

WHITE PAPER

How to extract ROI from open banking

The impact of new data-sharing models
across the world.

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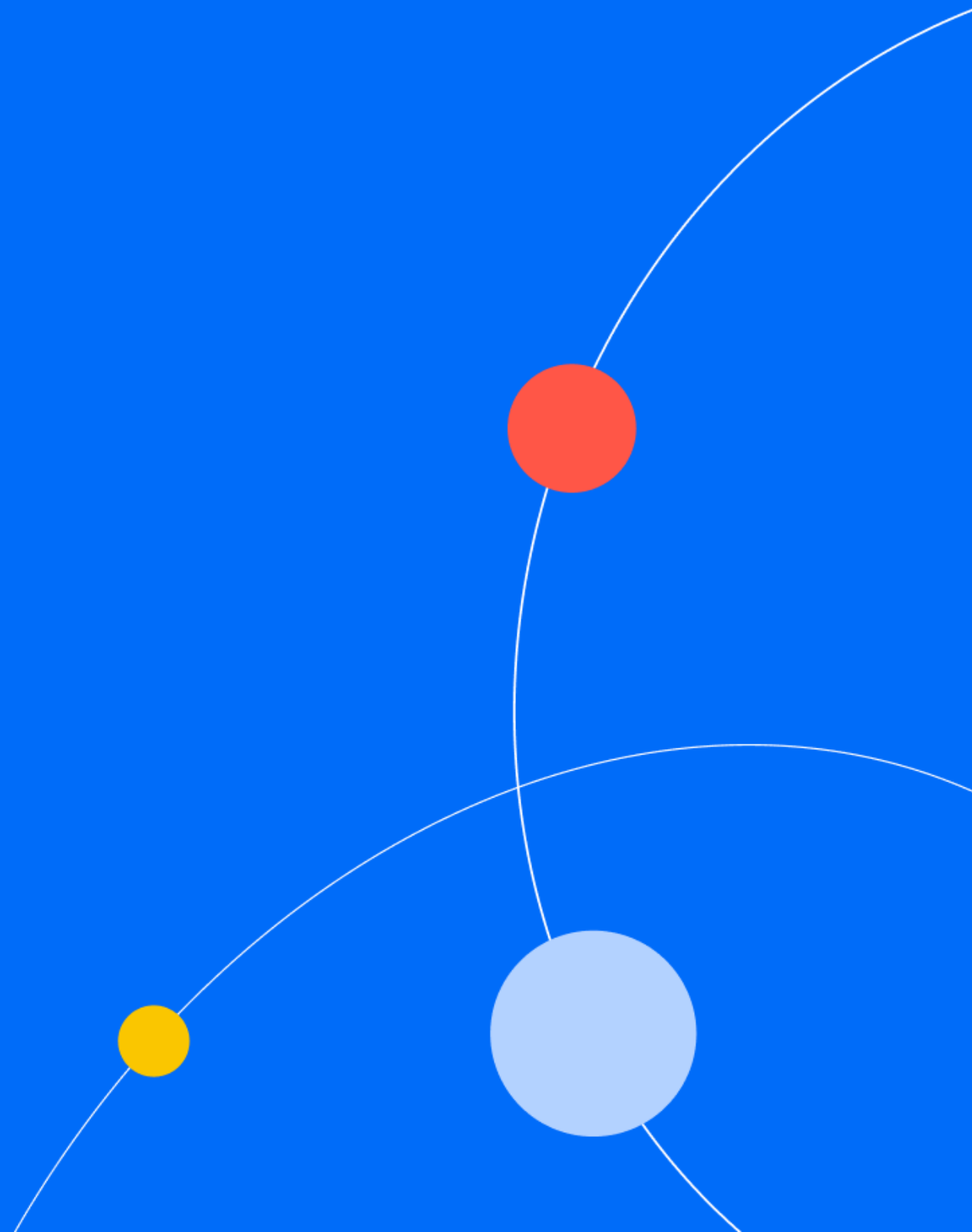


Table of contents

- 1. Intro: How to extract ROI from open banking3
- 2. About this white paper5
- 3. Open banking across the world7
 - Learning from other markets8
 - The role of open banking enablers9
 - Mapping open banking enablers across the globe11
- 4. Use cases12
 - Revolut13
 - askRobin15
 - Unifimoney17
 - Enconta19
 - Plum21
 - Minu23
 - Younited Credit25
 - Mobills27
- 5. Conclusions29
- 6. About Belvo31
- 7. References33
- 8. Contact us34

1

A NOTE FROM BELVO

How to extract ROI from open banking

The present and future of open banking across the globe

From smart AI-based saving tools to instant P2P payment apps, automated accounting tools, and credit platforms that assess risk within minutes. The way we manage our money has **radically changed** in the last decade.

