

# Fabric of Fintech 3.0

Dissecting value chains and exploring emerging trends



VARANIUM



GLOBAL  
FINTECH  
FEST







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# Foreword

In our year-long reflection since the “Fabric of Fintech 2.0”, the world has witnessed a rapid deceleration of the global economy, with a noticeable slowdown in startup investments and fintech ventures both globally and within India. However, amidst this backdrop of uncertainty and economic challenges, there shines a resilient light – fintech startups that not only endure but thrive with a steadfast commitment to profitability.

Amidst the gloom, August 2023 is a historic milestone in the annals of digital finance, India witnessed the first-ever month in which over 10 billion transactions were conducted digitally on a single platform, namely UPI. This remarkable feat underscores the incredible utility of the UPI platform and, in turn, sets the stage for a powerful ripple effect in lending, insurance, and wealth management for small businesses.

While the harsh winds of a funding winter continue to blow, startups built on a foundation of prudent financial management and a relentless focus on profitability are not only weathering the storm but also attracting capital and expanding their operations. Moreover, larger publicly listed startups like Paytm and Policy Bazaar are inching closer to profitability, with year-on-year growth in their share prices, albeit below their initial listing prices.

Government initiatives aimed at fostering open banking frameworks, public technology platforms, and push in insurance, such as 'Bima Sugam and national health claim exchange platform', hold the promise of becoming the next catalyst for growth and democratization of financial access. Indian regulatory bodies are recognizing the importance of innovation and working diligently to create the necessary frameworks to support such innovations.

When data is the new currency and cyber-attacks have become the modern-day equivalent of piracy; privacy, and security are no longer mere buzzwords; they are the foundational pillars of the fintech edifice. As we transition our financial ecosystems onto digital platforms, safeguarding the confidentiality of personal information and preserving the integrity of financial transactions have assumed paramount importance. Today, privacy and security are not merely technological prerequisites; they have evolved into societal imperatives, and it is at this crucial juncture that data privacy laws come into play.

In our third Fintech report, we aim to be your guide in this intricate landscape. We delve into business models, technology stacks, government-led initiatives, and the evolving regulatory environment shaping fintech in India and globally. Together, we explore the nodes and networks, platforms, and protocols that form fintech's complex tapestry.



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Fabric of Fintech 2.0



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## About Varanium

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# Global Landscape

## Fintech Verticals

Global : \$ 674.5 Bn  
India : \$ 34.4 Bn

### Payments

Global : \$ 207 Bn  
India : \$ 15 Bn

- UPI
- Wallets
- Payment Gateways
- POS
- Cards
- Rewards
- Payments Banks
- Payments Infrastructure
- Agent Based Payments
- Fraud Analytics Platform
- Others

### Alternate Lending

Global : \$ 188 Bn  
India : \$ 9.1 Bn

- Business Loan
- Retail Loan
- Business + Retail Loan
- Buy Now Pay Later
- Invoice Discounting Platform
- Gold Loan
- Revenue Based Financing
- P2P Lending
- Debt Analytics and Scoring
- Loan Comparison
- Structured/Syndication + Financing
- EMI Conversion and Down Payment
- Assitance
- Others

### Investment Tech

Global : \$ 108 Bn  
India : \$ 3.18 Bn

- New Age Brokers
- Robo Advisory
- New Age Investment Platform
- Fractional Investments
- Money Management Apps
- Private Market Inventing
- Analytics Platform
- Micro Savings

### Insurance Tech

Global : \$ 69.5 Bn  
India : \$ 3.72 Bn

- Internet Manufacturers
- Insurance Brokers
- Micro/Contextual Insurance
- Insurance Aggregators
- Health Ecosystem
- Internet of Things
- Insurance Analytics
- Process Facilitation
- Fintech Platforms

### Neo Banks

Global : \$ 102 Bn  
India : \$ 3.37 Bn

- Business
- Millennials

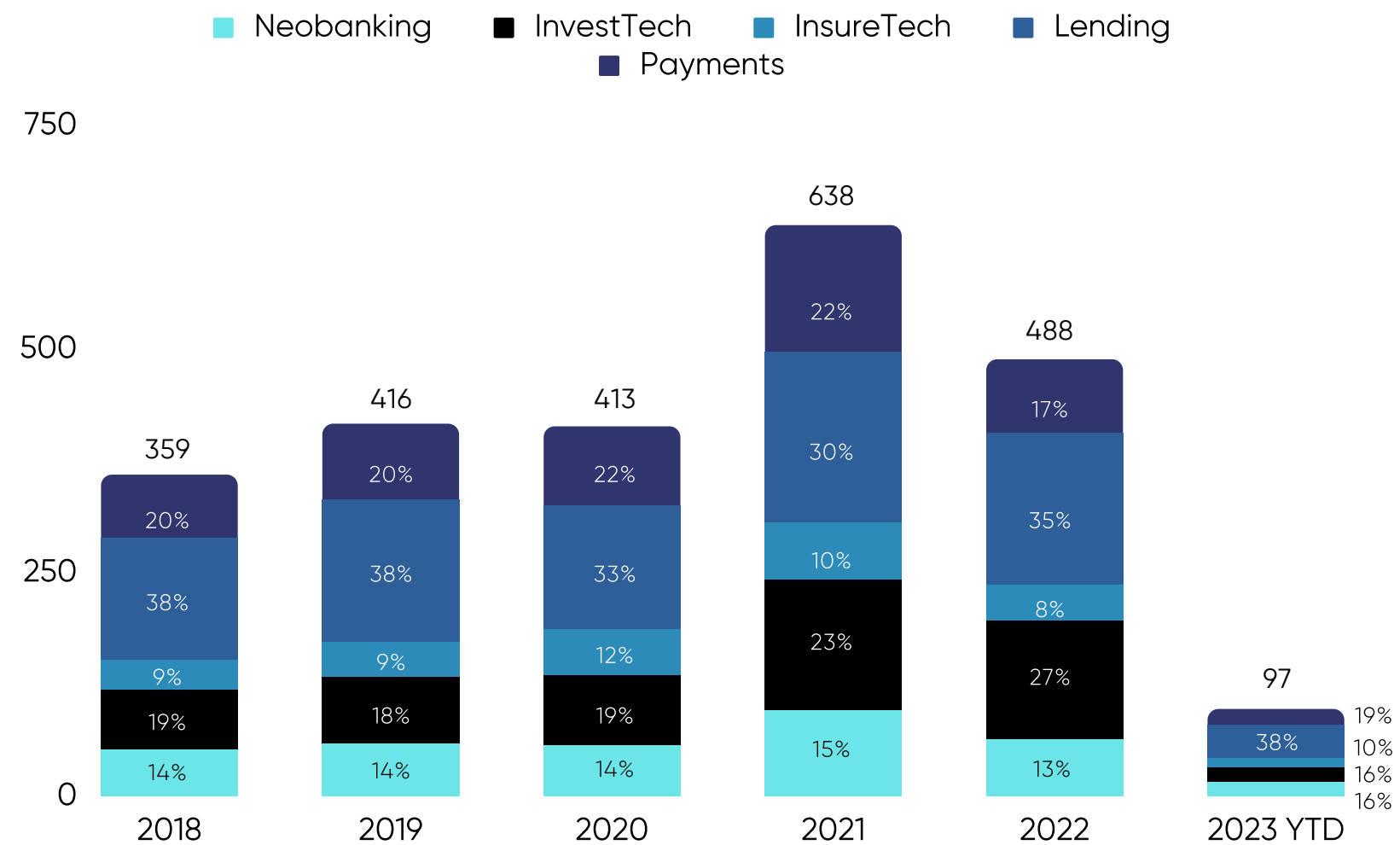
Source: Tracxn

Note: Global includes India

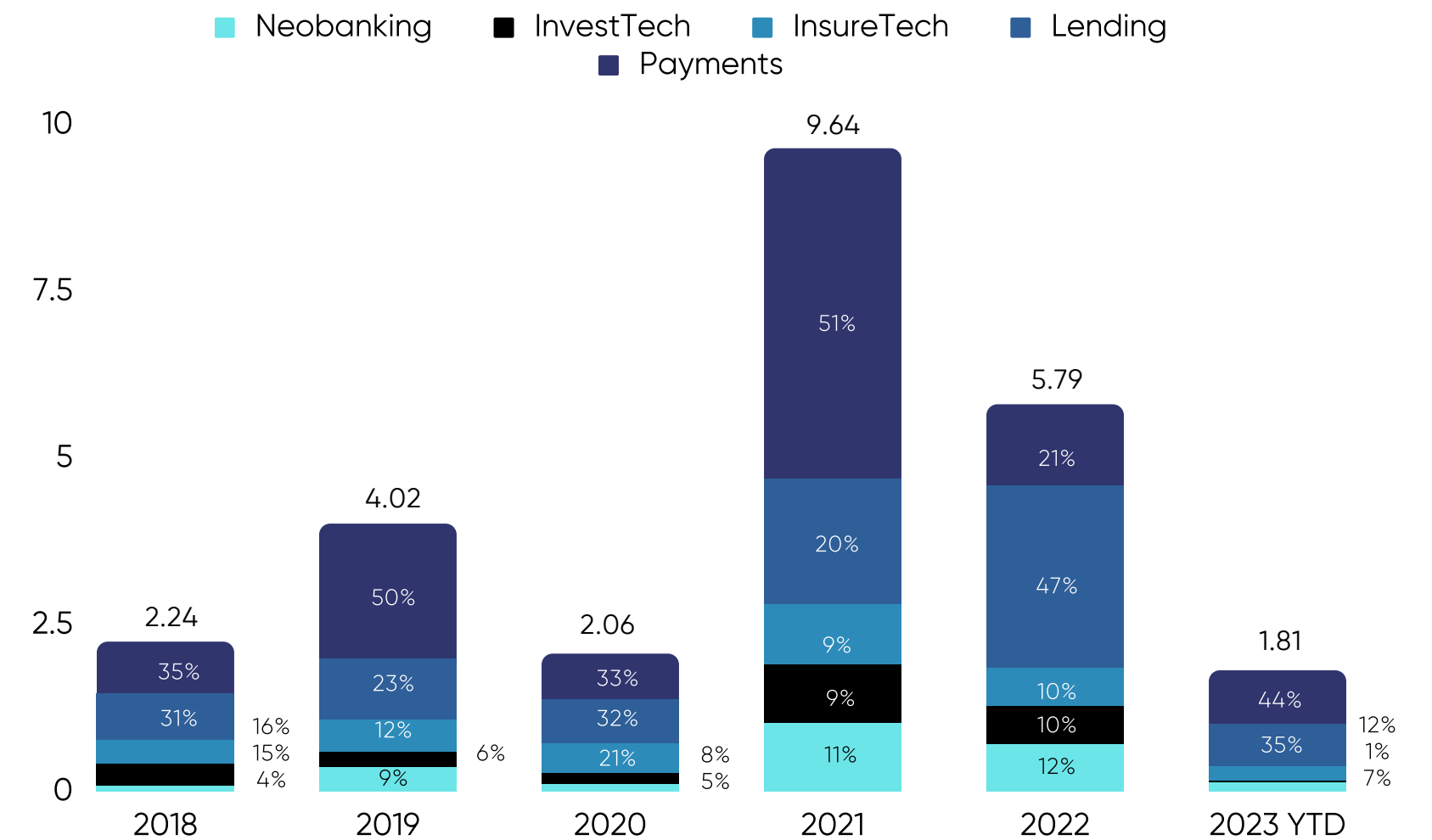


# Fintech funding in India

## Indian Fintech Funding by Number of Deals



## Indian Fintech Funding by Value (\$ bn)



Note: YTD is till July 2023

Source: Tracxn





# Digital Infrastructure, Enablers and Regulations



# Data protection Regulations

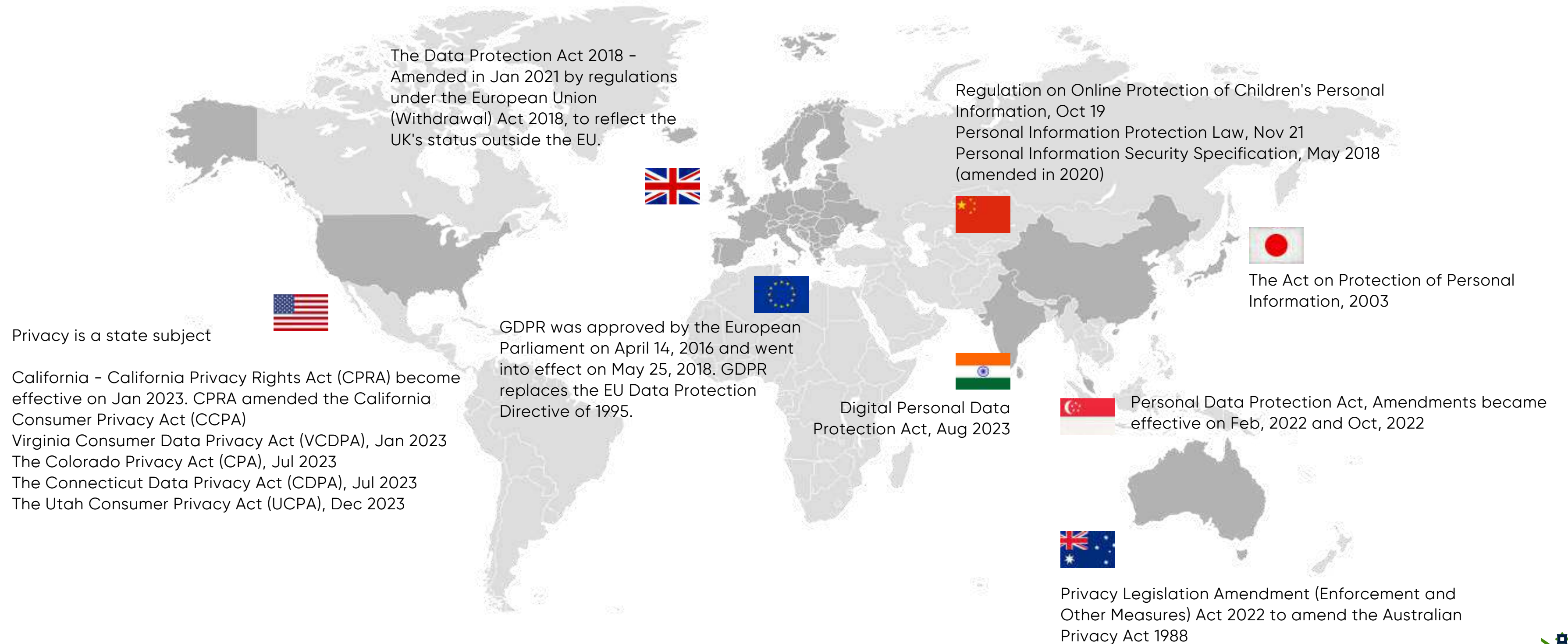
Data protection is the process of safeguarding important information from corruption, compromise or loss.

India, one of the world's largest data markets after China, has finally come with data privacy law: Digital Personal Data Protection Act ("DPDPA") 2023. It will now provide tighter and better control to users over the use of their personal information. The key differences in the EU's GDPR and India's DPDPA are as follows:

Parameters	 DPDPA	 GDPR
Classification of Personal Data	Applies to all categories of personal data in digital form and does not classify it into special categories of personal data.	Classifies personal data in special categories: genetic data, biometric data, personal data revealing ethnic origin, etc.
Processing of Personal Data	Covers only processing of personal data by partly or wholly automated means. Non-automated methods have been excluded.	Doesn't draw any distinction between means of processing of personal data.
Classification of Data Fiduciaries	Certain data fiduciaries (akin to data controllers under GDPR) are classified as significant data fiduciaries (SDF). This is on the basis of volume + sensitivity of personal data processed, risk posed to the rights of the data principal, national security, public order etc.	There is no equivalent of a significant data fiduciary.
Extra-territorial Applicability	Limited to cases of a data fiduciary outside India processes personal data in connection with an activity to data principals in India.	Applies to data controllers established outside EU where processing activities related to monitoring of data subjects' behaviour within EU.
Cross-Border Data Transfer	Blacklisting Approach	Whitelisting Approach
Children's Data	Below 18 years of age.	Below 16 years of age, reducible to 13 by member countries.
Consent Manager	Yes (Act as single point of contact point to enable data principals give, manage, review, withdraw their consent)	There is no equivalent concept of consent manager in GDPR.
Cookie Law	No	Yes
Penalties	Capped to INR 250 crores.	Variable (upto 4% of worldwide revenue of preceding financial year).



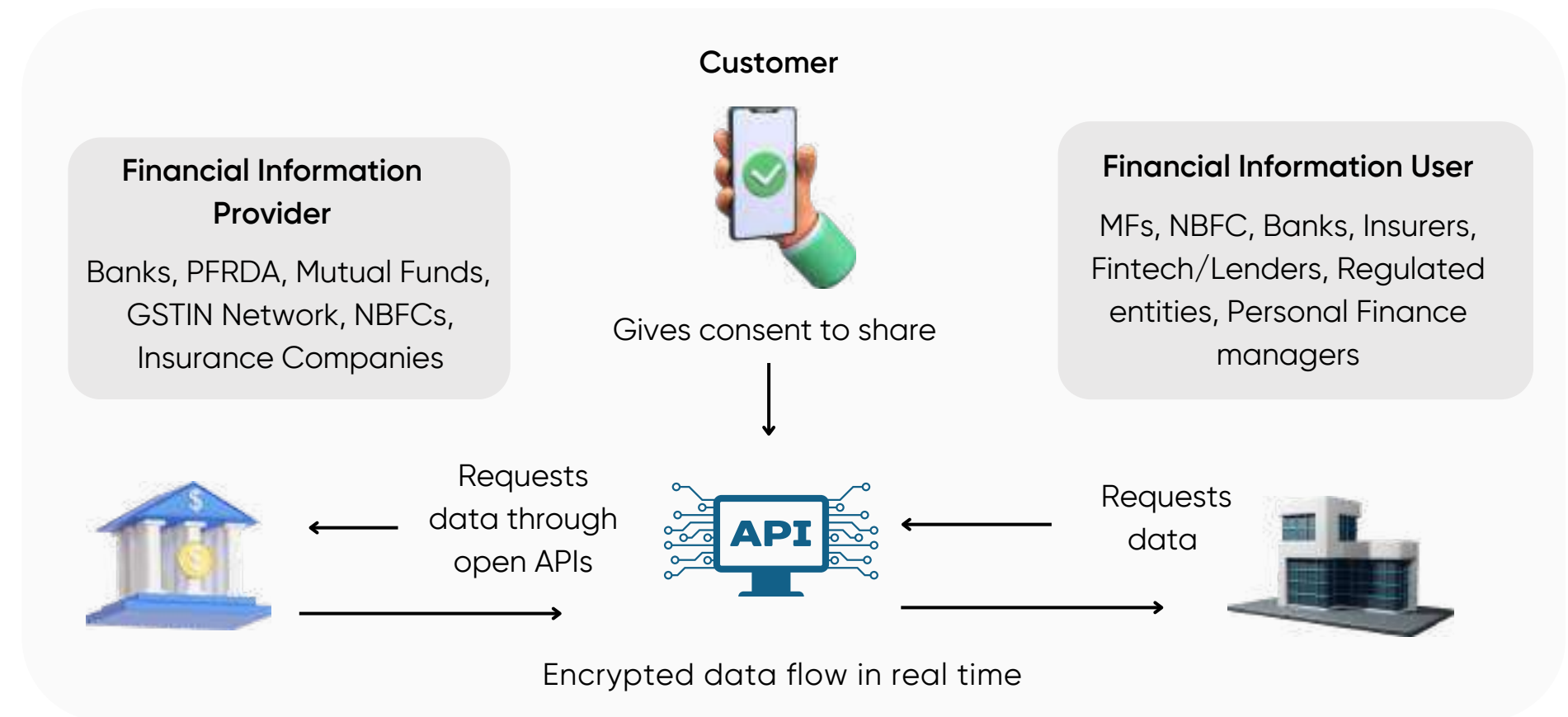
# Consent based data economy



# Account Aggregators

RBI-regulated entity (with an NBFC-AA license) that helps individuals/ corporates securely and digitally access and share financial information (Bank accounts, GST, Insurance, Investment, etc.) from one financial institution to other regulated financial institutions in the AA network.

Parameters	Aug-21	Aug-22	Aug-23
Consents processed	0.01 Mn	1.36 Mn	18.06 Mn
Handles created	0.01 Mn	1.32 Mn	18.63 Mn
FIPs Onboarded	6	15	92
FIUs Onboarded	3	26	259
AA operating entity	4	6	13
Live Data Items	Banking	Banking	Banking, GST, NSDL, CDSL, Insurance



## What it will bring














- Temper-proof data ingestion, ease of integration, and aggregation.
- Provides infrastructure for greater financial inclusion.
- Better Data Privacy & Control for user's financial data.

## Potential Impact

- Reduction in cost of processing loans.
- Reduced time and increased accuracy by doing straight-through processing of data.
- Real-time early warning systems through account monitoring access.
- Creation of more customized personal and automated finance management tools, which can include expense analysis, easy accounting, and investment recommendations.

# Comparision

## of AA and equivalent Global Models

	 India	 China	 Australia	 Singapore	 Korea
<b>Centralized sharing of customer data</b>	Account Aggregator (AA)		Pursuant of Customer Data Right and Open Banking Regs	Singapore Financial Data Exchange (SEDX)	My Data
<b>Customer consent for data sharing</b>		Routed through Licensed agency			
<b>Mandatory sharing of customer data by incumbent lenders to third party</b>	Joining ecosystem is voluntary, but mandatory sharing of data		Joining is voluntary	Joining voluntary, but mandatory sharing of data	Joining voluntary, but mandatory sharing of data
<b>Fintech and other financial institutions partnership to share customer data</b>	Data can be shared with regulated entities after customer consent	 Direct sharing banned	On accreditation from regulators	 Subject to Personal Data Protection Act	NA



# Identity Infrastructure



Aadhar



Resident ID Card



e-Estonia



SingPass

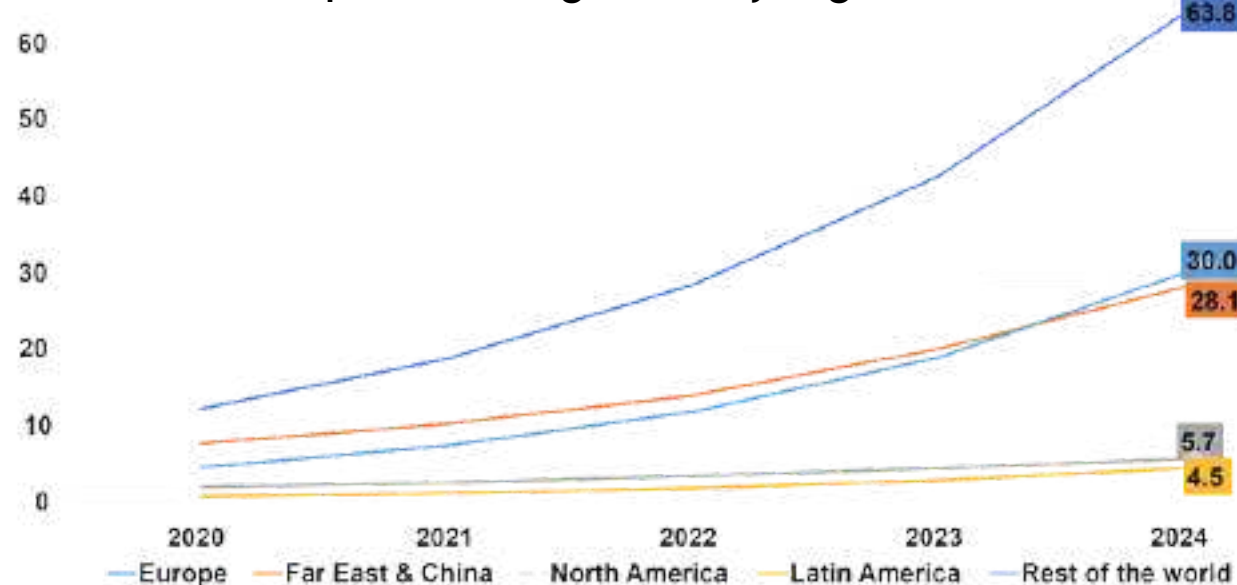


UAE Pass

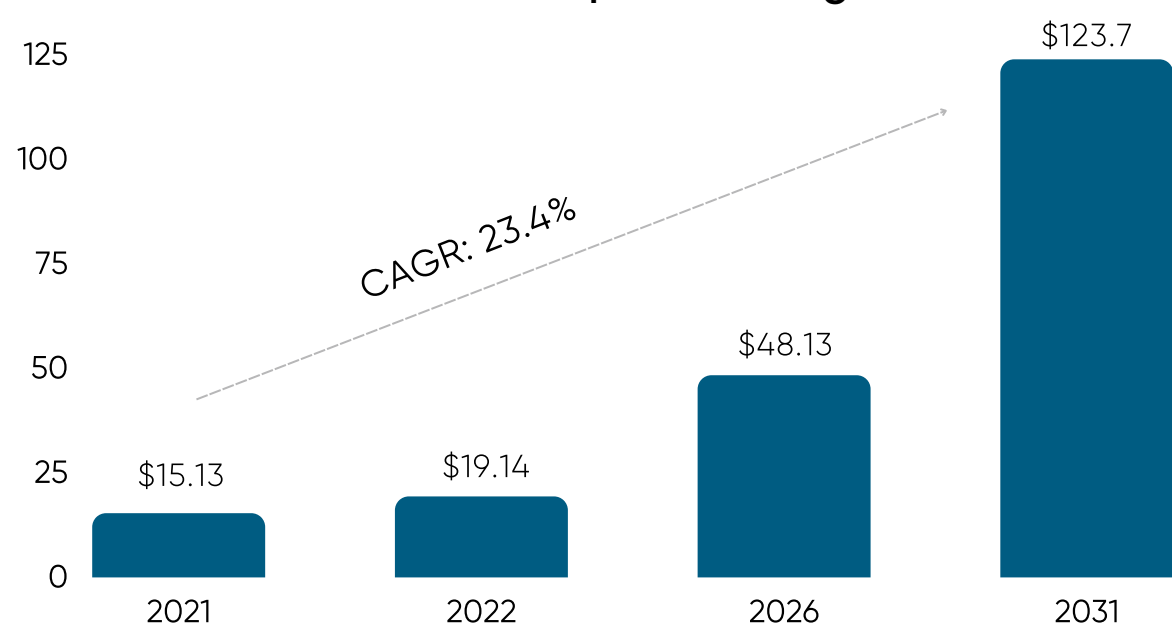
	Aadhar	Resident ID Card	e-Estonia	SingPass	UAE Pass
<b>No. of users</b>	1.4 bn	1.4 bn	1.3 mn	4.5 mn	2.0 mn
<b>Population coverage</b>	96%	98%	99%	83%	20%
<b>Government data ownership</b>			 (User-controlled)		
<b>Use Cases</b>	ID proof & verification, Digital Sign (Aadhar-based e-sign), Filing returns, Digital Life Certificate, DBT, AePS, BHIM Aadhar Pay, Digital Document Vault Access	ID Proof & verification, residential permit, driving license, opening bank accounts, hotel check-in, social welfare programs	ID Proof, Digital Login Password (via PIN), Digital signature, i-Voting, Medical Proofs, Filing tax returns, e-Health Record & e-Prescription	ID proof & verification, Prefill Forms, social welfare programs, digital document vault, tax filing, access healthcare, product purchase, building entry, donations, etc	ID Proof, Prefill Forms, Digital Login, Digital Signature/E-Seal, Document Sharing, Access Govt & some Non-Govt Services, Digital Document Vault Access
<b>Authentication</b>	Biometrics: Fingerprints, Iris Identity: address, DOB, phone number	Hierarchical: Weak: Wechat Strong: Facial recognition/ biometric	2FA	2FA: Singpass app, SMS OTP Biometric: Fingerprint, Iris Re-enrolment: at 30 & 55	Basic: OTP (treated as unverified), Basic + SmartPass: Dubai /Emirates ID Basic + biometrics: at kiosk

