



**L E N D L E D G E R**

**Blockchain infrastructure to power  
trillions in lending for small businesses**



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# Lenders lack data on informal businesses

**\$2.9 Trillion\***  
Missing loans

**\$290 Billion**  
Lost interest margin

**\$29 Billion**  
Lost data monetization



Mobile wallet  
data



POS device  
data



Online sales  
data

*\* Unmet demand from informal micro-, small and medium enterprises in emerging markets*

*Source: IFC MSME Finance Gap Report 2017 and LendLedge analysis based on Happy Loans commercial terms*





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Our integrations  
unlock data on  
millions of small  
enterprises





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# But an intermediary cannot solve a \$3 trillion gap

## 30 custom integrations with data providers



**HAPPY (India)**  
25,000 loans  
(\$15 million)  
2% loss rate

## 7 lenders including our own licensed NBFC

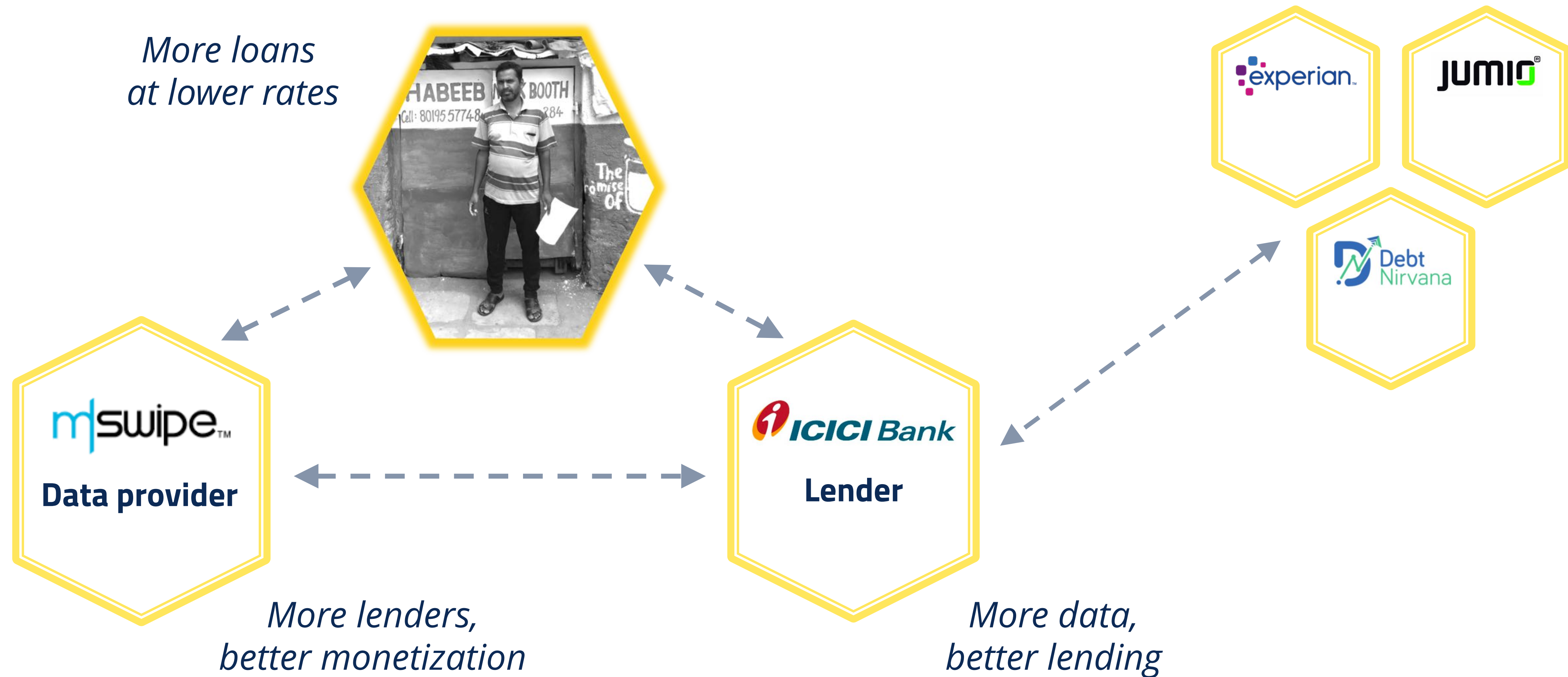






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# Instead, the global play is an open network



