



INFORMATION DECK



Basic Information

Basic Details

Registered title	Sample
CIN	U12345MH2024PTC567890
Website	www.samplebankingerp.com

Industry Details

Industry	Banking, Financial Services
Offerings type	Product

Operational Information

Location of operations	Mumbai, India
Startup lifecycle stage	Operationalization (Between Rs. 5L to Rs. 3 Cr revenue in FY 2023-24)

Financial Information

Latest Startup Funding raised	Seed funded
Current valuation	₹15 Crore

Incubation and Support

Select incubation centre	Fintech Hub, Mumbai
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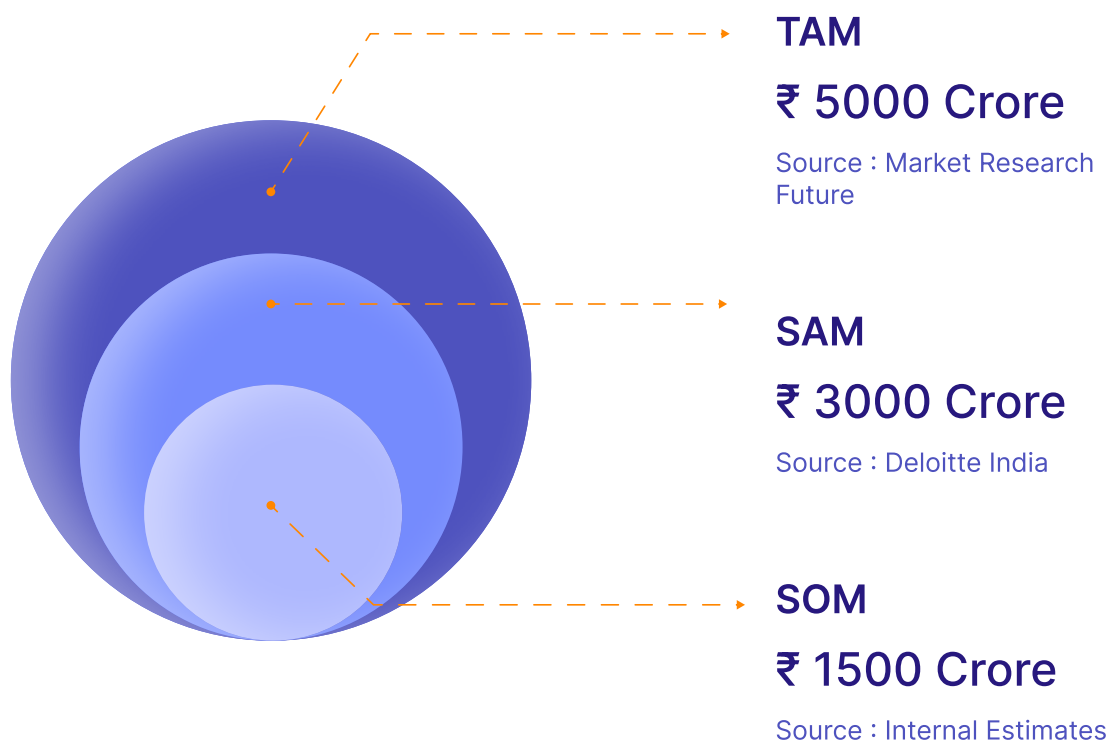
Incubation and Support

Select incubation centre	Fintech Hub, Mumbai
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Market and Customer Focus

