



from sail to scale

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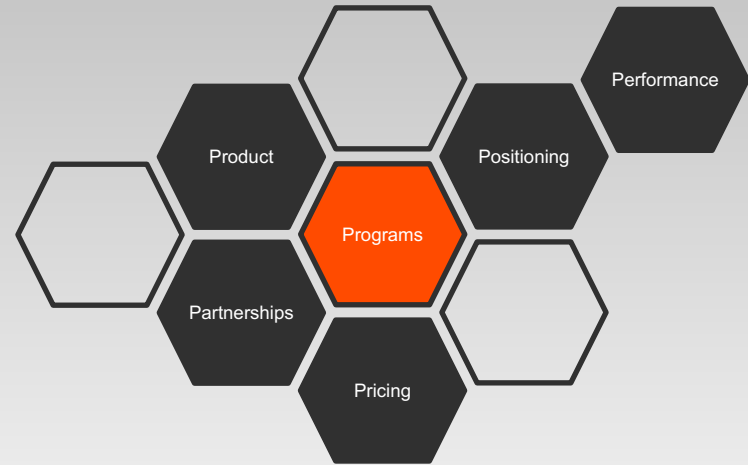


HypeFin is a community of experts that helps build and deliver an end to end fintech proposition.

We bring a strong community of implementation partners empowering end-to-end FinTech strategy & solutions.

Our community of experts help enable digital banking and payment services from inception to delivery of your unique fintech or financial services offering and payment programs in multiple markets.

Spread across in multiple markets our community covers the UK & EU, Middle East & Africa, & US.



Your program partner



Fintech Journey with HypeFin

Strategise

HypeFin helps startups and SMEs build their payments transformation strategy taking a 360-degree approach to building their Product, Technology, Partnership, Commercial and Go to Market Strategy

Engage

HypeFin initiates engagement with potential eco-system partners, technology partners, help build commercial business model, support in evaluation, negotiation and securing contracts to ensure success in build, rollout and growth.

Enhance

HypeFin helps build customer experience, journey mapping and collaborate with technology partners to build and test the minimum viable product 'MVP' and provide feedback for ongoing enhancements.

Deliver

HypeFin supports technical program planning, implementation, and execution from inception to go live including complex multi-vendor program coordination and tech delivery management supporting contracted vendor/partners and insourced teams.

Comply

HypeFin experts in regulatory and risk & compliance offer Compliance As A Service utilising state of the art tech platform and expertise to help achieve Day 1 compliance and ongoing compliance assurance and risk mitigation.

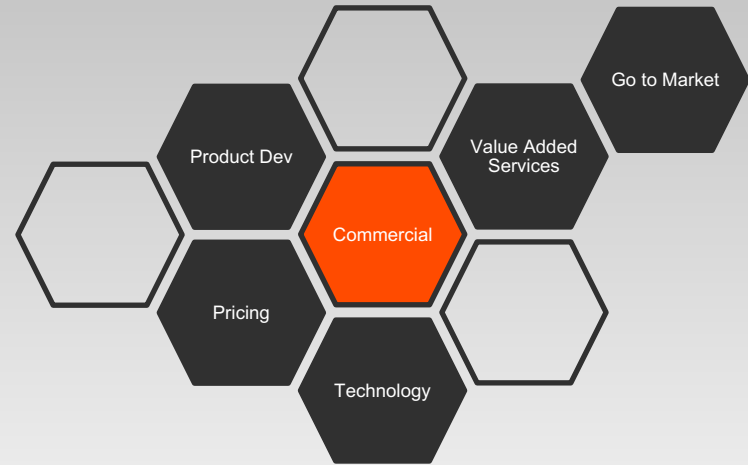
Growth

HypeFin enables specialist digital marketing and growth hacking delivered by our expert partners utilising digital and social media channels based on your target market and customer acquisition strategy.



We help validate your business strategy of your services & products in the respective target market. We manage end to end strategy implementation to bring programs to market. Our capabilities include digital payments and digital banking services, creating a blend of strategy and solutions while ensuring swift go to market for your planned services offering.

