



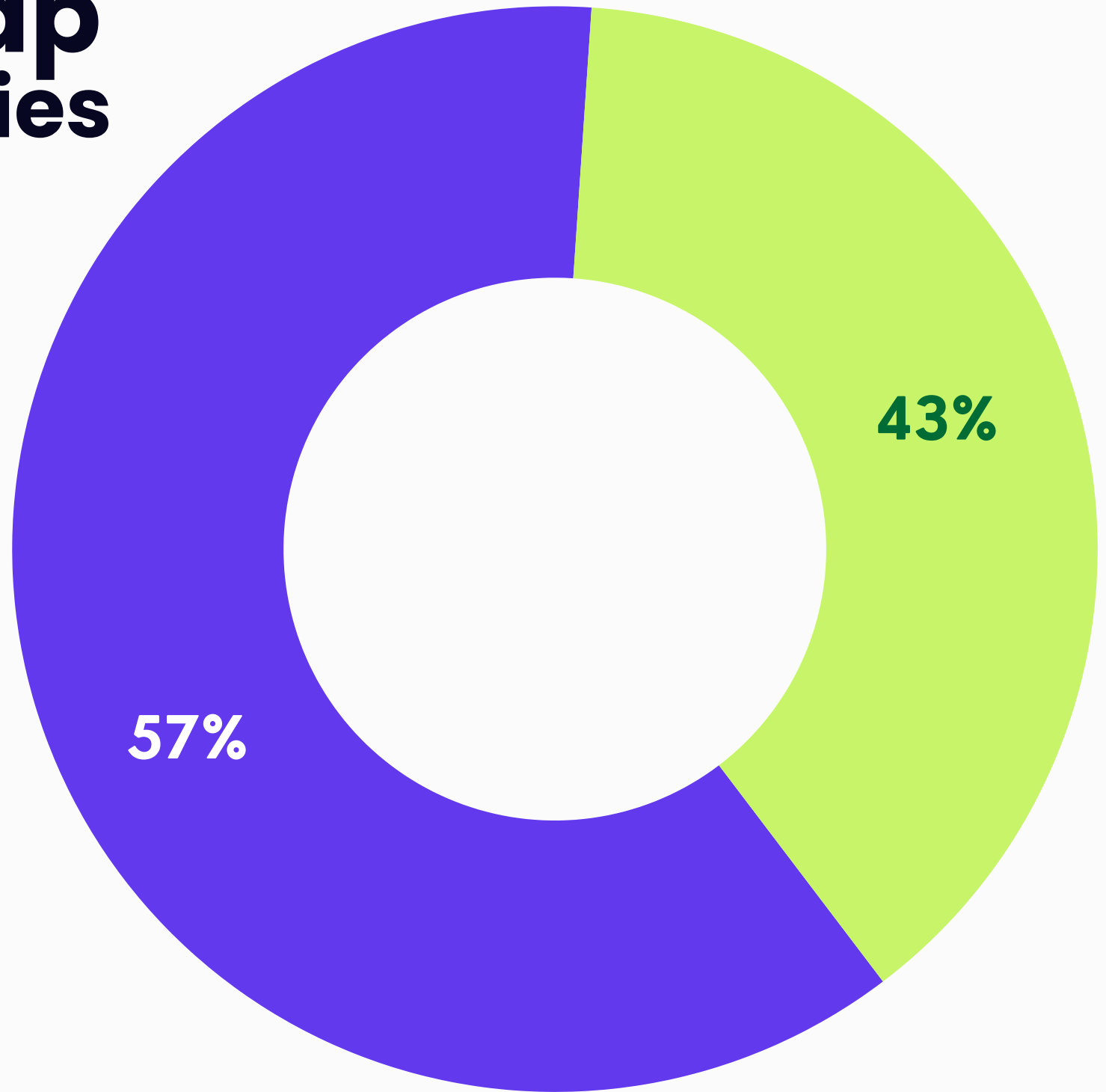
Alternative Financing Platform for eCommerce Sellers

