



faire.ai

Company Profile

2022

01

Company overview

- Our story
- Identitkit

02

Company manifesto

- Vision
- Mission
- Values

03

Who we work with

- Banking
- Fintech
- Tech providers

04

Products & services

OPEN BANKING & FINANCIAL INSIGHTS

- Categorization engine
- Income verification
- Spending behaviour
- Risk insights
- Affordability

LENDING AS A SERVICE

- Loan management
- User authentication
- White label
- FairePay
- Use cases

05

faire.ai in numbers

- Capital raised
- Employees
- Partners
- Loans
- References

CONTENTS



faire.ai





Company overview



OUR STORY

faire.ai is a **B2B fintech company**, specialised in **analytics** and **credit automation**.

The company was founded in April 2020 by **Gianluigi Davassi, Giorgio Fiorentino, Gilberto Taccari, Cristina Bonacina** and **Claudia Chiesa**.

The core team consists of young and talented professionals with years of experience in major fintech and banking companies.

Every team member in faire.ai aims to challenge how the credit ecosystem traditionally works.



IDENTIKIT

faire.ai is a **data centric** fintech company that provides B2B2C digital solutions to **transform access to consumer credit**.

We built an **advanced Platform** to analyse customers' financial behaviour, leveraging Open Banking.

faire.ai empowers clients and partners with digital products that simplify processes.

We employ **Machine Learning** to deliver human centred solutions.

We aim to improve customers' lives and simplify access to credit by innovating traditional paradigms.

We want to significantly reduce default risk and allow our partners to make better decisions for their business.

02

Company manifesto

VISION

faire.ai imagines a world where the financial ecosystem is **fair** and **efficient**. A world where credit access is finally open, simple and friendly.

MISSION

faire.ai is on a mission to **democratise access to credit**.

We build bridges between financial players and consumers, eager to deeply transform the way banks and financial institutions operate.

faire.ai is creating the credit market of the future, by **enriching creditworthiness evaluation** and providing **seamless experiences**. A market where banks and financial institutions can be pioneers of change.

CORE VALUES

All our effort aims to create a significant improvement in the credit ecosystem, by combining enabling technology with a streamlined experience for partners, developers and consumers.

To do so, every project is delivered based on **essential principles**:

FAIRNESS

- | Leveraging data to democratise access to credit by including underserved segments of the population

TECH FOR GOOD

- | Employing advanced technology to improve people's lives and eliminate complexity

HUMAN CENTRED DESIGN

- | Creating a strong synergy between humans and technology by making people feel totally at ease while accessing credit

STATUS QUO CHALLENGE

- | Driving the change by empowering banks and financial institutions to transform the ecosystem from within

03

Who we work with

faire.ai interfaces with several credit market players and partners such as:

- | Incumbent banks, financial institutions and credit providers
- | Challenger banks and fintech companies
- | Financial Technology partners and suppliers (Open Banking and core banking providers, banking as a service companies, embedded finance)



Product & services



faire.ai provides banks, financial institutions and credit providers with best-in-class tech solutions to **enable instant lending**.

Our set of proprietary services allows to cover **the entire life cycle of a retail loan request and evaluation**, moving on a double track:

OPEN BANKING & FINANCIAL INSIGHTS

■ faire.ai employs artificial intelligence to process transactional data, analysing a customer's financial behaviour and habits to assess creditworthiness

LENDING AS A SERVICE

■ We provide solutions to create a smart instant lending flow, ensuring a streamlined and fully digital user experience

OPEN BANKING & FINANCIAL INSIGHTS

Leveraging Open Banking and other data sources, our **Financial Insights Platform** analyses users' **transactional data in real-time** to compute financial indicators.

Relying on secure connections compliant with **PSD2** regulations, the Platform processes data flows via advanced **Machine Learning** algorithms to provide an **innovative and reliable credit evaluation** through a single API.

OUR SOLUTIONS

Categorisation Engine

We developed a **Categorisation Engine** leveraging both Artificial Intelligence and human input, to extract **granular insights** from **banking transactions** and return meaningful information on customers behaviours.

