



Inclusive Cashless
Payment Partnership



CATALYST INCUBATOR
Fintech for the Last Mile

INCUBATOR AT CATALYST FINTECH FOR THE LAST MILE

In its goal to address the financial needs of small merchants, micro-entrepreneurs and low income consumers effectively, our digital payments lab in Jaipur launched an incubator to enable Fintech innovation for the bottom 80 percent of India. While access and affordability remain overarching issues for this segment, they face specific constraints such as financial and digital literacy barriers, informal credit contracts, unpredictable cash flows, and no clear lines between household and business accounts. The incubator is designed to support start-ups that can reimagine and reinvent fintech products for the masses in ways that optimize for their specific needs, behaviors, attitudes, and contexts through affordable channels. Through this program Catalyst is funding five innovative start-ups and providing them additional incubation support.

OUR FIVE FINTECH SOLUTIONS FROM THE FIRST COHORT



Fingpay is a payment and collection solution that enables merchants to accept digital payments from customers who do not have a card, a wallet or a mobile.

Activities:

Fingpay will promote and sign-up retailers and distributors to their platform. Specifically they will target digitizing the additional business of the eMitras, with the already existing Aadhaar enabled biometric devices infrastructure.



PayNearby

PayNearby enables existing corner shops to become a digital financial services hub thereby creating the world's largest hyperlocal fintech network.

Activities:

PayNearby is testing digital solutions to expand their retailer reach. They have developed a newer, more comprehensive version of their application for AEPS, money transfer and khatta pay solutions.

kaleidofin

Kaleidofin is a platform that provides tailored financial services to the mass market including populations who are un/under-banked and have significant variability in their income.

Activities:

Kaleidofin will launch their platform with the help of Catalyst in Jaipur (especially within the low income clusters of Shastri Nagar). They will also leverage Catalyst's partnerships with SEWA, FIA etc as distribution channels.



PayBee's solution automates and digitizes B2B collections in the distributor-retailer value chain.

Activities:

PayBee aims to digitize their pharma distribution channel through digital invoicing, payments and consolidation solutions. They will also test whether credit can be used as a hook for digital adoption and usage.



Merapaper provides a micro-ERP to digitize the customer lifecycle, billing and payments for small B2C merchants.

Activities:

Merapaper plans to expand beyond their current market (newspaper vendors) to either milk retailers or home tiffin service providers through the subscription based model.

THE INCUBATION SUPPORT



Feet on street for every start-up: Our feet on street representatives will go to customers on behalf of the start-ups, pitch their products, gather feedback and also assist in the entire sale process.



Mentoring from Industry experts: Catalyst provides startups with access to mentors who can support them in creating effective products and execute a robust work plan during their 6-month engagement in Jaipur.



Facilitation of partnerships: Catalyst enables the startups to execute their mission smoothly by facilitating partnerships with organisations that can compliment or support their activities, and partnerships with other startups to promote cross-learning.



Connect to Government: Catalyst makes available to the startup its relationship with the Government of Rajasthan, especially the Department of Information Technology and the Jaipur municipal corporation to receive possible support to execute their services.



Making it big: Catalyst will connect the startups to a wider venture capital community to enable them to raise capital at the end of the 6 months to scale up and sustain in the business.



A conducive and collaborative work space: Catalyst provides a work space to the incubatees to operationalize their activities without having to bear the burden of overhead costs in the initial stages of their journey.



ABOUT THE FOUNDERS

MERAPAPER

The three founders of Merapaper are graduates from BITS Pilani's 2012 batch. **Gaurav** has worked in the software industry for four years and is an Android developer. His family has been in the newspaper distribution business for the past 60 years. **Parth** is a software engineer with over three years of experience with MNCs. He was also a part of the SBI Youth for India fellowship program. **Jagdish** completed his PGDM program from IIM Calcutta and has previously worked with HT Media. He has experience in the print media industry and handles sales and marketing for the startup.

FINGPAY

Fingpay was founded by a team headed by **Pratuysh Halen**. He holds a B.Tech degree from Medicaps and has previously worked with Amdocs-telecom. Co-founder **Anuraag Agarwal** holds a Masters in Computer Science degree from JNTU and has 22 years of experience with various companies such as Pharmadeal, Motorola, AT&T, Deutsche, TCS. He holds 5 US Patents and is a recipient of the Rocket Scientist Award. Co-founder and Director **Rahul Joshi** has an MBA in Finance and 23 years of banking experience. Co-founder and Director **Neha Halen** has completed Chartered Financial Analyst(CFA) USA Level2 and worked in Suneha Trading Pvt. Ltd, Tiber Fashions and launched the women apparel brand Nanshe.

PAYNEARBY

PayNearby was founded by **Anand Kumar Bajaj**, an IIMA alumnus and a Chartered Accountant with 17 years of experience in digital payments and mobility. Anand holds five patents and was the Chief Innovation Officer at YES BANK. Co-founder **Subhash Kumar** is a technology professional and a payments industry stalwart with 17 years of experience. Co-founder and Director **Yashwant Lodha** is an engineering graduate from TAPAI and an MBA from NM College. Previously, he has worked as a Product Manager at Tally and YES BANK.

KALEIDOFIN

The founders of Kaleidofin, **Sucharita Mukherjee** and **Puneet Gupta**, have been working in the financial inclusion space for over 14 years now. As former CEO of IFMR Capital, Sucharita was instrumental in establishing capital market access for IFMR's financial inclusion portfolio and Puneet was most recently the CFO of IFMR Holdings and started IFMR Rural Finance with an objective of creating a wealth management focused technology platform that could enable deep customer centricity.

PAYBEE

Murali, founder of PayBee, is the current Managing Director and CEO of the startup. He has over 15 years of work experience in the financial services industry. He is an IIT-Ahmedabad alumnus and a researcher at IIT-Madras. Co-founder **Saravanan** is the Vice President, Head of Business Development and Partnerships at PayBee. He is a technology enthusiast with over nine years of experience across various functions of sales, engineering and project execution.



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