These fintech products and services **couldn't exist without the invisible role of the open banking and open finance** models that are working behind the scenes to allow millions of people across the world to use new data-sharing mechanisms every day.

Like most successful technological advances in the past, the underlying systems that enable them are **often unnoticed by users**. And as probably today most people don't know that they are using the XMPP protocol when they send a WhatsApp message, people won't know that underneath their everyday financial apps what they are using is open banking.

Yet, the **benefits they offer are clear**: from the possibility of putting your money management on autopilot, to forgetting about unfair fees, or making instant payments in one second.

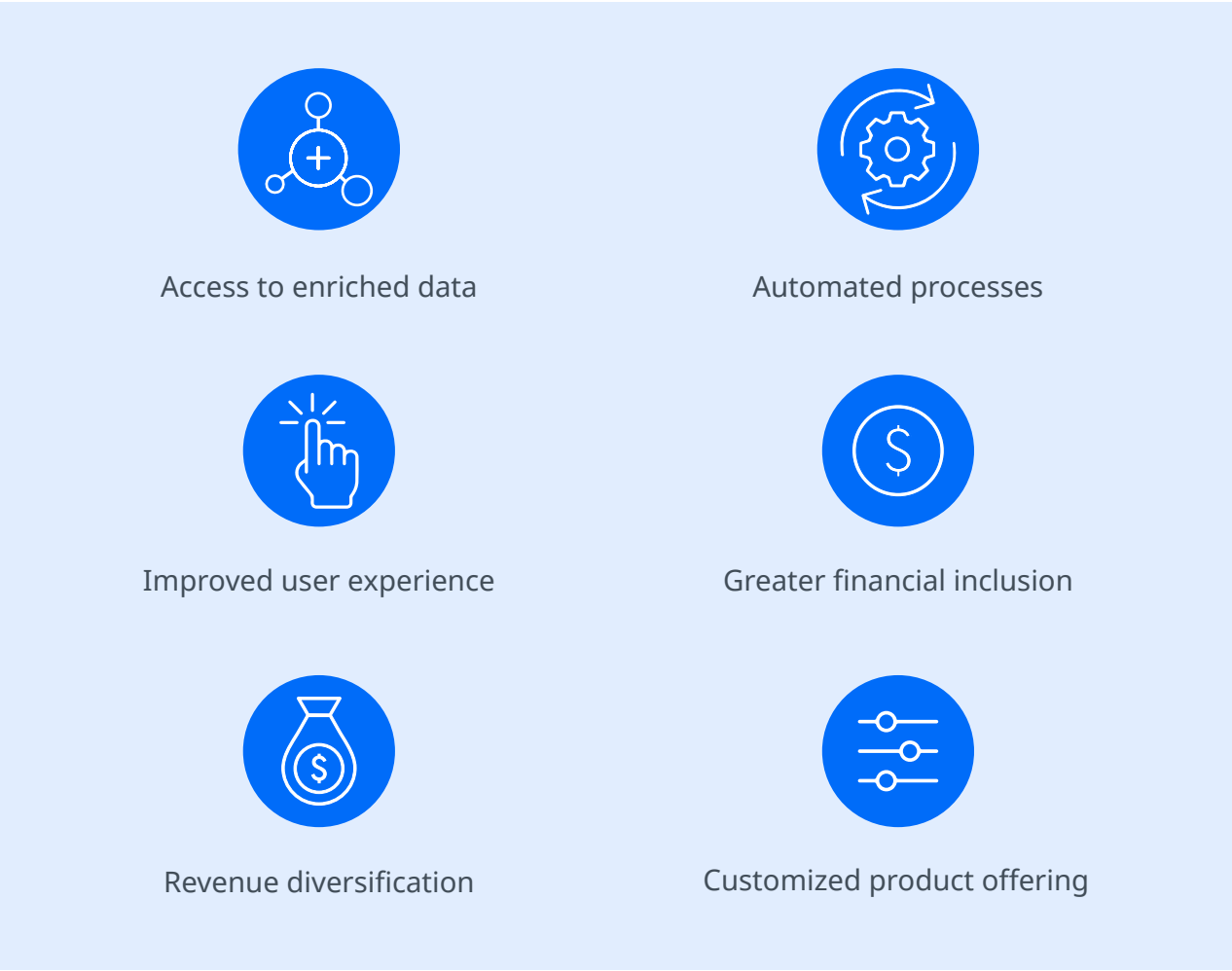
With the UK, EU, Australia, and other countries releasing regulations requiring banks to share data through open banking, more and more companies across the world have adopted these new models. And **the tangible benefits they bring for consumers** have progressively become the new normal.