# Open banking around the world

No. of open banking users by region (2020-24)

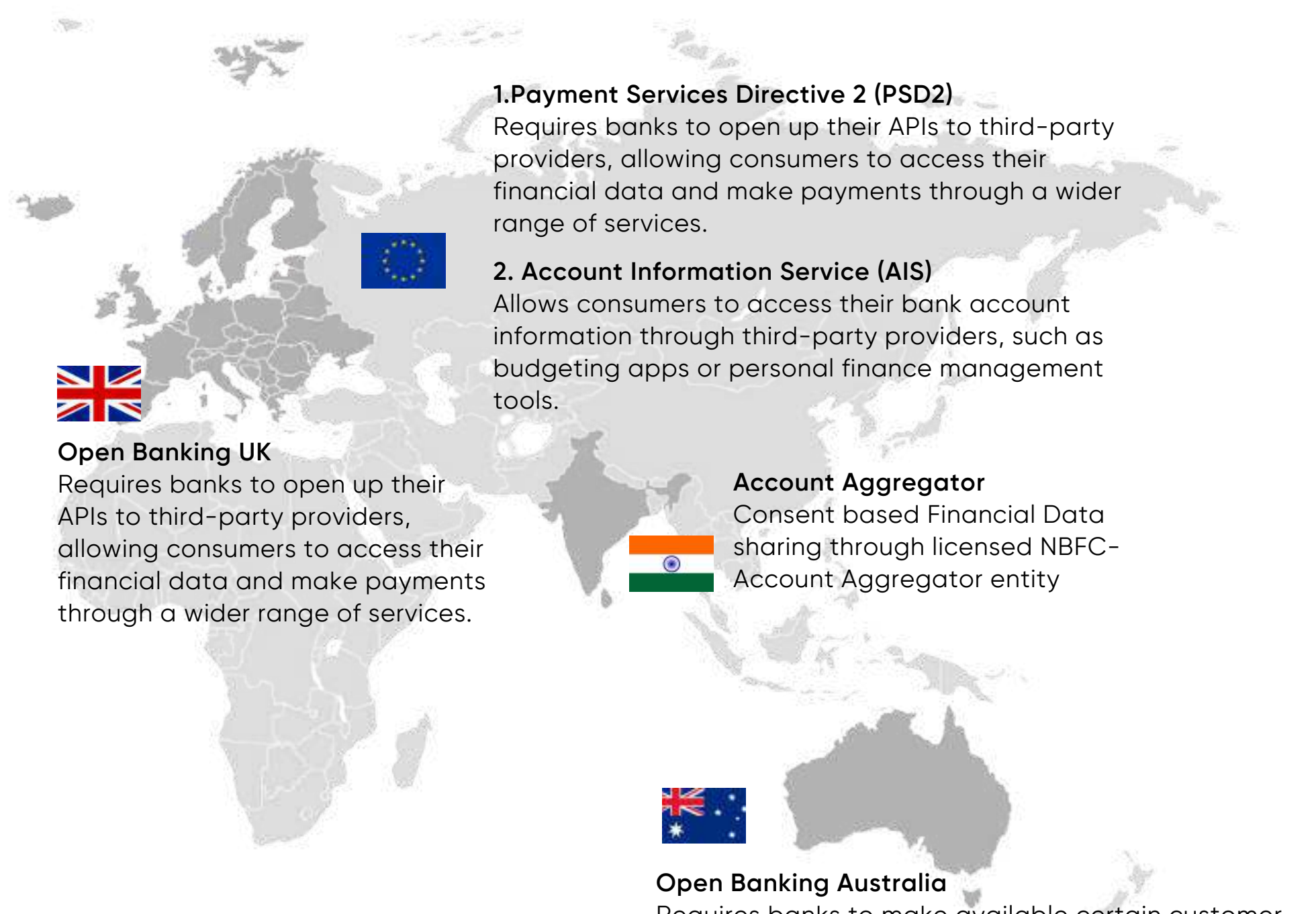


Forecasted Global Open Banking Size Growth



Note: The open banking market refers to sales of open banking services by entities (organizations, sole traders, partnerships)

Source: Juniper Research, The Business Research Co., Allied Market Research



## 1. Payment Services Directive 2 (PSD2)

Requires banks to open up their APIs to third-party providers, allowing consumers to access their financial data and make payments through a wider range of services.

## 2. Account Information Service (AIS)

Allows consumers to access their bank account information through third-party providers, such as budgeting apps or personal finance management tools.



## Open Banking UK

Requires banks to open up their APIs to third-party providers, allowing consumers to access their financial data and make payments through a wider range of services.



## Account Aggregator

Consent based Financial Data sharing through licensed NBFC-Account Aggregator entity



## Open Banking Australia

Requires banks to make available certain customer-permissioned data and services through APIs, allowing consumers to access their financial data and make payments through a wider range of services.



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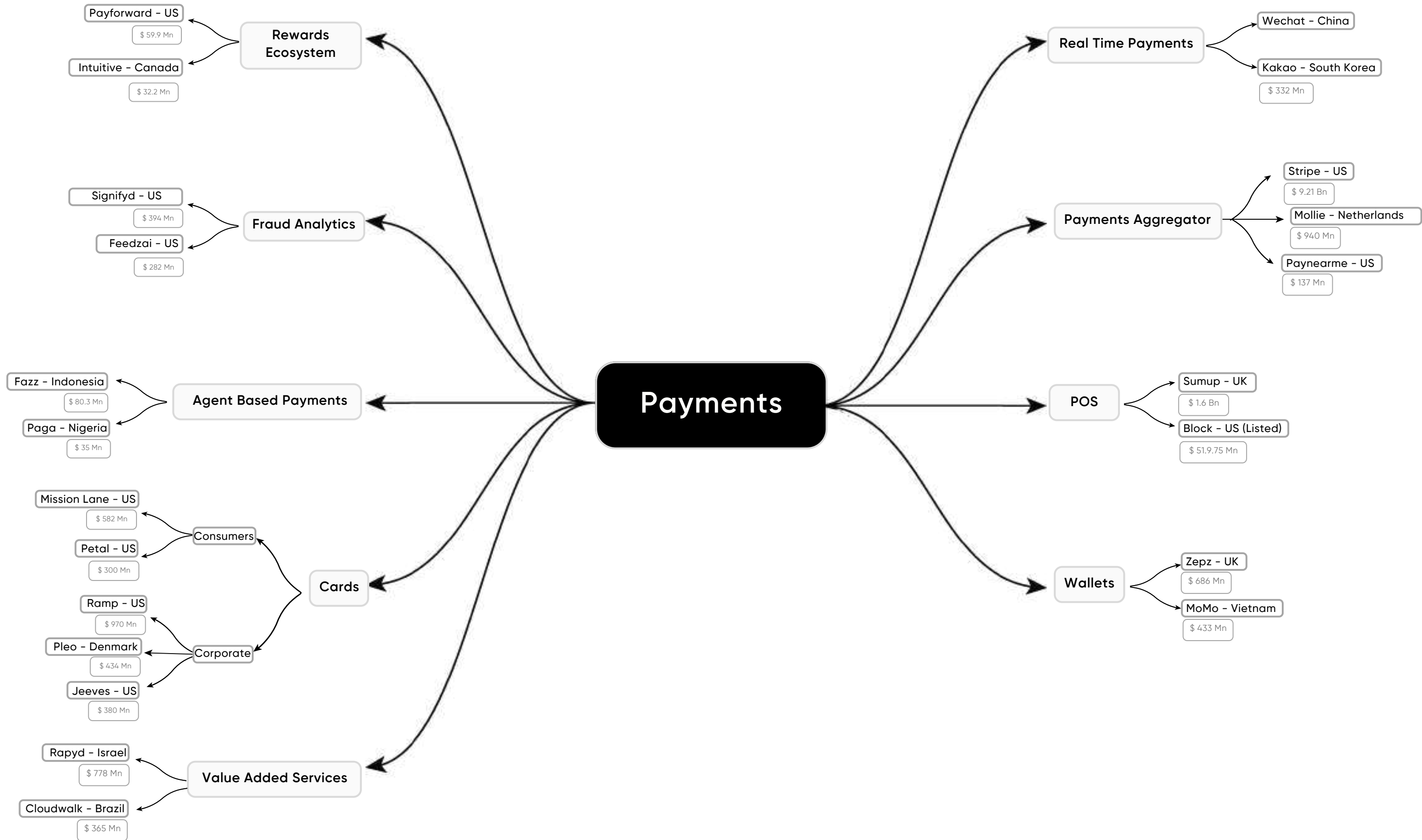


# Payments



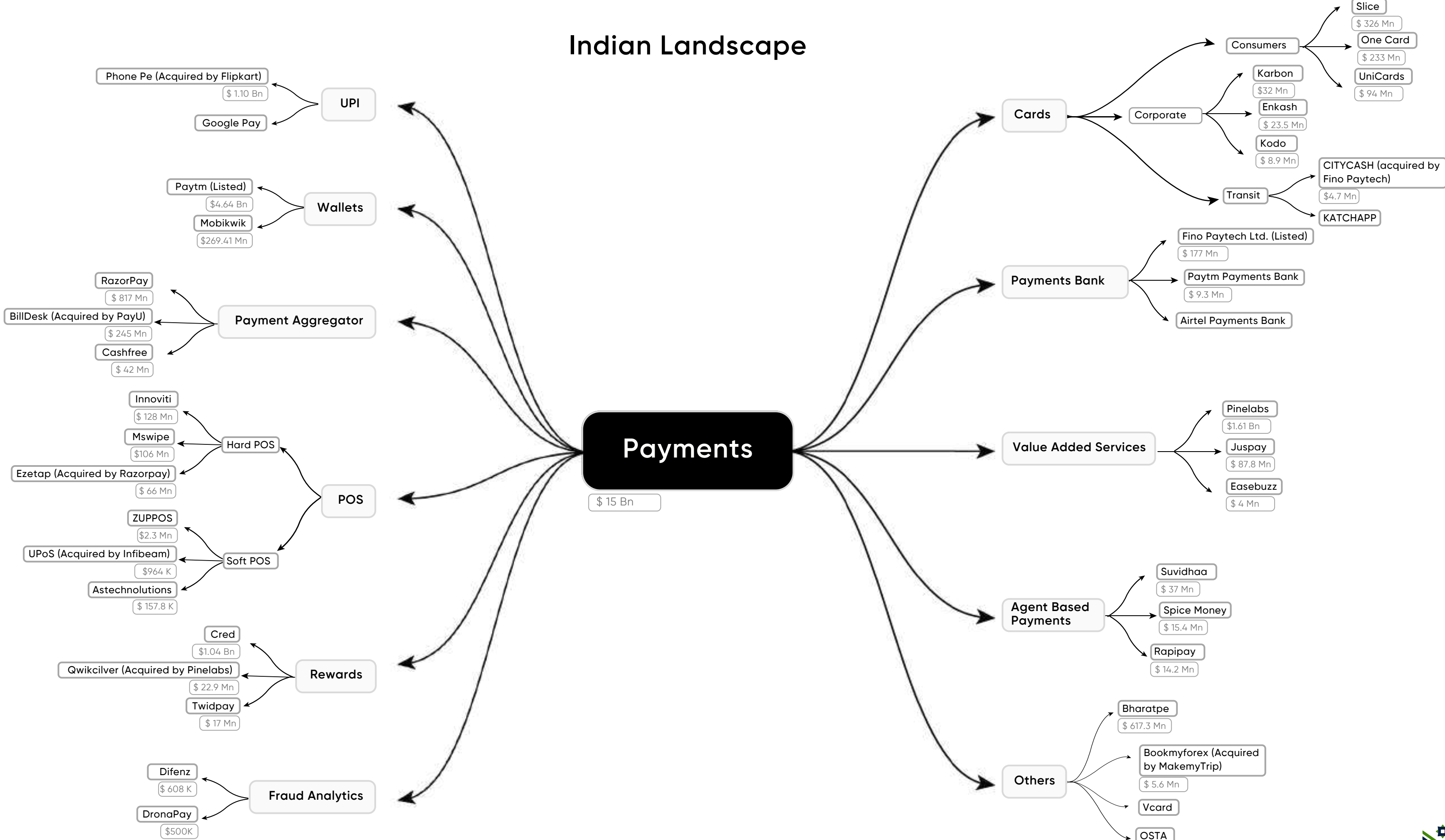


# Global Landscape



Source: Tracxn

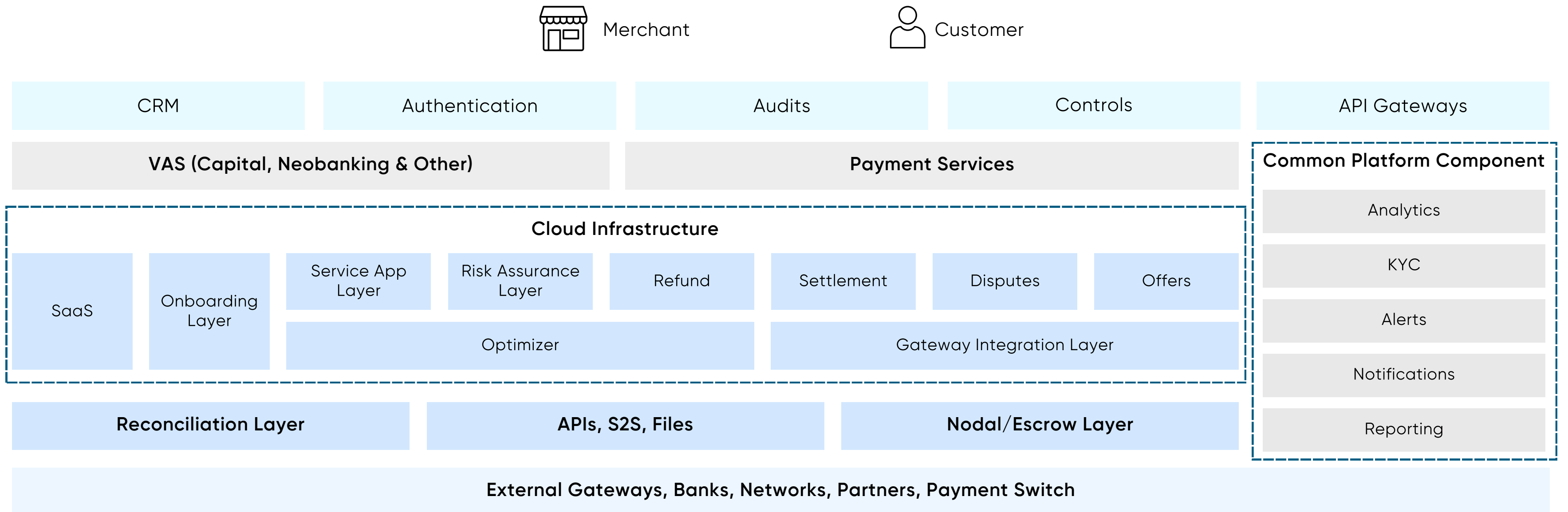
# Indian Landscape



Source: Tracxn

# Payments Stack

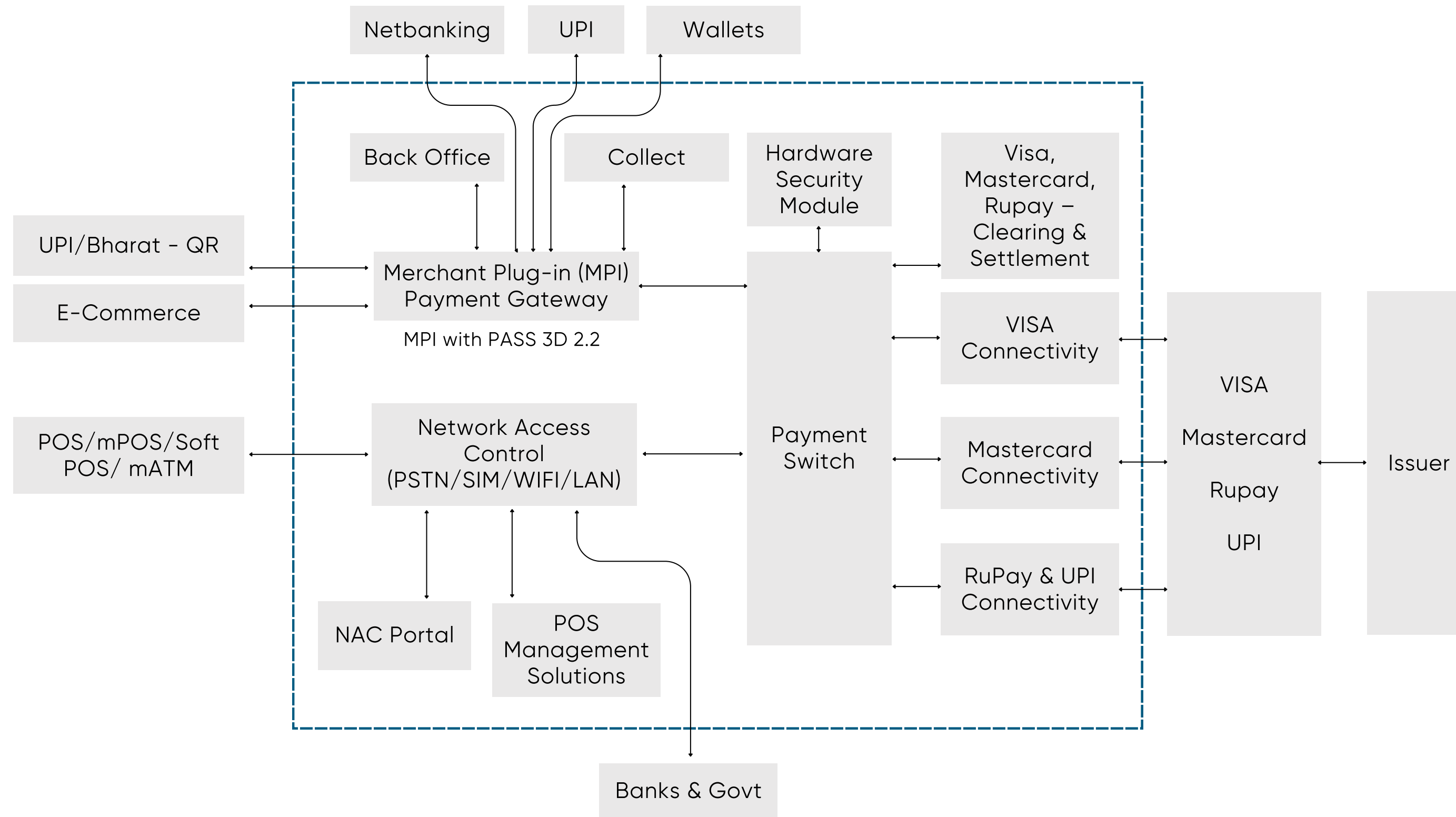
## Payment Aggregators





# Payments Stack

## Payment Switch



# Payment: Revenue Model

## POS (offline)

Subscription: Rs. 400 – 600 per month  
Net MDR: 4 – 15 bps per transaction

## Payment Aggregator (online)

MDR  
**Collections:** 0.4 – 2% (domestic),  
3% (international) per transaction; pass  
through ~ 75%  
**Payouts:** Rs. 2 – 10 per transaction; pass  
through ~ 30%

## Payment Switch






Gross Revenue: One-time integration fee  
(15L-1.5crs) and either a flat fee of INR 1-2  
or 10-15 bps per transaction (depending on  
volumes); pass through ~ 8-10 bps

## Agent-based payment model

Service	Interchange	Interchange / Cost detailing	Trade Income / Passthrough
AEPS: Cash Deposit & Withdrawal	✓	0.5% (max Rs 15)	60-70%
mATM (Card plus Pin) – Cash withdrawal	✓	0.5% (max Rs. 15)	70-75%
Domestic Money Remittance	Customer Cost	1%	70-75%
Cash Collection (Agent Model)	✓	20-30 bps (basis entreprise to entreprise)	70-75%
BBPS: Loan Repayment (Customer model)		30 bps	70-75%
Electricity /GAS/ Water bills	✓	Rs 2.25 per bill	50-60%
PostPaid/Broadband/landline bills		Rs 5 per bill	50-60%
Fastag Recharge		25 bps	60-70%
Mobile Prepaid Recharge	✓	1%-3.5% of the transaction Value	70-75%

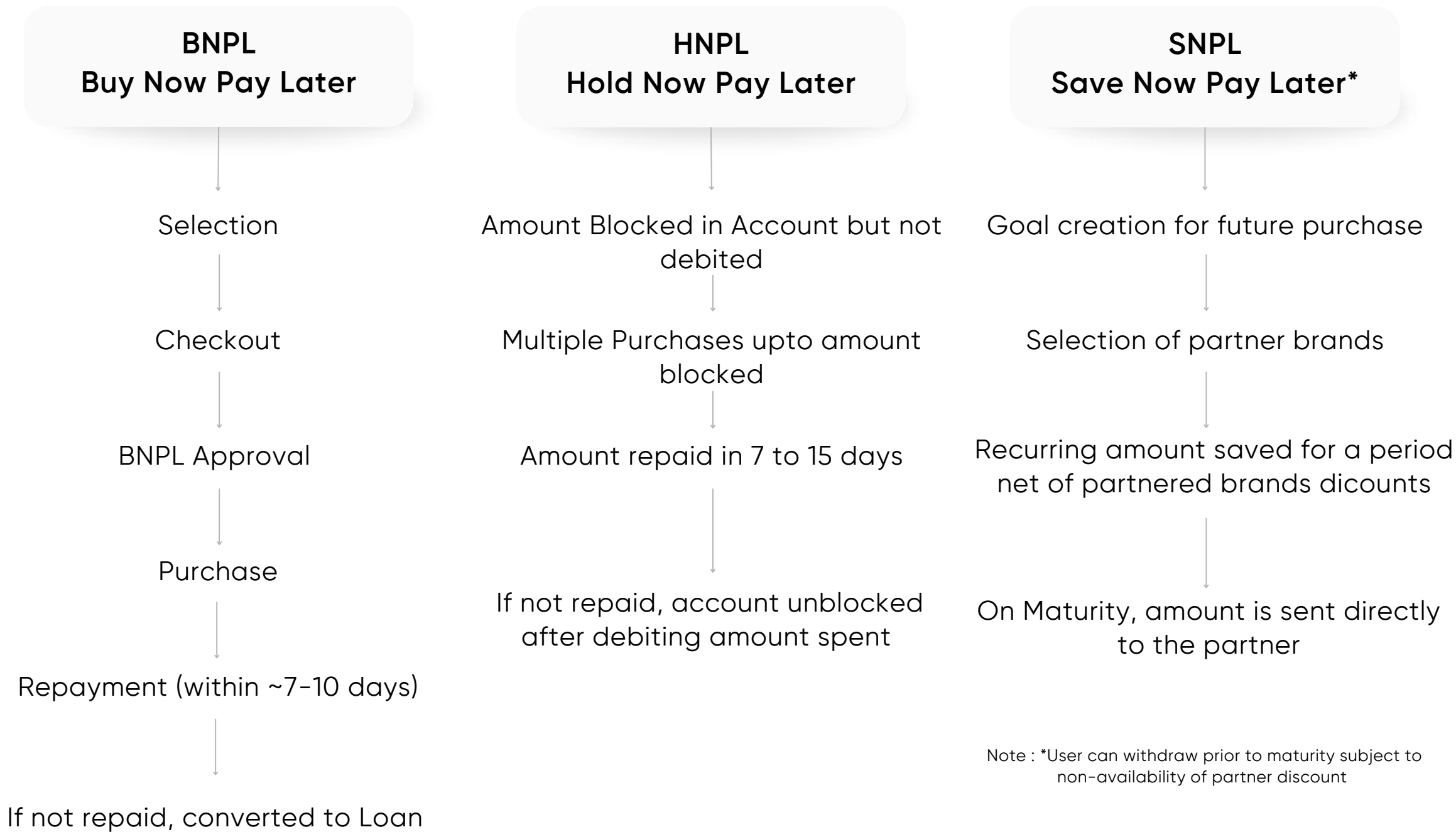
# Real-Time Payment systems

## A comparison

	 UPI	 Paynow	 FPS UK	 FPS China	 Instapay Philippines
Volumes (Bn)	74.00	0.29	3.94	16.55	0.55
Value (local CCY in Tn)	125.95	0.38	3.20	278.65	3.54
Value (in Tn \$)	1.60	0.28	3.95	41.40	0.01
Cross Border	✓	✓	✓	✗	✗
P2P	✓	✓	✓	✓	✓
P2M	✓	✓	✓	✗	✓
Payment Speed	30 sec max	15 sec max	30 sec max	20 sec max	NA
Transaction Limit	IMPS: 2,00,000 UPI: 1,00,000	SGD 2,00,000	GBP 2,50,000	CNY 1 million, participants can limit it further	PHP 50,000
User charges	IMPS: ~ INR 5 to 15 UPI: Nil (govt reimburses banks)	Decision of banks, free for retail use	Decision of banks	Decision of banks	Decision of banks/ participating institution



# Pay Later Models



Note : \*User can withdraw prior to maturity subject to non-availability of partner discount



# Types of Payment Fraud

## By nature of fraud

### Investment scams

Fraudsters send emails/texts that appear to be from a legitimate company offering tips on investments that provide good returns (forex/funds). They help victim open account on a fake site and make gains initially before getting victim to invest a larger amount of money.

