TRANSFER

FLOOSNA

FLOOSNA APP

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Agenda

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Our Team:

Shahad Basim
CEO

Sara AlTurk
CFO

Alzahraa AlMaskari
Marketing head

Dalaa AlHomsi
COO

Malak Maher
CTO
(chief technology officer)

Ammar AlMoosawi
Software developer

*We're currently expanding our team to include more IT specialists.

Our Team:
Skills:

Shahad Basim
- Financial expertise
- Strategic thinking
- Critical analysis
- Leadership skills

Sara AlTurk
- Experience in financial management, and accounting

Alzahraa AlMaskari
- Graphic designing
- Social media management

Dalaa AlHomsi
- Experience in operating and managing cross-functional teams
- Networking

Malak Maher
- Expertise in software designing and development
- Knowledge of programming languages (Java)

Ammar AlMoosawi
- Programmer (Java, C#, HTML, CSS, JQuery)
- Database manager (SQLiteStudio)

Problem and solution

Problem

College students often face financial hardships, leading to a state of being 'broke' with limited access to funds. Borrowing money from friends is a common practice, but it comes with challenges such as awkwardness and potential strain on friendships when repayments are not fulfilled.

Solution

The app facilitating peer-to-peer lending, the proposed micro-financing app aims to streamline this process further by allowing multiple investors to contribute to one fund. The app seeks to build on this concept, creating a space where people can invest in various causes presented by those in need.

Problem and solution

Result

FLOOSNA APP
Purpose–built app to assist college students in managing financial constraints.

Key Features:
Microfinancing options for small, essential needs. Transparent terms and personalized repayment plans.

App features

1. Borrowing Module:
Seamless application process for students to request microfinancing.

2. Personalized Terms:
Tailored repayment plans based on individual financial situations. Providing flexible options for both interest and interest free loans.

3. Credit Score Integration:
Introduction of a credit scoring system to enhance responsible borrowing.

4. Risk Mitigation:
Implementation of backup funds to compensate lenders in case of defaults.

5. Consultancy Services:
Offering financial advice for larger loans to ensure responsible fund utilization and timely repayments.

6. Chit Funds Services:
Facilitating secure collective contributions from students toward a financial goal.

benefits

For Borrowers:

Access to much-needed funds for immediate academic needs.

Opportunity to build a positive credit history.

For Lenders:

Contribution to the academic success of peers that uplift communities.

Mitigated risks through backup funds.

Financial benefits if interest is received.

Market analysis

113k College students aged 18–25. number of students in higher education institutions in Oman reached 113,523, according to the annual report of higher education statistics in the Sultanate of Oman "2020–2021"

7k Launch year predicted users

10-15% Expected growth rate / year

In the first 3 years

Added value

FL	OO	SN	A

Intreset free saving
Crowfunding
Chit Funding

Credit-building opportunities
Partnership with Mala'aa

Financial literacy education
Workshops and Seminars

Focused on individuals not just SMEs

Business Model Canva

BUSINESS MODEL CANVAS

KEY PARTNERS

- Mala'a Credit Center
- Authority for SME Development
- Oman National Electronic Payment Gateway (ONEPG)

KEY ACTIVITIES

- Develop and maintain the Floosna mobile app
- Secure partnerships with financial institutions and organizations
- Implement robust security and data protection measures
- Market and promote Floosna to colleges/universities and students.

KEY RESOURCES

- Development team
- Financial experts
- Marketing and PR specialists
- Mobile app
- Secure servers and infrastructure
- Payment processing platforms
- Revenue mode

VALUE PROPOSITIONS

- P2P lending,
- crowdfunding
- chit funding
- Financial Knowledge
- Personalized Guidance

CUSTOMER RELATIONSHIP

- Build a community.
- Provide responsive customer service
- Personalize communication
- Gather feedback and iterate

CHANNELS

- Floosna mobile app
- College/university partnerships
- Social media marketing
- Educational institutions and student organizations
- Website

CUSTOMER SEGMENTS

- university students ages (18- 25)
- Student led startups
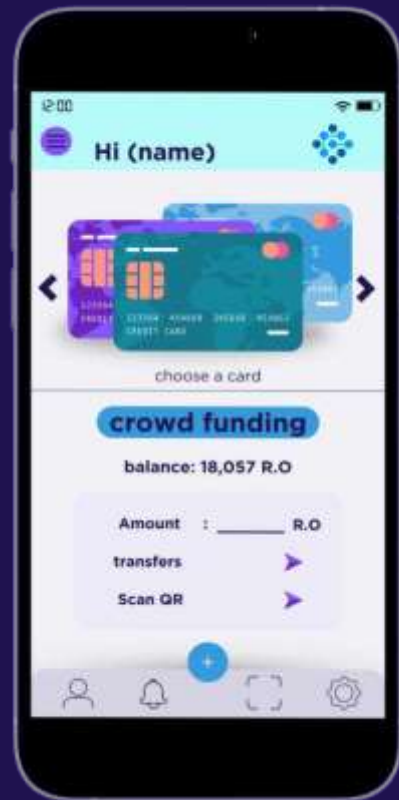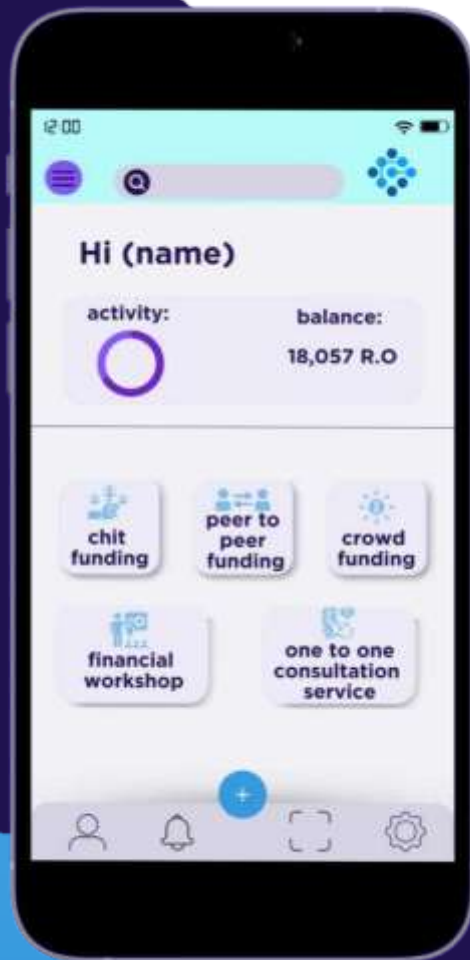- individuals seeking financial support

COST STRUCTURE

- Development costs
- Marketing costs
- Operational Costs
- Administrative Costs

REVENUE STREAM

- Financial literacy workshops , seminars and conferences
- Financial consultations one – on – one
- Transaction fees (P2P lending)

Prototype (Interface)

Technological Considerations

Technological feature	Method / technology applied
Programming language	Dart / Python
E-payment gateway	Thawani / Oman National Electronic Payment Gateway (ONEPG)
Cloud storage	Google Drive / iCloud
Robo-advisor	AI (supported with strong algorithms)
Security	Blockchain / APIs / Two step authentication /SSL / OTP / AES-256
Load balancing	Azure
Maintenance	Software updates, continuous monitoring / vulnerability management, regular penetration testing

Achievements

Won 1ˢᵗ place in The Sustainable innovation hackathon organized by UTAS muscat sponsored by Sohar International Bank