## Live Data Provider Offerings

The live market dashboard shows all data providers currently offering data. Roll over column headings to see definitions.

Copy CSV Excel PDF Print					Search:		
Data Provider	Data Offered	# of Leads	Fee Asked (as % of loan)	Standard Format?	Metric 1: Loans	Metric 2: Avg. rate	Metric 3: Loss rate
<a href="#">PayTM</a>	M-Wallet Trans.	450,000	2.00%	Yes	61,650	18.6%	3.2%
<a href="#">Eko</a>	E-Wallet Trans.	15,000	0.75%	Yes	2,055	17.3%	1.7%
<a href="#">MobiKart</a>	Point-of-Sale Trans.	350,000	1.25%	Yes	47,950	19.2%	2.0%
	Can provide KYC		YES				
	Can provide customer bank details		YES				
	Can collect repayments		YES				
<a href="#">Flipkart</a>	Online sales	50,000	2.00%	Yes	6,850	20.5%	1.9%
<a href="#">IzyCash</a>	E-Wallet Trans.	75,000	0.80%	Yes	10,275	19.0%	2.1%
<a href="#">InstantPay</a>	E-Wallet Trans.	10,000	0.75%	Yes	1,370	21.1%	3.0%
<a href="#">Sourfing</a>	E-Wallet Trans.	45,000	0.65%	Yes	6,165	17.2%	1.4%
<a href="#">Money on Mobile</a>	E-Wallet Trans.	400,000	1.20%	Yes	54,800	17.3%	1.0%
<a href="#">Onga</a>	Point-of-Sale Trans.	25,000	1.30%	Yes	3,425	18.4%	5.3%
<a href="#">iPay</a>	Point-of-Sale Trans.	25,000	1.00%	Yes	3,425	16.2%	2.5%
<a href="#">BharatPay</a>	E-Wallet Trans.	20,000	0.90%	Yes	2,740	15.5%	3.7%
<a href="#">Aditya Birla</a>	E-Wallet Trans.	100,000	1.00%	Yes	13,700	20.3%	2.2%

Showing 1 to 10 of 57 entries

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# LendLedger: a decentralized, open network



