CredoLab

- **6** million application downloads
  (ARR as of 04.2018)

- **30** clients in **15** countries across multiple regions: SEA, China, Latin America, Africa and the Commonwealth of Independent States

Revolutionary smartphone-based credit scoring

- Enables the unbanked with little to no traditional credit history to access financial services

- Expands pool of borrowers while keeping risks in check for consumer lenders

- Upholds the strictest level of data privacy and security through anonymous data collection

CredoLab is a leading fintech provider of highly predictive, mobile-based alternative credit scoring solutions. Through partnerships with banks, consumer finance companies and retail lenders, our goal is to improve the standard of living for people and businesses that have little or no access to the traditional financial system.

CredoLab uses its proprietary mobile-based application **CredoApp** to extract and analyse close to 50,000 data points; turning these completely anonymised digital footprints into highly predictive digital credit scorecards.

The use of non-traditional data and predictive data analytics enables consumers with little to no traditional credit history to access financial services. For lenders, the use of non-traditional data for credit scoring enables them to expand their pool of borrowers while keeping risks in check.

How it works

CredoApp's options for integrations are flexible. It can be used as a standalone solution or seamlessly integrated into a lender's IT infrastructure.

DUAL
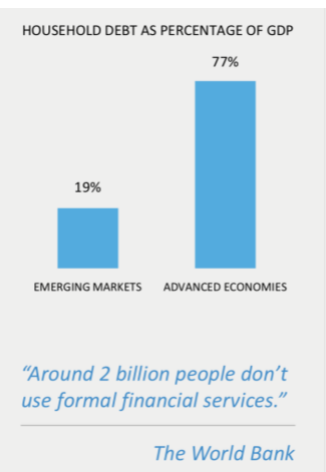Run the CredoLab digital scorecard in parallel with existing scorecards to assist in lending decision.

MERGE
Merge existing scorecard with a Credolab digital scorecard to create a powerful Lender Enhanced Scorecard.

INPUT
Use the Credolab digital score as an additional characteristic in existing scorecard.

Market Opportunity

HOUSEHOLD DEBT AS PERCENTAGE OF GDP

19%	77%
EMERGING MARKETS	ADVANCED ECONOMIES

"Around 2 billion people don't use formal financial services."

The World Bank

- LACK OF CREDIT BUREAU DATA
- LIMITED RETAIL RISK KNOW-HOW
- EXPENSIVE MANUAL PROCESSES
- LOW PREDICTIVENESS OF RISK RULES

Milestones

2016		2017			2018				
$250k seed round from FORUM	Officially launched	$800K raised from Fintonia Group, Reliance	6 countries with revenue-generating clients	2.4 million application downloads ARR	Named among Singapore Business Review's Top 20 start-ups	Raised $1 million in pre Series A convertible debt from Walden	9 countries with revenue-generating clients	2.4 million application downloads ARR	Global expansion beyond SEA to Africa, China, India, Latin America and the CIS

Investment Rounds

2018: Convertible debt $1 million (Walden International)

2017: Venture round $800K (Fintonia Group, Reliance)

2016: Seed round $250K (FORUM)

R&D

Ukraine R&D comprising data science and IT teams

All info as of 04.2018