

PROJECT ALPHA



WHAT IS PROJECT ALPHA?

- PROJECT ALPHA is a fintech platform that connects global institutional capital with alternate lenders in markets such as Indonesia, India, Philippines and rest of Emerging Asia
- We aim to be **the leading provider of capital and credit risk analytics technology to alternate lending platforms** serving vast segments of unbanked borrowers



PROBLEM

Large segments of population in emerging Asia lack access to easy and timely credit facilities. Fintech firms addressing this underserved market, often lack either one or both of:

- Adequate lending capital
- Data driven risk analytics technology

Limited innovation in capital raising hinders the scaling of alternate lending platforms. Moreover lack of centralized data base of borrowers restricts the development of rating solutions for a wider Emerging Asia credit portfolio



THE PROJECT ALPHA SOLUTION

- Connect institutional capital across the globe with alternate lenders while providing superior risk and portfolio management
- Build the next-gen data analytics engine using multi-platform data to create a single point for rating and risk assessment across products
- Tech enabled securitization, lowering the cost of capital for borrowers and significantly boosting investor returns



MANAGEMENT TEAM

Founder / CEO - 10+ years' experience in credit/special situation/distressed and PE/VC investing in US and Asia

- **Experience of understanding credit as a banker and understanding operational and growth challenges as a fintech entrepreneur**

Credit & Ops - Fintech & credit risk professional with 12 years' experience in banks, NBFCs & startups in India and SE Asia

- **Instrumental in setting and scaling up Singapore's first P2P lending platform**

Business dev - Fintech & strategy professional with 5 years of experience in investment banking, digital lending and venture capital in EMEA and Asia

- **Managed fund raising for a leading Indian alternate lending start-up**