

Subject: Indicina August 2022 Investor Update
From: 'Yvonne Johnson' via Magic Fund Updates <updates@magic.fund>
To: investors@indicina.co
Date Sent: Wed, 14 Sep 2022 23:26:20 +0100
Date Received: Wed, 14 Sep 2022 15:26:37 -0700 (PDT)

Dear Investors and Advisors,

The summer was focused on building, finalizing new product features as we wrap up the quarter's roadmap. I also took the time meeting prospective and existing investors.

Growth

Decide remains our growth engine and there's a renewed focus on enterprise clients. We will go live with a new enterprise client before year-end. With Originate, we now have a majority of clients on a (higher-value) monthly plan that's agnostic to application volumes. Lastly, Credible sign-ups have slowed as we strategize on the most effective marketing strategy. The value proposition remains high and we're confident of stronger customer acquisition.

YTD Metrics

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22
Revenues	\$2,349	\$2,677	\$11,235	\$10,660	\$13,005	\$12,369	\$15,720	\$20,564
Decide (Enterprise)	50%	60%	90%	87%	92%	91%	91%	92%
Decide (Non-Enterprise)	22%	9%	1%	1%	1%	2%	1%	2%
Originate	27%	31%	9%	11%	7%	7%	8%	6%
 Signed Customers	 95	 101	 110	 110	 120	 133	 150	 163
Billing	31	33	37	39	25	24	24	41
Credible Sign-ups					479	756	843	1,003
 Decide API Calls (Non-Enterprise)	 370	 10,751	 7,720	 648	 11,933	 1,427	 750	 1,829
Decide Billing Clients (Enterprise)	3	4	4	4	4	4	3	2
 Originate Application Volume (\$m)	 \$0.42	 \$0.67	 \$1.34	 \$1.16	 \$4.00	 \$1.17	 \$1.00	 \$2.41
 Pricing								
Avg. Decide API Calls (Non-Enterprise)					\$0.29	\$0.22	\$0.23	\$0.23

Standing Ask

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



Yvonne Johnson
MD/Co-founder
+234.802.948.4647 / indicina.co

This message contains confidential information and is solely intended for the use of the parties named above.

--

You received this message because you are subscribed to the Google Groups "Investors" group.
To unsubscribe from this group and stop receiving emails from it, send an email to investors+unsubscribe@indicina.co.