## **Open market**

Any data source or lender can join



## **On-chain transactions**

Create reputations for all parties



## **Borrower control**

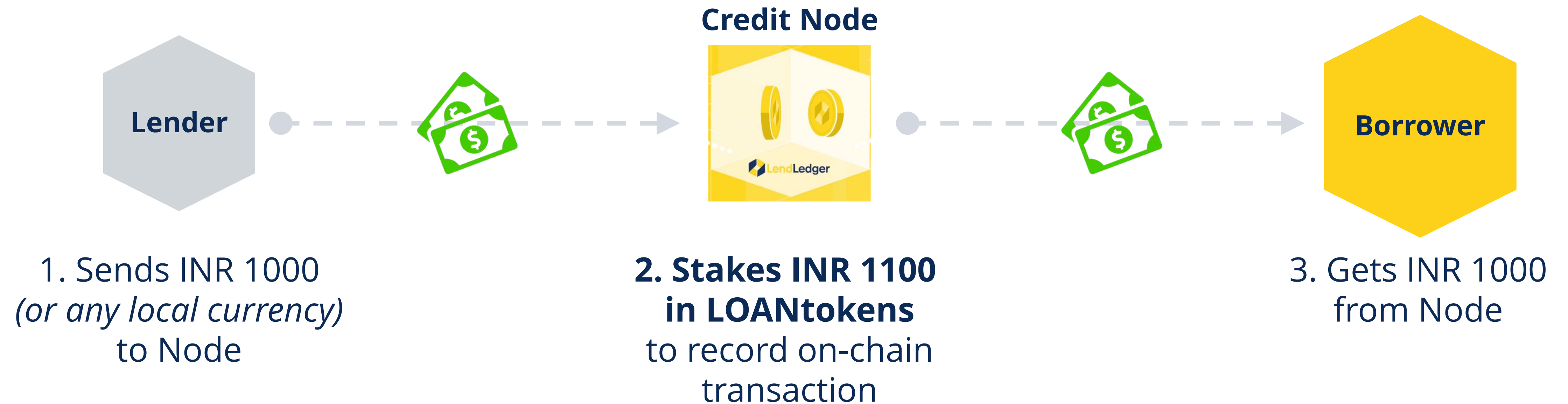
Means ownership of own data





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# Digital asset (LOANtoken) unlocks on-chain accounting







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# Decades of founding & leading pioneering ventures



**Gautam Ivatury**  
CEO



**Manish Khera**  
Co-Founder



**Greg DeForest**  
Head of Product



**Sanachit Mehra**  
Lead Blockchain Architect



**Daniella Loftus**  
Communications







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# Advisors and Community Experts



**Nick Hughes, OBE**  
Founder, M-PESA



**Ignacio Mas**  
Digital Frontiers Institute



**Alberto Jimenez**  
IBM Watson



**Alex Mashinsky**  
Founder, Celsius



**Prashant Reddy**  
Director, DemystData



**Ben Lyon**  
Co-Founder, Hover



**Isabelle Barres**  
VP, CFI (Accion)



**Nicole Van Der Tuin**  
CEO, First Access



**Aiaze Mitha**  
Ambassador, UNCDF



**Akanksha Hazari**  
CEO, m.Paani



**Ashish Desai**  
VP, Aditya Birla Bank



**Matteo Marinelli**  
CEO, Maha MFI



**Sameer Jaini**  
ex-CTO of DCB Bank



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# Learn more at lendledger.io

The screenshot shows the LendLedger website interface. At the top left is the LendLedger logo. To its right are navigation links: Guides, APIs, L-Cloud, and Get in touch. On the far right of the header is a user profile for 'Gautam Natory'. The main content area has a dark blue background with the title 'LendLedger Guide (Beta)'. Below the title is a paragraph: 'LendLedger is a global, open, decentralized network connecting Lenders with Data Providers and Borrowers. It expands access to credit and makes lending more efficient.' This is followed by another paragraph: 'These guides will help you start working with LendLedger as quickly as possible.' and a 'GET STARTED' button. Below this is a light gray navigation bar with 'Home' and a search bar labeled 'Search'. The main content area below the navigation bar is divided into three columns. The first column is titled 'Monetize data' and describes offering credit data to lenders. The second column is titled 'Originate loans' and describes finding data sources and setting up a digital lending process. The third column is titled 'Integrate LendLedger' and describes creating and adding to lending applications. Each column has a 'Learn more' link.

**LendLedger** Guides APIs L-Cloud Get in touch Gautam Natory

## LendLedger Guide (Beta)

LendLedger is a global, open, decentralized network connecting Lenders with Data Providers and Borrowers. It expands access to credit and makes lending more efficient.

These guides will help you start working with LendLedger as quickly as possible.

[GET STARTED](#)

Home Search

### Monetize data

Offer credit data to lenders in an open market, and monetize ethically.

[Learn more](#)

### Originate loans

Find data sources, set up a digital lending process, and begin disbursing.

[Click to learn](#)

### Integrate LendLedger

Create and add to lending applications, or integrate an existing software.

[See developer guide](#)