Powered by
AKBANK LAB

 **Fundero**
New Generation Financing

MSME Finance Gap in Developing Countries

\$5,1 trillion
Finance Gap*



\$3,8 trillion
MSME Lending*

*World Bank & IFC: MSME Finance Gap Report in Emerging Markets



Problem 1: Accessing Financing for Early Stage eCommerce Sellers

**Insufficient
Capital**

**Limited
Access to
Bank
Credit**

**Limited
Alternatives to
Banking**



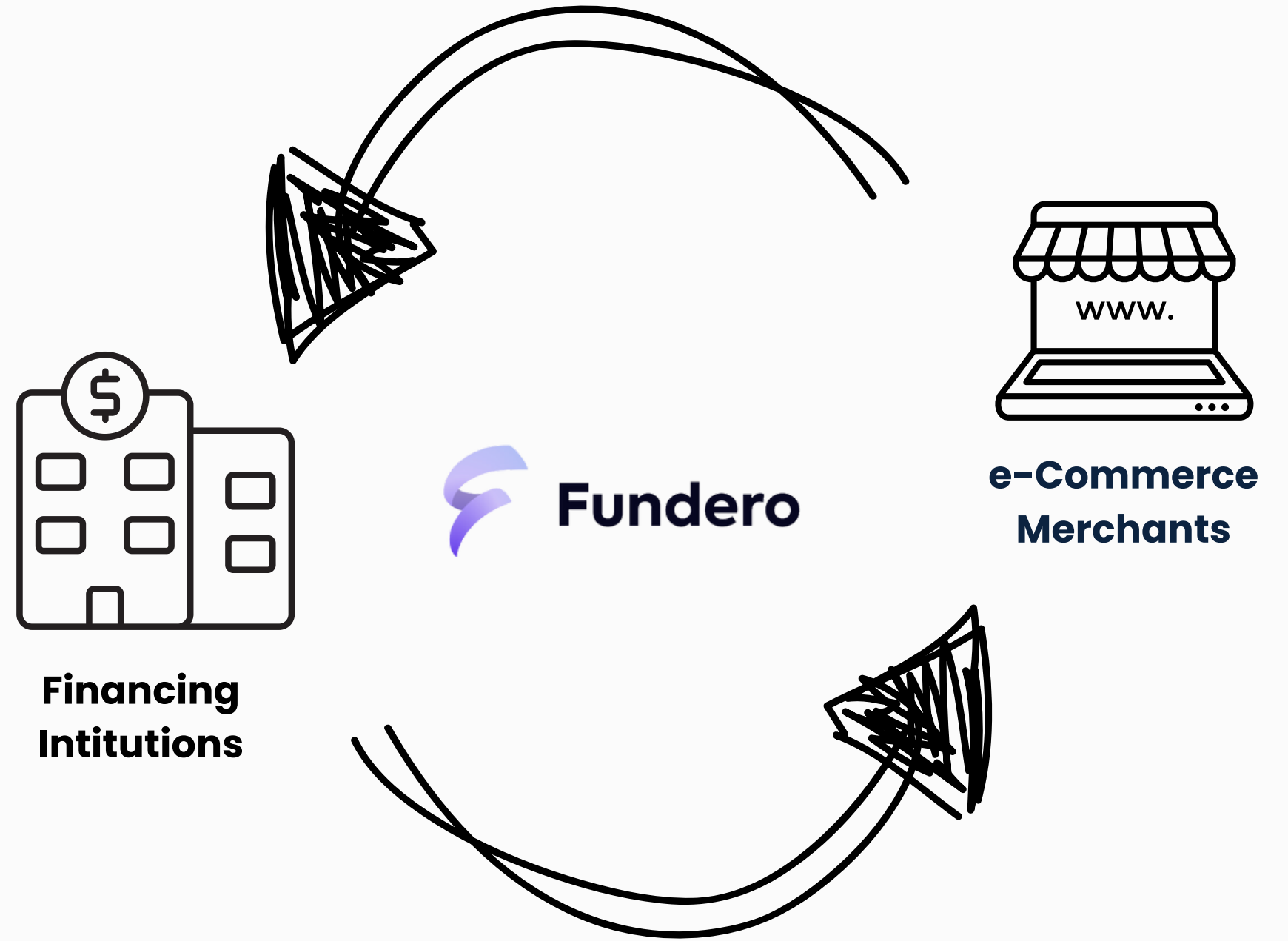
Problem 2: Financing Institutions are stuck in current markets