Customer focus	B2B B2B2C B2G
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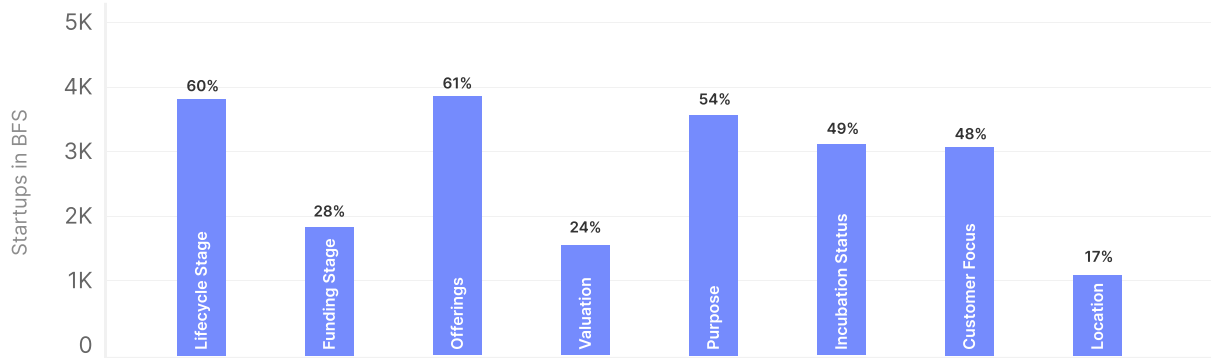
Purpose	Profit Social
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Market Size

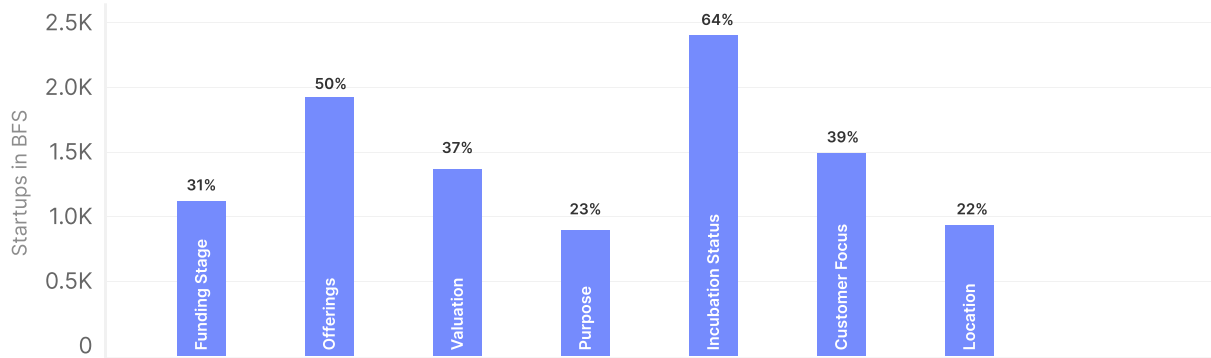
- Startups in your industry have same Parameters -

6,389 Startups in Banking & Financial Services



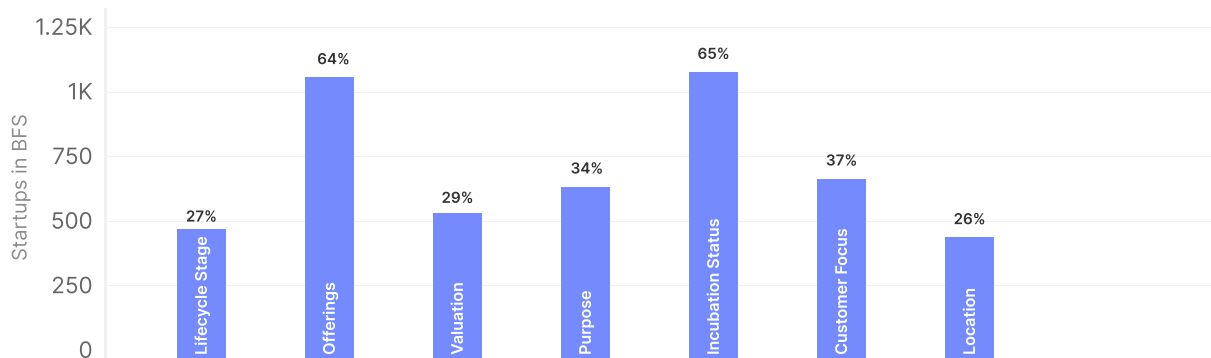
- Startups in your Lifecycle Stage have same Parameters -

3,833 Startups in Operationalization Stage



- Startups in your Funding Stage have same Parameters -

1,789 Startups in Seed Funding Stage



Problem Solution Fit

► Problem Statement

Banks often face significant challenges due to the lack of real-time data and analytics. This limitation hinders their ability to make timely and informed decisions, effectively manage risks, respond swiftly to market changes, and maintain regulatory compliance. The absence of an integrated, real-time data system results in data silos, outdated information, and a reactive rather than proactive approach to operations and customer service.

