

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

 Screenshot 2022-08-01 at 12.30.45 PM.png

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.



Yvonne Johnson

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