On the other hand, open banking **is still relatively nascent** on its journey to transforming financial services in markets such as Latin America. In these regions, there is still work to be done to **give more visibility to the opportunities** it provides to extend the reach of financial services to more people and provide better offerings to consumers.

The challenge of measuring the impact of open banking

In this context, companies often wonder **what’s the return on investment** (ROI) that they are going to obtain from these implementations?

Looking across the world can help us understand where these models can evolve to and **understand the specific benefits** that they are already bringing to companies and users, such as:



While this new ecosystem takes shape, many players **are moving forward** and starting to take advantage of technology and data to create more inclusive, efficient, and modern financial services. They are the pioneers that are anticipating what the **future of financial services will look like** tomorrow, and making it a reality today.

In this white paper, **we look at eight of those examples** to see what the future of open banking will look like. And to understand the impact it has had on companies and millions of people who now enjoy their financial lives differently.

Let’s get inspired!

Pablo Viguera, co-CEO and cofounder of Belvo



What is open banking?

Open banking is a model that uses APIs to create secure communication channels to share financial data between different entities. It allows users to **share their banking data** with third parties, so they can use it with their consent to build new products and services for them.

Some countries across the world have encouraged this new model through regulation, making it mandatory for banks to allow third parties to access their data. In other markets, in the absence of regulation, some players are already anticipating this model by **collaborating with API platforms such as Belvo** that are facilitating the exchange of data between institutions in a secure and agile way.

2

About this white paper

Gathering expertise from open banking pioneers

This white paper aims to better understand the impact and tangible **ROI** that open banking and open finance models are bringing to financial innovators across the world.

With this goal in mind, we **analyze eight use cases** from both markets where open banking regulations have already been successfully introduced –such as the UK and Europe–, as well as from those where these models are still evolving, such as Mexico and Brazil.

We use information gathered in **interviews with a panel of nine experts** from internationally renowned fintech companies such as Revolut and Plum; industry leaders in the open banking API platform ecosystem such as Plaid; and emerging players in the Latin American ecosystem including Minu in Mexico and Mobills in Brazil.



Daniel Kahn
Global Open Finance Lead



Elise Nunn
Head of Operations



Joshua Fernandes
Product Owner Open Banking



Ángel Buzany
CTO



Ben Soppit
CEO and founder



Derek Bayly
Product Manager



Rain Sepp
CEO



Rodrigo Matihara
CTO



Xavier Pallàs
CEO Spain and Portugal

3

Open banking across the world

An evolving regulatory movement

While the foundations of the open banking movement were originally built in the UK and Europe, these models **have expanded across the world** bringing more accessible, modern, and inclusive financial services to millions of people.

These regions were the first to install policies such as PSD2 that forced their financial institutions to **open their doors to new players** to allow financial data to move safely and freely between users and companies.

How did it start?

Back in 2016, the UK's Competition and Markets Authority (CMA) issued a rule that required the nine biggest banks in the country to allow licensed startups direct access to their data.

How is it going?

Today, more than 2.5 million people use Open Banking in the UK to move, manage and make the most of their money, and hundreds of thousands of businesses become new members every month.

Countries like Australia, Mexico, and Hong Kong followed these steps and also adopted regulatory-driven approaches, **led by central banks**. Others, like Singapore and the US, progressively moved into this open ecosystem taking more industry-driven approaches, where banks are not forced to open up their data but adoption is encouraged.

In the last years, countries like Brazil have positioned themselves as some of the most advanced regions to facilitate data sharing. The experience from covid-19 and the **acceleration of the adoption of digital financial services** has been key to bring visibility to the benefits of open banking thanks to systems like PIX.

