go to the bank and ask for $800 loan to buy a new phone? You would look just stupid. For these needs, we want to bring “Social Loans” to you!

In social loans bank is not the one who loans the money. It is the community which loans the money to those who they feel like needs the most. For example Denis want to go to a Linnanmäki next weekend, but will receive his salary only in a week, basically after he needs that money. Let’s just think that he needs $50. As well there is a guy who is browsing our app to find people who to invest in, let’s call him Jim. When Jim sees Denis on the feed he can check Denise’s social media accounts, about, hobbies, photos and everything else Denis feels useful to share to get people engaged and the money he needs. Using app Jim and Denis agree that Jim will loan $30 to Denis today and Denis will pay $35 back so that Jim will get profit and Denis will go to Linnanmäki when he wants to. But there is a problem, Denis wanted to get $50 but received only $30. In this case, anyone else who will want to loan money to Denis, let’s call this “investor” Sam. Sam will loan $20 and receive back the amount they agreed on, on time they agreed on. So now risks are divided between 2 people Sam and Jim. For bigger amounts of money, it is always nice to share risks.

The second thing we are building is a startup finance management platform ( a bank with no banking license) to serve needs of smaller companies. We do not hold their money, we are a company which simplifies banks for smaller companies. We make accounting simple. Sending money, receiving money, tracking expenses and revenue. Want to buy something? Your company's personal banking advisor will help you out, tell you where you cut your spendings or where to purchase this item cheaper. See the nice looking statistics in startup our focused banking system. As everything in the near future we are mobile­first and made to simplify everything. Now your company can focus on its own product and sales, not just be wasting time on accounting, taxes and sending invoices. We make you companies banking transparent. You can always choose how much money and when, who from your team will have access to. Export data, pay taxes, research, save money and time.

We want give people the possibility to support those who they believe in and make even more money by doing so!

Ps. Idea is at least quite clear for me in my head :)