### Romance scams

Fraudsters create fake profiles on dating websites or social media platforms. They then build relationships with victims. Once they gain victim's trust, they ask for money for various reasons (to pay medical bills or travel to see the victim)

### Impersonation scams

Fraudsters pretend to be from bank or the police. They say that the victim's account has been compromised and that they need to transfer money to a new account immediately. They are directed to a fake website where the fraudsters steal victim's payment information.

### Tech support scams

Fraudsters call or text victims and pretend to be from a legitimate tech support company. They say that the victim's computer has a problem and that they need to pay for remote assistance to fix it. When the victim enters their payment information on the fake website, the fraudsters steal it.

### Fake invoice/ Bill scams

Fraudsters send emails or texts that appear to be from a utility company (power, water, electricity, etc). The emails/ texts say that there is a problem with the victim's account and that they need to pay a certain amount of money. The victim is then directed to a website.



# Types of Payment Fraud

## By payment mode

### Card Specific Frauds



#### Card not present:

Usage of stolen or fraudulent card data to execute transactions on e-commerce sites by fraudsters is a common problem statement faced by card issuers.

#### Card present:

In card present cases, the fraudsters could have temporary use of the card, or the fraud may be a dispute / first party instance where a customer does not remember or want to pay for the transaction.

#### Contactless:

The use of NFC has created a new set of scams where fraudsters manage to bill customers without them being aware or by debiting a transaction twice.

### Mobile Banking, Internet Banking, and UPI frauds



#### SIM Swap:

Fraudsters manage to obtain a replacement SIM and transfer the UPI app to a new device before executing transactions linked to the customer's bank account.

#### Remote takeover (RTO):

Fraudsters use screen or device sharing apps like Anydesk or Teamviewer to get control of the device and use this to transfer funds.

#### Account takeover (ATO):

Fraudsters obtain user credentials based on data leaks, open network traffic (like airport wifi) and use this information to obtain access to client accounts.

Global Average	Confidence tricks	Identity theft	Card details theft
	26.9%	11.6%	26.3%
	India	44.6%	
	Nigeria	40.4%	
	Saudi Arabia	33.2%	
	USA	30.7%	
	Australia	28.1%	
	Thailand	25.7%	
	Singapore	25.3%	
	Canada	24.6%	
	New Zealand	24.4%	

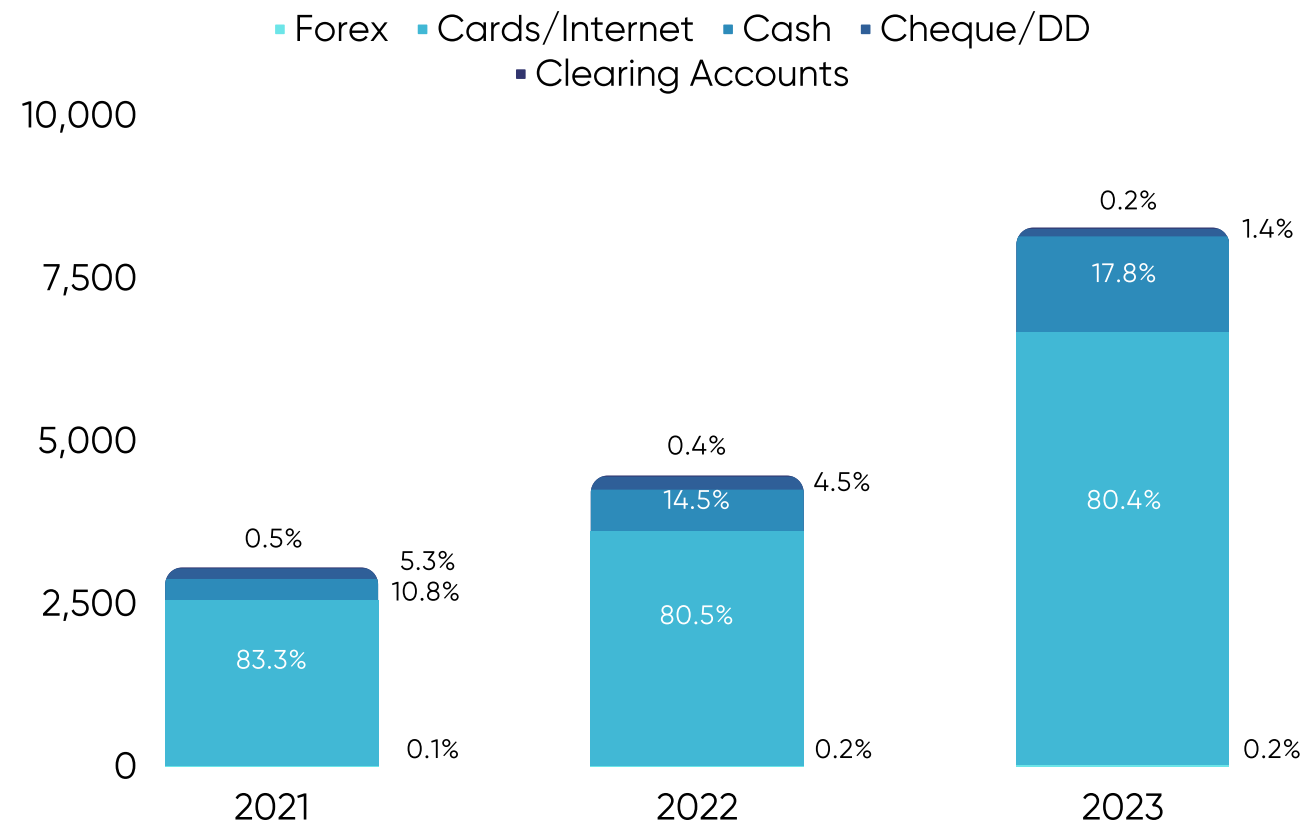
% only represents respondents who were impacted by fraud in last 4 years

New fraud such as Confidence Tricks are on the rise, while Identity Theft and Card Details Theft are declining.

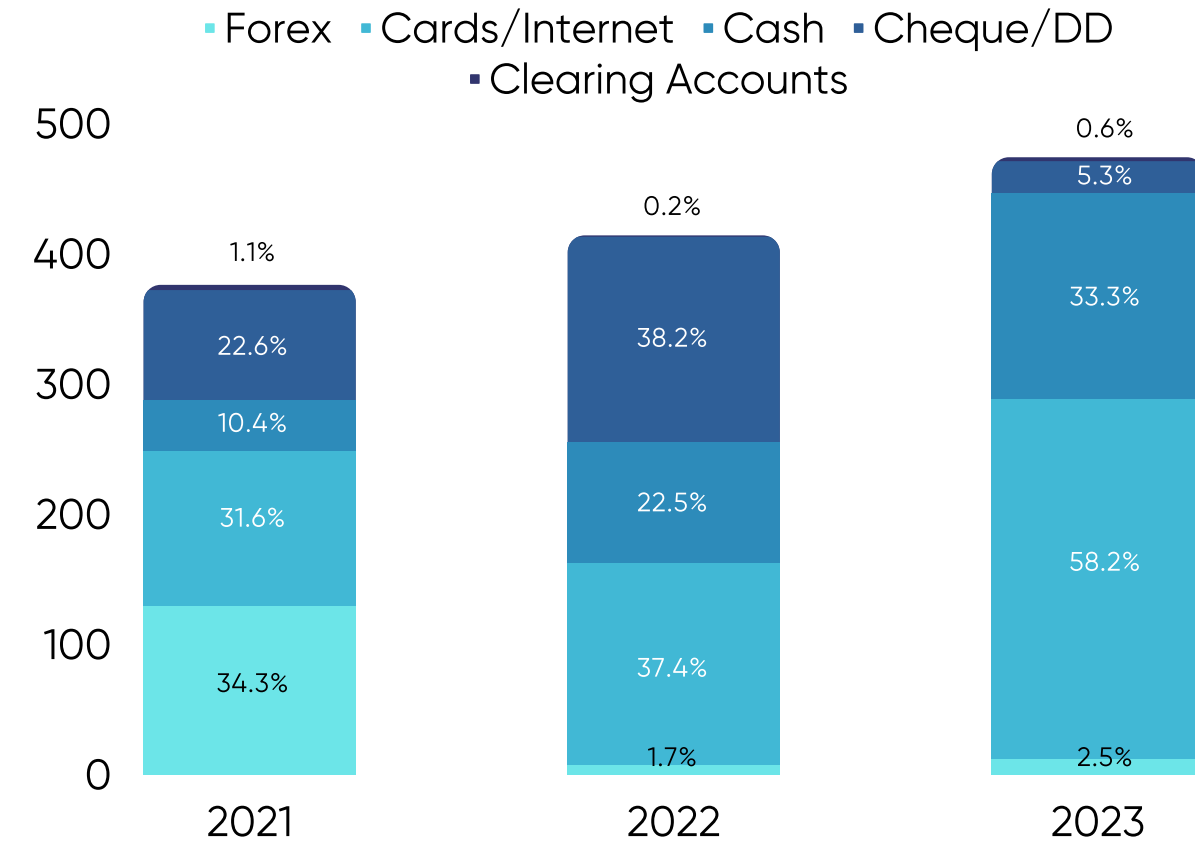


# Reported payment frauds in India

Payment Frauds (by number)



Payment Frauds (by value - in crores)



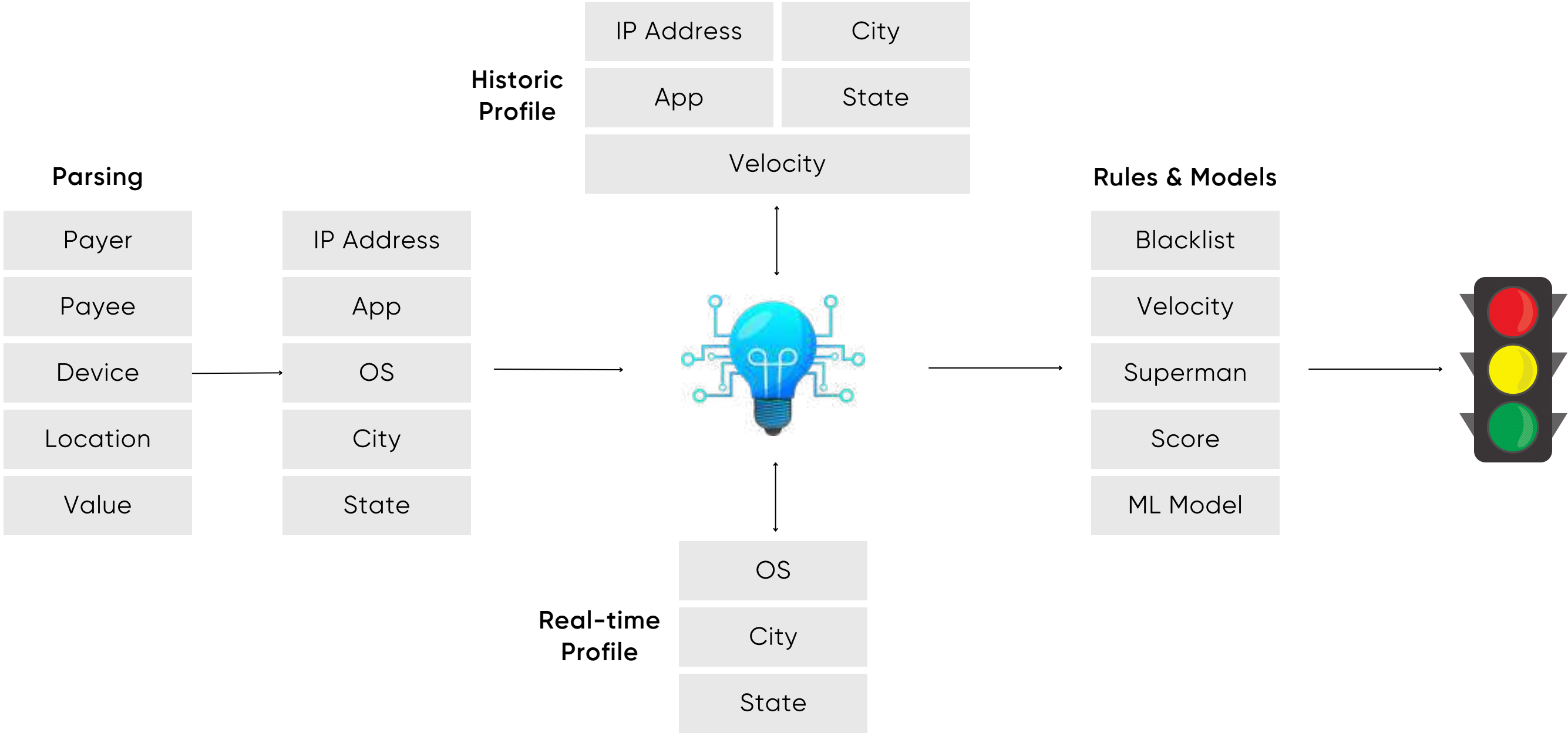
Payment Frauds	3,055	4,469	8,278
Total Frauds	7,338	9,097	13,530
Payment Frauds	42%	49%	61%

Payment Frauds	376	414	474
Total Frauds	132,389	59,819	30,252
Payment Frauds	0.3%	0.7%	1.6%

**The reported numbers are far lower than actual number of frauds in the industry**

*Note: Data are in respect of frauds of Rs. 1 lakh and above reported during the period.*

# Transaction Fraud Monitoring Methodology



Source: Industry experts

# Emerging Trends Rise of IoT and M2M

Internet of Things (IoT) refers to a network of physical devices, vehicles, appliances and other physical objects that are embedded with sensors, software and network connectivity that allows them to collect and share data. These devices – also known as “smart objects” – can range from simple “smart home” devices like smart thermostats to wearables like smartwatches and RFID-enabled clothing, to complex industrial machinery and transportation systems. Technologists are even envisioning entire “smart cities” predicated on IoT technologies. The technologies to support Smart Payment are already well established. However, payments are still predominantly triggered by humans. With Smart Payments, machines will replace manual payments, which means devices will initiate transactions depending on their capacity to function autonomously. Here are four levels of transactions in Smart Payments.

## How Autonomous are IOT Payments

### Level 0 - Informational



**When the device has permission to access a user's bank account**  
 Example- A smart speaker accesses a user's banking details through voice service

### Level 1 - Permissioned



**When the device must request explicit consent of the user before triggering a payment**  
 Example- At a fuel station, a push notification appears on a smart phone for requesting refueling payment

### Level 3 - Fully Autonomous



**When the device uses both pre-defined deterministic condition and adaptive behaviours of the device**  
 Example- A system that automatically orders and pays for repairs in a smart city

### Level 2 - Conditional



**When the device triggers a payment for toner replacement when the level is low**  
 Example- A smart printer automatically triggers a payment for toner replacement when the level is low

Use Case	Description
Toll payment	Cars can automatically pay tolls without the need for human intervention. Suitable Technologies: RFID tags, QR codes, or blockchain.
Smart TV payments	Users can purchase content or services directly from their smart TV without having to enter their credit card information. This can be done using a variety of payment methods, such as in device pre-paid instrument, subscription services, or one-time payments.
Smart fridge payments	Users can automatically order groceries or other products from their smart fridge when they are running low.
Connected car payments	Connected cars can automatically pay for parking, fuel, and other services.
Industrial automation	Machine-to-machine payments can be used to automate payments in industrial settings. This can be used to pay for raw materials, finished goods, or services.
Smart metering	Smart meters can automatically send data about energy usage to utility companies. This data can be used to bill customers for their energy usage or to offer them discounts for using less energy.

# Emerging Trends

## New form factors of payments



Dynamic CVV Cards



Smart ring payment



2-in-1 Cards (Credit and Debit)



Smart Watch payments



Palm scanners



EMI Cards



# Emerging Trends

## Cross-border payments

### Asset Linked Conversions



- This innovation involves the use of digital assets (like digital precious metals, fractional shares etc) as a medium of exchange in cross-border transactions.
- The sender converts their currency into a digital asset, which is then sent across borders and converted back into the recipient's local currency.
- This method can potentially reduce transaction costs and increase speed however, in many countries, there are additional regulations that one needs to follow, and capital gain at every transaction makes this tax inefficient.

### Visa B2B Payments



- A platform developed by Visa for direct B2B payments.
- It uses a distributed ledger technology to simplify and speed up the process.
- This allows businesses to make secure, direct transactions with each other globally.

### Card-to-Card Transfers



- This technology allows for direct transfers between debit or credit cards issued by different banks or in different countries. It simplifies the process of sending money abroad by eliminating the need for bank account details and can be faster than traditional bank transfers.
- It should be noted that in many countries, Credit to Credit and Credit to Debit Card transfers are prohibited.

### SWIFT GPI (Global Payments Innovation)



- This service by SWIFT enhances the speed, transparency, and traceability of cross-border payments.
- It allows banks to provide end-to-end payment tracking to their customers and reduces the time taken for international transfers.

# CBDC

## A New Chapter in Fiat Currency



A Central Bank Digital Currency (CBDC) is the digital form of a country's fiat currency. Like fiat currency, it is also a claim on the central bank, but instead of printing money, the central bank issues electronic coins or accounts backed by the full faith and credit of the government and economic activity.

### Benefits

- Supporting a resilient payments landscape, no counterfeiting is possible.
- Avoiding the risks of new forms of private money creation.
- Supporting competition, efficiency, and innovation in payments.
- Meeting future payment needs in a digital economy by creating programmable money
- Improving the availability and usability of central bank money
- Making monetary and fiscal policy more effective.
- Addressing the consequences of a decline in cash.
- Building block for better cross-border instant payments.



### Challenges

- Privacy risks due to potential tracking.
- Too much control: the government can direct where and how much to spend.
- Operational risks and security vulnerabilities.
- More power in the hands of dictator and authoritarian governments by allowing them to put punitive sanctions against opposition.



## Where 130 Countries and Currency Unions Stand on CBDC Progress in June 2023

■ Launched ■ Pilot ■ Development ■ Research ■ Inactive ■ Cancelled ■ Others



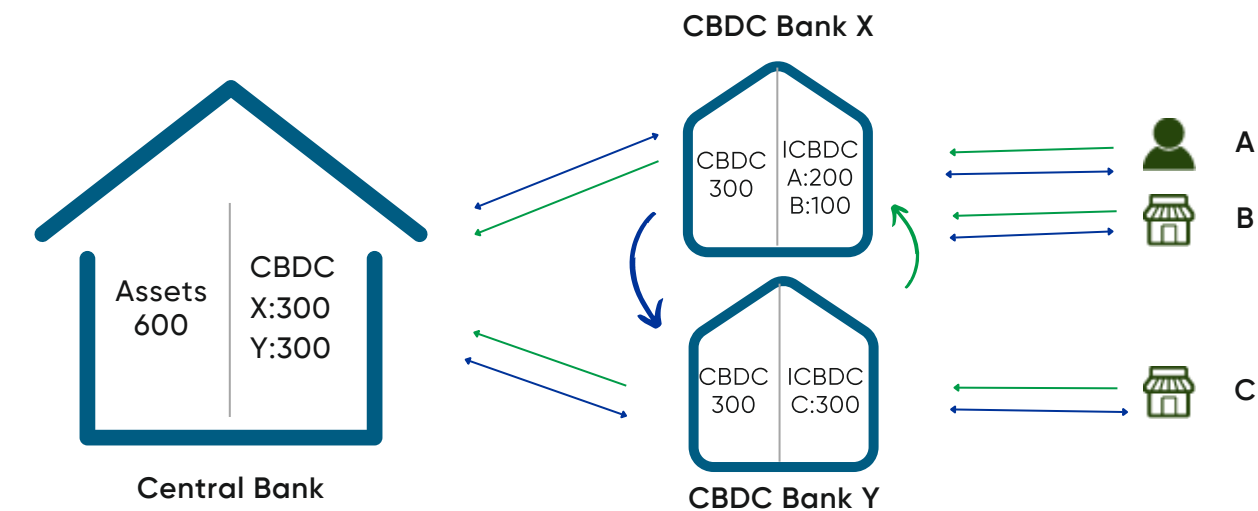
# CBDC Architectures

## An overview of potential retail CBDC architectures

### Indirect CBDC

(synthetic two-tier/  
multi-cell)

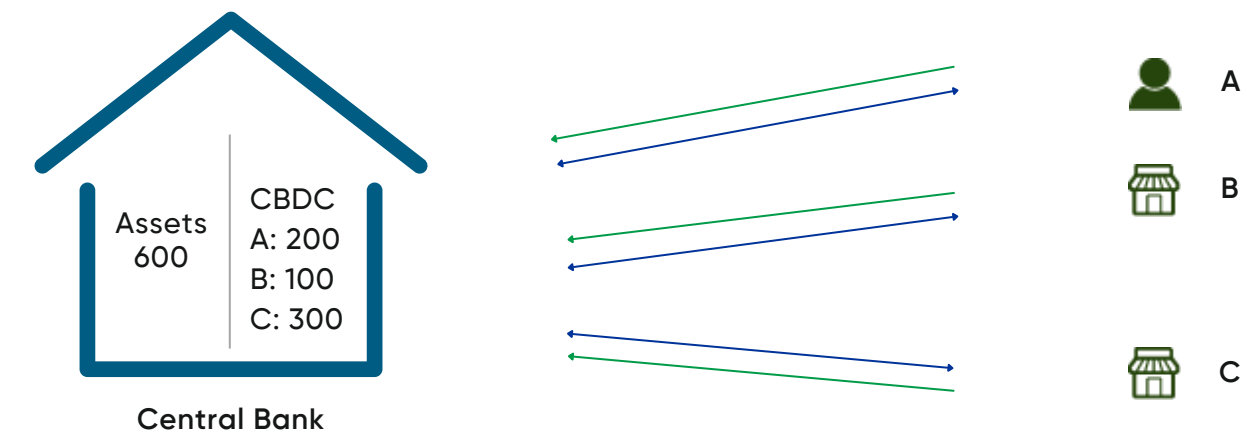
- ICBDC is claim on an Intermediary
- Intermediaries onboard (KYC) and handle retail payments
- payments
- The central bank handles wholesale payments



### Direct CBDC

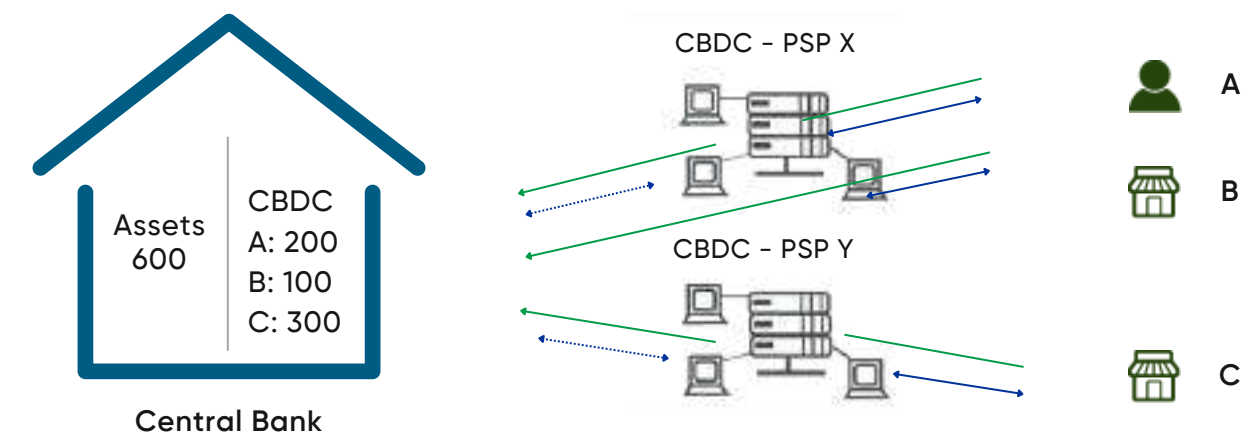
(digital banknotes/  
central bank accounts/  
single-cell/  
central bank currency)

- CBDC is a claim on the central bank
- Intermediaries or central bank onboard (KYC)
- Central bank handles retail payments



### Hybrid CBDC

- CBDC is a claim on the central bank
- Intermediaries onboard (KYC) and handle retail payments
- payments
- Central bank periodically records retail balances



← Legal claim communication during payment

↔ Real-time

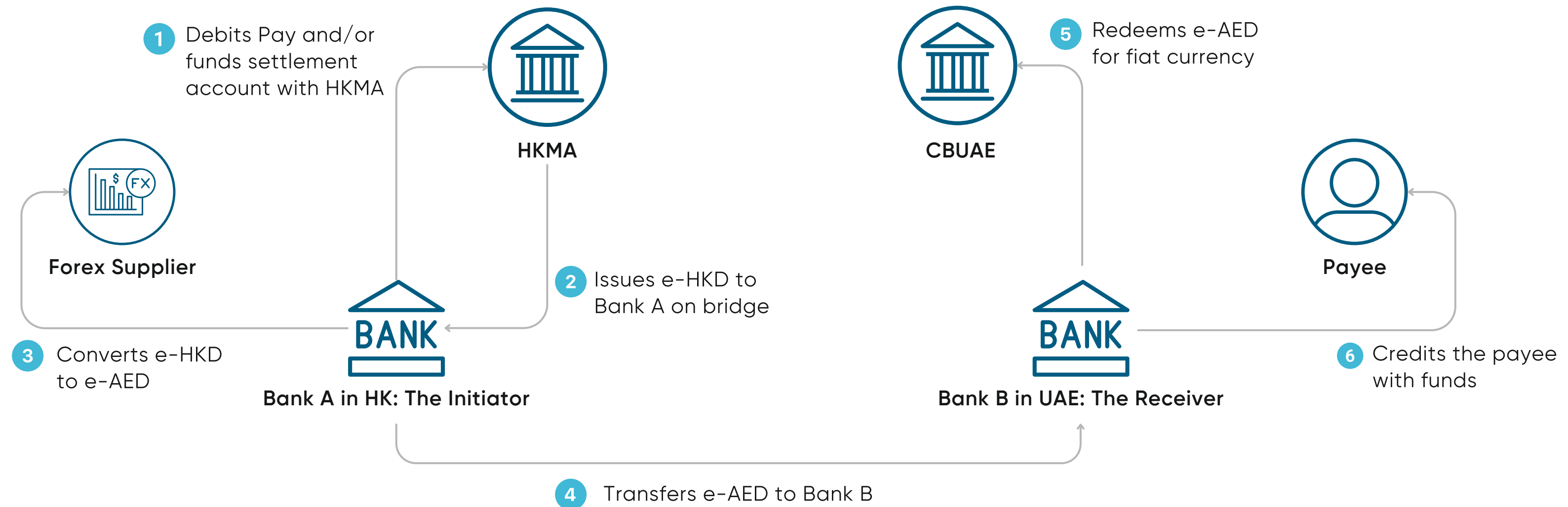
⋯ Deferred

👤 Person (if account-based) or pseudonym (if token-based)

🏪 Merchant

# Wholesale CBDC cross-border payment

The procedure of cross-border payments on bridge from Hong Kong to UAE





# CBDC across the world



Main Motivation	Operational efficiency, financial inclusion	Monetary sovereignty, Internationalisation	Declining use of cash, financial stability	Payment efficiency, financial inclusion	Resilient payment system, financial inclusion	Financial inclusion, seigniorage
Interest Bearing	✗	✗	✗ <sup>1</sup>	✗	✗	✓ <sup>2</sup>
Limits on Holding & Transactions	✗ <sup>7</sup>	✗	✗	✓	✓	✗
Offline Usability	✗	✓	NA	✓	✗	✗
International Access	✗	✓	✓	✗	✗ <sup>4</sup>	✓
Technology	DLT	NA	DLT <sup>5</sup>	DLT <sup>6</sup>	DLT	DLT

1. Not finally decided yet, but probably not interest-bearing as the initial focus of the pilot is on non-interest-bearing e-krona.

