

**Subject:** Fwd: Indicina Q2 2021 Investor Update  
**From:** Adegoke Olubusi <adegokeolubusi@gmail.com>  
**To:** Magic Fund Updates <updates@magic.fund>  
**Date Sent:** Tue, 6 Jul 2021 18:52:53 +0100  
**Date Received:** Tue, 6 Jul 2021 10:53:06 -0700 (PDT)

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From: **Yvonne Johnson** <[yvonne@indicina.co](mailto:yvonne@indicina.co)>  
Date: Tue, Jul 6, 2021 at 6:17 PM  
Subject: Indicina Q2 2021 Investor Update  
To: Yvonne Johnson <[yvonne@indicina.co](mailto:yvonne@indicina.co)>

Dear Investors and Advisors,

We had a great Q2, growing key metrics 40%+ including customer acquisition and transaction volume. Secondly, we launched a new product with broader appeal beyond our traditional customer base. Lastly, we successfully completed the Catalyst program last quarter. This [article](#) discusses one of the workstreams from the Catalyst team.

## Q2 2021 Highlights

1. Grew to 47 customers (42% increase over Q1); Added an insurance company to our pipeline - a first for us;
2. Originate traction;
  1. \$1.5 mln+ in Originate loan application value processed (50% growth over Q1)
  2. \$428,000+ in loans disbursed (11% growth over Q1)
  3. 2.1x growth in collections over Q1
3. Launched [Decide](#) - our financial analytics product

## Growth / Product

Launching Decide was a key highlight last quarter. The API-based product allows data teams ingest big financial datasets to produce real-time validated insights. Specifically, it allows for deeper insights into customers' financial health including Salary status, Spend analysis, behavioral, and cash flow patterns.

The reception so far has been great with testimonials like this already coming in:

*"We also partner with another great company Indicina to analyze the raw data we gleaned from their Bank statement. We use the data to know if the customer is salaried or self-employed, total income vs expenses, total debts and so many other insights that allows us to determine if we are to avail a loan to the customer or reject their request."*

We're also getting interest from non-Banking clients for the first time. Specific industries include Insurance and Retail. Embedded finance is also a recurring theme with tech start-ups. A strong ask if for referrals in your network beyond the traditional lending clients.

## People

Current hiring needs include a VP Product, Data Engineers, and Mid- / Snr- level Engineers. We welcome any referrals. JDs [here](#).

## What else?

Standing Ask: (1) Customer referrals within your network – Banks, Non-bank financial services, and Technology SaaS clients.



**Yvonne Johnson**

MD/Co-founder

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