► Solution

An advanced ERP solution tailored specifically for the banking sector, focusing on providing real-time data and analytics capabilities. This solution should include the following features: Data Integration, Real-Time Reporting, Predictive Analytics, Dashboard Functionalities

Preparedness

Customer Type

1. Commercial Banks

Approximate Size

150

- **Description**

Large-scale banks providing a variety of financial services.

- **Ideal Pricing Model**

Usage-Based

- **Payment Type**

Money

- **Ideal Price Point**

₹5 per GB of data analyzed per month

- **Deliverable**

Real-time data integration and analytics dashboard.

- **Current Product Stage**

Pre-production prototype

- **Current Customers type**

Beta customers (Paying)

2. Cooperative Banks

Approximate Size

50

- **Description**
Smaller banks serving local communities.
- **Ideal Pricing Model**
Usage-Based
- **Payment Type**
Money
- **Ideal Price Point**
₹10 per GB of data analyzed per month
- **Deliverable**
Real-time financial reporting and risk management tools.
- **Current Product Stage**
Pre-production prototype
- **Current Customers type**
Beta customers (Paying)

Pricing Model

For Commercial Banks

- Charges based on the amount of data analyzed.
- Subscription Plans: Monthly Subscription
- Basic Plan, Standard Plan, Premium Plan

For Cooperative Banks

- Charges based on the amount of data analyzed.
- Subscription Plans: Annual Subscription
- Discounted Pricing: Volume Discounts

Marketing Strategy

Direct Marketing

- Email Marketing
- Database Marketing

Traditional Marketing

- Trade Shows and Events
- Print Advertising

Digital Marketing

- Social Media Marketing
- Search Engine Marketing (SEM)
- Content Marketing

Distribution Channels

1. Direct Channels

- > E-commerce Websites

3. Hybrid Channels

- > Multi-Channel Retailing

2. Indirect Channels

- > Distributors
- > Value-Added Resellers (VARs)

Compliances

• Regulatory Permission Needed

Regional

- RBI Guidelines Compliance
- SEBI Approval

Global

- GDPR Compliance (for EU operations)
- ISO 27001 Certification

• Permissions obtained

- RBI Guidelines Compliance

• Criticality of permissions

- Business cannot be operated without RBI Guidelines Compliance
- Business can be operated with increased regulatory scrutiny without ISO 27001 Certification
- Business can be operated but with potential reputational damage without SEBI Approval

Resources Needed

1. Human Resource

- Skilled labor (Developers, Data Scientists)
- Management
- Technical experts

Acquisition Strategy

- Recruitment through job postings and career fairs
- Contracting freelancers for specific projects

Resource Retainership Model

- Employment Contracts
- Performance Incentives

2. Material Resources:

- Servers
- Office equipment

Acquisition Strategy

- Direct Purchasing from suppliers
- Recycling and Reuse

Resource Retainership Model

- Leasing
- Maintenance Contracts

3. Financial Resources

- Cash
- Investments

Acquisition Strategy

- Equity Financing
- Revenue Generation

Resource Retainership Model

- Long-Term Loans
- Credit Lines

4. Information Resources

- Market research
- Customer data

Acquisition Strategy

- Market Research
- Partnerships for information sharing

Resource Retainership Model

- Data Management Systems
- Subscription Renewals

5. Technological Resources

- Software
- IT infrastructure

Acquisition Strategy

- Cloud Services
- Technology Partnerships

Resource Retainership Model

- Maintenance and Support Contracts
- Cloud Services

6. Intellectual Resources

- Patents
- Proprietary knowledge

Acquisition Strategy

- R&D Investment
- Patent Acquisition

Resource Retainership Model

- Intellectual Property Management
- Continuous Innovation

Competitors

1. FinTech Analytics

Competitor Type	:	Direct Competitor
Company Age	:	8 Years
Established By	:	Ayush Sharma, Aditi Dixit
Website	:	www.fintechanalytics.com