2. The SOV will be indirectly interest-bearing as monetary supply increase will be mostly allocated to SOV holders (75%)

3. Although cross-border payments are announced, capital controls might limit them.




















4. The Eastern Caribbean Dollar is subject to capital controls that will likely also hold for the DXCD.

5. The e-krona prototype uses DLT. The technological choice for the final CBDC-if indeed continuing with CBDC - has not been finally decided yet.

6. It has not been officially confirmed that the Sand Dollar utilizes DLT. However, the technological focus of the technology provider argues for using DLT. Except for Sweden, all countries will enable CBDC access without a bank account. The mentioned central banks aim to include banks (and partly other firms) as intermediaries for distributing minted CBDC units (two-tiered operating structure).

7. Only with full KYC

# Noteworthy Cross Border CBDC Projects

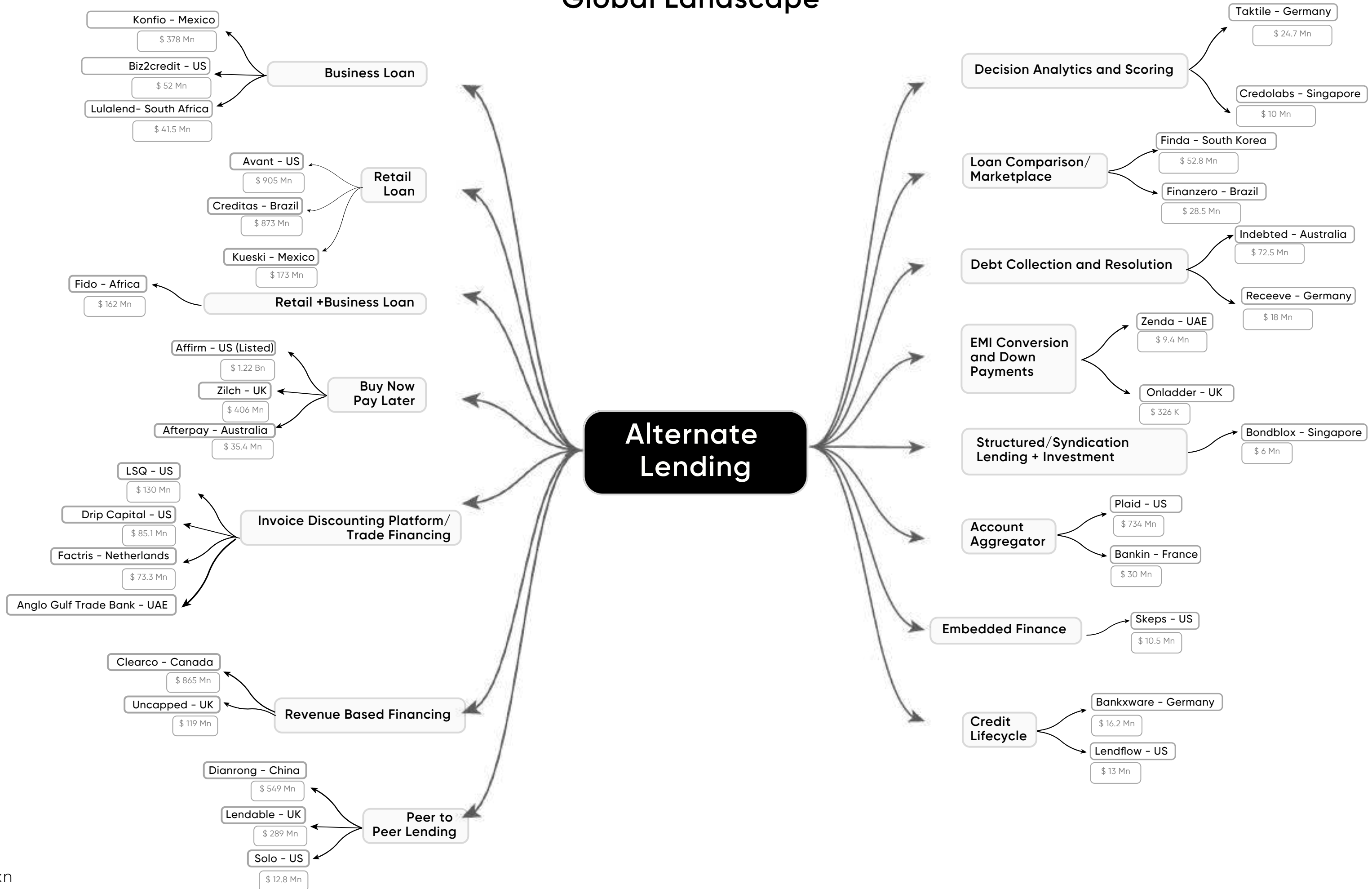
Project Name	Countries Involved	Description	Use Case
Multiple CBDC Bridge (mBridge)	   	A project for creating a multiple CBDC arrangement for faster, cheaper, and more efficient transfers and foreign exchange operations.	Wholesale
Project Dunbar	   	Explored a platform for international settlements, successfully building two prototypes for international settlements across multiple CBDCs.	Wholesale
Project Sela	  	Explored the cybersecurity implications of a two-tier, retail CBDC.	Retail
Project Icebreaker	   	Tested interlinking and interoperability between different retail CBDCs, exploring a model for permitting retail CBDC payments across borders.	Retail
Project Mariana	   	Explored using automated market makers (AMMs) to facilitate exchange between Swiss franc, euro and Singapore dollar on the wholesale level.	Wholesale

# Lending



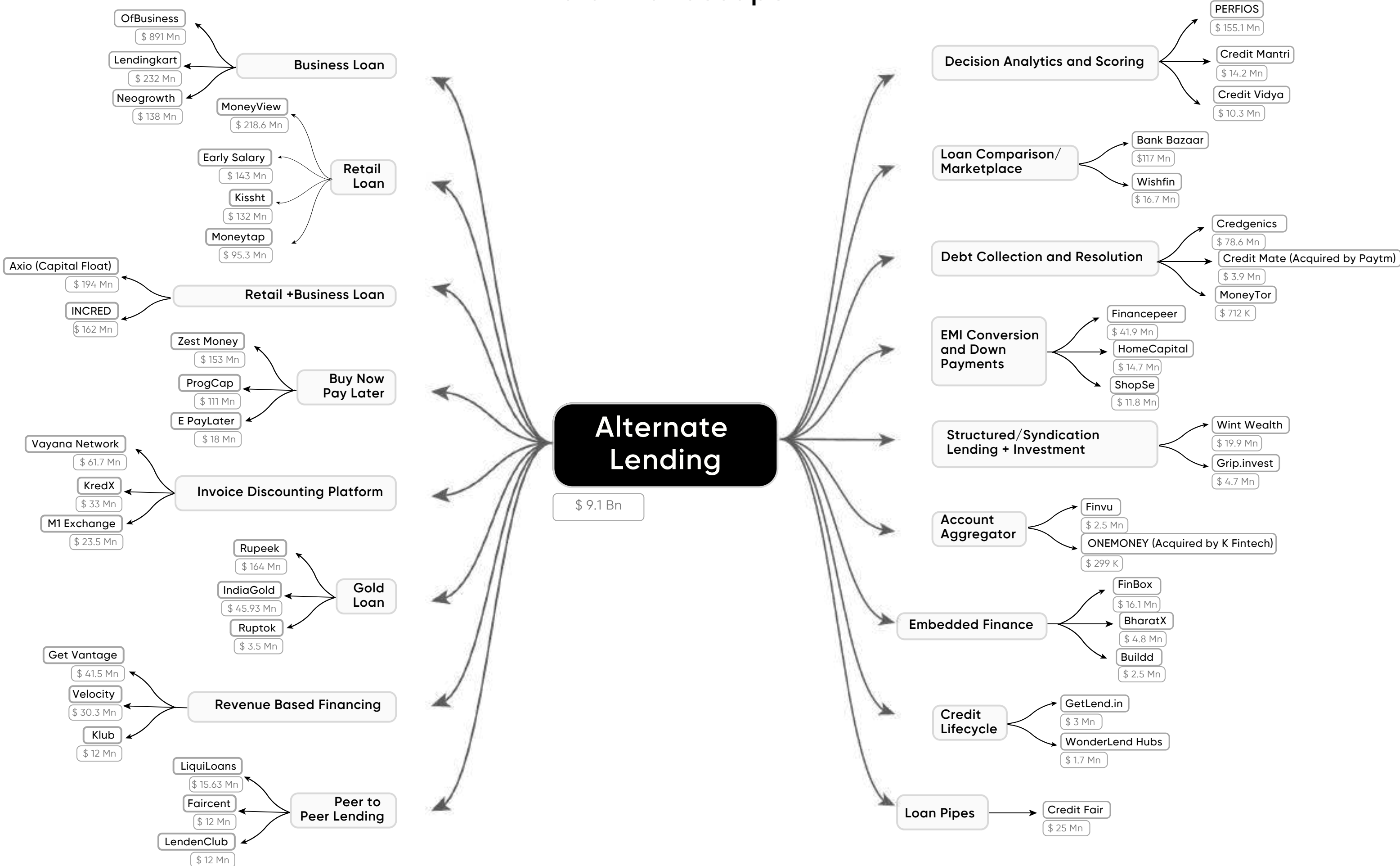


# Global Landscape



Source: Tracxn

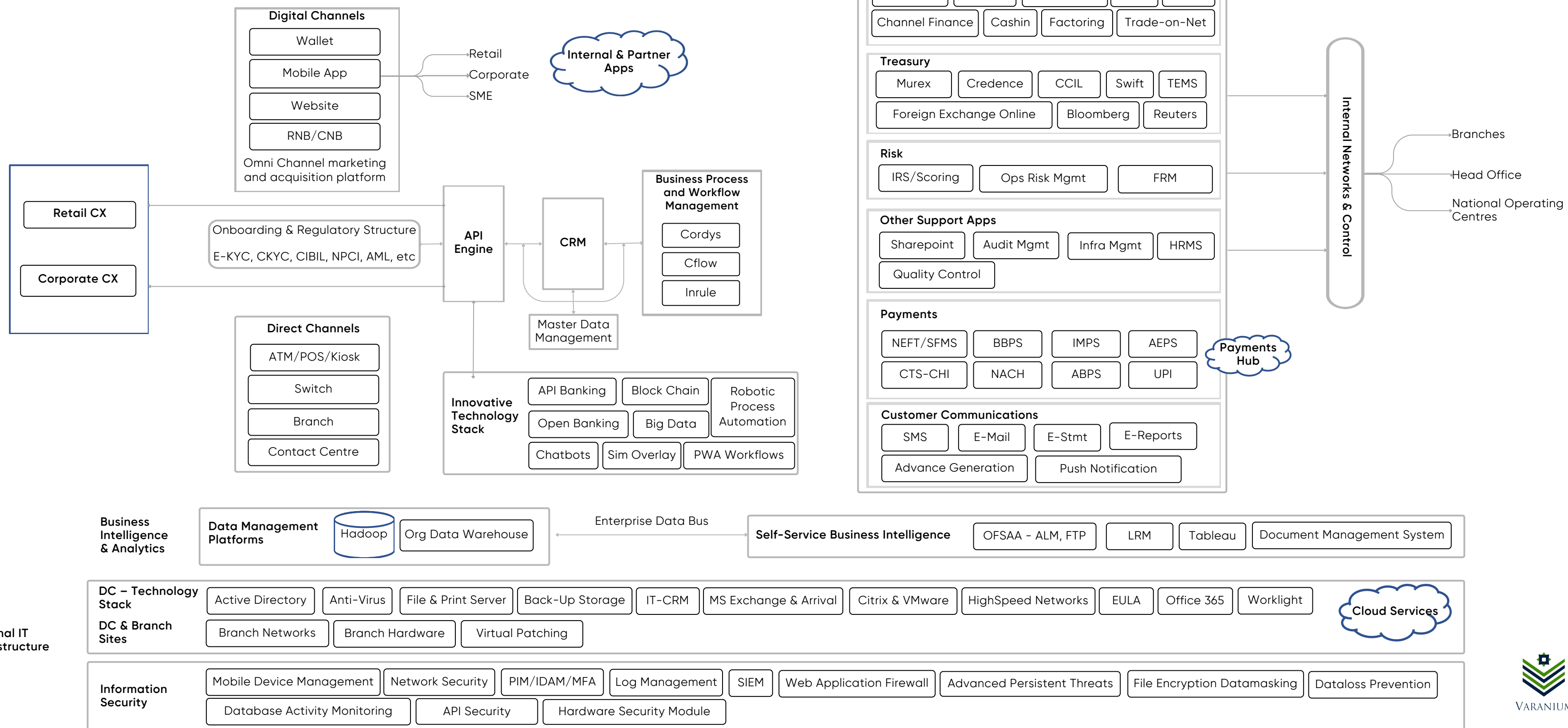
# Indian Landscape



Source: Tracxn

# Banking Stack

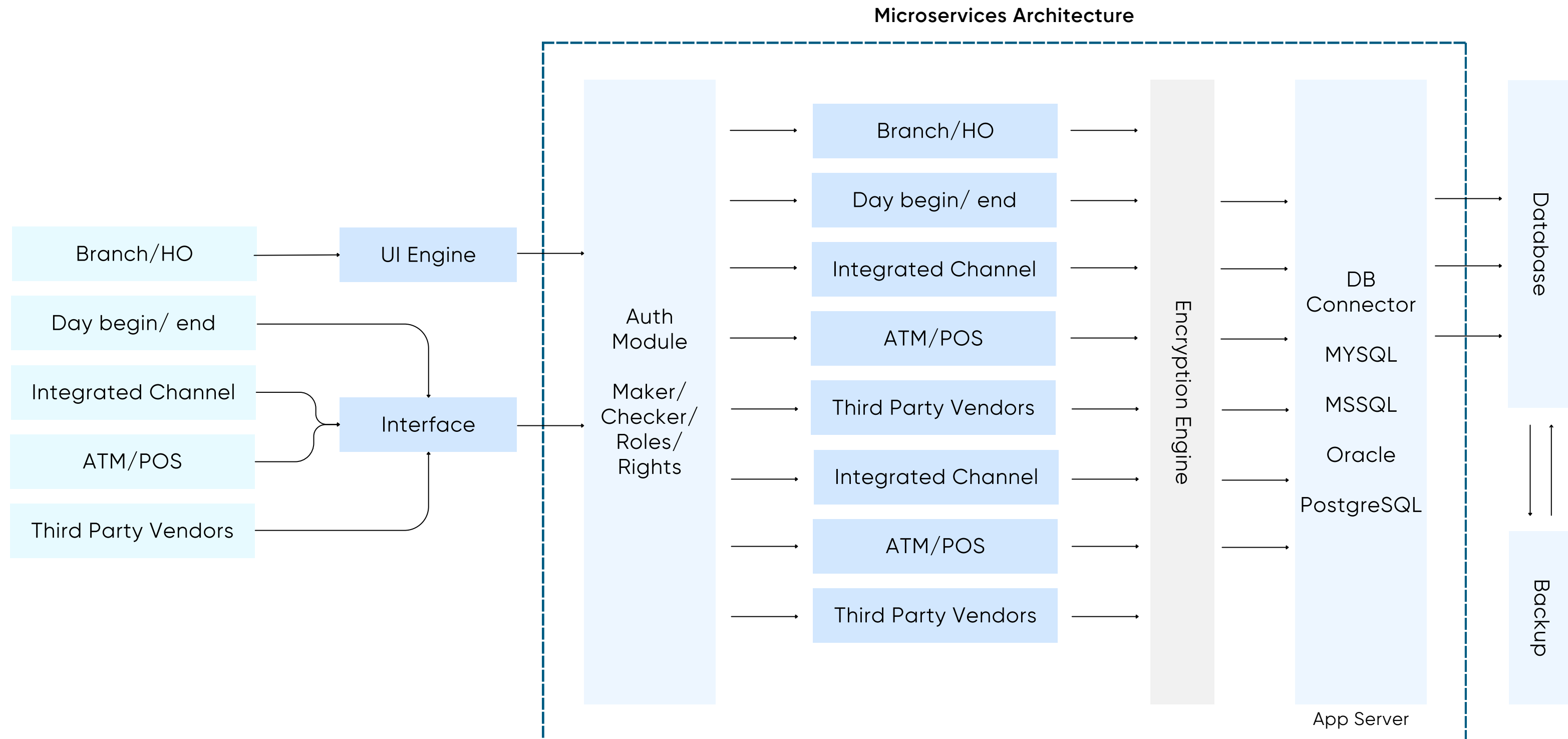
## Traditional banking structure



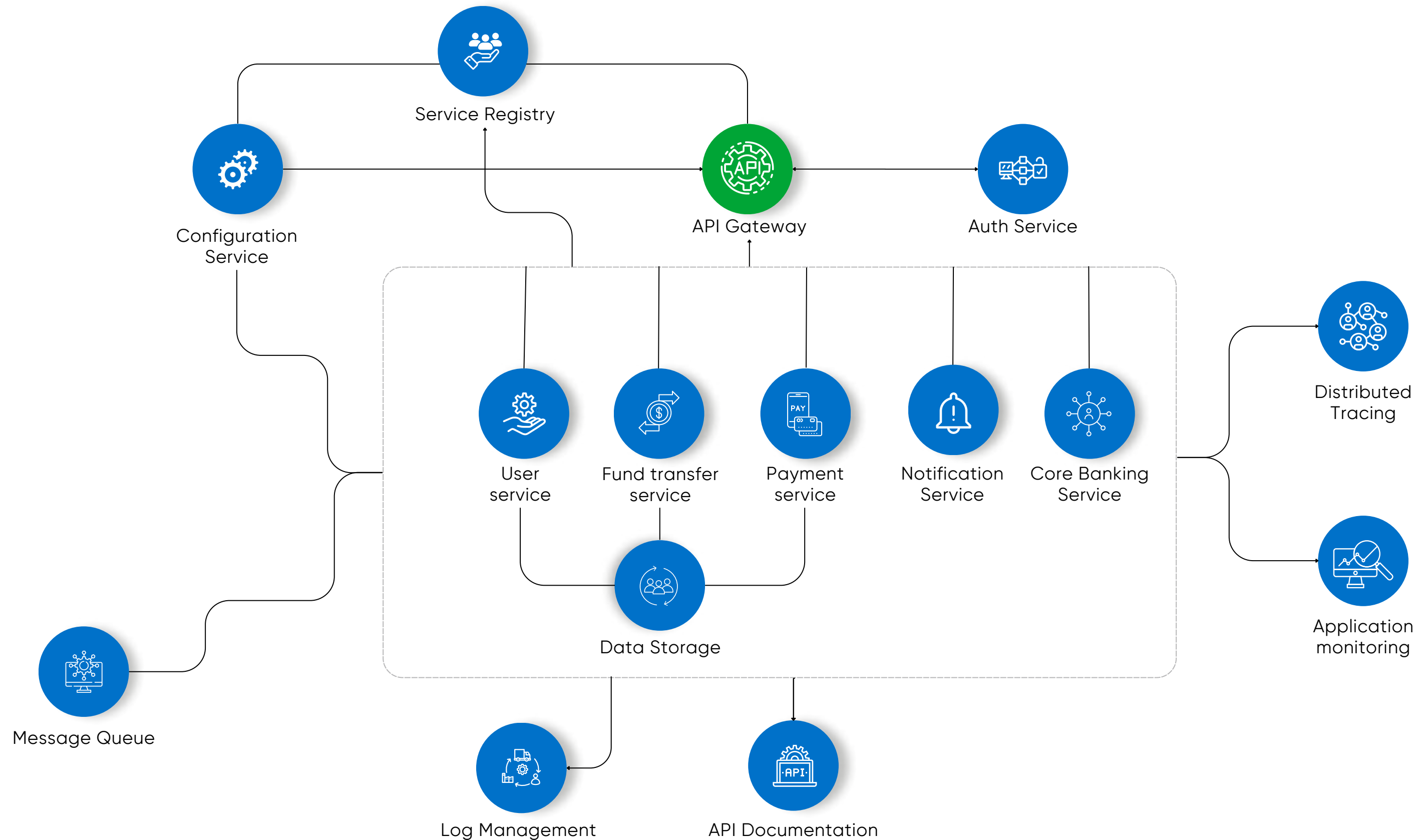


# Banking Stack

New stack built on microservices architecture












# Micro Services Architecture



# Loan Operating System

## Evolution over decades

Particulars	Upto 2000	From 2001 - 2015	From 2015 onwards
System Architecture	Monolithic & Tight coupled systems	Monolithic & Tight coupled systems	Open System and auto scalable
Integration Difficulty	High 	Medium 	Low 
Support Multiple App			
Data Storage	Own Server based	Own Server based	Cloud based
Cost	One time set up fee and AMC	One time set up fee and AMC	Pay per use/ Subscription based
Implementation time	High 	Medium 	Low 
Data Protection	Security talent required	Security talent required	In-built security within cloud and additional layer developed by system providers
Tech Updates	Frontended	Frontended	Backended
in-built Credit Assessment	Manual and file upload	Manual and file upload	Available through BRE
Processing timelines	15 to 30 days	7 to 10 days	1 to 3 days
Regulatory Reporting	Manually filed using data warehouse	Manually filed using data warehouse	Automated through System
User	Public/Private Sector Banks	NBFCs	Banks/NBFCs/Fintechs

# Loan Operating System

## Tech Stack

### Data Verification (API Driven)

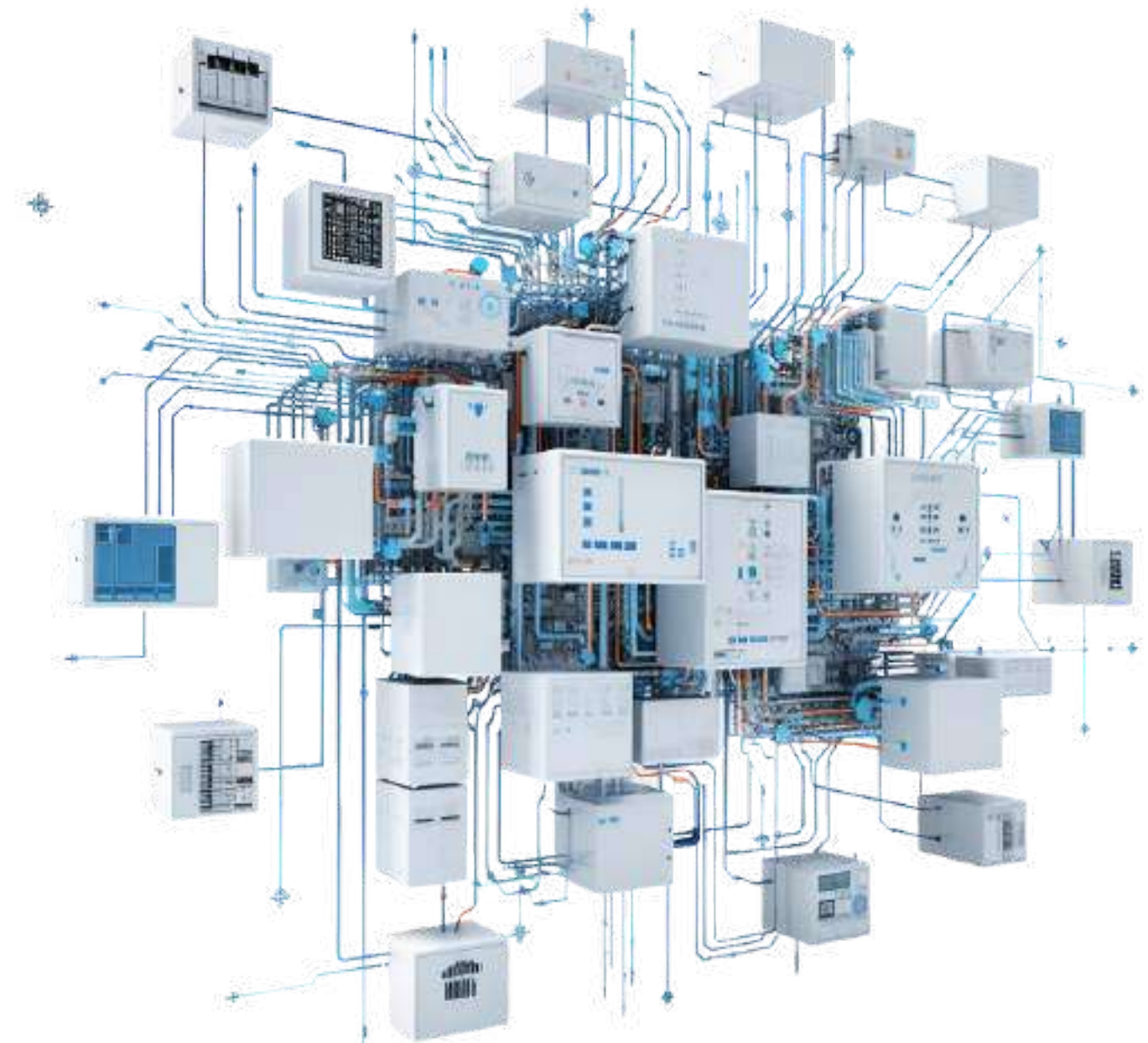
Aadhar NSDL Bank Statement ITR & GST OCR Address Verification

### Underwriting, Sanction & Decisioning

Hunter De-Dupe CERSAI Portals BRE Bureau  
E-Sign E-Stamp E-Mandate Video PD CKYC AA Framework