Solution

Alternative Financing Platform
for eCom Sellers

New Market
for Car Financing Companies



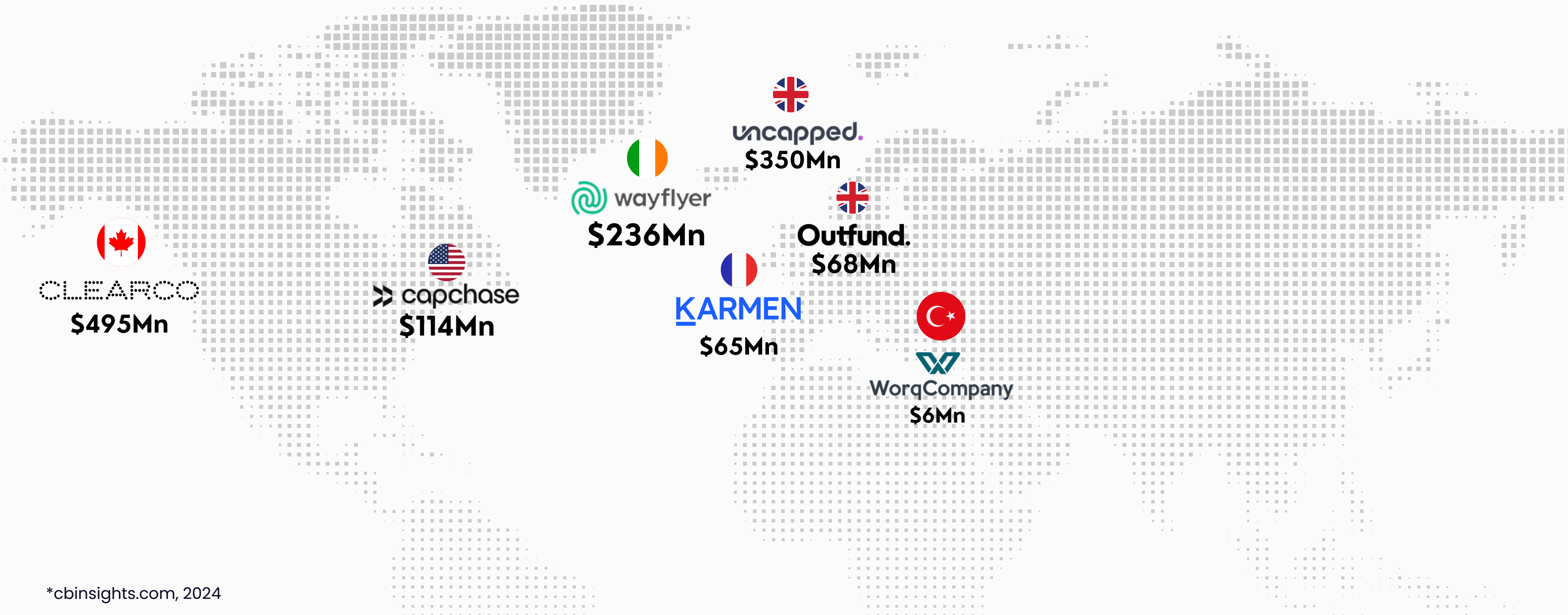
Market Size



*The Banks Association of Türkiye, 2024



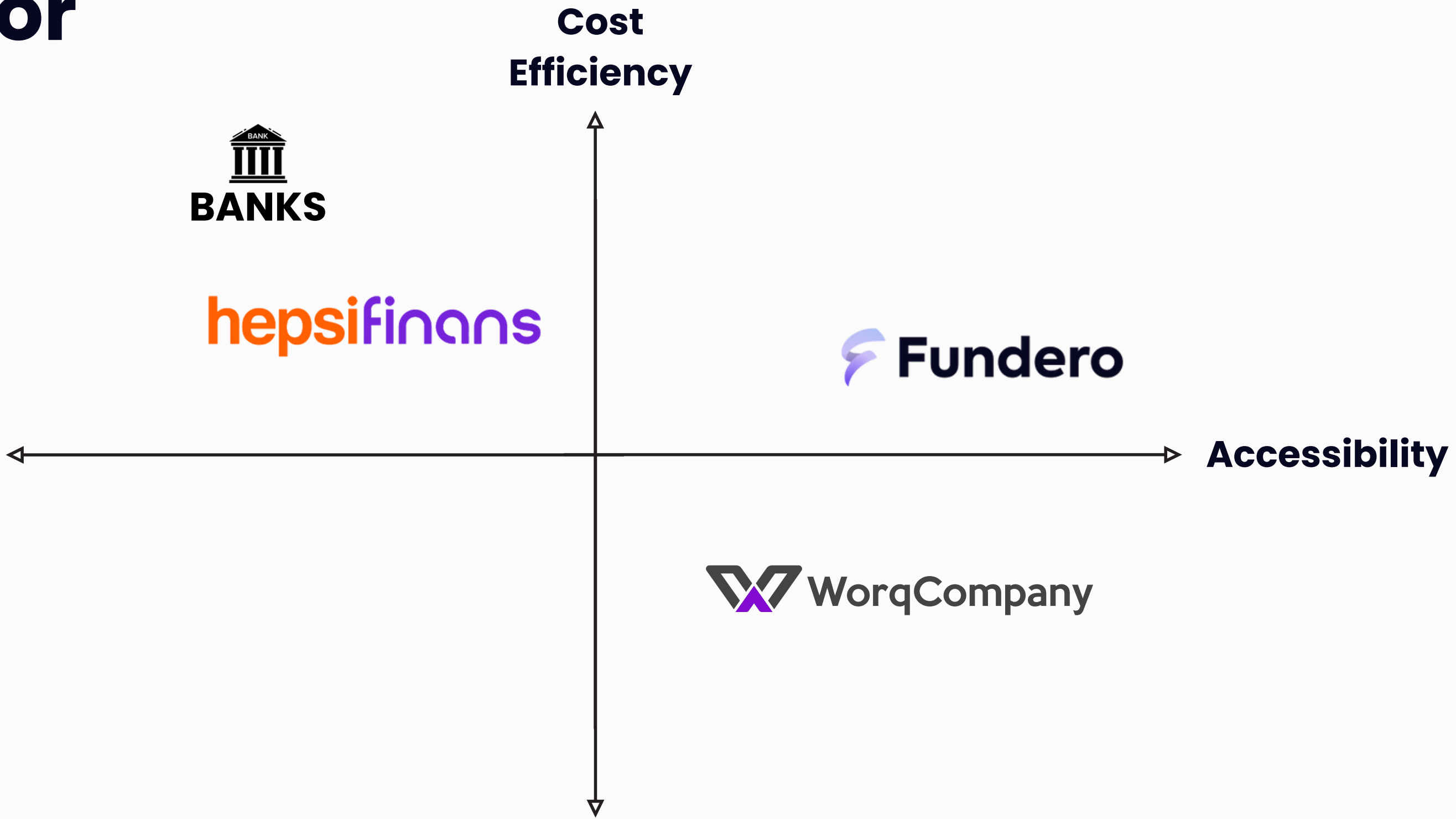