2. DataBank Solutions

Competitor Type	:	Can enter market
Company Age	:	2 Years
Established By	:	Raman Lohare
Website	:	www.databanksolutions.com

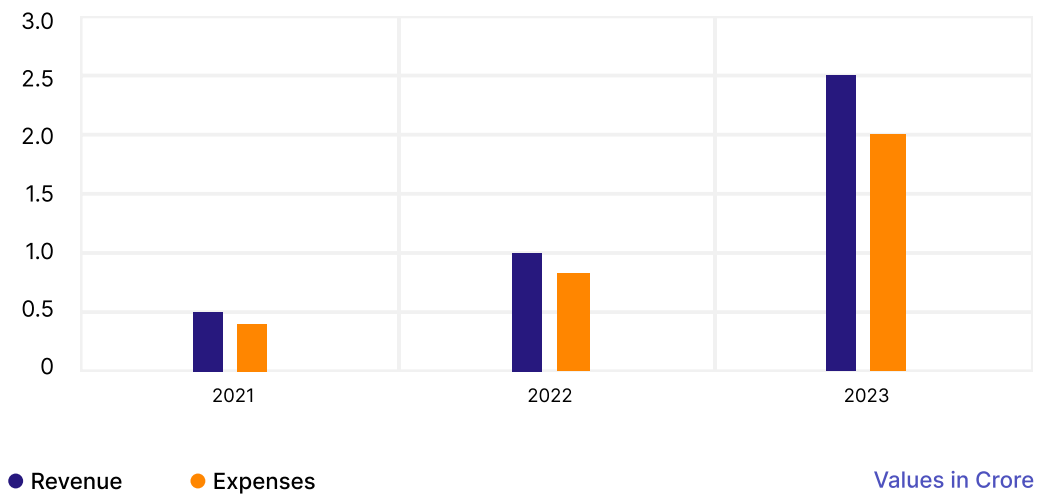
Competitor	Type	Market Share	Price of Services	Valuation / Capitalization	Revenue (Yearly)	No. of Employees
FinTech Analytics	Direct Competitor	15%	₹ 1,50,000 per month	₹ 40 crore	₹ 15 crore	150
DataBank Solutions	Can enter market	10%	₹ 50,000 per month	₹ 112 crore	₹ 67 crore	340