Learning from other markets

UK

Three years since PSD2 marked the start of Open Banking, **300 fintechs have joined the ecosystem**. More than 2.5 million UK consumers and businesses now use open banking-enabled products to manage their finances, access credit, and make payments. API call volume has increased from 66.8 million in 2018 to nearly 6 billion in 2020.

Brazil

In April 2021, the Central Bank published the rules defining how users will be able to give consent to third parties to access their banking data. And the next phases will also come this year: first, to **facilitate the initiation of payments from bank accounts**, and later, the obligation will also be extended to other products, such as pensions and insurance, giving rise to the next chapter of this transformation: open finance.

Latin America

The open banking ecosystem is growing at an uneven path in this region, with countries like Mexico at the forefront of regulation initiatives, followed by others like Colombia, Chile, and Argentina. The unparalleled growth of the **fintech ecosystem is increasing the market size** and pushing for regulation to allow greater innovation and the possibility of generating more financial inclusion.

Australia

Australia is one of the most advanced countries in terms of open banking. Since the end of 2020, bank customers **can give permission to accredited third parties** to access their savings, credit card, mortgage, personal loan, and joint bank account data. By February 2022, all banks will have to make full data transfers available for consumers.

United States

The US still lacks official regulation around open banking, but the Treasury Department recommends removing legal and regulatory uncertainties to adopt efficient API-based data-sharing methodologies. The National Automated Clearing House Association (NACHA) and its cooperation with the industry are still working to **develop standards and best practices**.

Europe

The PSD2 (Payment Services Directive 2) came into force in Europe in September 2019 to promote transparency and innovation. As PSD2 doesn't set any specific technical standards for making banking data available through APIs, **individual countries have come up with their own**. The maturity varies between countries, with the Nordic being the most advanced.

Southeast Asia

Regulators are opting for a market-driven approach leading to banks using different technical standards for their APIs. Some central banks, such as Singapore, Malaysia, and Indonesia, have proactively launched common guidelines for banks to follow. While Philippines have recently approved a framework to enable data portability and interoperability. Several API vendors across the region are moving to facilitate this transition.

India

Pioneered by banking incumbents, India’s ecosystem is now among one of the most advanced in the world. The development of the digital infrastructure known as the “India Stack” –which includes an **interoperable payments system and a universal digital ID**–, is delivering on the government’s objective to expand the provision of financial services.

Africa

The development of open banking standards in Africa is being driven by industry-led efforts. It’s the case of Rwanda or Nigeria, where they expect **20 banks to sign up for open banking by the end of 2021**, leading to a 30% increase in financial inclusion. While in South Africa, at least two banks have opened API platforms. Across the whole continent, the fintech ecosystem is growing rapidly.

The role of open banking enablers

As the ecosystem evolved across borders, a new type of player emerged acting as **key facilitators of this transformation**: open banking API providers.

These players **are evolving in parallel to these new models**, building the connectivity infrastructure that connects traditional financial institutions, new players, and consumers.

Driven by the unprecedented growth of the fintech sector worldwide, these providers are flourishing in different markets and the **demand for their services is increasing** at a rapid pace. Together, companies offering open banking related-services have already raised more than **\$970 million globally in 2021**, up from less than \$400 million last year and \$120M in 2016, according to Dealroom. This includes players like Truelayer and Tink in Europe, Plaid in the US, Belvo in Latin America, One Brick in South East Asia, or Mono in Nigeria.

“In the case of Latin America, which is still **highly unbanked and underbanked**, the more financial data sources you have on your platform, the better it is for companies building innovative financial services or innovative apps on top of it,” explains Pablo Viguera, Belvo’s co-CEO and cofounder. “That’s why at Belvo we are building an open finance API platform, which takes in more information than is normally collected from banks,” he adds.

Tell me what your user pain point is and I’ll tell you the ROI

But, how are these companies helping their clients improve their ROI? In the view of Daniel Kahn, Global Open Finance Lead at Plaid, one of the pioneering players in this ecosystem, the question that companies need to ask themselves to understand **what return on investment they can get from open banking** is not what new type of data they can access.

Instead, they need to ask themselves what are the problems their users face when managing their finances on a day-to-day basis.

“The idea of having the data is not a goal. It’s always supporting something else: **helping people manage money**, move money, or qualify for some type of advance of money –like loans–, save or invest. For example, can more data be used to offer me a better rate for loans or a higher yield rate for savings?,” Kahn explains.

