

<div> <h2>PROBLEM</h2> <p>List your top 1-3 problems.</p> <p>"To start building credit, [immigrants]...only qualify for secured cards, which came with limits of around \$200 or \$300—nowhere near enough for a flight home, should... [they]...need one." – http://bit.ly/2UxefS5</p> </div> <div> <h2>EXISTING ALTERNATIVES</h2> <p>List how these problems are solved today.</p> <p>We will need to pay AWS to host our website, we will need to be able to mitigate costs on our website by enticing credit bureaus why our information is valuable, and we will need to find willing users through marketing by having them visit our website.</p> </div>	<div> <h2>SOLUTION</h2> <p>Outline a possible solution for each problem.</p> <ol style="list-style-type: none"> 1. We assess credit risk by mining the social data from lending club borrowers and their guarantors. 2. We create a credit worthiness report to partner with financial institutions. 3. We also mine data from communities moving cash flow within the platform to support guarantor responsibilities. </div> <div> <h2>KEY METRICS</h2> <p>List the key numbers that tell you how your metrics is doing</p> <p>We would track data on understanding how a person pays back another person — how fast they are to complete a Venmo request, what the cash flow looks like, and what their utilities say about their responsibility.</p> <p>Financial Data includes –</p> <ol style="list-style-type: none"> 1. Late payments on P2P lending (fintech API) 2. Average monthly balance (direct deposit vs. spending) 3. overdraft frequency 4. financial commitment time response 5. average P2P borrowing amount (requests being completed on Venmo) 6. bank account/annual income </div>	<div> <h2>UNIQUE VALUE PROPOSITION</h2> <p>Single, clear, compelling message that states why you are different and worth paying attention.</p> <p>We are looking to empower individuals by increasing their credit score through adding in a new form of P2P credit in their portfolio mix.</p> </div> <div> <h2>HIGH-LEVEL CONCEPT</h2> <p>List your X for Y analogy e.g. YouTube = Flickr for videos.</p> </div>	<div> <h2>UNFAIR ADVANTAGE</h2> <p>Something that cannot easily be bought or copied.</p> <p>For centuries, immigrant communities have created lending clubs to create payday loans for individuals who cannot or do not want to access traditional credit lines. What if we could track their budget habits by assessing their creditworthiness through these informal lending clubs? (Consumer insights)</p> </div> <div> <h2>CHANNELS</h2> <p>List your path to customers (inbound or outbound).</p> <p>Advertise to small business centres and credit unions –</p> <ol style="list-style-type: none"> 1. Awareness: Awareness will happen when small business centres work with individuals who are looking to qualify for business loans but don't have adequate credit. 2. Discovery: By tracking users on our platform, we are able to gain insights from the collected data. We could integrate different APIs onto our platform to create a better pipeline (partner with similar companies like Petal, Norva, offer slightly different service). 3. Evaluation: Examine Petal and Nova 4. Intent: P2P lending is happening, but now with more accountability — are you willing to vouch for your lending circle? 5. Purchase: data agreement reached and information begins to roll in 6. Loyalty: customer begins to participate in data collection by continuously reporting good behaviour </div>	<div> <h2>CUSTOMER SEGMENTS</h2> <p>List your target customers and users.</p> <p>We are looking to cater to immigrant business owners who are looking to access credit lines via community lending efforts. By tracking their cash flow management, we can cater to their credit needs.</p> <p>Specifically, we are looking for: "Midscale Middle Age Family Mix – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of Hispanic, Asian, and African-American singles and families. This segment is characterized by many first-generation Americans who are striving to improve their economic status." – Claritas PRIZM</p> <p>10 Million Individuals or 3 Million Households.</p> </div> <div> <h2>EARLY ADOPTERS</h2> <p>List the characteristics of your ideal customers.</p> </div>
<div> <h2>COST STRUCTURE</h2> <p>List your fixed and variable costs.</p> </div>			<div> <h2>REVENUE STREAMS</h2> <p>List your sources of revenue.</p> <p>We will make money by charging credit bureaus 50 cents per credit check through our unique algorithm and are estimated to make \$96M.</p> </div>	