Traction

Revenue and Expenses

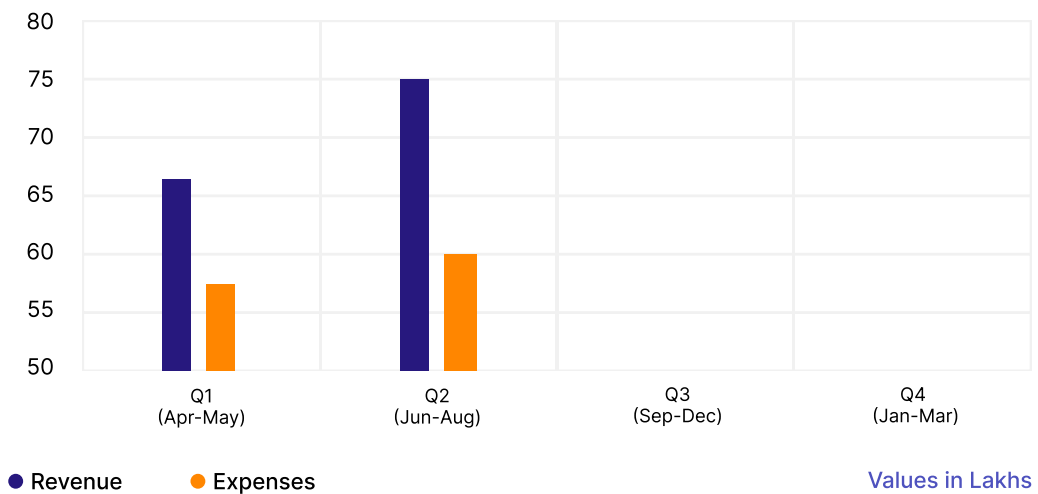
Revenue and Expenses for Last 3 Years

₹ 4.00 Crore



Revenue and Expenses of 2024

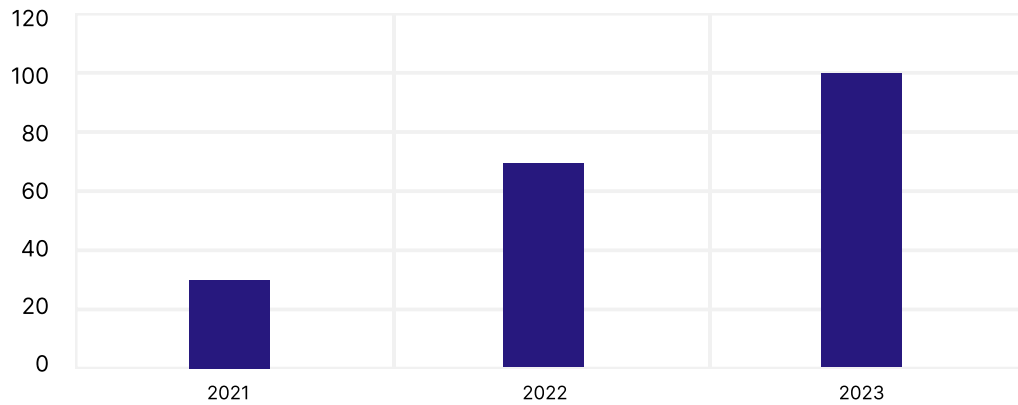
₹ 1.42 Crore



Customers

Customers Served for Last 3 Years:

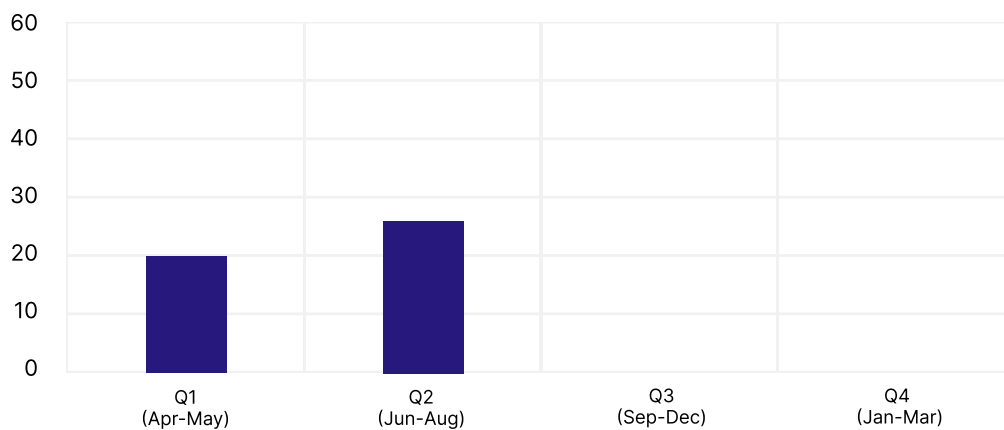
200



● No of Customers

Revenue and Expenses of 2024

45



● No of Customers

Key Metrics

Metric	Count	Total Value
Letter of Intent (LOIs)	10	₹5 Crore
Customer Agreements	15	₹7.5 Crore