HYPERVERGE

PRODUCT TEARDOWN

Expanding Global Reach: A HyperVerge Strategy

Global Product Expansion via Product Led Growth & Product Led Sales

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THE PRODUCT FOLKS

Agenda:

1. Company Vision and Problem Statement

2. Current Market and Challenges

3. Market Analysis

4. Customer Persona

5. Strategy Overview

6. 30-60-90-120 day plan

7. Conclusion

Company Vision

Democratize digital financial transactions by making them **trusted**, **fast** and **easy**

Problem Statement

Propose a dynamic Product-Led Growth (PLG) and Product-Led Sales (PLS) strategy for HyperVerge. The bootstrapped company has a goal to expand its current $10M ARR in India and ASEAN to $30M ARR by the end of 2024, achieved through penetration into the US, EU and LatAM markets.

Current Market

- Rapid growth in digital identity verification and customer onboarding.
- High demand for remote and automated solutions.
- Rapid innovation in US and EU with key competitors offering similar solutions.
- Competition is high with companies constantly innovating to improve user experience and security

Challenges

- Entering the US and EU markets requires compliance with strict regulations
- Convincing established financial institutions to adopt a new solution can be challenging due to concerns about security and compliance
- Creating brand awareness in these new markets

Competitor Analysis

Aspects	jumio	onfido	sumsub
Mission	*Help organizations know and trust their customers online*	*Make digital identity simple for everyone*	*Create a safe, accessible, and inclusive digital future*
Market Presence	Present in 200 countries with 5000 ID types	Major player in EU with a significant presence in US market	Company has global operations with expertise in 200+ countries
Pricing/ Access	Can get access to the software by filling a form and consulting with a Jumio expert	Free trial available along with a "contact us" button to get a demo of the platform	Growing plans available for emerging companies + Enterprise plans for established companies
Key diffrentiators	Global presence with strong footing in most countries sets it apart as a dependable solution	A dedicated site available for developers with access to APIs, documentations and what not!	Easiest to use and provides various user flows to play with, even before signing up on the platform

Customer Persona

Peter Griffith
Financial Manager, SecureBank Corp.

About
Peter has a Bachelor's degree in finance and has worked in the financial services business for over a decade. He is currently in charge of a team that ensures regulatory compliance and security at SecureBank Corp., a mid-sized financial institution.

Pain-Point
Due to complex compliance procedures, Peter finds it difficult to manage the complex regulatory compliance landscape. Keeping up with evolving legislation and guaranteeing the security of customer data is an ongoing worry.

Goal
Peter's primary purpose is to ensure that SecureBank complies with all necessary financial rules including KYC and AML requirements. He must devise effective and dependable methods for verifying consumer IDs and monitoring transactions for potential fraud

Margot Robbie
Product Manager, TechFin Solutions

About
Margot has a Masters Degree in Computer Science and has spent the last six years working in the fintech industry. Margot is responsible for researching and implementing technology solutions to improve TechFin Solutions digital banking capabilities as a Product Manager

Pain-Point
According to Margot, Integrating security and user experience must create a balance between strong security measures like KYC and a smooth user-friendly onboarding experience. Finding this balance is frequently difficult

Goal
Delivering efficient KYC solutions-Margot is looking for dependable KYC solutions that can integrate easily with the company's digital platform. They want to make certain that consumer identities are verified correctly and in accordance with legislation

Marshall Mathers
Compliance Officer, Revolute Ltd.

About
Marshall has over two decades of banking expertise specializing in compliance and risk management. He is currently the Compliance Officer for Revolute, a leading Spanish financial institution

Pain-Point
Given the importance of consumer data. Marshall must guarantee that Revolute abides by severe data protection standards such as GDPR This complicates compliance efforts even further

Goal
Marshall is looking for efficient KYC solutions to help with customer onboarding and continuous due diligenceHe recognizes the significance of lowering operational expenses while maintaining the highest levels of compliance

Strategy

Awareness   Acquisition   Activation   Retention   Referral   Revenue

- **Content Marketing**: Create high-quality content, emphasizing how HyperVerge's solutions can seamlessly integrate with existing enterprise ID solutions. Highlight use cases and success stories where HyperVerge has complemented incumbents.

- **Webinars and Events**: Host webinars focusing on overcoming regional government regulations while staying compliant. Showcase expertise in navigating PII regulations.

- **Public Relations**: Leverage PR to showcase successful implementations in the US and EU markets, highlighting how HyperVerge's solutions address regulatory challenges.

Strategy

- Free Trial: Maintain the free trial offering, emphasizing seamless integration with existing systems and compliance with regional regulations.

- SEO and SEM: Optimize content for specific keywords related to regional compliance, making it easier for potential customers to find solutions tailored to their needs.

- Inbound Sales: Enhance inbound lead generation, aligning content and landing pages with the challenges of replacing incumbents and regional regulations.

- Partnerships: Collaborate with tech companies specializing in compliance solutions to offer comprehensive packages for potential customers in the US and EU markets.

Strategy

- User Onboarding: Continue refining the onboarding process to emphasize compatibility with existing ID solutions and ease of regulatory compliance.

- Education: Provide documentation and resources specifically addressing challenges related to replacing incumbent solutions and regional government regulations.

- In-App Messaging: Use in-app messages to guide users through regulatory compliance features and customization options.

Strategy

- User Engagement: Personalize user engagement based on challenges and regulatory nuances in the US and EU markets, showing HyperVerge as a partner in compliance.

- Feedback Loops: Prioritize feedback related to challenges in replacing incumbents and addressing regulatory hurdles, actively iterating on product improvements.