### Collections Platform

3rd-Party Data Usage External Data analytics Social Media System Triggers  
Behaviour Tracking Segmented Approach Auto Debit PG Link UW Feedback





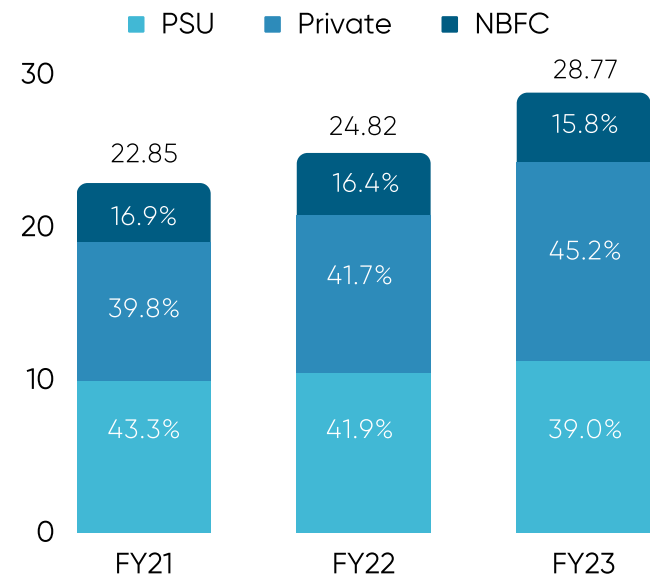
# Emerging Trends

Parameters	Litigation Finance	Green Finance	Income Sharing Agreement
<b>Meaning</b>	An unrelated third party to the litigation provide funds to cover the legal fees. Litigation finance is at an infant stage in India.	Structured financial activity (loans, debt, investments) for a better environmental outcome, resilient future via development of green projects, minimize the climate impact of existing plans, or both.	Education Funding with repayments linked to future salary, unlike a fixed EMI under traditional student loans.
<b>Underwriting Parameters</b>	Expense to claim ratio, Judiciary Authority, Case type (commercial vs consumer dispute), Probability of recovery, Financial merit of both the plaintiff & the defendant.	Parameters largely remains the same as traditional lending. Incrementally, the project risk is also assessed. (Eg: energy generation and environmental impact, IOT based performance capturing, type of battery/solar panels)	Potential for future income, Course tenors, Value-add to borrower from the course, Existing income & knowledge. One may require a co-signer depending on the course .
<b>Revenue Model</b>	<ul style="list-style-type: none"> <li>• Processing fee (only applicable abroad)</li> <li>• Share in claim amount on successful outcome of the suits. (prevalent in India currently)</li> </ul>	Interest, carbon credits, subsidies and various benefits announced by Governmental bodies	<ul style="list-style-type: none"> <li>• Share in the future incomes generated post course completion.</li> <li>• Standard ISA terms: share in the future income, sharing tenure, minimum income levels and may/ not have a payment cap.</li> </ul>
<b>Benefits</b>	Creates a separate asset class for Investors	<ul style="list-style-type: none"> <li>• Enabler for more climate impact projects</li> <li>• Regulatory push and support (green deposit scheme)</li> </ul>	<ul style="list-style-type: none"> <li>• Financing without a co-signer.</li> <li>• Student Loans repayment continues even if income drops. ISA's do not take payments if income drops below minimum threshold.</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>• No particular guidelines or policies to regulate this alternative lending model.</li> <li>• Lack of clarity on licensing (NBFC/AIF/CIS license ) requirements to function</li> </ul>	<ul style="list-style-type: none"> <li>• Depositors have no compelling reason to switch as interest rates are lower or par with fixed deposit offering.</li> <li>• ALM mismatch, Yearly audits, High amounts of compliance and transaction load.</li> </ul>	<ul style="list-style-type: none"> <li>• Variable payment amounts based on future income levels.</li> <li>• Refinancing options are not available.</li> <li>• Standard borrowing limits. Student loans are borrower-specific</li> </ul>

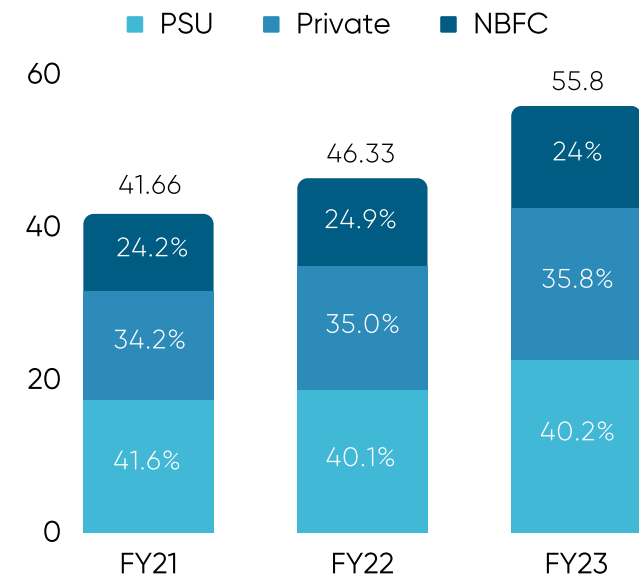
# Emerging Trends

Parameters	Gig Economy Finance	Gamified Underwriting
<b>Meaning</b>	Financing against prediction of future revenues to be generated by social media backed catalogue.	Generation of non-invasive instant credit score for new & existing customers using psychometric data, device data, digital interactions, etc.
<b>Underwriting Parameters</b>	Viewership data, Subscriber count, type of content, Potential brand partnership, etc. of the content creator.	<ul style="list-style-type: none"> <li>• Gamified Psychometric Assessment tool to assess personal traits (literacy, spending habits, thought process, response time) of prospective borrower.</li> <li>• Alternatively, some players are using metrics like : data points from digital interaction with form, device used, OS used, mode used (incognito/normal), VPN usage, etc.</li> </ul>
<b>Revenue Model</b>	<ul style="list-style-type: none"> <li>• Financier takes licenses for existing videos for certain months (say till target IRR achieved).</li> <li>• Generates additional income by posting videos on other platforms or in other languages.</li> <li>• Leverage content and creator network to get additional revenue from brand partnerships</li> </ul>	Monthly subscription or per API fee
<b>Benefits</b>	Enables content creator to invest in creating content. (Eg; buy new camera, travel, etc).	<ul style="list-style-type: none"> <li>• Alternative to traditional assessment model relying on historical credit data</li> <li>• Enabling Credit for NTC segment.</li> </ul>
<b>Challenges</b>	<ul style="list-style-type: none"> <li>• No set model for underwriting.</li> <li>• Branding Risk: Account Ownership is transferred from content creator to financier. Hence, new content could only be revenue-generating, which may not be in niche category.</li> </ul>	<ul style="list-style-type: none"> <li>• Low adaptability due to few use case.</li> <li>• Standalone reliance on the model will not be possible.</li> </ul>

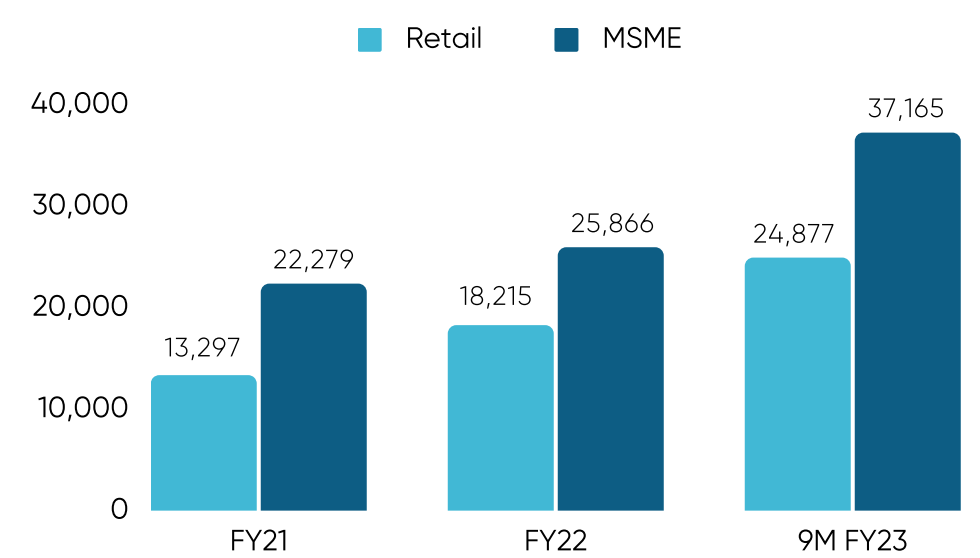
# Lending Growth & NPA Trends



MSME - AUM (in INR lakh crores)

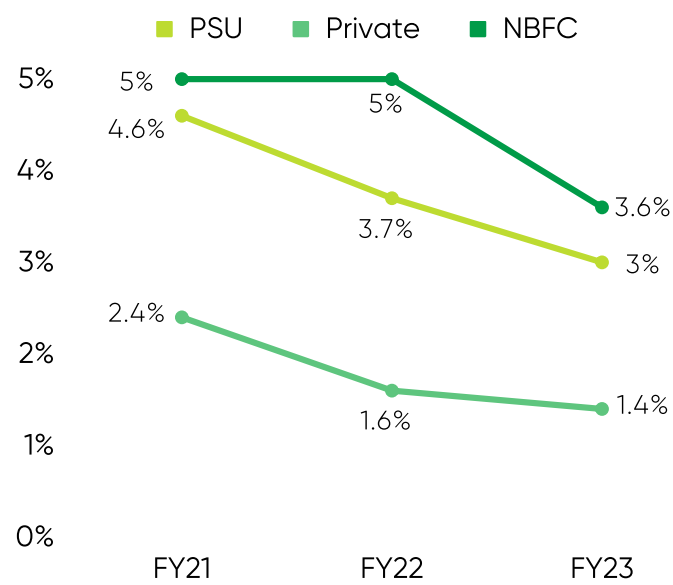


Retail - AUM (in INR lakh crores)

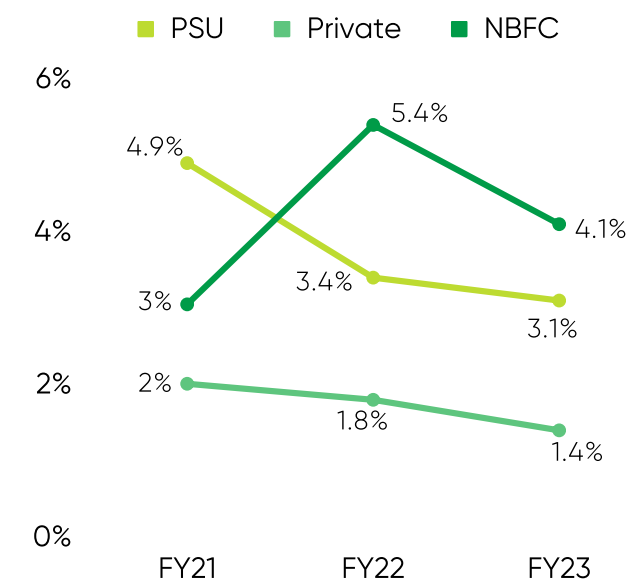


Fintech - AUM (INR in crores)

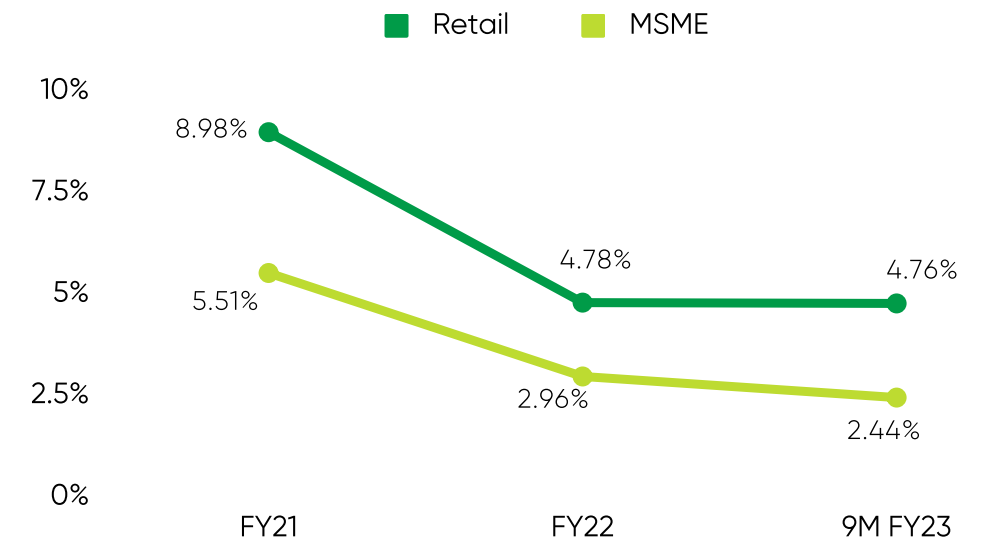
Note: AUM as of 31st March 2023 is INR 60,922 Crore