Use data to build better, cheaper, and faster

While Kahn believes that reducing the **cost and speed while increasing the quality** of financial services and products are generally the main benefits that any open banking-enabled solutions bring to companies, he also advises companies to look for market-specific approaches that are adapted to the particular needs of each region.

In the case of the US, Kahn explains that **examining payroll data** is becoming increasingly relevant for financial companies trying to answer consumer pain points. While in Australia, Consumer Data Rights (CDR) regulations are evolving to **“open data”** models expanding the same logic applied in the banking sector to the energy and telecom sectors.

“When you get into markets beyond the US, there’s going to be additional datasets that are relevant,” he adds. In the case of Africa, for example, companies are increasingly **incorporating mobile money data** into their business analytics because a lot of people are relying on those services as their primary peer-to-peer money transfer mechanism. Others are focusing on offering anti-fraud solutions through their APIs, as that’s the major consumer concern in the financial sector of the region.

“The key is developing services that are **valuable for consumers**. And financial services work differently in each of these markets. That’s why building exactly the same service globally is very challenging.”

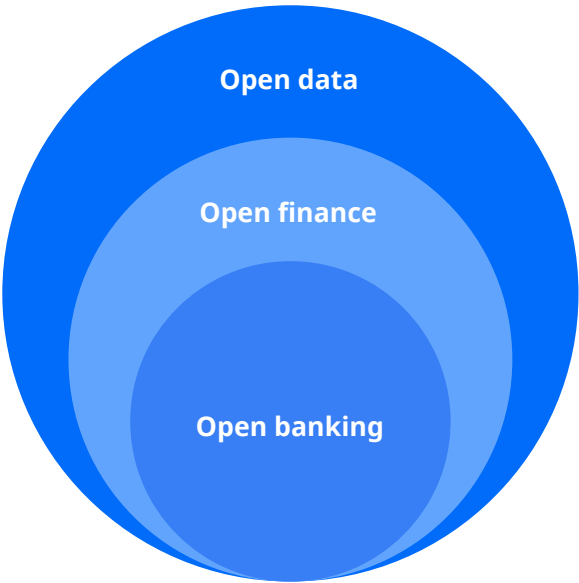
Daniel Kahn, Global Open Finance Lead at Plaid



What is open finance?


Open finance is a step beyond open banking and proposes that **users can share non-banking information** with third parties through the same API-based procedures, such as information related to products like insurance or pensions, their tax data or data from energy and internet bills, as well as from any other applications where they carry out financial transactions.

This model is becoming increasingly popular in countries in Latin America such as Mexico and Brazil, where **the population is still highly underbanked or underserved** and accessing alternative data sources is key for companies building innovative financial services or innovative apps on top of it.



