

**Subject:** Indicina July 2022 Investor Update  
**From:** 'Yvonne Johnson' via Magic Fund Updates <updates@magic.fund>  
**To:** investors@indicina.co  
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Dear Investors and Advisors,

In July, we were heads-down focused on product improvements, including new features updates and improving digital customer acquisition. In addition, we're now starting to explore new use cases for our products such as FMCG inventory finance and agent liquidity financing. This is also driven by inbound sales requests.

We're still tweaking the market fit for Credible ahead of deciding the right pricing model. Some Credible prospects still mistake the platform for an actual lender vs. a marketplace.

### Growth

We executed a new data agreement with a pan-African telco and launched [Decide v3](#). This will extend the datasets Decide can process, and further enhance its analytics features. The product update includes a new "Gig Worker" profile and a switch to GoLang, which improves processing speed by 4x.

The existing roadmap includes major updates such as *Decide for SME*, improved PDF processing, and the next version of the Mpesa parser. Other use cases we're now prioritizing are agent networks and payment gateways. These are all SME customers being offered short-term liquidity/inventory financing.

### YTD Metrics

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22
Revenues	\$2,349	\$2,677	\$11,235	\$10,660	\$13,005	\$12,369	\$16,014
Business Customers	95	101	110	110	120	133	150
Banks	5	5	5	4	4	3	3
Non-bank Lenders	75	74	76	71	72	70	70
Tech Start-ups	15	22	29	35	44	60	77
Billing	31	33	37	39	25	24	24
Credible Sign-ups					479	756	843
Transaction Volume	3,113	2,721	3,475	3,829	4,223	3,849	3,235
Transaction Value	\$418,809	\$668,288	\$1,338,217	\$1,158,884	\$3,996,499	\$1,166,616	\$997,749
Collections	\$52,131	\$49,515	\$208,902	\$169,419	\$66,675	\$220,146	\$300,435
Decide API calls	370	10,751	7,720	425,143	286,344	21,526	750

### Shout-outs

Deep appreciation for our investors - [Catalyst Fund](#) and [GreenHouse Capital](#) - for the investor events scheduled in London and NY last month.

### Standing Ask

Customer referrals within your network – Banks, Non-bank financial services, and Technology SaaS clients.



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