MSME NPAs



Retail NPAs



NPA Trends for Fintech

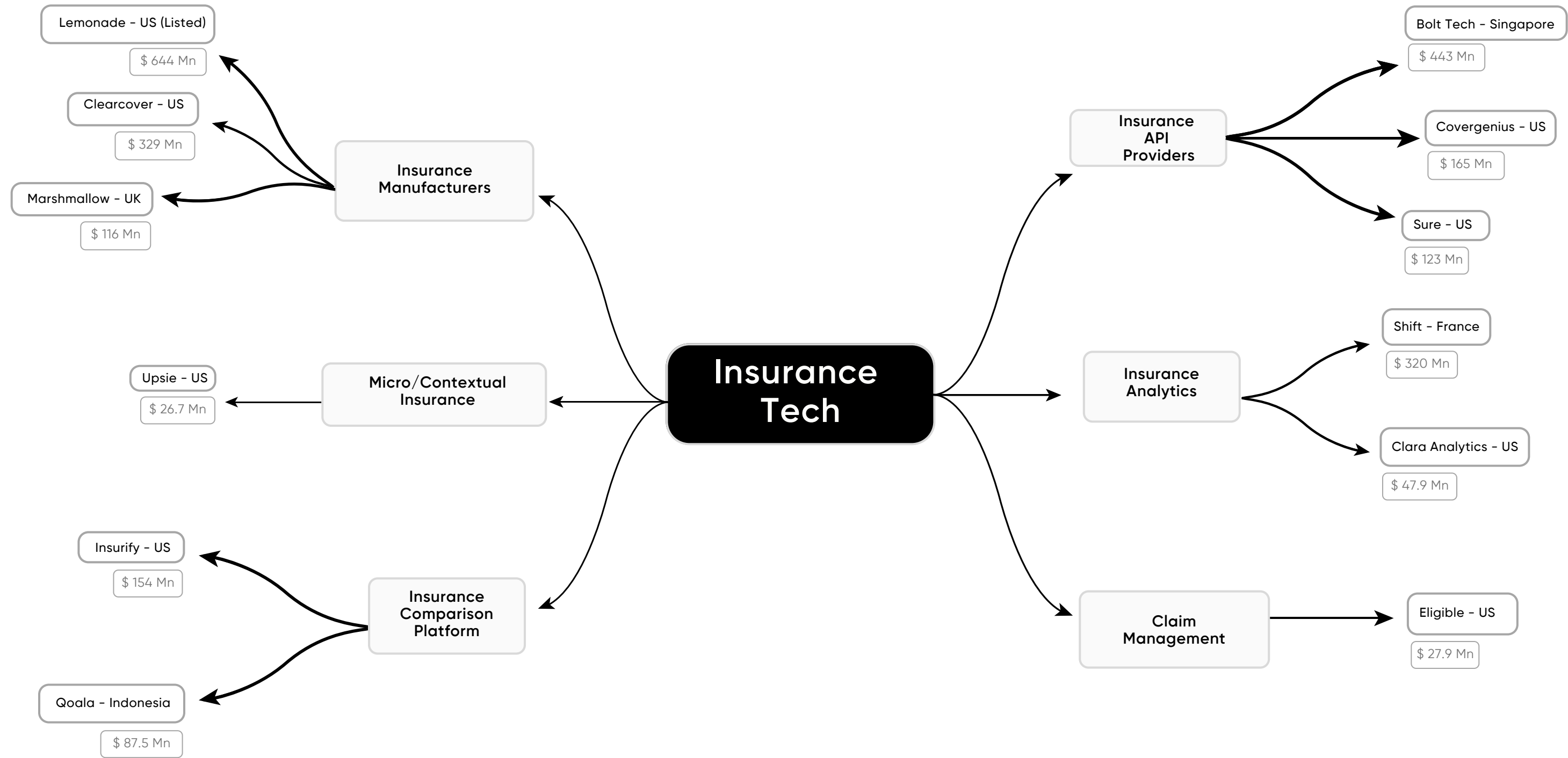


# Insurance

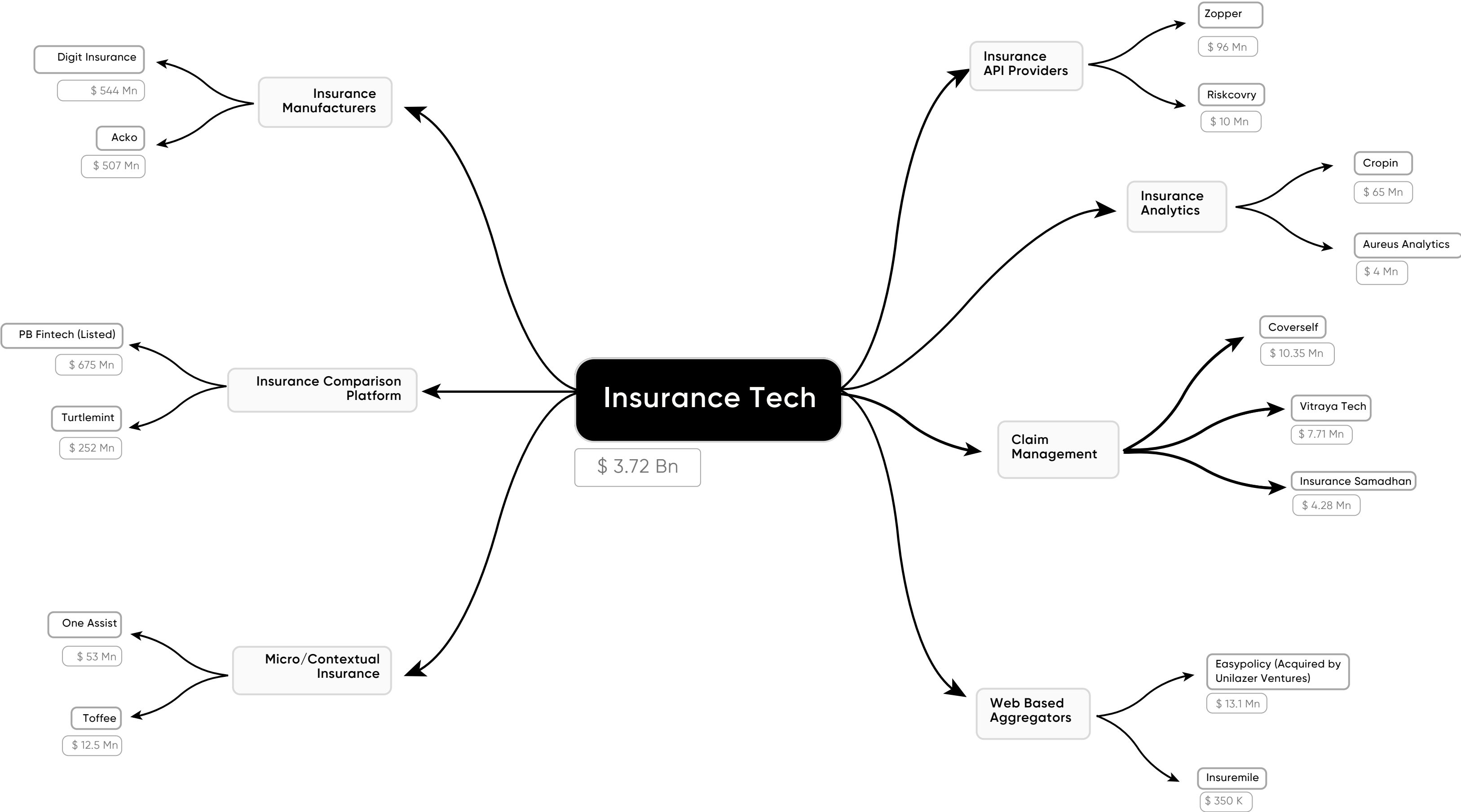




# Global Landscape

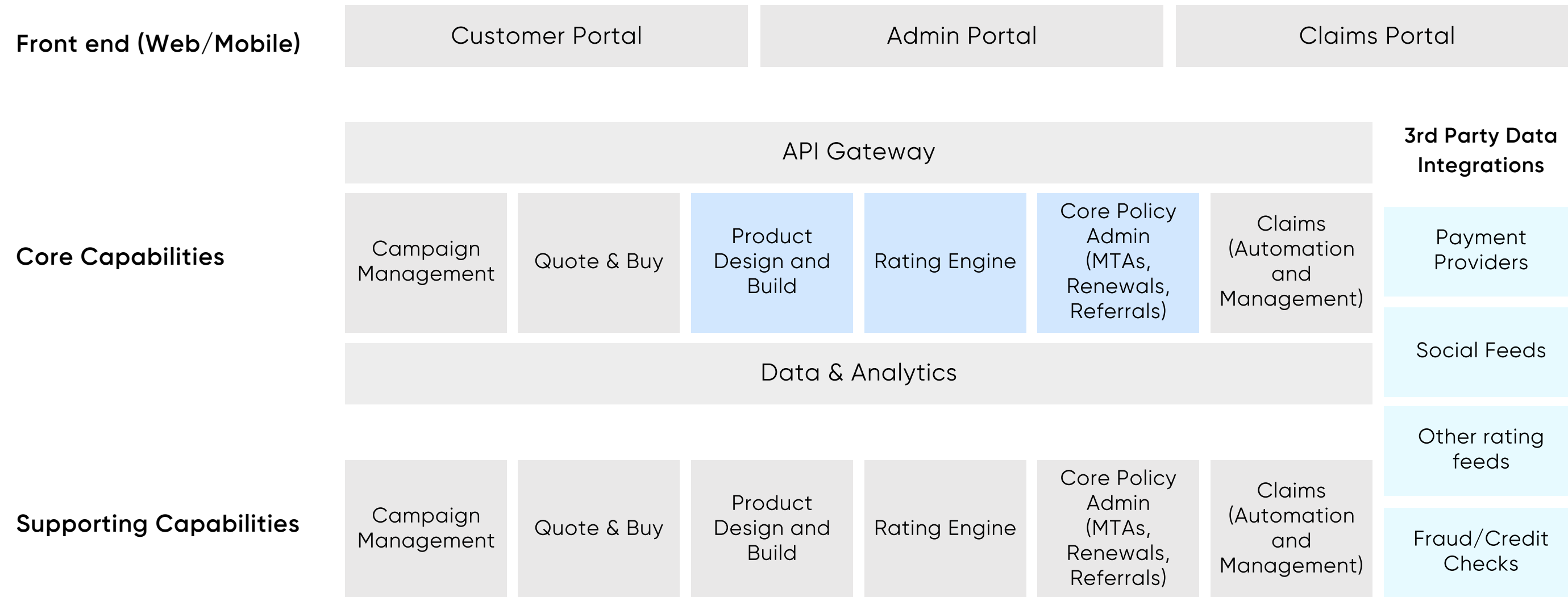


# India Landscape



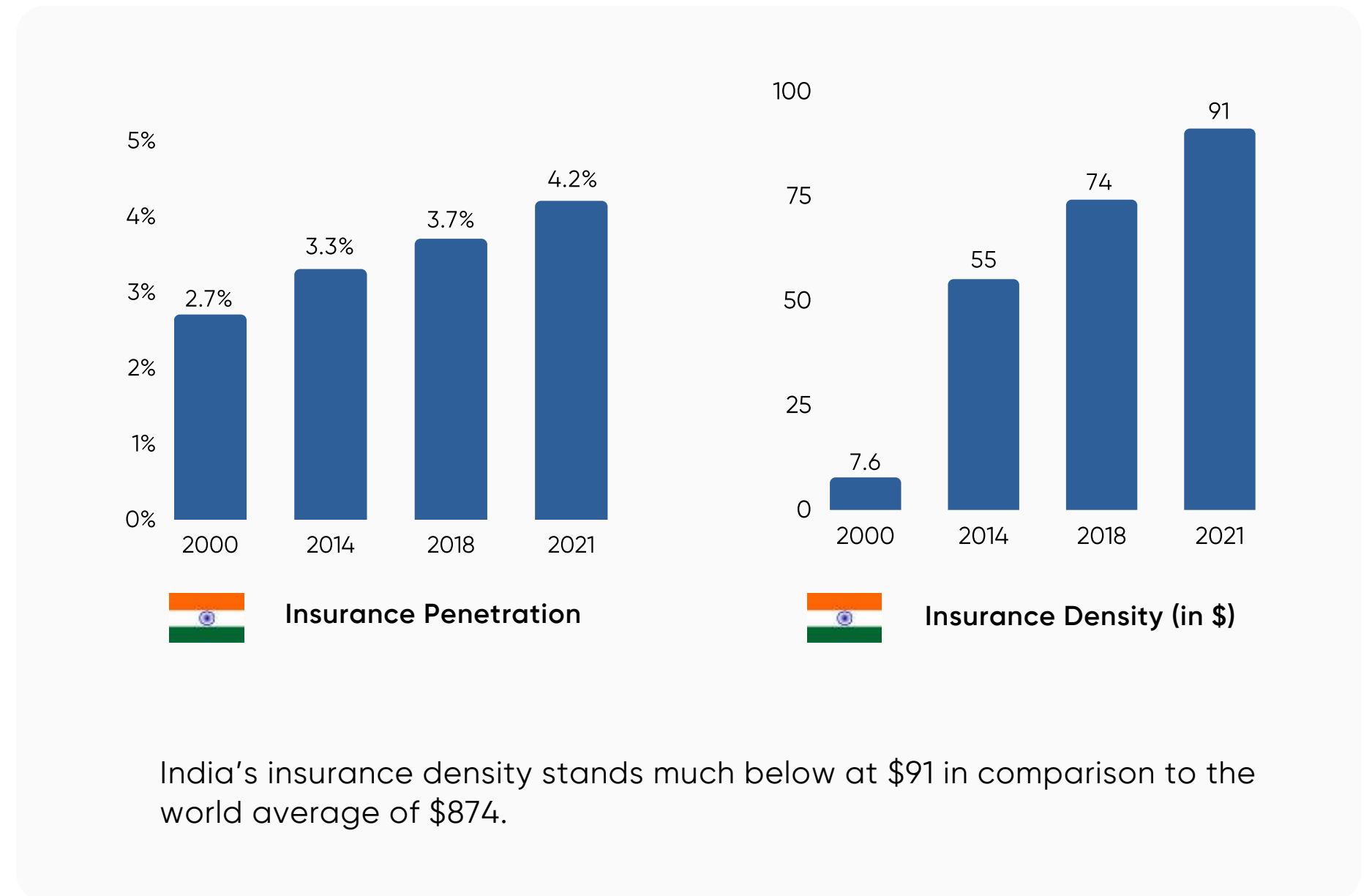
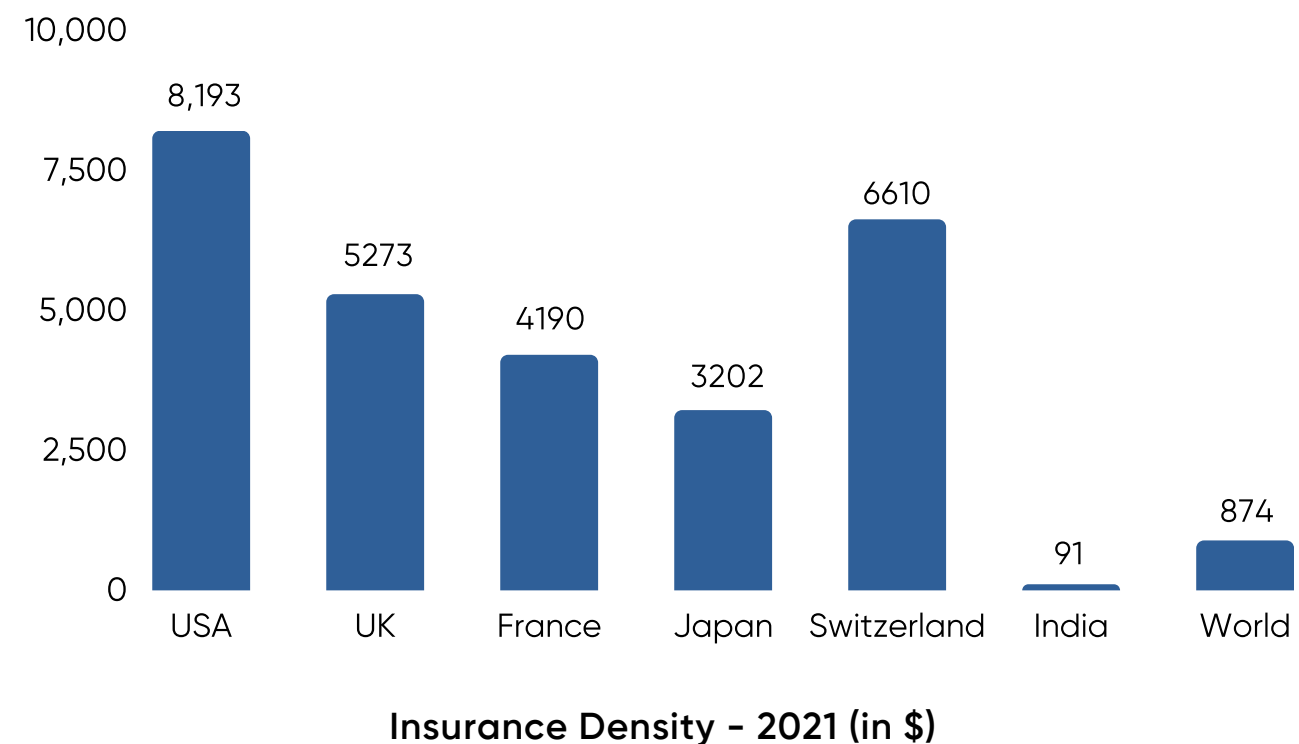
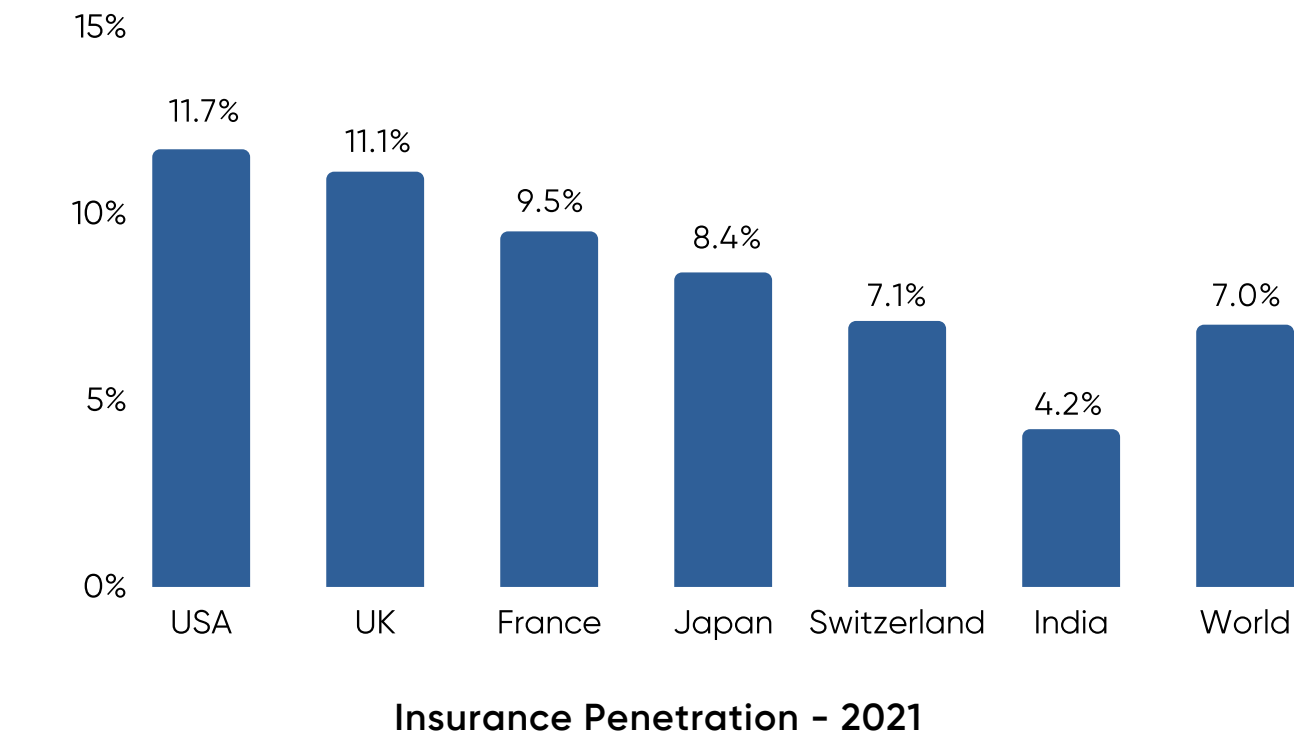
Source: Tracxn

# Insurance Stack



- Traditional PAS Functionality
- Additional current-day PAS Functionality

# Insurance: India vs World



Density means premiums collected by insurance companies to the country's population.



# Challenges in penetration in India

## Claim Settlement

The process is largely paper-driven and lack of innovation by insurance intermediaries.

## Removal of Tax Deduction

New Tax Regime removes the deduction on life insurance premium. This may act as a deterrent to increase in life insurance coverage.

## Mis-selling of policies

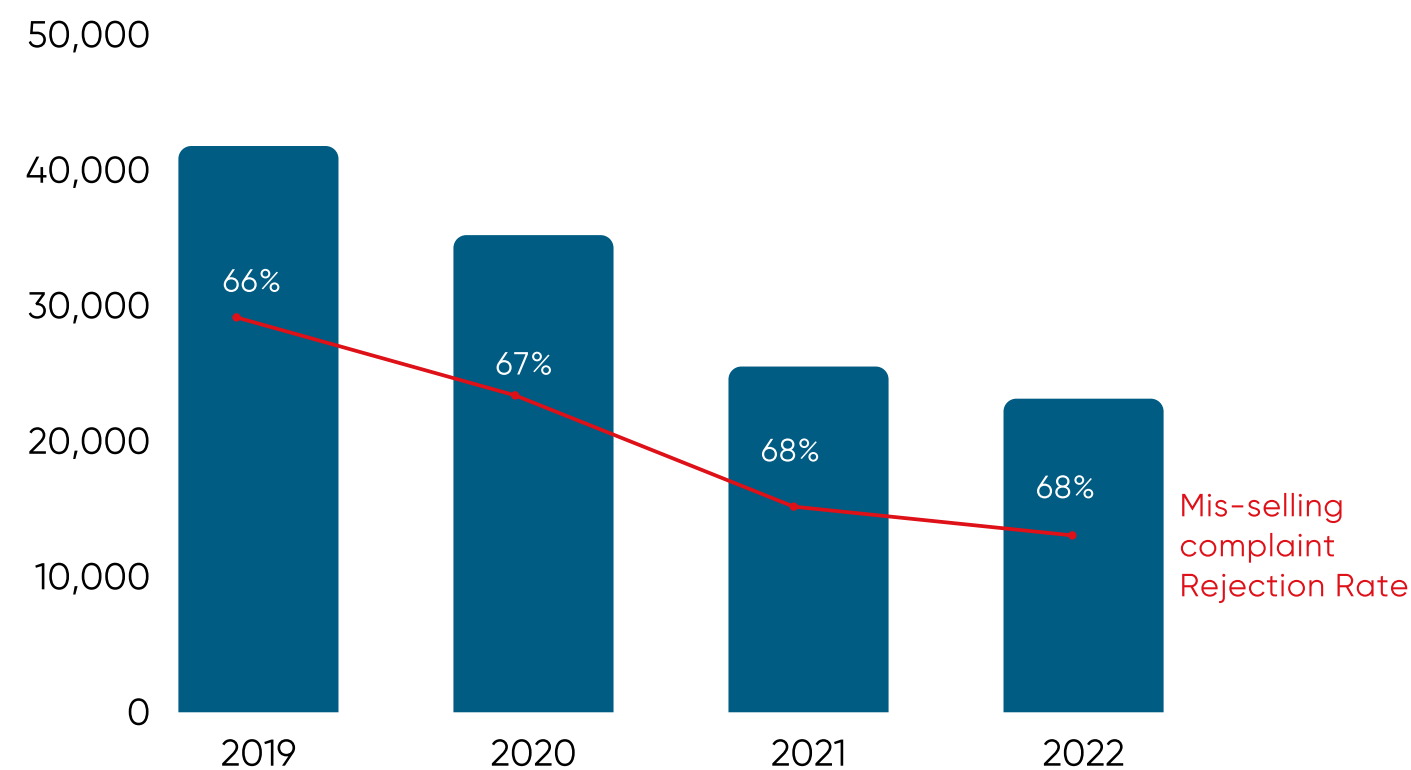
Majorly done by banks and brokers. Additionally, the rejection rate of mis-selling complaints has been high at more than 50%.

## No Sachets or Bundling

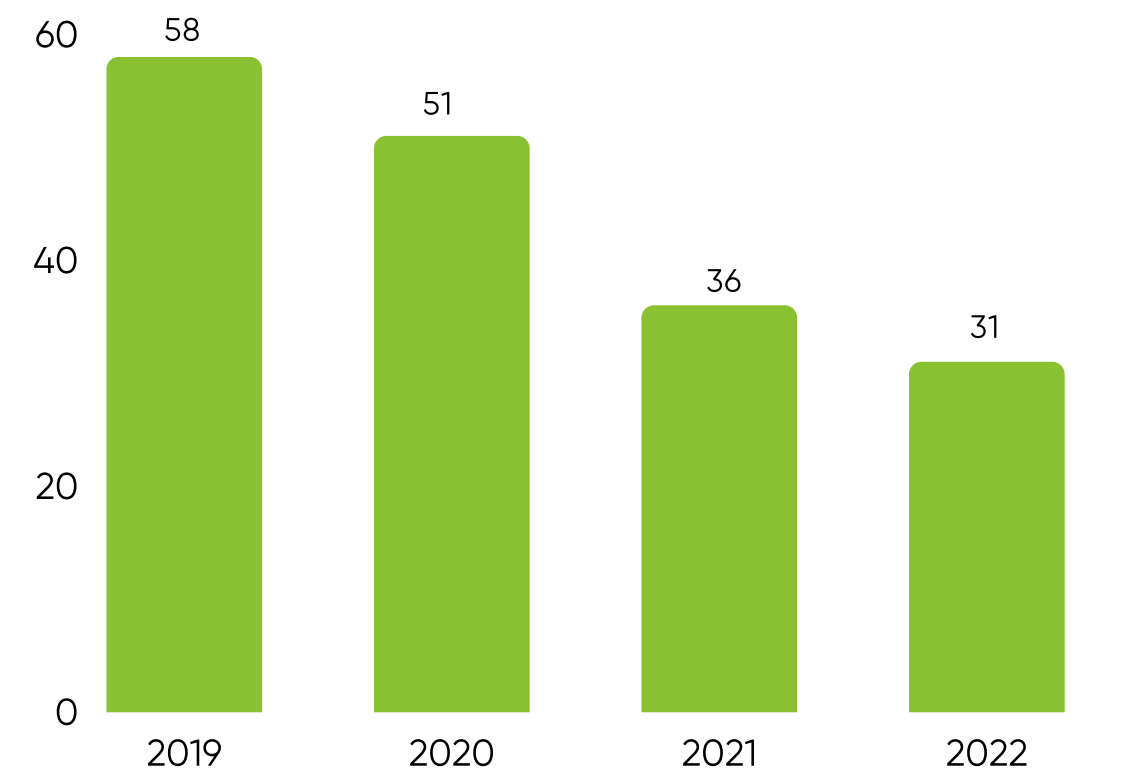
Whitespace in bite-sized customer-centric and embedded products (bundling insurance with purchase of third-party goods/ service).

## Consumer Mindset

A large section of consumers still look insurance as an expense, rather than as protection cover.



Reported Mis-selling Complaints



Reported Mis-selling complaints per 10,000 policies

# Initiatives to Drive Penetration

Proposed, but yet to be launched

## Bima Sugam Marketplace



- It is a marketplace for buying, selling and post sales services (renew, policy servicing, and claim settlement.)
- Initially, platform will serve as a databank and subsequently list insurance products.
- Brokers, web aggregators, insurance companies, and other intermediaries will be part of the platform.
- Further, onboarding the Health Claims Exchange will help in creation of an unified source for claims and policyholders' medical history, reducing the number of insurance frauds.
- The platform is expected to have cheaper premiums and would have a direct and intermediary-assisted mode
- All the policies will go to insurance repositories via e-Insurance Account – digitizing the claim settlement process
- Potential threat to existing web-based insurance aggregators

## Bima Vahak Distribution Network



- It is a women centric distribution channel to distribute insurance products and increase insurance coverage in rural India at Gram Panchayat level, similar to the Bank Correspondent model
- Individual Bima Vahak will be appointed by a Corporate Bima Vahak (engaged by an Insurance Company) or directly appointed by an Insurer
- They will solicit insurance business and facilitate policy and claims servicing.
- KYC & AML compliance shall remain Insurer's responsibility for Bima Vahak sourced policies
- Limited product range - Sell and service the Bima Vistaar product and other IRDA approved products
- A Bima Vahak can **work with only 1 life insurer, 1 general insurer, and 1 health insurer** and, where permitted, with the Agriculture Insurance Company of India Ltd

## Bima Vistaar Product



- It is an insurance product aimed to provide comprehensive cover for life, health & and property of the rural population.
- It will be a Bundled parametric insurance product offering benefit-based insurance plans
- Aimed at rural population in the event of natural disasters, such as floods and earthquakes

# Initiatives to Drive Penetration

Proposed, but not implemented yet

## Managed General Agencies

- MGAs are insurance agents who would carry out functions similar to insurers
- MGAs can onboard customers, manage products, underwrite customers and share the risk with larger insurance manufacturers.
- MGAs will provide an opportunity to fill the gap in the current insurance distribution setup by offering specialized insurance products, expanding distribution channels, using technology to improve the customer experience, offering value-added services, and focusing on customer education.
- This would increase the scope of insurance intermediaries.
- MGAs currently don't exist in India but exist in other countries such as Singapore, UK & US and have played an important role in insurance penetration.

## Composite Licenses

Particulars	Standalone Licenses	Composite License
Segment-wise license required (Life, General and Health)	✓	✗
Economies of Scale	✗	✓
Separation of Business	✓	✗
Bundled Product Offerings	✗	✓
Difficulty in supervision of risk	✗	✓ (supervise composite risks and composite capital requirement)
Potential diversion of funds for different line of business	✗	✓
Separate a/c for receipt and payments of each class of business	✓	✓

# Emerging Trends in Insurance

## AI-based policy analysis & and recommendations

Product Management	Marketing	Sales & Distribution	Underwriting & Risk Mgmt	Policy Aquisition & Servicing	Claims Management	Finance & Accounts
<ul style="list-style-type: none"> <li>• Product Definition</li> <li>• Product Configuration</li> <li>• Product Maintainance</li> <li>• Product Filing</li> <li>• Product Testing</li> </ul>	<ul style="list-style-type: none"> <li>• Market Development</li> <li>• Product Branding</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition &amp; Sales Mgmt</li> <li>• Sales Tracking &amp; Monitoring</li> <li>• Distribution Channel Mgmt</li> <li>• Commission Mgmt</li> <li>• Sales Planning</li> <li>• Direct Sales</li> <li>• Sales Execution</li> </ul>	<ul style="list-style-type: none"> <li>• Risk Acceptance</li> <li>• Policy Validation</li> <li>• Quotation Valuation</li> <li>• Referrals &amp; Negotiation</li> <li>• Rating Management</li> <li>• Reassurance Facility</li> <li>• Loss Control</li> </ul>	<ul style="list-style-type: none"> <li>• In-force Business Admin</li> <li>• Rewrite, Reissue, Cancellation</li> <li>• Policy Endt</li> <li>• Policy Reinstatement</li> <li>• Policy Renewal</li> <li>• Issue Quote</li> <li>• Issue Policy</li> </ul>	<ul style="list-style-type: none"> <li>• Loss Reserve Creation</li> <li>• Claims Litigation</li> <li>• Claims Financials</li> </ul>	<ul style="list-style-type: none"> <li>• A/C Receivable &amp; Payable</li> <li>• Collections Proc.</li> <li>• Asset Mgmt</li> <li>• Financial Acct.</li> <li>• Costing, Budg &amp; Taxations</li> <li>• Payroll Acctg</li> <li>• Book Keeping</li> <li>• Audit</li> </ul>
<ul style="list-style-type: none"> <li>• Product Design</li> </ul>	<ul style="list-style-type: none"> <li>• Channnel Support</li> </ul>		<ul style="list-style-type: none"> <li>• Risk Inspection</li> </ul>	<ul style="list-style-type: none"> <li>• Quick Quote</li> </ul>	<ul style="list-style-type: none"> <li>• Claims Registration</li> </ul>	<ul style="list-style-type: none"> <li>• Commission Processing</li> </ul>
<ul style="list-style-type: none"> <li>• Actuarial Process</li> <li>• Product Pricing</li> </ul>	<ul style="list-style-type: none"> <li>• Market &amp; Research Analysis</li> <li>• Market Promotion</li> </ul>	<ul style="list-style-type: none"> <li>• Account &amp; Contract Management</li> </ul>	<ul style="list-style-type: none"> <li>• Risk Analysis</li> <li>• Risk Monitoring</li> </ul>	<ul style="list-style-type: none"> <li>• Contracts &amp; Portfolio Management</li> </ul>	<ul style="list-style-type: none"> <li>• Claims Validation</li> <li>• Claims Assessment</li> <li>• Claims Adjudication</li> <li>• Fraud Mgmt</li> <li>• Claims Subrogation</li> </ul>	<ul style="list-style-type: none"> <li>• Statement Preparation</li> <li>• Remittance Processing</li> </ul>

● Low Impact    ● Medium Impact    ● Significant Impact

Source: Swiss RE





# Emerging Trends in Insurance

## Use cases for AI in Insurance

### AI for underwriting

Leverage more data from images, wellness records, sensors and convert to actionable insights. Use supervised learning for U/W processes like triaging. Use unstructured data in decision-making and understanding exposure. This will enable customised coverage and pricing of policies.

### Improved claims processing

All parametric policies meeting the claim requirement can be automatically processed.

### Understanding requirements

Understanding purchasing patterns, tailor offerings and optimizing sales processes.

### Automate repetitive knowledge tasks

Analysing documents, document categorizing, data extraction & summarizing. Classification of claims into different categories for triaging and routing.

### Potential Issues





- IP issues on the training data used for the LLMs
- Potential risks in the form of data quality issues, data mining biases
- Non-compliance risk with data privacy regulations

## P2P/Social Insurance

Peer-to-Peer (P2P) insurance is a risk sharing network where a group of individuals pool their premiums together to insure against a risk.



### Challenges

- As the size grows overtime, maintaining the same group profile would be difficult, defeating the main cause of P2P Insurance
- P2P insurance premiums are costlier

	P2P Insurance	Traditional Insurance
Pool Profile	Individuals in the pool have similar risk profiles/goals	Individuals in the pool have varied risk profiles/goals
Alignment between Insurer and policyholder	Low, any excess post claim disbursement is used to reduce premium payments or charity cases	High, any excess post claim disbursement is kept as profit
Probability of Fraud	Low 	High 
Reinsurance of the pool		

# Emerging Trends in Insurance

## Parametric Policies

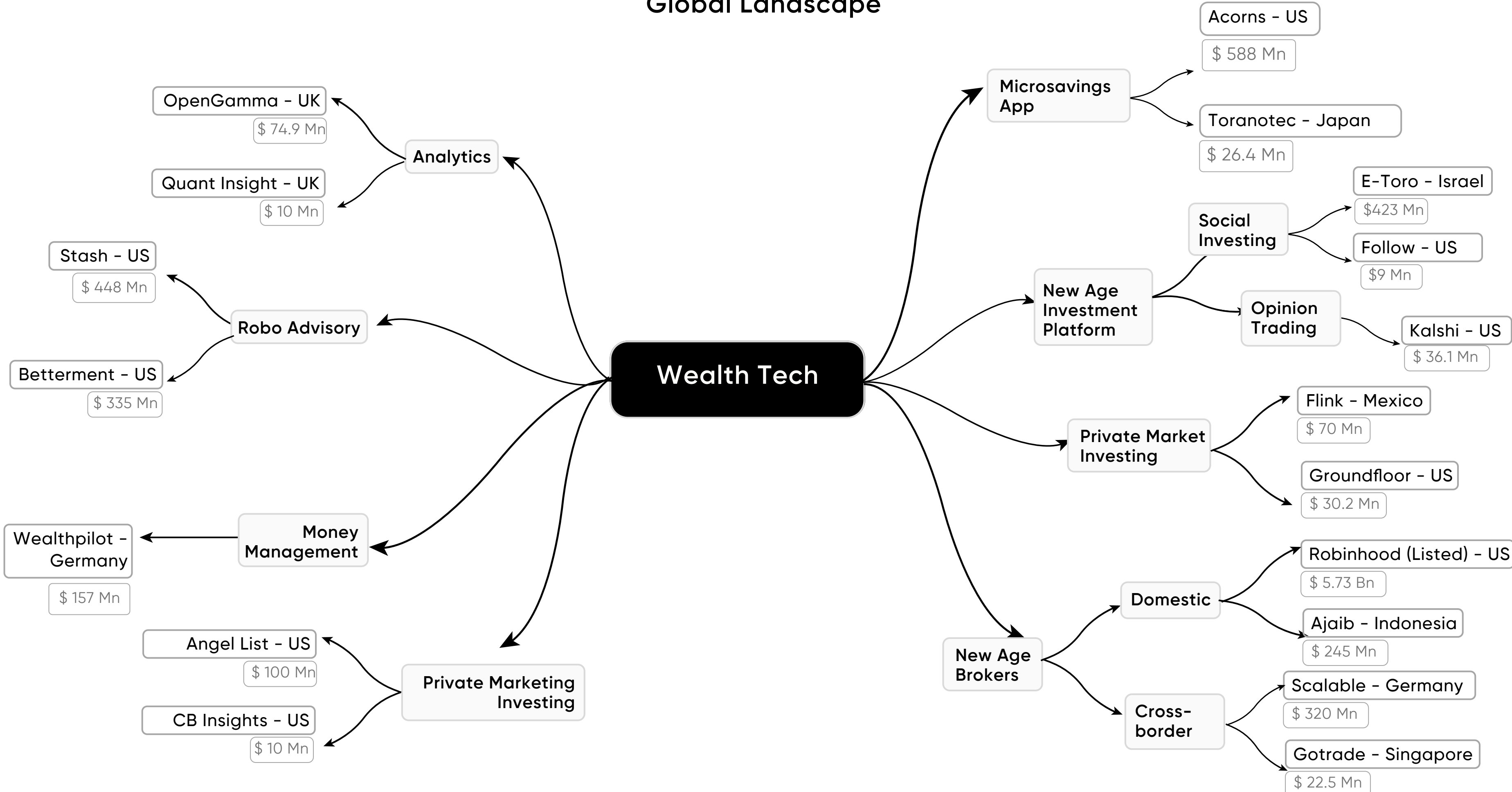
Parameters	Traditional Insurance Policies	Parametric Insurance Policies	Policy Type	Index Considerations
Meaning	Indemnify the insured based on the amount of damage suffered due to insured peril – Indemnity based model	Non-traditional insurance product that offers pre specified payouts based upon a trigger event.	Agriculture Parametric Policies	Weather-Based Index: Rainfall (accumulated precipitation, precipitation type, and probability of precipitation: off-season, deficit/ excess/ inadequate rainfall distribution), temperature (high/low), relative humidity, windspeed, sunshine hours
Payment Trigger	On Actual Loss	On occurrence of event with parameter above the listed threshold		Others: Chilling requirement, Pest-disease congenial climate, Soil conditions
Recovery	Assessed actual loss amount post claim investigation	Pre-agreed payment structure	Flight Delays & Cancellation Policies	Departure delay duration, Cancellation reason, Missed connection severity, Airport closure, Flight distance (longer hauls), Airspace restrictions, Strike/regulatory restrictions, Airport congestion
Claim Process	Complex & Time Consuming	Transparent, Index (parameter) based, quick claim settlement		
Customization	Low 	High 	Marine Insurance Policies	Storm Intensity (scale of 1- 5 [max damage] ), Vessel Size, Route taken, Cargo Type, Environmental Conditions on the route, Port Congestion, Piracy Risk zone, Weather based Triggers
Use Cases	Traditional Use-cases for Life Insurance, Health Insurance	General Insurance policies – Weather based crop insurance, warehousing, natural calamity-based protection		