Mapping open banking enablers across the globe


US

 **PLAID**

San Francisco, US

plaid.com

Latin America



Mexico City, Mexico

Sao Paulo, Brazil

Bogotá, Colombia

belvo.com

UK + Europe

 **TRUELAYER**

London, UK


truelayer.com

 **tink**

Stockholm, Sweden


tink.com

Southeast Asia

 **Brankas**


Jakarta, Indonesia

brank.as

 **BRICK**

Jakarta, Indonesia


onebrick.io

 **Finantier**

Jakarta, Indonesia

finantier.co


Africa

 **mono**

Mono

Lagos, Nigeria

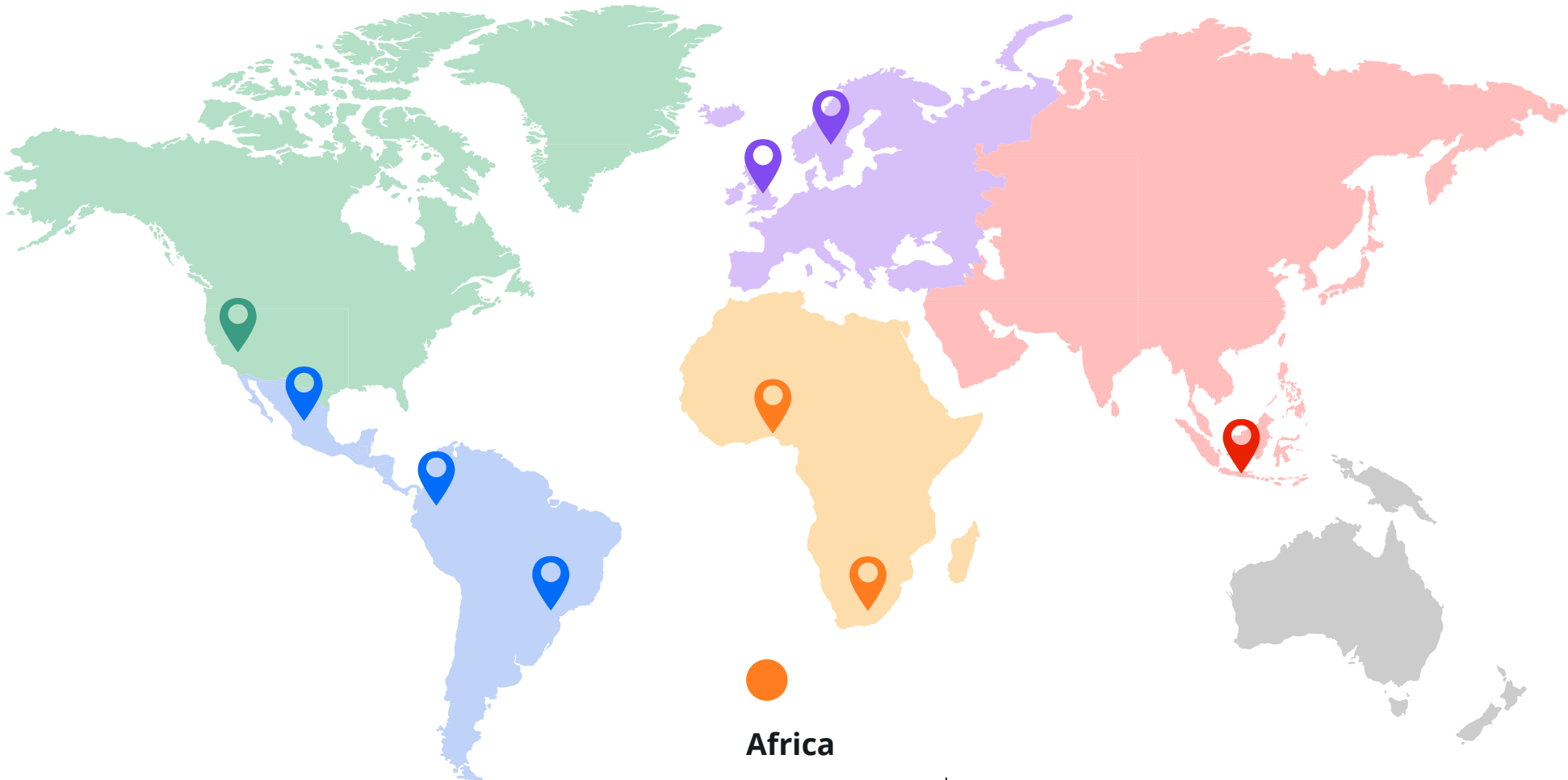
mono.co

 **stitch**

Stitch

Cape Town, South Africa

stitch.money



4

Use cases


How companies are already benefiting from open banking to build innovative financial solutions.

Revolut

Building a global financial superapp


Revolut is building the world’s first truly global financial superapp. In 2015, they launched in the UK offering money transfer and exchange. Today, their customers around the world use dozens of Revolut’s innovative products to **make more than 100 million transactions** a month.

Across their personal and business accounts, Revolut helps customers improve their financial health, gives them more control over their finances, and connects people seamlessly across the world.



Joshua Fernandes

Product Owner Open Banking at Revolut



Markets	+35
Number of customers	15M
Founded	2015
Use case	PFM
Website	www.revolut.com

The challenge

Expanding their financial platform across the world

The company is already present in **over 35 countries**, covering most of Europe, but also including countries like Japan, the United States, Australia, and Singapore. Revolut offers a wide range of services including saving, payments, and traditional as well as crypto investment.

As the company grew, one of the biggest challenges they faced was to **understand the needs of a fast-growing audience** in different countries to build and customize their products for them. Another one was building a seamless experience to allow their users to easily fund their Revolut accounts.

The solution

Understanding users faster and better thanks to open banking

Joshua Fernandes, Product Owner at Revolut, explains that open banking became a strategic asset to the company, as it allowed them to better understand the needs of potential users as they entered new markets.