The model automatically identifies recurring patterns by analysing transaction descriptions through natural language processing techniques. It processes details in real time and assigns transactions to more than 100 categories designed specifically to provide an exhaustive view of each customer.

Income verification

Get a complete picture of your **customers' earnings**.

faire.ai's Financial Insights Platform relies on **over 20 categories to classify** the nature of **income transactions**, such as: salaries, pensions, professional compensations, income from rent, profits, refunds, winnings. Additionally it can define the recurrence of each to identify stable and variable sources of income.

These insights are wrapped up in **30 KPIs** which can be used to evaluate a customer's income streams.

Spending behaviour

Identify your customers' **spending patterns and behaviours**.

Expenses are grouped in **over 90 categories** and defined by their main characteristics, such as **frequency** (recurring and not recurring) and **type** (necessary and unnecessary).

By computing **specific KPIs**, our Financial Insights Platform elaborates a **360 degree view of customers' financial behaviour** that considers existing debts, investments & savings, overdrafts, utility bills, subscriptions, etc.

Affordability

The analysis of customers' financial behaviour allows us to implement Machine Learning models to predict a person's affordability, meaning a sustainable amount of money to cover the cost of loan instalments or other debts.

Our models assess a customer's creditworthiness for many different use cases, including microloans, personal loans, mortgages and non-performing loans.

Risk insights

We use information on incomes, expenses and debts to feed a Machine Learning model aimed at identifying **potential hazardous behaviours**.

Certain actions are associated with a higher risk potential, such as **anomalous gambling** and **gaming** expenses, cash deposits or withdrawals and money transfers.

The model considers thresholds based on the analysis of **a large set of bank accounts** to define customers as having **high, medium** or **low risk**.



LENDING AS A SERVICE

faire.ai supplies modular and customisable solutions that allow to create an entire loan application flow from scratch or integrate missing components with existing processes.



Loan management

In order to gain a complete view of the customer, our Platform also allows partners to record and track the whole lifecycle of each loan, providing additional data points that can be used to train affordability models and enhance their performance, leading to continuous improvements and more detailed results.

User authentication

As authentication service providers, we accelerate standard procedures through digital solutions, such as SPID (Sistema Pubblico di Identità Digitale) for Italian customers.

Our integrations allow consumers to easily provide their ID information while applying for a loan, saving time and without using paper.

White label

faire.ai enables companies to offer an end-to-end digital journey that reflects their brand identity.

We provide a modular web-app that allows you to implement a smart instant lending flow for retail consumers, from loan simulation to settlement.

A **plug-and-play** solution directly **integrated with faire.ai financial insights** and a design that adjusts to your brand.



FairePay

FairePay is a **proprietary consumer lending solution** that allows consumers to request a personal loan to spread out their purchases in affiliated retailers.

Customers can request a loan amount **from € 2,000 up to € 20,000**, choosing the number of instalments and repayment amounts **through a fully digital journey**.

FairePay leverages Open Banking connections to streamline bureaucracy and allows anyone to apply for a loan with no fuss, **without providing a payslip**.

We created FairePay specifically for **supporting** segments of **Italian SMEs** underserved by standard BNPL providers.

By enabling merchants to offer deferred payment for their customers, we support them in exploiting **retail credit as a commercial leverage** to improve conversion and increase **revenues**.

Use cases

Leveraging our services, clients and partners can cover different business areas, such as:

INSTANT LENDING

- Approve and disburse loans instantly by exploiting faire.ai data analytics, affordability assessment and customisable application flow

DEFERRED PAYMENTS

- Split a purchase in deferred instalments through and end-to-end journey, with instant valuation based on our KPIs

NON-PERFORMING LOANS

- Renegotiate consumers' existing debts based on a person's affordability and simplify the process through Open Banking

MORTGAGES

- A more complete picture of a person's financial situation - based on transactional data analysis - to streamline mortgage applications and screening process

05

faire.ai in numbers

2,5M€+

of loans delivered
through our services

25

employees

4,5M€

4,5M€
4,5M€

capital raised

10+

partners

700+

loans delivered
through our services

Selected as one of the
“**10 italian fintech
startups to watch in 2022**”
by **EconomyUP**