Benchmark



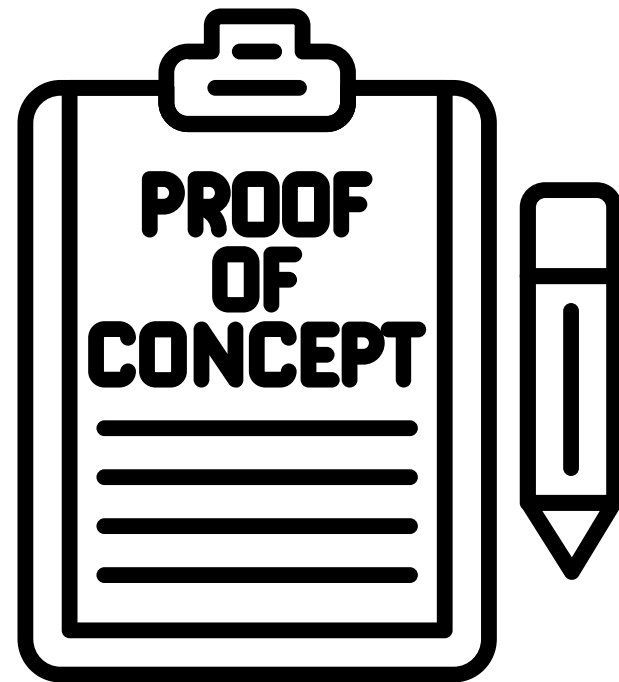
*cbinsights.com, 2024



Competitor Analyze



Internal Market Findings and Validations



Financial Partners

ALJ|FINANS 

 **Koçfinans**

 **TURK**
FINANSMAN

