How we took a great **Fintech** Idea to the market with our **Managed Product Labs**

Gleecus TECHLABS

Forward Thinking Digital Innovation

PROFINTECH

About the Customer

ProFintech is a tech-first FinTech startup. With their flagship product on Business Finance, the customer is trying to integrate financing seamlessly into the trade processes of small and medium businesses with data-driven decision models.

Challenge

The customer wanted to be a disruptor in the Indian FinTech space with their tech-enabled products. They built a team internally and started on the product development. With no technical governance and no prior experience in Product development, the endeavor failed and resulted in a business kick-off setback.

With no in-house team to architect and develop the products, the Customer started to look for a technology company to take over their product strategy and development. Their search ended with Gleecus TechLabs selected to be their development partner.

🎯 Challenge

The challenges in product development ranged from Product Roadmap to Business processes to External integrations. Some of the challenges are listed here.

- There is no clear product roadmap or strategy

- No Agile or Lean management practices in place

- No exploratory exercise done on possible integrations and data aggregation

- No technical feasibility pilot projects done

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💡 Solution

Gleecus has incubated the customer into its Managed Product Labs (MPL) initiative where the entire product strategy and development would be done by a dedicated team curated for the project needs of the customer. Some of the salient points from the solution implementation are
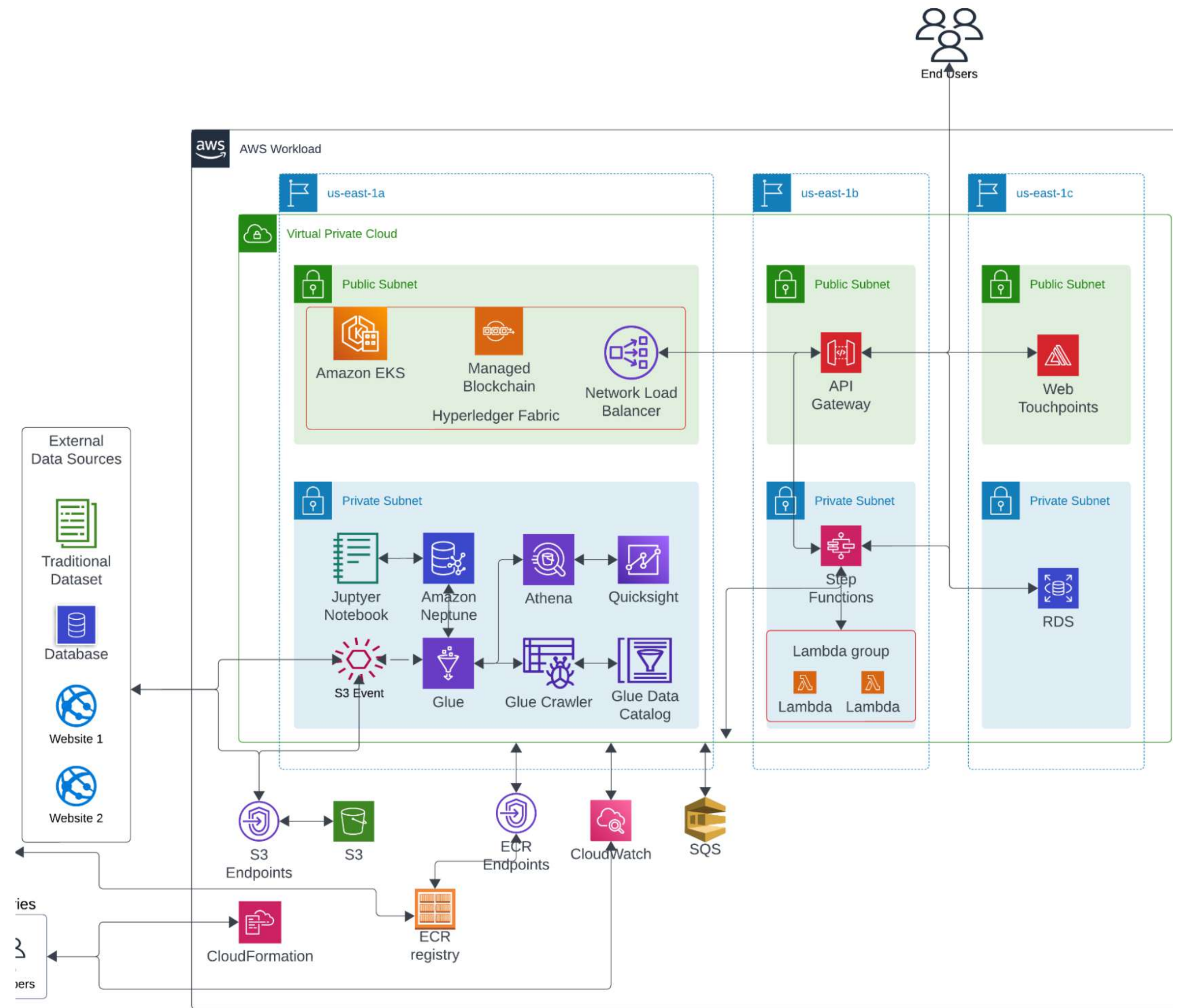
✅ **We did a Business Analysis (BA) exercise to understand the business objectives, market, and competition.**

✅ **We created an MVP plan for the product.**

✅ **We built the product roadmap for the subsequent two release milestones for the product.**

✅ **We completed parallel pilot projects to understand and leverage the existing databases and API endpoints with transactional and management details of the MSMEs.**

✅ **Implemented the data pipeline and transformations from multiple data sources using managed services on the cloud that is used to power the workflows on the platform.**

Solution

✅ We used processed data from the data pipeline and built the knowledge graph following the data mesh architecture. This is used to better understand and improve key data points on the platform.

✅ We built a private blockchain network for trade finance that consists of a distributed ledger, a consensus algorithm, and smart contracts having better governance and access controls.

Architecture

Impact

With a pilot implementation done in three (3) states of Southern India, **100+ SMEs from different sectors** have access to the capital funds to run and expand their business operations. The platform has been **recognized by the Indian Government Startup Accelerator and Incubator as one of the promising products to watch out for in the year 2023**. The company aims to lean more on the technology powering the platform to have a more nuanced profiling of the creditors and suitors for the parties to make faster and more informed credit decisions.

Impressed by what you've seen?

In need of a Digital Innovation Partner that helps create real impact?

Reach out to us at **hello@gleecus.com**
and let's craft brilliance together!

What is Gleecus?

Gleecus TechLabs Inc. (referred to as Gleecus) is a **Forward Thinking Digital Innovation Company** with deep focus areas on Cloud, Data, Product Engineering, AI and Talent.

Gleecus is one of the fastest growing IT innovation partner for Startups, SMEs and Enterprises globally.

We combine Strategy, Technology Expertise, User-Experience Prowess and LEAN Delivery Processes to help our customers and their products/solutions reach their business goals in time. Every time!

FORWARD THINKING is at the core of our business values, our consulting approach and our internal workforce. This also makes us the right choice for Enterprises on their path for Digital Transformation.

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Thank you

Feel free to connect with us.

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