

## COMPANY BACKGROUND:

L-Pesa Microfinance is the fintech startup on the front line of the financial services movement in the developing world. A pioneer poised to take advantage of a mushrooming need for microfinance, the company has validated its operating model over the past 18 months and built sophisticated technology, automating most operation. It's only barrier to growth at this point is its lack of resources to meet the need for funding more user acquisition and loans. The loss ratio on loans runs below 10% while return on loans is approximately 25%.



**L-PESA MICROFINANCE**

Micro loan for mobile banking customers

## The Problem

Microfinance boasts a history—centuries-long and worldwide—of answering a fundamental demand. The concept of microfinance isn't new. However, L-Pesa microfinance most certainly is. Traditional microfinance has limited reach, and solutions have been targeted towards poor farmers and small business owners—completely overlooking others in need that represents 42% of the world's population.



## Powering A Paradigm Shift

Middle class consumers and business owners in developing countries have an unmet demand for credit, but the current financial infrastructure does not support credit underwriting.

## Serving 42% of the World's Population

The market is enormous: L-Pesa's targeted countries contain 42% of the world's population. This goes well beyond simply serving the unbanked. L-Pesa not only provides access to credit, but also gives the token holders a direct benefit from the growth of the L-Pesa network, by enabling users to receive weekly income in proportion to the tokens held.

## The L-PESA Solution

L-Pesa has harnessed these market forces and built technology and a proprietary credit scoring model that allows it to quickly scale microlending in developing countries while keeping loss ratios below 10%. The solution is highly automated, allowing a small back office team to support high volume loan origination. All loans are serviced by L-Pesa.

## A Token to Revolutionize Microfinance

L-Pesa is powered by the L-Pesa token. By utilizing the token, users will

- have access to credit
- build their credit score
- be able to pay fees

## LPK Token - The future of the Unbank



The more people utilize the L-Pesa token and network, the greater the benefit they receive - a truly virtuous cycle.