BFM: THE NEW WAY OF BANKING FOR SMEs

The comprehensive digital banking solution for managing business financials in a more simple, efficient and engaging way.
**PAIN POINTS OF THE “MISSING MIDDLE”**

1. Prohibitive costs to professional financial management services
2. Dispersed, unintelligible financial data
3. Too many different tools to manage day-to-day tasks
4. No way to track or forecast cash flow, AR/AP

5. Manual invoicing
6. 70% have no relationship with a bank manager
7. 40% need advice to run business more effectively and plan growth
8. 42% would switch to a bank or Fintech that shows an understanding of their business

“There is an alarming disconnect between what small businesses want and what banks deliver.”

Source: IFC, World Bank
1. RECONCILIATION
Business owners can balance the books easily and painlessly so they are never in the red.

2. FORECASTING
Automatic and accurate forecasting helps SMEs gain peace of mind while taking full control over their business direction.

3. INSIGHTS
Generates relevant and actionable insights enabling business owners to take their business to new heights.

4. RECOMMENDATIONS
Provides helpful advice specific to the user’s actual business activities.

BFM USER JOURNEY
WITH BFM SMEs GET:

Smarter business decision making based on relevant, personalized insights powered by Big Data analytics

Flexibility for businesses at all stages, from startups to established companies to better understand and manage their finances

Real-time access to all financial accounts powered by Strands Meta-Aggregation engine

Simple, intuitive and stunning data visualizations for an unparalleled user experience
1. BFM VALUE PROPOSITION

DESIGNED FOR 3 SEGMENTS

**FREELANCER**

Business Name: Pale Design  
Name: Jonah Pale  
Age: 33  
Years in business: 1  
Sector/Industry: Prof.Services  
Turnover p.a.: $78k  
Employees: self-employed

**SMALL COMPANY**

Business Name: Chicdress SL  
Name: Chloé Pierrot  
Age: 42  
Years in business: 8  
Sector/Industry: Retail  
Turnover p.a.: $2.5M  
Employees: 20

**MEDIUM COMPANY**

Business Name: Games Corp  
Name: Sanjay Singh  
Age: 37  
Years in business: 15  
Sector/Industry: Software  
Turnover p.a.: $25M  
Employees: 110
3. BFM PRODUCT FEATURES

FUNCTIONALITY OVERVIEW

Dashboard

Track
- Transactions
- Financial Calendar
- Smart Notifications

Analyze
- Invoicing
- Income & Expenses
- Customer Insights

Plan
- Provisioning
- Cash Flow
- Business Benchmark
- Budgets

Data Aggregation
External Data Aggregation

Holistic overview of all relevant financial information

Strands enables external data aggregation by pulling together accounts from different banks and retrieving invoicing and accounting data from ERPs.

Different accounts can be aggregated - business accounts, corporate credit cards, investment accounts, etc. - into a single place providing holistic overview of business finances.
3 BUSINESS CASE
THE PAYOFF FOR THE BANK

Higher customer satisfaction, higher rates of customer retention, and higher revenues per customer

Empower your most lucrative segment: SME deposits are 4x greater and balances are 15x higher than retail banking customers

Understand your customers’ specific needs to offer relevant products & services at exactly the right time

Reduced operating costs: Process automation means more resources to add higher-value advisory
THE WAY TO GENERATE NEW REVENUE FOR BANKS
Offer SMEs value-added services

Did you know?

More than half of SMEs are willing to pay an additional $10 every month for personalized business financial management services.

Banks (in the UK) could open up to £8.5 billion in new revenue streams by 2020 by delivering value-add products and services to SMEs.

If banks are unable to address SME pain points, 1/3 will turn to non-banks to make payments, access loans, and manage transactions.

Source: Accenture “SME Banking 2020”, Aite Group
BANKS ARE PREFERRED FOR EASE & SECURITY

Compared to non-bank technology providers, SMEs value solutions provided by their bank.

Ease: I enjoy the convenience of accessing all of my banking products at a single location

59%

Security: I trust that my bank has done the necessary due diligence on the vendor/technology

58%

Relationship-based pricing: the more products I use at the bank, the deeper the discounts I receive

37%

Other

3%

Source: Aite Group
WIN-WIN FOR ALL STAKEHOLDERS
Relieves **pain points** & generates **value** for SMEs and banks:

**SME**
- Relieve 7 major SME pain points:
  1. cost-efficient, affordable solution offered by the bank
  2. intuitive visualizations of all financial data in one place
  3. data-driven cash flow tracking & forecasting
  4. smart invoicing and AR/AP tracking
  5. direct engagement with SME banking professionals
  6. dashboard for 360° overview of finances
  7. one-stop-shop for personalized financial advice

**BANKS**
- Meet digital banking expectations:
  - bank manager becomes the ideal business partner

- Increase SME retention & acquisition:
  - by understanding their specific needs better

- Generate direct revenue stream:
  - business customers are ready to pay for such services because it's a "need" rather a "want"
BECOME THE GO-TO BUSINESS PARTNER FOR SMES

Enable your customers to centralize all their business finances

- Bank 1
- Bank 2
- Bank 3

Bank accounts

- Credit/Debit Cards

- Invoices

- Lending platforms

- 3rd party accounting software

- Any external data source...
THANK YOU

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