# Wealth Tech



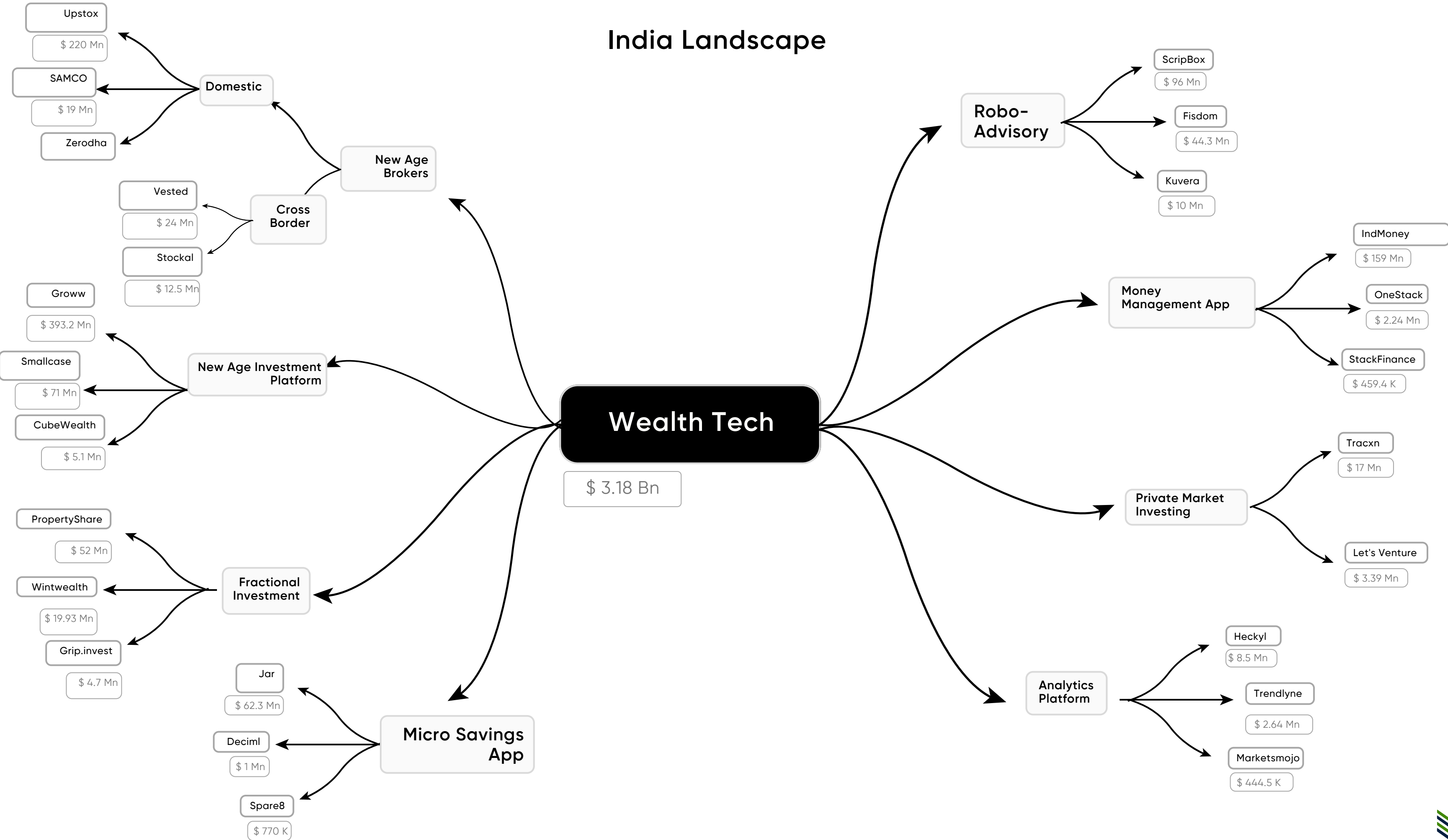
# Global Landscape



Source: Tracxn

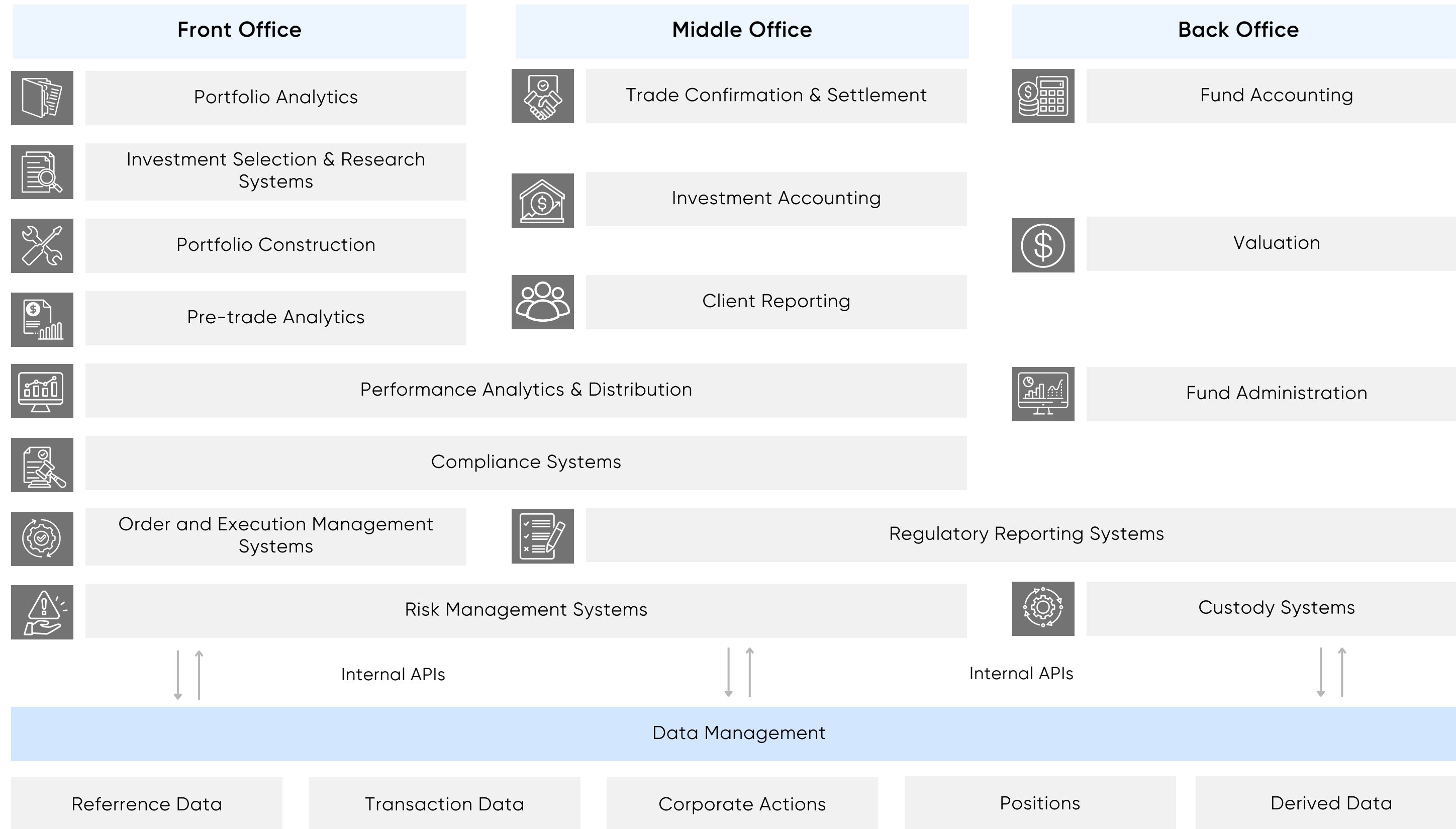


# India Landscape



Source: Tracxn

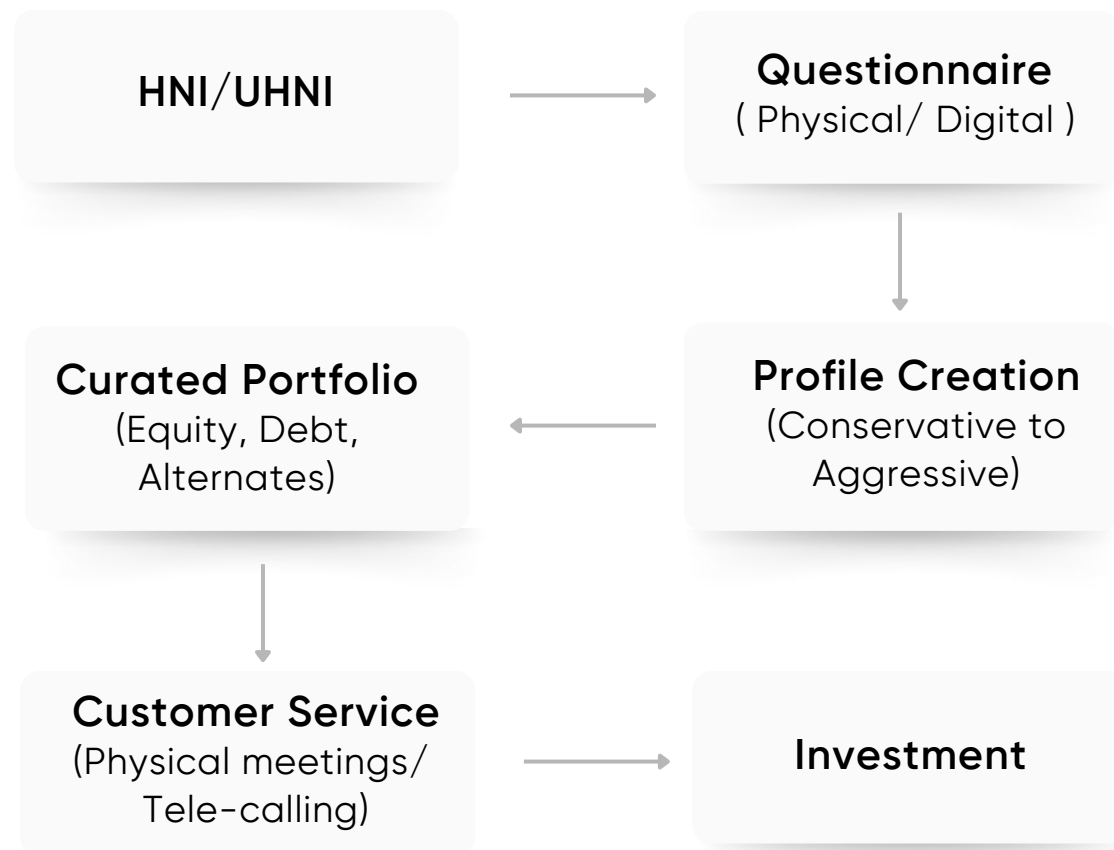
# Wealth Stack



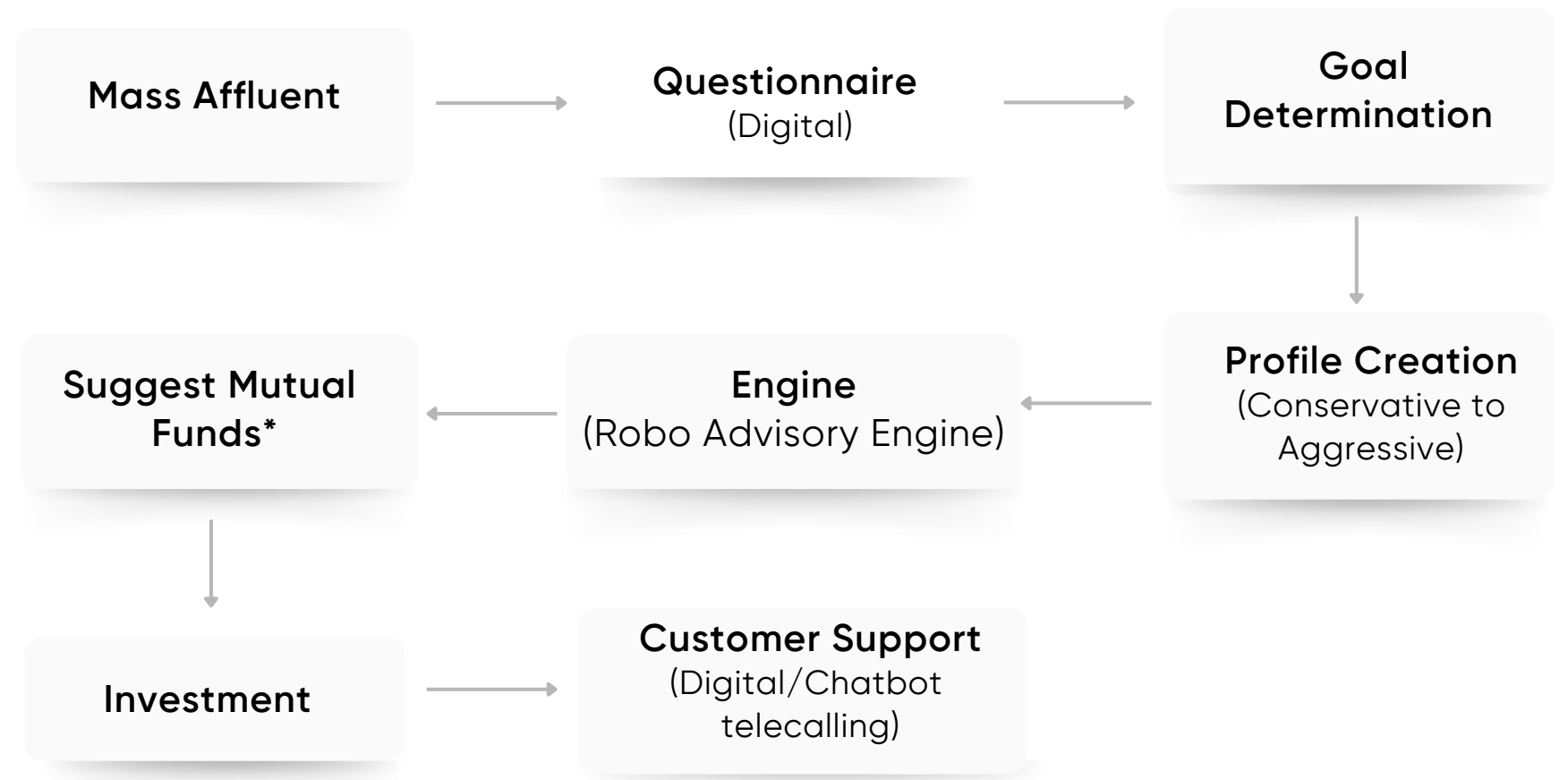
Source: Industry experts (Joshua Lloyd-Lyons)

# Wealth Management Process

## Traditional Wealth Management Process



## Robo Advisory Process








\*Started with mutual funds and now suggests other products as well.









# Leading firms

## Largest robo-advisors by AUM in the US

Company	AUM	Clients
 (Vanguard Digital and Personal Advisor)	\$206.6 billion	1,100,000
 (Schwab Intelligent Portfolio)	\$65.8 billion	262,000
	\$26.8 billion	615,000
	\$21.4 billion	307,000
 (Previously Personal Capital)	\$16.1 billion	26,000

## Leading firms based on capital raised

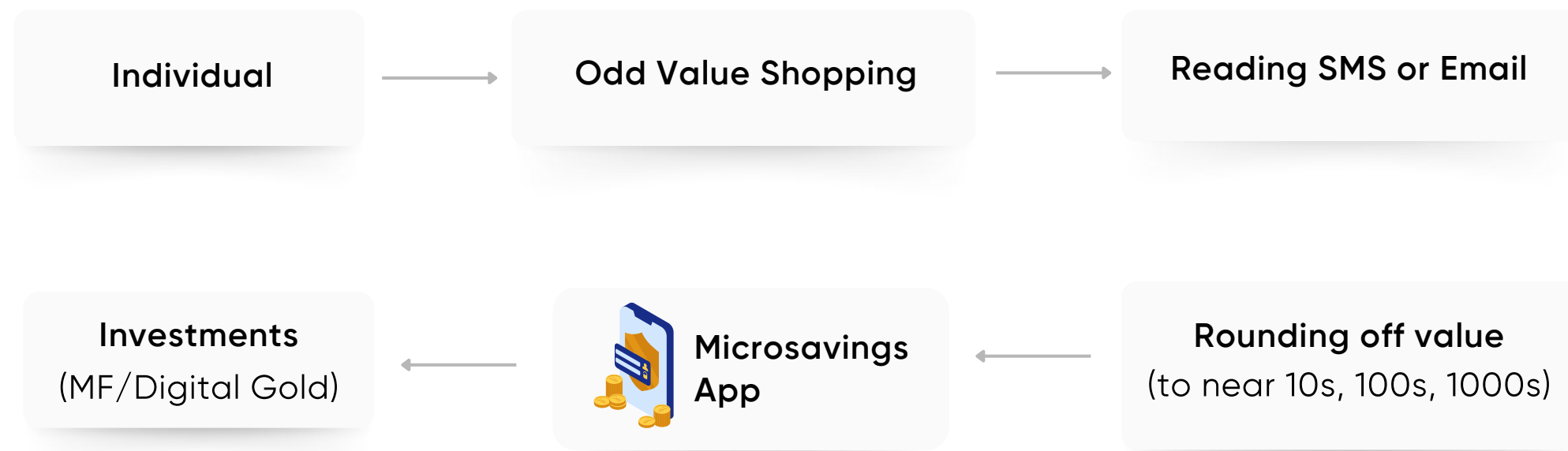
	Online robo advisory and stock trading platform	901
	Employer-enabled retirement planning	500
	Automated investment and robo-advisory platform	447
	Automated 401K platform	344
	App-based automated investment & retirement planning platform	335
	Robo advisor and financial planning platform	205

Note: The numbers are in \$ million



# Microsavings







## Spending to Investing Process



### Snapshot of Microsavings

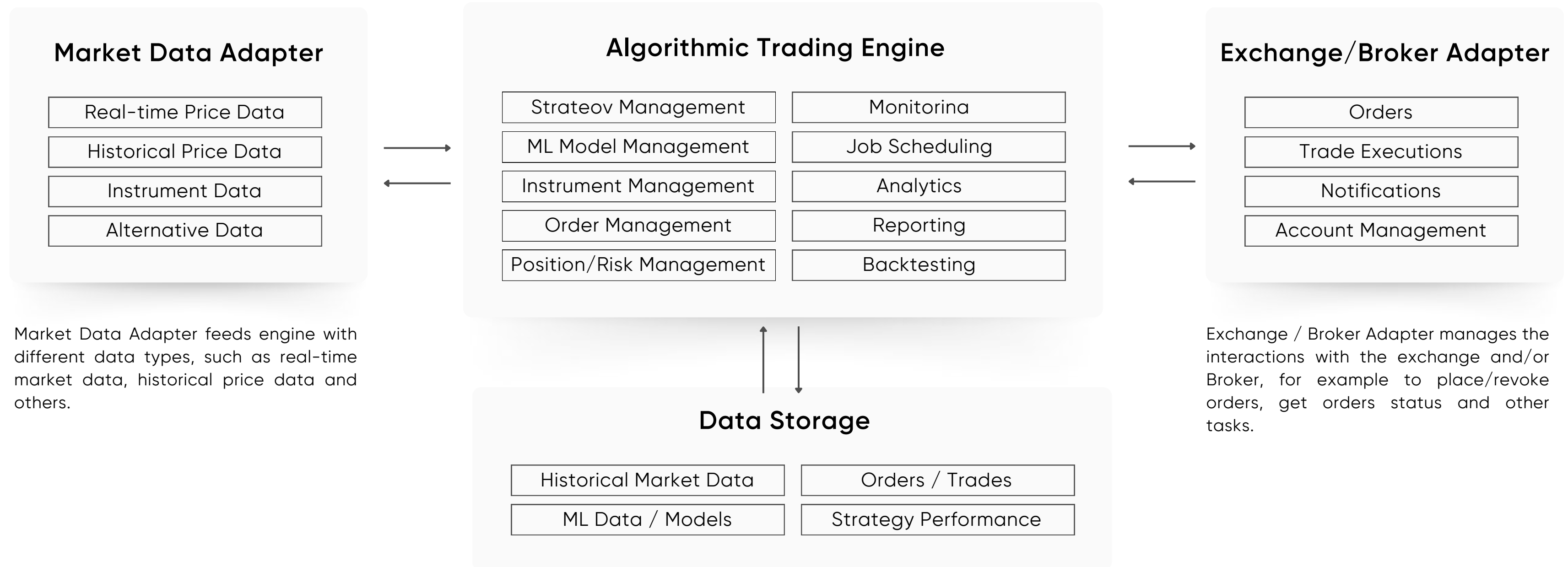
- Effortless saving
- Frictionless and seamless journey
- Doesn't require to change spending behavior
- Challenge to build AUM

### Total Funding (in \$)

 acorns	587,836,188
 Jar	62,276,330
 TORANOTEC	26,400,000
 plinqit	10,000,000
 DECIM.L	1,000,000
 spareB	770,000

# Key Components for AlgoTrading

Algorithmic Trading Engine is the solution core, where, for example, trading strategies are created, tested and operated using historical and real-time data, managing interactions with other solutions components and providing users with Analytics and reporting capabilities



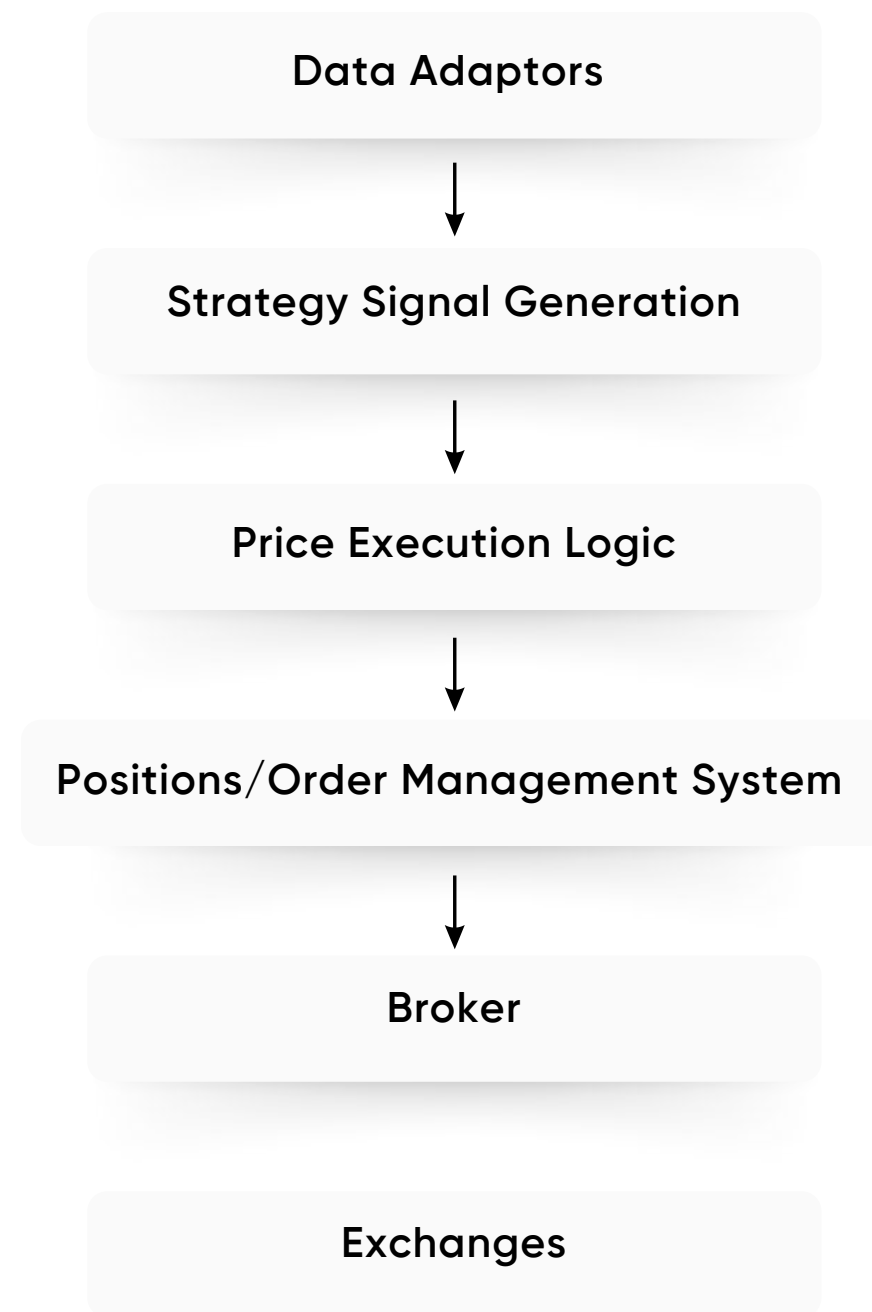
Market Data Adapter feeds engine with different data types, such as real-time market data, historical price data and others.

Exchange / Broker Adapter manages the interactions with the exchange and/or Broker, for example to place/revoke orders, get orders status and other tasks.

Data Store provides a durable and secure data repository, used by engine.

