

Funding of Small and Medium Businesses

Data Analytics

Dave Morgan – Product & Business Development

fuelled 

fuelling your business

2015 – 2016.
Closed Pilot &
MVP. First
customer in
2015

Soft launch
Xerocon South,
Brisbane, 2016.
- Xero NZ first
financial-web
partner

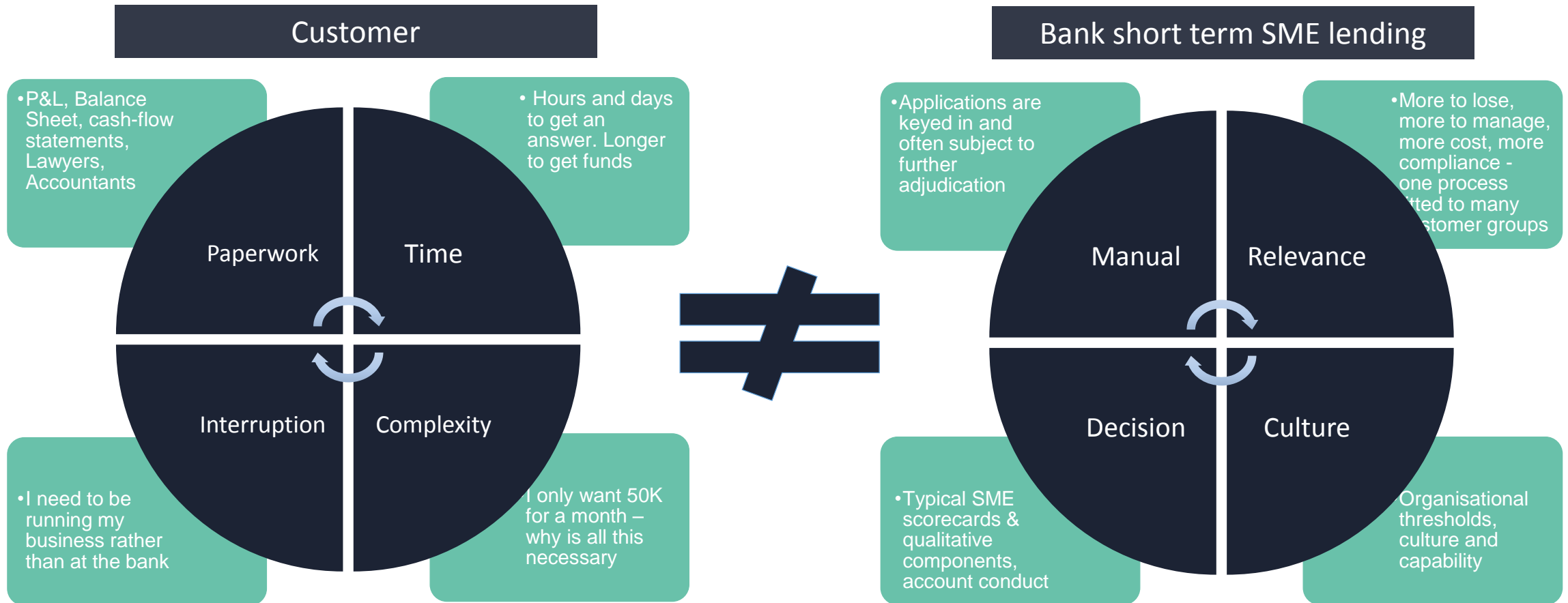
25% buy-in
from Heartland
Bank Feb 2017

First quarter of
trading
completed

Customer base
growing
Lending volume
increasing



Is the SME banking CX broken?



Customer expectations don't equal bank customer processes

Do banks know they can do this better?

Does the customer know accessing funding can be easier and how much they could learn about their business if their own data was put to work and some fundamental analytics were applied?

- External
 - Xero – Transaction, invoice and debtor, and core financial ratios (feeds credit decisioning and customer analytics)
 - D&B – bureau pay/ no pay trade & utilities history
 - GreenID – CDD & AML

- Internal

Customer credit decision metrics

Customer financials/ dashboard

WorkflowMAX - Eligible, funded and repaid invoice details

Hubspot - CRM



Credit Decision Engine & Customer Analytics

- Use proven predictors of default
- Integrate with live cloud accounting data
- Say yes/refer/no first (not last)
- Seamless/invisible to customer
- Decision time quicker than banks
- Customer financials visualization/ dashboard

Challenges

- Trust
- Thin relevant default data, therefore reliant on research data
- Integration with multiple data providers, including a new API
- Platform data to credit decisioning integration - relatively new concept
- Banking payments and settlements

Design Principles

- Fully exploit available data
- No paper allowed
- Scalable
- Modular
- Replicable and multi jurisdiction
- Supports product roadmap – invoice financing plus ...
- Has auditable substance (passes due diligence)
- Full decision data capture
- Parameter controlled

Three simple steps to funding your business



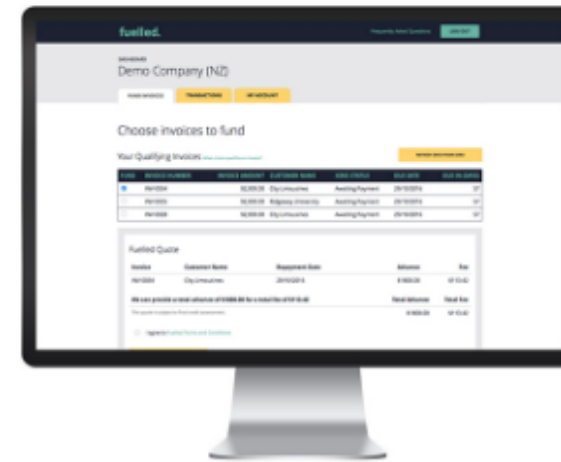
We confirm your eligibility

By linking to your Xero data we can quickly determine how much funding Fuelled is able to provide.



You create your Fuelled account

Enter your basic business and personal information online and open your Fuelled account.



Choose the invoices you want to fund

Select which invoices you want to submit for funding. How many is up to you. Funds typically arrive in your account the next working day.

Fuel your Business

Take your business off hold
by turning outstanding
invoices into cash.



**LAST CASH
FOR 60 DAYS**