- We help implement right product strategy focused at delivering real customer value.
- We help drive calculated decisions connecting tech roadmap with time to market and budget.
- We bring the right partners solutions to enable added value services for your offering while reducing time to market.
- We advice on impact marketing and digital growth hacking.
- We enable a 360 degree success strategy implementation to ensure return on your innovation.



Your commercial partner



We manage a 360 degree engagement across the ecosystem within and outside your organisation to ensure the right value is delivered from all engagements. We collaborate with the ecosystem partners and collaborators to enable build & launch your unique offering simplifying complexity, optimising investment and reducing time to the market.

Identification and selection of the right partners and third-party platforms can have a direct impact on the overall success of your program. With the support of industry's leading expert consultants at HypeFin, we bring the right expertise to support:

- Identification
- Mapping
- Selection
- Integration
- Commercialisation
- Go to Market



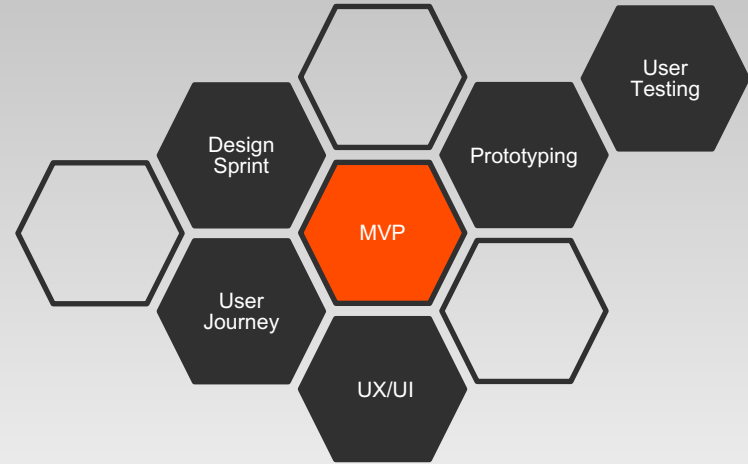
Your ecosystem partner



We are specialist partners focused on proposing the right solutions to solve the problem statement of startup & scale up initiative.

We work closely with the core teams to enhance your services and products with optimal solutions that may exist or need to be customised or built. We align our understanding to the target segment in focus, the service or product offering, the user journey mapping, enable fast track prototyping, end user testing and launch on an Super Agile model.

We believe in ongoing engagement to deliver continuous enhancements to your services based on user feedback that is key to success of your initiative.



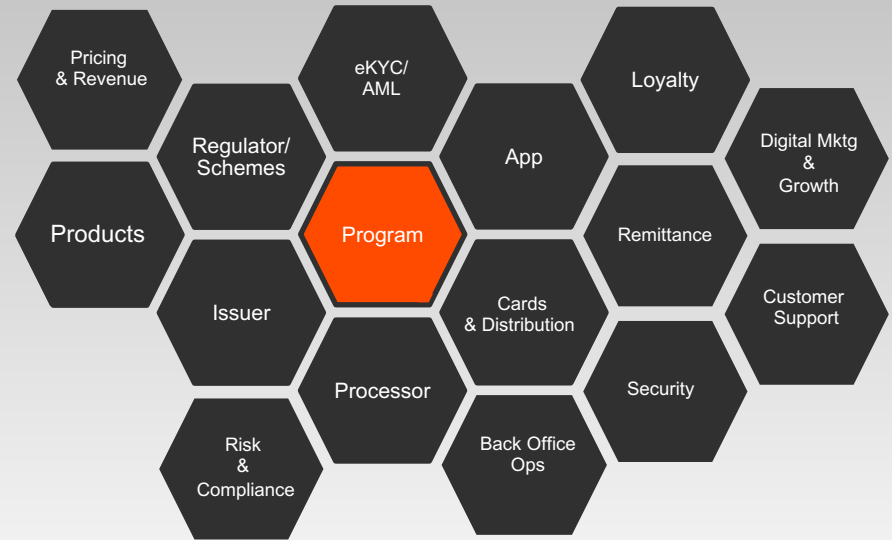
Your MVP partner



Our specialist Program Management service bring hands on experience in designing & delivering end to end complex payment programs.