# Retail Algo Strategy Platforms & Marketplace

(Pre-approved Algos)



## Condition Builder

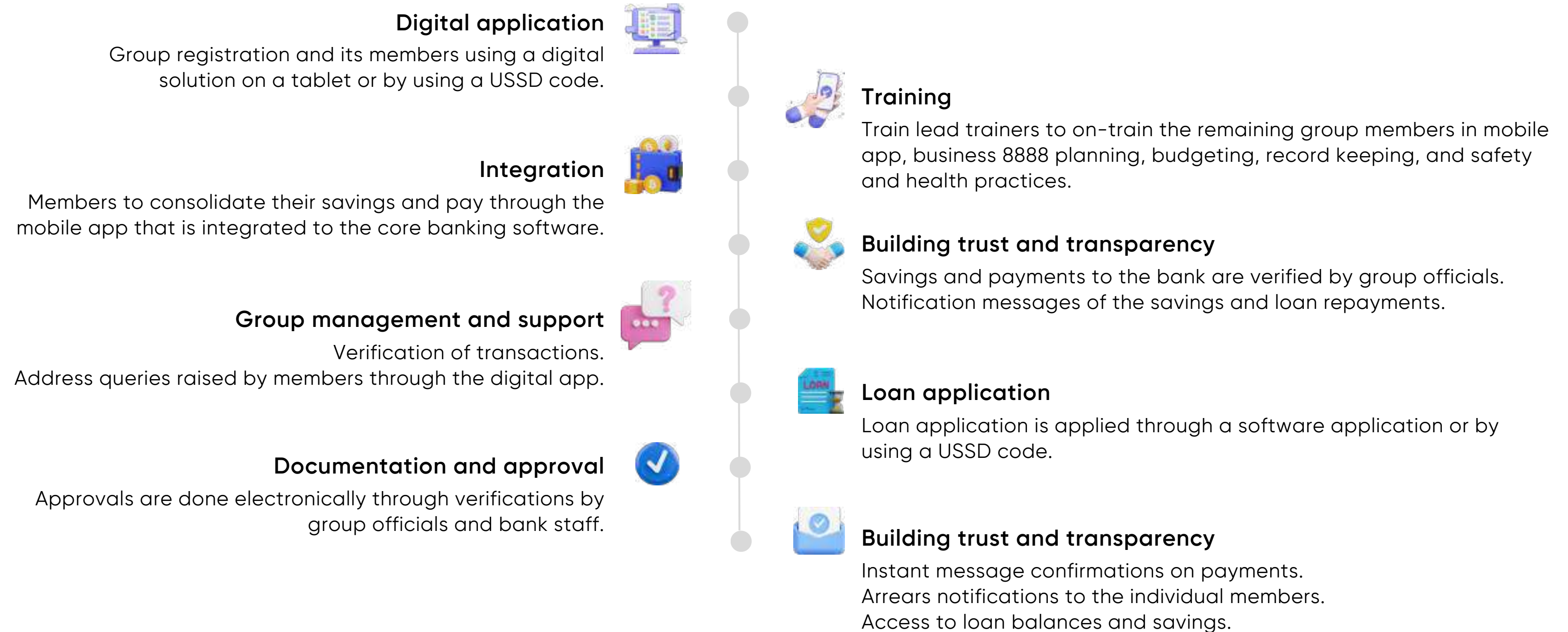
The screenshot shows a 'Condition Builder' interface with three stacked condition blocks. Each block is connected by an 'OR' operator. The first block is 'RSI ( Symbol ( Instrument Name ( NSE,|index\_fut|,... ) , 1m, All ) , 17 ) , -1' compared to a 'Number' of 25 using a '<=' operator. The second block is 'ADX ( Symbol ( Instrument Name ( NSE,|index\_fut|,... ) , 1m, All ) , 14 ) , -1' compared to a 'Number' of 25 using a '>=' operator. The third block is 'LTP' (Futures ( |index\_fut| )) compared to 'Traded Instrument' (Entry, price, |index\_fut|, 1; 1, 1) using a '<=' operator, with a 'Number' of 0.99. The interface includes 'AND' and 'OR' buttons, '+ Condition', '+ Group', and 'x' icons for each block.

Source: Zerodha Streak, Tradetron
















































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# Group Savings & Digital Chit funds





# New Age Alternative Investing Platforms

Aggregators	   	Crowdfunding & Fractional Funds	 
International Equity	 	Revenue Based Financing	 
Debt	     	Pre IPO Equity, Deal Intelligence and M&A	    
Lease Financing	    + Fivesto	Wine Investments	 
Fractional Real Estate	  	EV Financing	 
Artwork	 	Brand Loyalty based Debt	  
P2P	    	Angel Investing	  

# Future Trends in Fintech

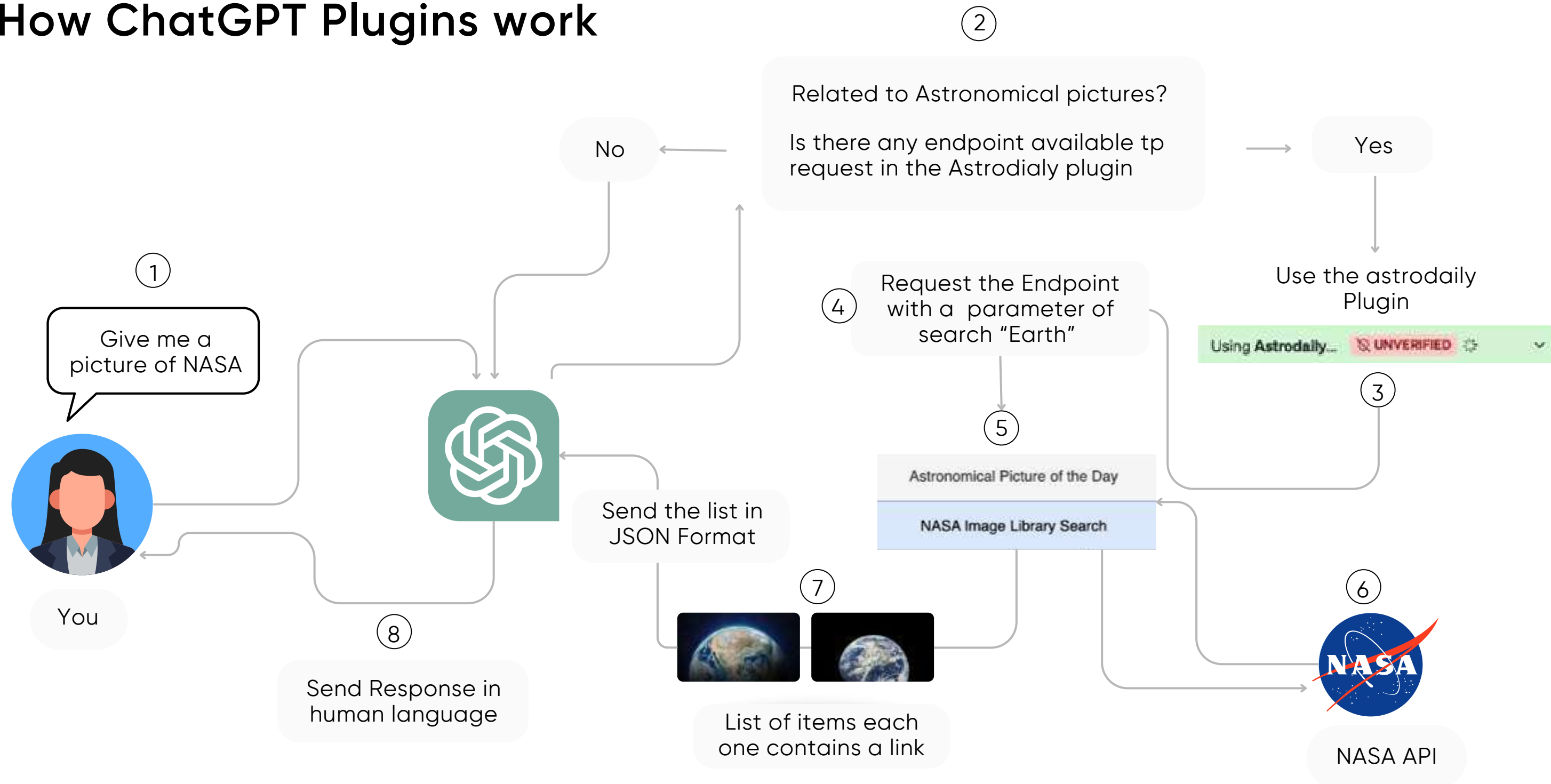


ADOBORNA8BT











# Conversational & Embedded Finance using ChatGPT

## How ChatGPT Plugins work



ChatGPT plugins are extensions that can be added to ChatGPT, a large language model chatbot developed by OpenAI. These plugins provide ChatGPT with additional capabilities, such as the ability to access financial data, generate financial reports, and provide investment advice.

# ChatGPT Plugins

Plugin	Description	Use cases
	Helps users manage their investment portfolios.	Tracking the performance of stocks, bonds, and other assets. Providing recommendations on how to improve the portfolio's risk-adjusted returns.
	Provides users with access to real-time regulatory data.	Tracking changes in regulations that could affect a company's business.
	Helps users research companies.	Providing information on a company's financial performance, its competitive landscape, and its legal and regulatory risks.
	Allows ChatGPT to interact with other apps, such as Google Sheets and Docs.	Automating financial tasks, such as tracking expenses or generating reports.
	An artificial intelligence investment exploration tool powered by OpenAI's GPT-4 technology.	Getting real-time and historical market data, including asset prices, news, research, and comprehensive financial analysis.
	Allows ChatGPT to access computation, math, curated knowledge, and real-time data.	Financial calculations and research.
	Helps users analyze stocks and financial data instantly.	Providing information on a stock's technical indicators, its valuation, and its potential for growth.
	Provides users with access to a variety of financial data, including company financial statements, analyst ratings, and news articles.	Researching companies and making investment decisions.

**Note: Now there are more than 1000 ChatGPT plugins**

Source: ChatGPT



# Generative AI use cases in Fintech

Large Language Models are changing the way we interact with the computer. The following table outlines various subdomains within which Generative AI can be a game changer.

## Select Pre-trained LLM

OpenAI, Google, Meta AI, Microsoft Research, Hugging Face, Anthropic

## Specify NLP Task

QA/Chatbots, Extraction, Summarisation, Auto-correct, Translation, Classification

## Prep Enterprise Training Data

Prioritize use case(s), Gather training and validation data, Annotate data

## Select fine-tuning strategy

Prompt engineering, LLM retraining, RLHF

## Deploy Enterprise Model

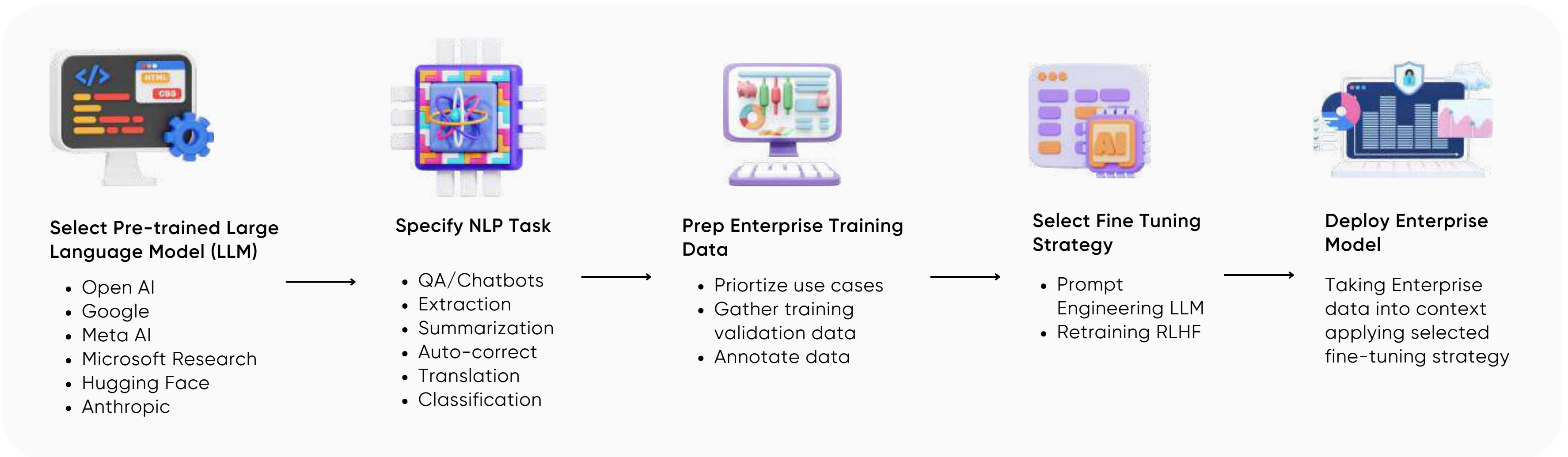
Taking enterprise data into context applying selected fine-tuning strategy

Use Cases	Description	Examples
Personalized Marketing	Generative AI can be used to create personalized marketing messages that are tailored to individual customers.	Copy.ai, Phrasee, Persado
Process Automation	Generative AI can be used to automate repetitive tasks such as data entry or document processing.	UiPath, Automation Anywhere, Blue Prism
Fraud Defense	Generative AI can be used to detect fraudulent activity by analyzing patterns in data.	Feedzai, Forter, Kount
Risk Assessment	Useful for assessing risk by analyzing data from multiple sources.	Ayasdi, DataRobot, ZestFinance
Customer Success	Can provide personalized support to customers by analyzing their behavior and preferences.	Poly.ai, Ada, Intercom, Zendesk
Product Development	AI helps create new products or services based on customer feedback and preferences.	OpenAI Codex, GPT-4, DALL-E
Persona Clone	AI Avatar using Deepfakes, Voice cloning and Large Language Model	Synthesia, ElevenLabs, GPT4/Pi

# Rise of Generative AI

Large Language Models are changing the way we interact with the computer.

Following table outlines various subdomains within which Generative AI can be a game changer.



# Privacy Related Solutions

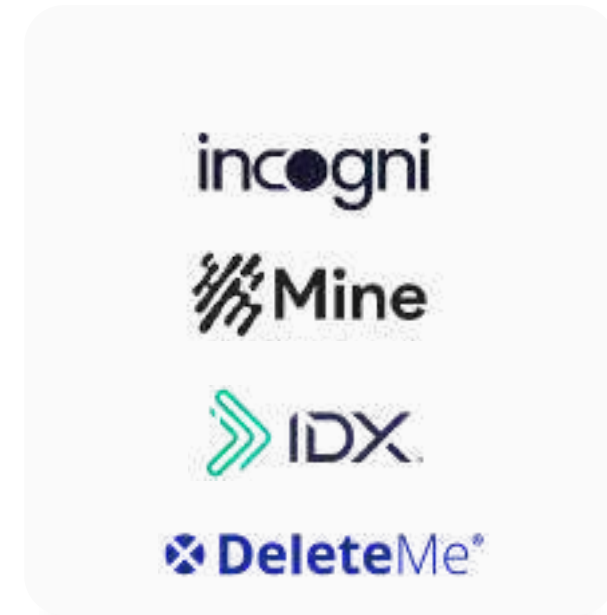
## Data Privacy Brokers

They provide a personal data dashboard that allows users to track and manage their personal data online. They provide users with a comprehensive overview of their online footprint, including:

- Which websites have your data?
- What data do they have about you?
- How are they using your data?

It also allows users to take steps to protect their privacy, such as:

- Requesting access to your data
- Deleting your data
- Opting out of data sharing



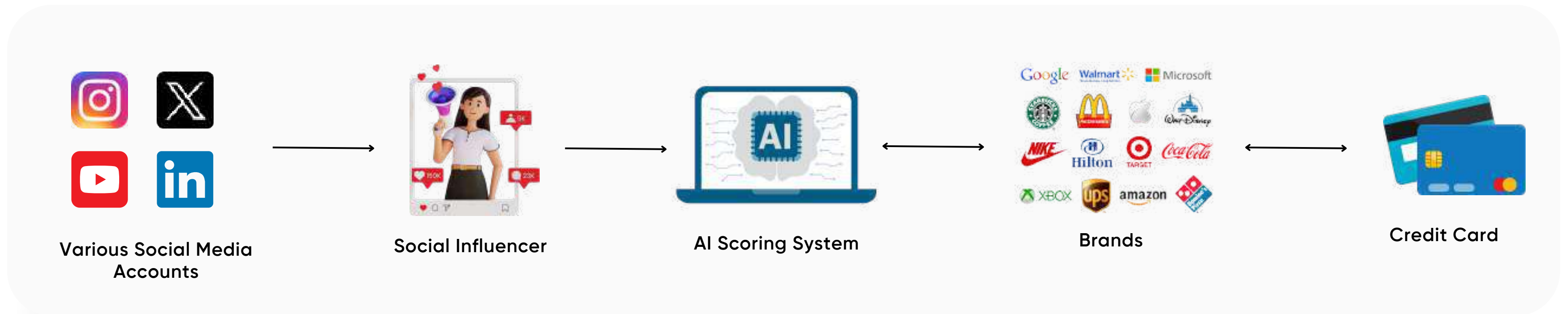
## Privacy as a Service Startups

They provide a privacy-preserving data vault that allows businesses to store and share sensitive data without compromising the privacy of their users while reducing compliance burden.

- **Zero-knowledge encryption:** Encrypts all data before it is stored in the vault, so even Skyflow cannot access the data.
- **Homomorphic encryption:** Uses homomorphic encryption, which allows businesses to perform computations on encrypted data without decrypting it.
- **Tokenization:** Tokenizes all data before it is stored in the vault, so the data is not linked to the user's identity.
- **Differential privacy:** Uses differential privacy, which adds noise to data so that it is not possible to identify individual users.
- **Federated learning:** Using federated learning it allows businesses to train machine learning models on data without collecting the data in a centralized location.
- **Secure multi-party computation:** Provides secure multi-party computation, which allows businesses to perform computations on data without sharing the data with each other.



# Pay with Social Currency



**Step 1:** Influencer Connects Social Media Accounts

**Step 2:** An AI social scoring system is determined by the number of followers, reach, engagement, frequency of posts, and other such parameters. This takes away the sole focus from the follower count to the real and organic traction that the person acquires on a daily basis.

**Step 3:** The next time influencer buys something from partner brands, they post about it while tagging the brand.

**Step 4:** Based on the score money would be credited to the card, thus digitizing word of mouth. cashback ranges from 30% all the way up to 100% of the purchase value within 30 days.

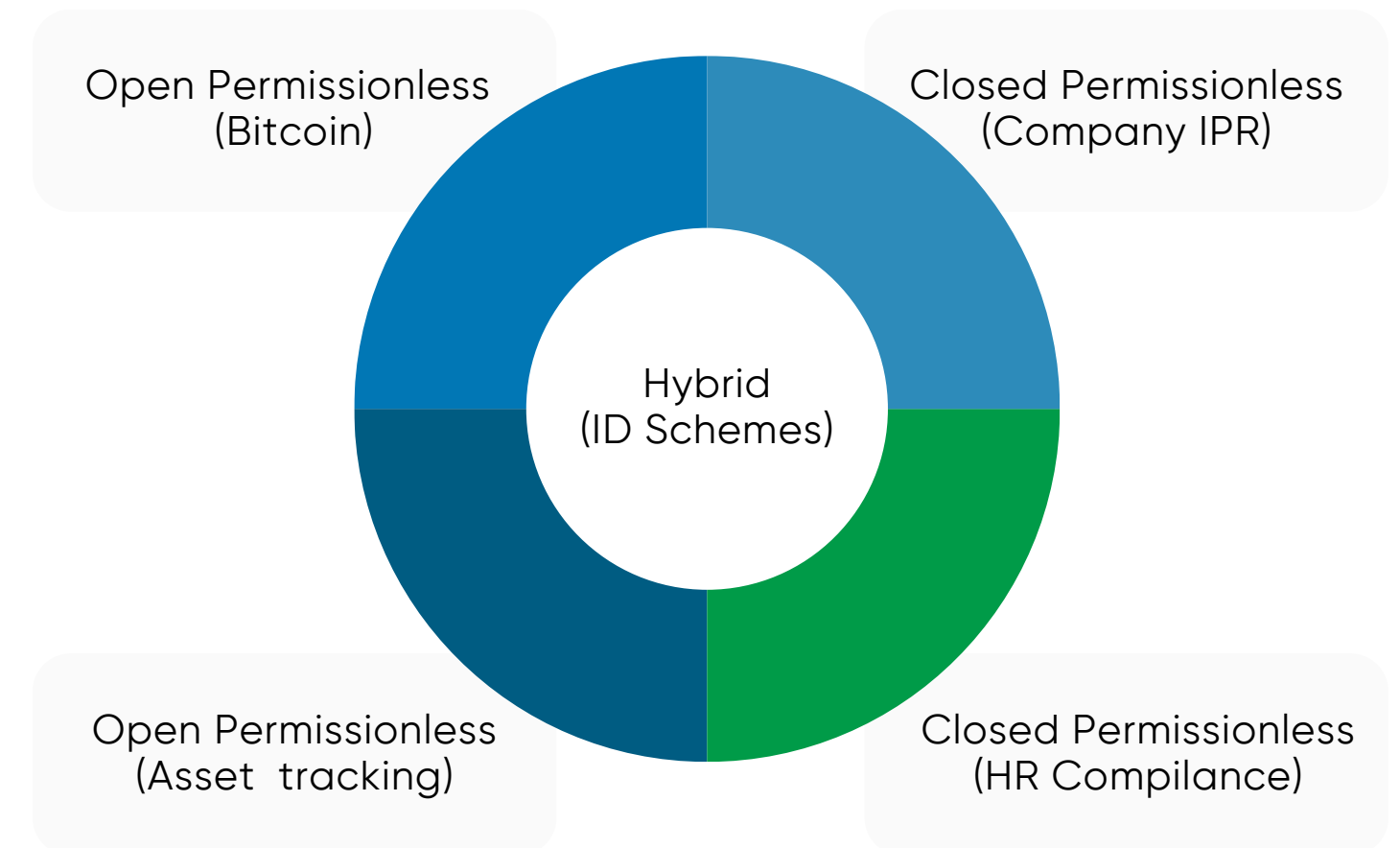


# Enterprise Blockchain

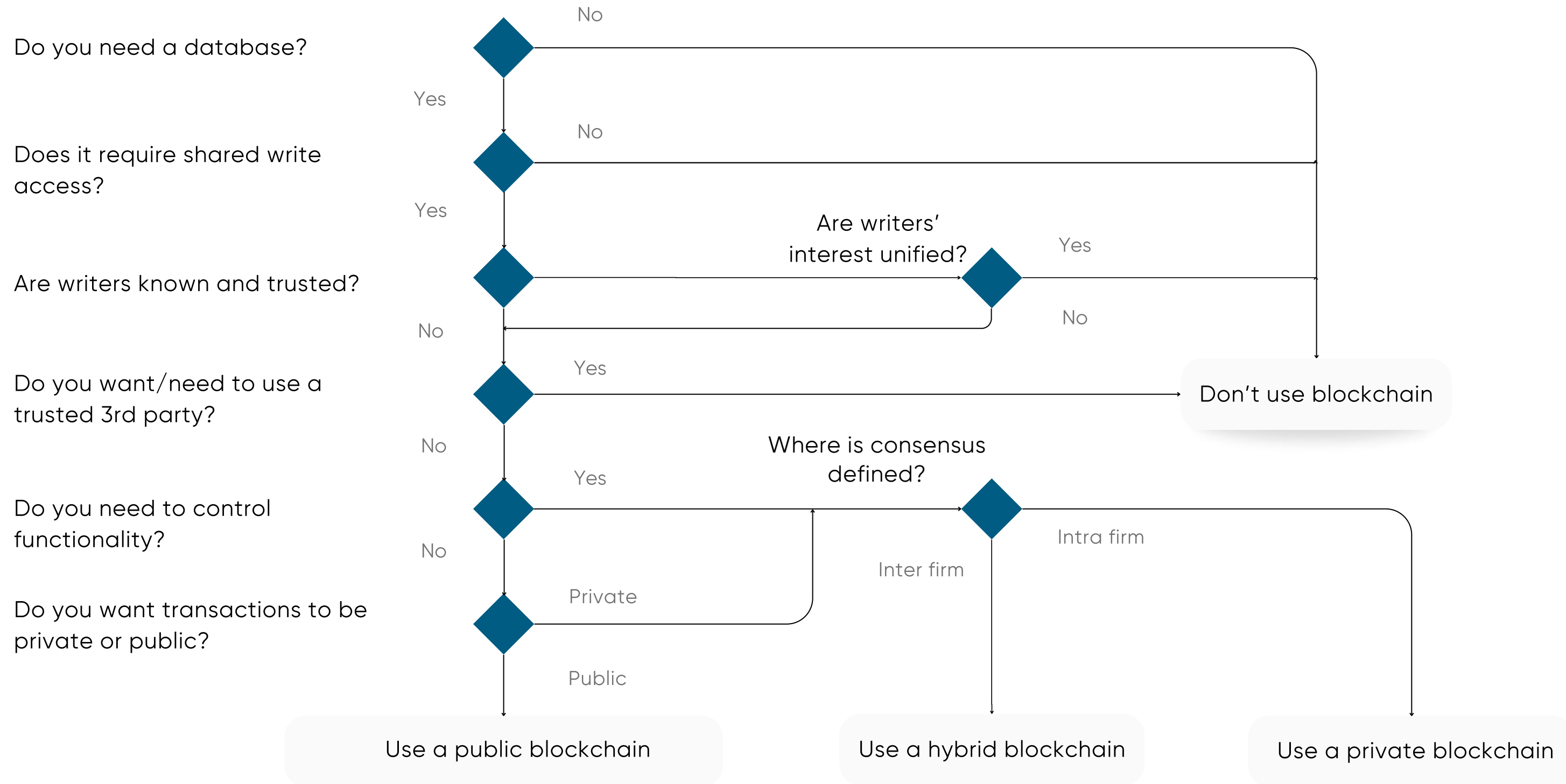
Enterprise Blockchain provides immutable framework with better transparency. It eliminates intermediaries and save reconciliation efforts as everyone on the network have synced ledger.

Network Type	Description	Access	Consensus Mechanism
Public Permissionless	Anyone can join and participate in the network	Anyone can read and write data on the blockchain	Proof-of-Work (PoW) or Proof-of-Stake (PoS)
Public Permissioned	Anyone can join the network, but only authorized participants can participate in the consensus process	Only authorized participants can read and write data on the blockchain	Delegated Proof of Stake (DPoS), Practical Byzantine Fault Tolerance (PBFT), Proof of Authority (PoA), Proof of Elapsed Time (PoET)
Private Permissioned	Access to the network is restricted to a specific group of individuals or organizations	Only authorized participants can read and write data on the blockchain	PBFT, PoA, PoET

## Examples of Network Types



# When to use Blockchain



# About Varanium

Global Multi-Asset Management Firm, focused on Emerging Market Strategies, India in particular  
Managing ~\$1 billion in Assets Under Management (AUM) with offices in Mumbai, NCR, Singapore and Dubai



**T.S Anantakrishnan**



Founder & CEO

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Ex - GSAM, Shumway, Prime, Religare  
MBA - NYU Stern, BE - IITR, CFA & FRM



**Sajeeve Thomas**

Principal

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Ex - Citibank & Shinsei Bank  
PDGBA IIMA



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& Advisory



Alternate Investment  
Management



Offshore Products

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VARANIUM

## About Varanium Group

Varanium Capital is a global boutique investment advisory firm that offers asset management solutions to HNIs and institutional clients in India and abroad through a basket of customized investment products across a wide spectrum of traditional and alternate asset classes. Varanium Capital manages ~ USD 1 Billion in Assets Under Management ("AUM").

Our products include offshore structured fixed income, portfolio management services (domestic public listed equities), fintech focused venture capital fund, venture debt fund and hospitality fund.

## About Varanium NexGen Fund

Varanium NexGen Fund is a SEBI registered CAT-1 AIF, focused on early-stage fintech start-ups based out of India. We are India's first fintech-focused Venture Capital fund. We invest across Seed to Series A stage.

