

Credit card launch for **ZINOBE**

MIT Sloan Global Entrepreneurship Lab 2019-20

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Company background

Current situation

- Leading fintech company in the lending space in Colombia
- Gives out loans to consumers and SMBs (small and medium enterprises)
- Extensive use of data in all areas of the business, including credit score, operations and marketing – allows a more accurate assessment of risks than traditional banks
- Today, Zinobe has an average customer lifetime of ~1.5 years
- As Zinobe grows, it is looking to extend customer LTV by diversifying its product offering
- Hypothesis: Offering a debit/credit card can build on Zinobe's strength and penetrate an underserved market

Scope: Help Zinobe in designing a launch of a new card product that extends customer LTV

- Conduct in-depth competitor analysis and benchmarking, including key features that similar card products offer
- Analyze customer data and user survey results to understand user needs and preferences
- Design pricing strategy for the credit card product, including a unit economics model to understand profitability
- Design a go-to-marketing strategy to introduce new product to target customer segments

Key Recommendations

1. Extend offering beyond personal loans to cards that match the needs of current and new users while leveraging on the competitive advantage of Zinobe

No / low credit score		High credit score
Lineru Card	Lineru+ Credit Card	Lineru Gold (Rewards)
 "Card-backed-loan" that acts as a loan while offering benefits of a card (POS / online payments) Interest charged from day of disbursement Monthly fee only if card is used 	 Traditional credit card structure with no reward features Interest charged on outstanding balance post 30 days Monthly fee lower than traditional cards 	 Premium credit card structure with reward options (Cashback, market place) Interest charged on outstanding balance post 30 days Monthly fee competitive compared to market levels

2. Invest more effort in customer segmentation to better understand users

Identifying the Identifying lifecycle AI and machine customer persona stage learning Shift from Groups that you Where in the define to represent historical data to buying process the the different customer is in potential of customers customer

3. Craft communication strategy to transition from single to multi-product offerings