Market Strategy

 yol

 place

 max

 merce

 e Provider

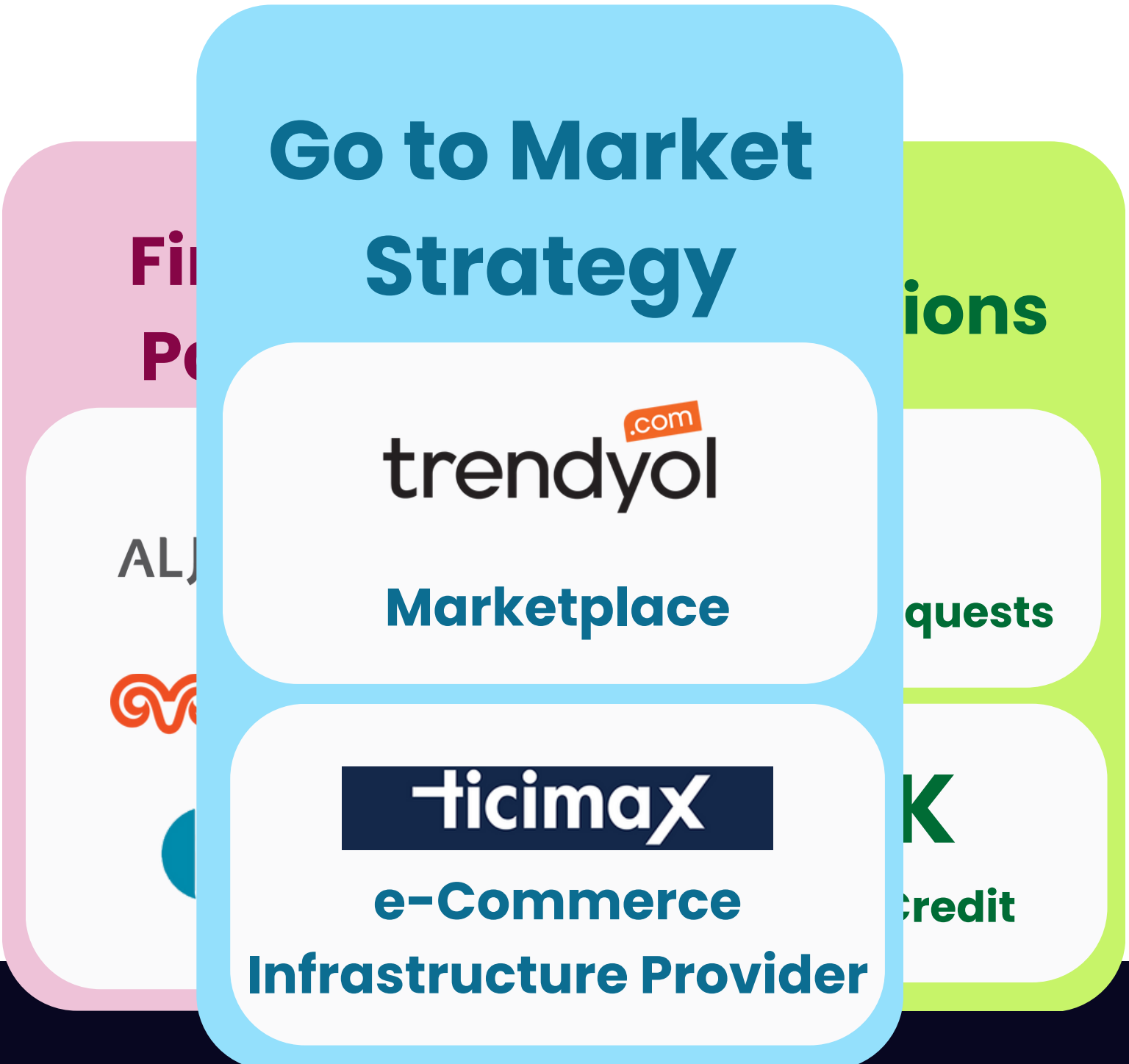
Validations

3 Requests

5K Credit

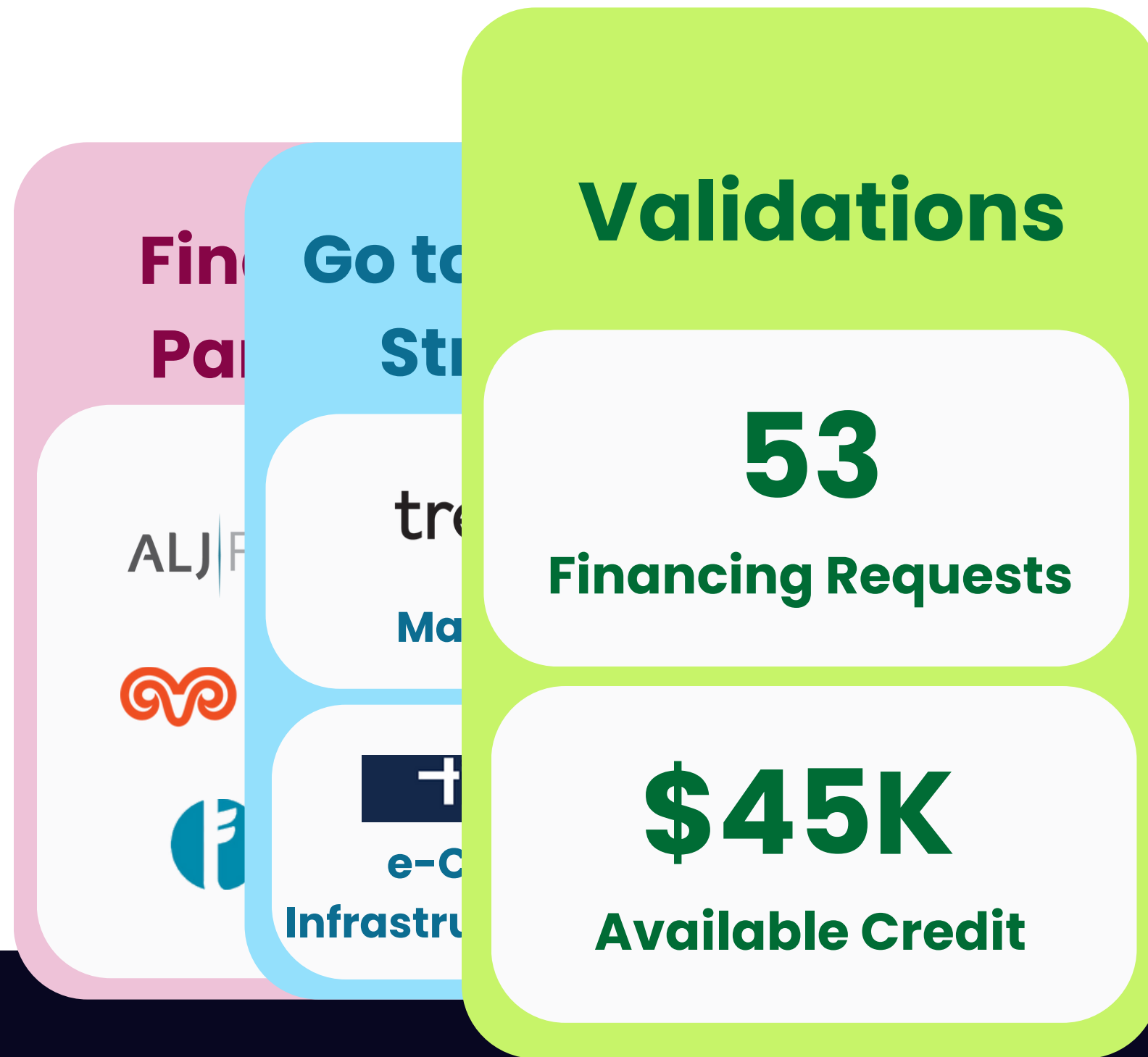


Internal Market Findings and Validations