Our experts have helped launch programs in several global markets in changing local regulatory regimes and market dynamics. We offer support for products like Prepaid, Credit and Debit Programs as well as digital wallets and remittance services on local, regional or global scale.

This entails a complex commercial structuring and partner ecosystem setup to enable program design to delivery turning you vision into reality. We also specialise in managing RFPs, Contract Negotiation, Implementation and growth hacking.



Your delivery partner



One of the biggest operational commitment for any regulated business is governance and compliance. This is particularly true for start ups and scaleups, where management needs to focus on delivering the strategy rather than resolving back office scalability issues.

Our Compliance as a Service (CaaS) offering is a tech enabled outsourced risk and compliance function, that can quickly augment a firm's compliance capabilities.

- Regulatory approval: We support Regulatory approvals.
- Turn Key Solution: Starting out fresh, our turn key solution means you can setup an outsourced function in a matter of days (no hiring, no office space, no overheads, managed risk)
- Augmented compliance: Whether you are a start up or at scaleup stage and want to keep compliance costs low, this is the ideal way.



Your compliance partner



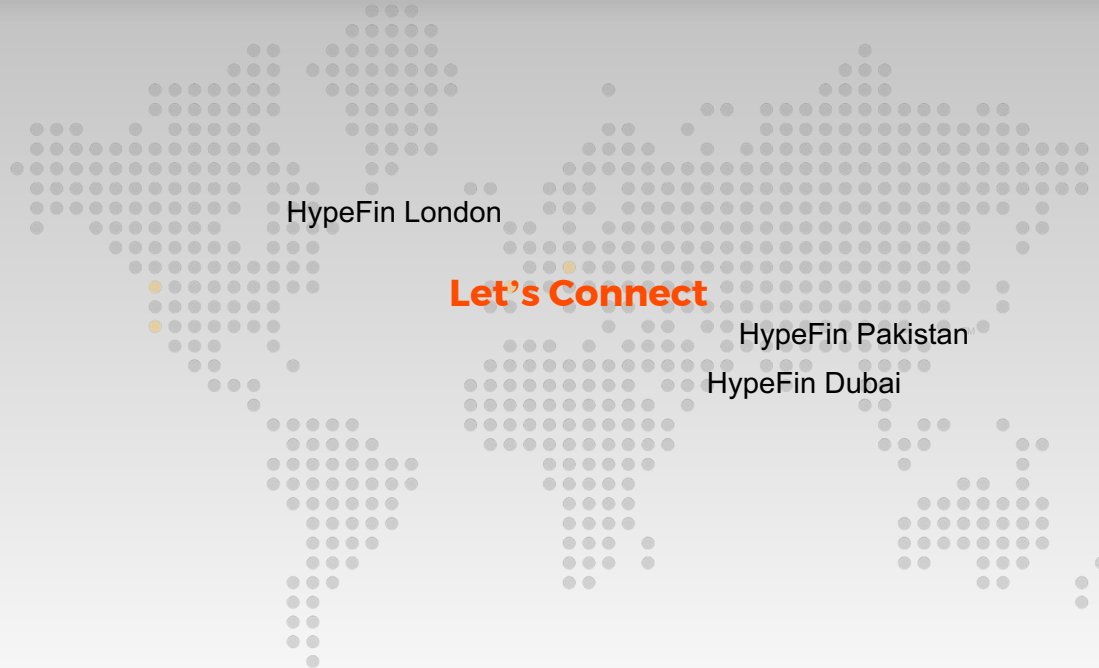
Data is the new gold for any business today, as the digital economy grows its reliance on data, secure and effective utilisation of data and its application in effective digital marketing can result in exponential growth.

Growth hacking is the application of multiple growth strategies to effectively acquire customers swiftly and at low cost budgets. Our experts enable growth hacking implementation utilising multiple channels including digital and social media marketing.

Our consultants work closely with your marketing and products team to target the relevant segments and geographies to chalk out the right growth strategy and execute digital marketing effectively delivering the right KPIs.



Your growth partner



HypeFin London

Let's Connect

HypeFin Pakistan

HypeFin Dubai