- Email Campaigns: Send targeted email campaigns addressing regional regulatory updates and compliance enhancements.

Strategy

Awareness   Acquisition   Activation   Retention   **Referral**   Revenue

- Referral Program: Enhance the referral program by offering incentives to satisfied customers who have successfully replaced incumbent solutions or navigated regional compliance challenges.

- Customer Advocacy: Identify and nurture customer advocates who can share success stories specifically related to overcoming regional regulatory hurdles.

Strategy

Awareness   Acquisition   Activation   Retention   Referral   **Revenue**

- Tiered Pricing: Offer tiered pricing with options designed for enterprises looking to replace incumbents, emphasizing cost savings and regulatory compliance.

- Sales Team: Continue enterprise sales efforts, with a specific focus on addressing challenges related to sticky enterprise ID solutions and navigating regional regulations.

- Personalized Offers: Tailor personalized offers to free trial users based on their challenges and goals, emphasizing value in replacing incumbents or ensuring regional compliance.

30-Day Plan

Key Objective: Lay the foundation for successful market entry and establish initial traction.

Product

- Goal: Assess the existing product for compliance with US and EU regulations and identify necessary adjustments.
- Action: Collaborate with the risk and compliance team to conduct a regulatory compliance audit and begin implementing required changes.
- Goal: Develop a roadmap for product enhancements tailored to address regional challenges.
- Action: Coordinate with the risk and compliance team to ensure alignment with regulatory requirements.

Risk and Compliance

- Goal: Conduct a thorough regulatory compliance audit for the US and EU markets.
- Action: Identify specific regulatory requirements and compliance gaps.
- Goal: Provide guidance to the product team on regulatory adjustments.
- Action: Collaborate closely with the product team to ensure regulatory compliance is integrated into product updates.

Engineering

- Goal: Begin implementing regulatory compliance updates to the platform.
- Action: Work in conjunction with the risk and compliance team to prioritize and initiate development of compliance-related features and capabilities.

Cust. Onboarding

- Goal: Adapt the onboarding process to address regional regulatory nuances.
- Action: Collaborate with the risk and compliance team to update onboarding procedures to ensure regulatory compliance.
- Goal: Develop educational materials for users on regional compliance requirements.
- Action: Create user guides and documentation tailored to the US and EU markets, highlighting compliance aspects.

60-Day Plan

Key Objective: Expand reach and engagement in the US and EU markets.

Product

- Goal: Complete regulatory compliance updates to the platform.
- Action: Ensure all required features and adjustments are implemented and thoroughly tested.
- Goal: Begin developing regional-specific product enhancements.
- Action: Collaborate with the risk and compliance team to address regional nuances in the product.

Risk and Compliance

- Goal: Stay updated on evolving US and EU regulations.
- Action: Continuously monitor regulatory changes and update compliance guidelines.
- Goal: Provide ongoing guidance to the product team on compliance matters.
- Action: Maintain a close relationship with the product team to address any compliance-related questions or issues.

Engineering

- Goal: Continue enhancing platform stability and scalability.
- Action: Collaborate with the risk and compliance team to ensure that compliance-related adjustments do not compromise platform performance.

Cust. Onboarding

- Goal: Refine the onboarding process based on user feedback in the US and EU markets.
- Action: Collect feedback from users in these regions and iterate on the onboarding process accordingly.

90-Day Plan

Key Objective: Achieve initial growth and adoption in the new markets.

Product

- Goal: Release the first set of regional-specific product enhancements.
- Action: Roll out new features designed for the US and EU markets, ensuring they align with compliance requirements.

Risk and Compliance

- Goal: Offer compliance expertise to users facing regional challenges.
- Action: Collaborate with the customer onboarding team to provide resources and support to users navigating compliance hurdles.

Engineering

- Goal: Sustain platform performance and scalability.
- Action: Continuously monitor platform performance and ensure that compliance-related updates do not impact stability.

Cust. Onboarding

- Goal: Monitor and improve the onboarding experience based on compliance requirements.
- Action: Work closely with the risk and compliance team to ensure that the onboarding process aligns with regional regulations.

THE PRODUCT FOLKS

120-Day Plan

Key Objective: Solidify presence, drive adoption, and set the stage for long-term growth.

Product

- Goal: Monitor user adoption and feedback in the US and EU markets.
- Action: Collaborate with the risk and compliance team to address any compliance-related feedback and further improve the product.

Risk and Compliance

- Goal: Continue offering compliance expertise and support.
- Action: Maintain a presence in user support channels to address compliance inquiries and provide guidance.

Engineering

- Goal: Continue monitoring platform performance, security, and scalability.
- Action: Maintain ongoing vigilance to identify and address any issues related to performance or security, ensuring a seamless user experience.
- Goal: Develop a roadmap for platform scalability and future enhancements.
- Action: Collaborate with the product team to plan for upcoming feature releases and scalability improvements aligned with the evolving needs of the US and EU markets.

Cust. Onboarding

- Goal: Evaluate the effectiveness of the onboarding process in ensuring regulatory compliance.
- Action: Collaborate with the risk and compliance team to analyze onboarding data and make necessary improvements.

Achievements

- Achieved regulatory compliance alignment in both US and EU markets within the first 60 days.

- Successfully launched regional-specific product enhancements within 90 days.

- Demonstrated a strong commitment to platform performance, scalability, and security.

- Adapted onboarding processes to ensure seamless compliance with evolving regulations.

- Positioned HyperVerge as a trusted solution provider with compliance expertise.

- Strategically planned for long-term scalability and partnerships.

THANK YOU!

Open for Q&A