Internal Market Findings and Validations

DEMO

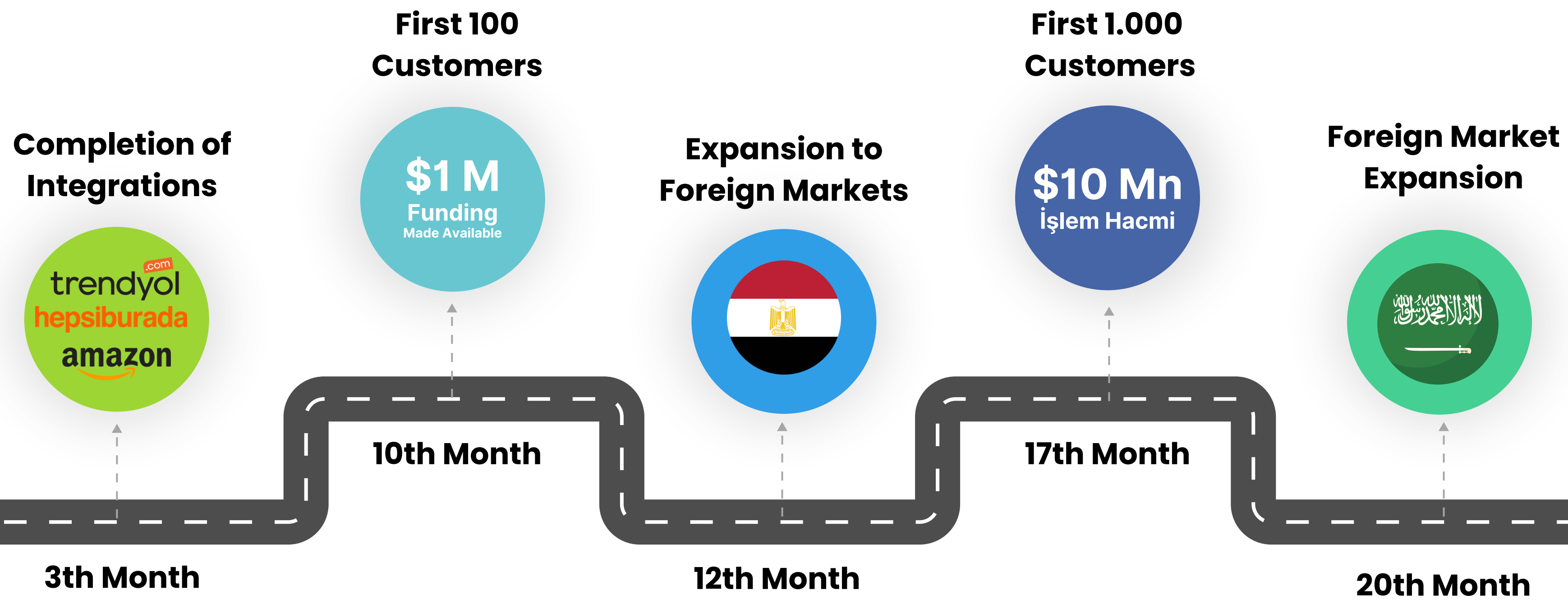


Income Projection

Break-even point : 17th month



Roadmap



Team



Emre Baykal

Corporate Customer
Relations Manager
10 yrs exp

AKBANK



