FINFI

Digital tools & capabilities with gig-work type flexibility & benefits for frontline workers

www.myfinfi.com

Incubated by

iit STARTUPS

Frontline work is complex

Poor frontline employee digital experience



Tech Silos

Disconnected workers

Rework, mistakes & skill gaps

High stress & disengagement



High Attrition

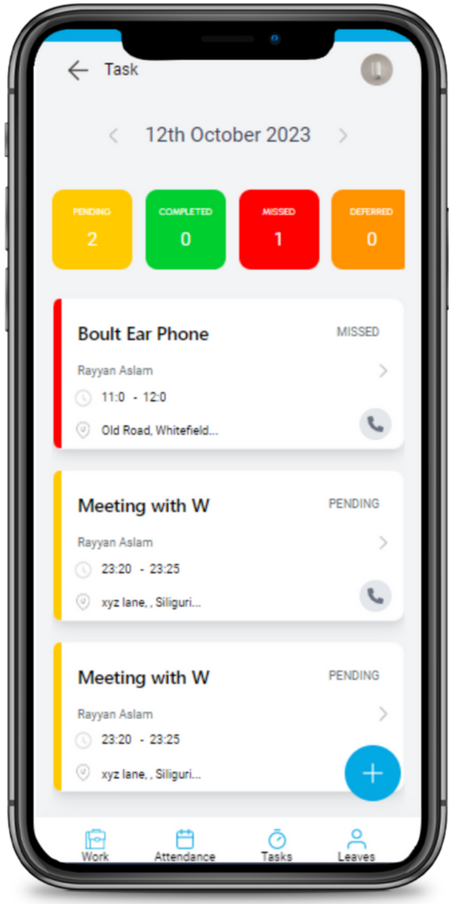
Customer dissatisfaction

Low productivity

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Future of work study, D&T whitepaper, BCG study

Our Solution



Work Tools

- Technician
- Transport
- Spares availability
- Tools availability
- Customer readiness
- Knowledge (access)

Benefits

- Instant pay
- Insurance
- Flexibility

22% productivity jump — ***20 organizations***

60% NPS improvement — ***5000 employees***

50% reduction in attrition — ***2 crores of instant pay delivered***

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Solution details



3

Multi-media integrations

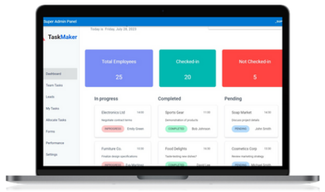
2

Integerated with worker’s personal tech



4

Rule based automation through location & artificial intelligence



Centralized Dashboard

1

Digital workflows with last mile integeration

5

Comprehensive benefits
Wage streaming
Expense management
Task based gig work

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US$200B opportunity worldwide

Indirect Competitors

- Legacy processes using excel
- Own apps

Direct Competitors

- Vertical SAAS companies
- Insuretechs, Benefits platform

Our Advantage

- Algorithms for task matching & allocation
- No code customized workflows through APIs, Web or Apps
- Notifications in personal apps
- Instant access to earnings

Product roadmap

	Nov'23	Mar'24	Mar'24
Job Function	Repair Service Field Sales	Hospitality Healthcare	Retail Field Sales
Feature	Task management Data collection Monitoring & attendance Time management	Communication Collaboration Knowledge management	Safety Customer Service Training
Benefit	Earned Wage acces Scheduling	Insurance Salary linked finance	Gig workforce

Double header GTM

Benefits Platform

1000 plus field workers
(2-3 months cycle)

Financial Wellness products like EWA, Top up insurance & wellness packages

Direct Sales

Full Solution

SMEs with field employees
(<2 weeks cycle)

Task management & assessment, multi media colloboration tools, automation & benefits

Digital

Gameskraft · FTA HSRP Solutions Pvt. Ltd. · SIS A Market Leader in Security, Cash Logistics & Facility Management Group Enterprises · nStore · PLADA Technologies Pvt. Ltd. · ftcash faster than cash · BHAWAR GROUP SINCE 1970 Distribution I Retail I eCo

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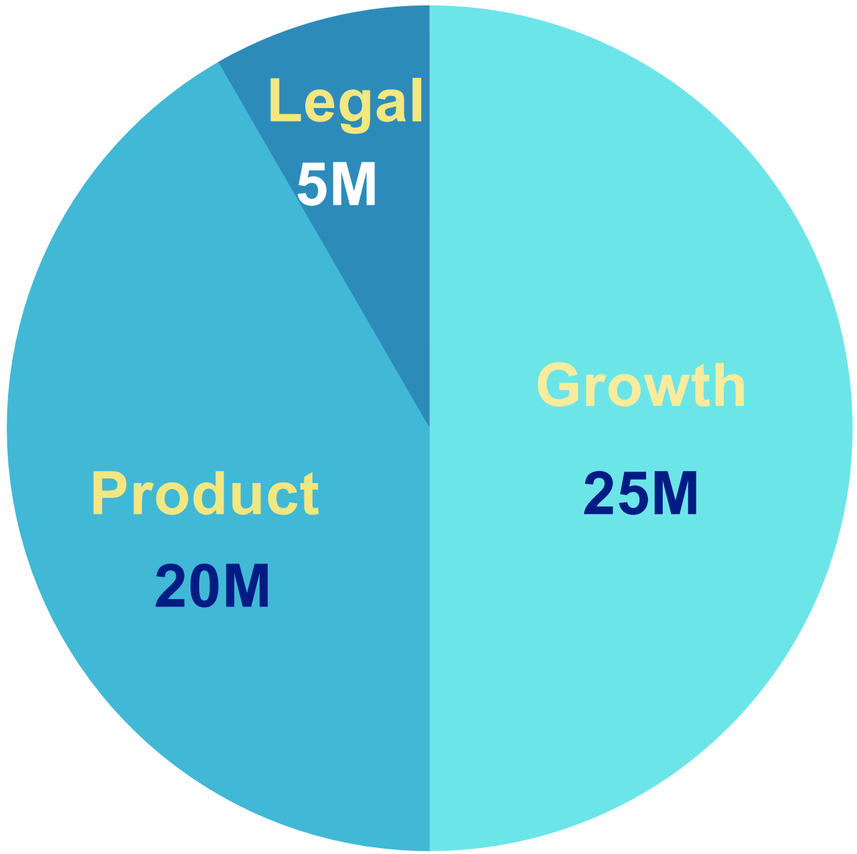
Current traction & future projections

Calendar Year - Jan-Dec
INR Million

	Q4' 2023	2024	2025	2026
New Customers	25	500	2500	5000
Acquisition Cost	1.1	20.0	72.0	90.0
Revenue	1.2	46.5	162.2	220
Tech/Overhead	4.0	62.0	82.0	100.0
Profit	3.9	35.5	8.2	30.0

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This raise will support growth & product monetization



Growth

- Invest in marketing
- Hiring sales team
- Vertical specialization

Product

- Building out features
- Building out new job functions
- Building out new benefits

Team



Abhinava Paliwal

Chief Product Officer
American Express & P&G

FMS, St. Stephens College



Pranav Barthwal

GM South Asia, GMS Amex &
Head of ICICI/First Data JV
Business head @Mswipe

IIT Delhi & INSEAD
Managed over 10,000 field workers

Advisors

Vikas Taneja
Founder Gameskraft
IIT Delhi

Shivaji Das
Managing Partner Frost & Sullivan
IIT Delhi

Ranjan Sen
Ex HSBC Retail Banking Head
FMS Delhi

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Thank you

Join us in our journey to make work & life better for 80% of workforce

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Annexure