Bora Aydın

Software
Architect
10 yrs exp

AKBANK

Setur  CepteTamir



ITUÇEKİRDEK | KULÜCKA
MERKEZİ



Tarık Hayat

Corporate Customer
Relations Manager
11 yrs exp

AKBANK



ING 

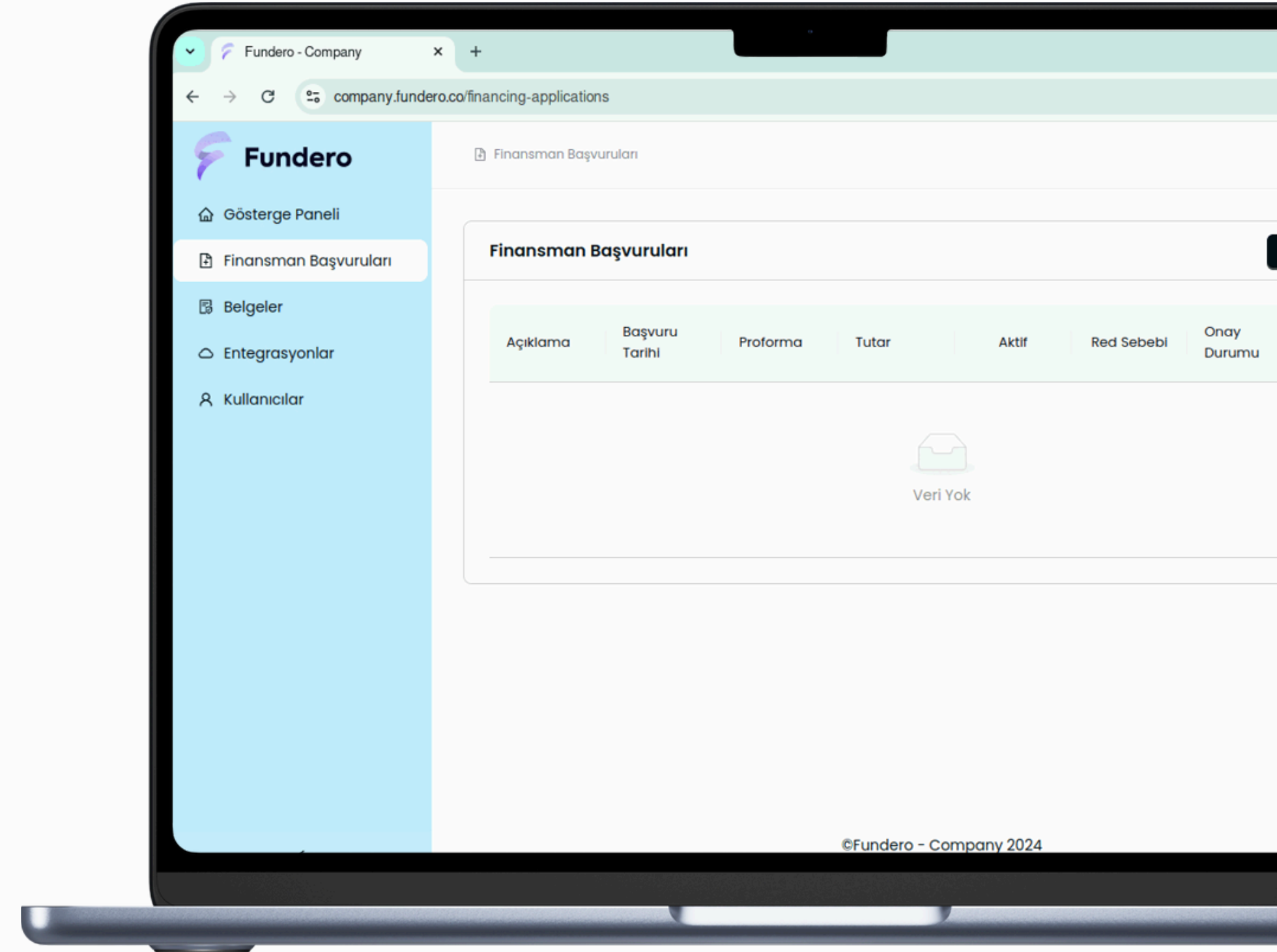


Big Local Market ✓

Access to Regional Markets ✓

Dedicated Team ✓

Scalable Solution ✓



<https://fundero.co>



[fundero.co](https://www.instagram.com/fundero.co)



[fundero.co](https://www.linkedin.com/company/fundero.co)



Fundero