“When you’re a new fintech player in the market you have no transaction history, you have no idea of what users’ behavior or spending habits are like”

This was possible thanks to account linking through open banking. “As soon as we allow users to **link their accounts to Revolut**, the benefit for them is the ability to have everything in one place. And the ability to use our out-of-the-box analytics budgeting on top of not just Revolut transactions, but their Amex, credit card, debit card, current accounts, all their accounts. So they can budget holistically,” he adds.

On top of this, the benefit for Revolut was that collecting this transactional data and processing it helped them to **deeply understand user behavior**, do data-driven user segmentation, and decide what kind of products they should build and how they should be customized according to the needs and spending habits of their users.

The other main benefit from open banking for Revolut was enabling **a frictionless experience when transferring funds to Revolut** from bank accounts. This was something key to Revolut –as it is for most fintech players during the first stages– when encouraging customers to hold money on the platform, use it often to spend, and eventually even put their salaries there, it’s essential to build trust.

The way they used to do this was through card processing. Although this created several issues such as **a higher risk of fraud**; and the settlement wasn’t instant, which also involved a liquidity risk for Revolut until the amount would be effectively transferred.

“Now users **can initiate the payment process directly from Revolut** using card top-ups to get their funds transferred instantly,” Joshua explains. The experience for the user improved drastically, and the risk of fraud decreased as the user authorizes the payment directly through the bank.

After less than a year of launching this feature In the UK, Revolut already had around 40% of their users using open banking top-ups to transfer money to their accounts.

● The ROI

Main benefits and results of open banking

- Allow customers to have all their transactions in one place.
- Understand user behavior to customize products and services.
- Faster time to market thanks to transactional data analytics.
- Reduced risk for payment transactions.

X4

Faster experience for payments.

X10

Increase in the average amount for payments.




askRobin


Helping the unbanked population access better credit services

askRobin is a credit marketplace for the underbanked population in Latin America that works through a mobile application called Robin. The company was launched in 2017 to improve some of the **common issues in the industry**: complex, slow, and sometimes unfair processes with high rejection rates, as well as “fine print” policies that prevent a greater volume of the population from having access to credit.

Their service is 100% free for users, and the process is very simple: users select the type of credit they are interested in, answer a series of questions by completing the **registration through askRobin.com**, and finally, the app shows the best loans available to them from their network of credit providers.



Rain Sepp
aksRobin’s CEO



Markets	Mexico, Colombia, Argentina, and Peru
Number of customers	+1.4M
Founded	2017
Use case	Credit marketplace
Website	www.mx.askRobin.com

The challenge

Providing the best credit to the people who need it

With the firm conviction of providing greater support to users and being able to fulfill their mission of **bringing credit products to the underserved** population, askRobin needed a safe and fast way to connect their app with their users’ financial information.

Access to this information was the main barrier for askRobin, due to the lack of trust that exists regarding access to financial information, as well as the manual and insecure processes that the credit sector currently has in Latin America.

In addition, askRobin needed to be able to **build very complete and robust user profiles** that could fit all the requirements of their business partners’ credit scoring systems to help them reach more customers.

The solution

Instant connection to their customers' banking data

AskRobin saw open banking technologies as a solution to their challenges, as it allowed them to safely and easily connect their app with users’ financial data.

Through **their integration with Belvo’s API**, they built a solution that allows their users to share their financial data with the company in less than a minute.

Thanks to this, the company is able to receive the information already processed and standardized, so it’s easy to integrate into their models, Rain Sepp, CEO of askRobin, explains.

“Belvo’s curing-edge technology has enabled us to connect with the majority of the banks in Mexico and truly enhance our product”

With this solution, askRobin has all the necessary elements to **make better decisions and provide better credit offers** to its consumers. Using data analytics on top of the data they collect, they can now speed up the process to tell their customers what the best options are and provide visibility into their creditworthiness and financial health.

They also improved the **KYC** (Know Your Customer) process of their users, making sure that the person is actually applying for credit and not a relative or friend, as well as ensuring that the documents and data provided by the customer are real and up to date.

With this information and the ability to create much more complete and **enriched financial profiles** of its customers, askRobin has the tools to persuade its partners to provide more and better credit offers, helping increase financial inclusion.

● The ROI

Main benefits and results

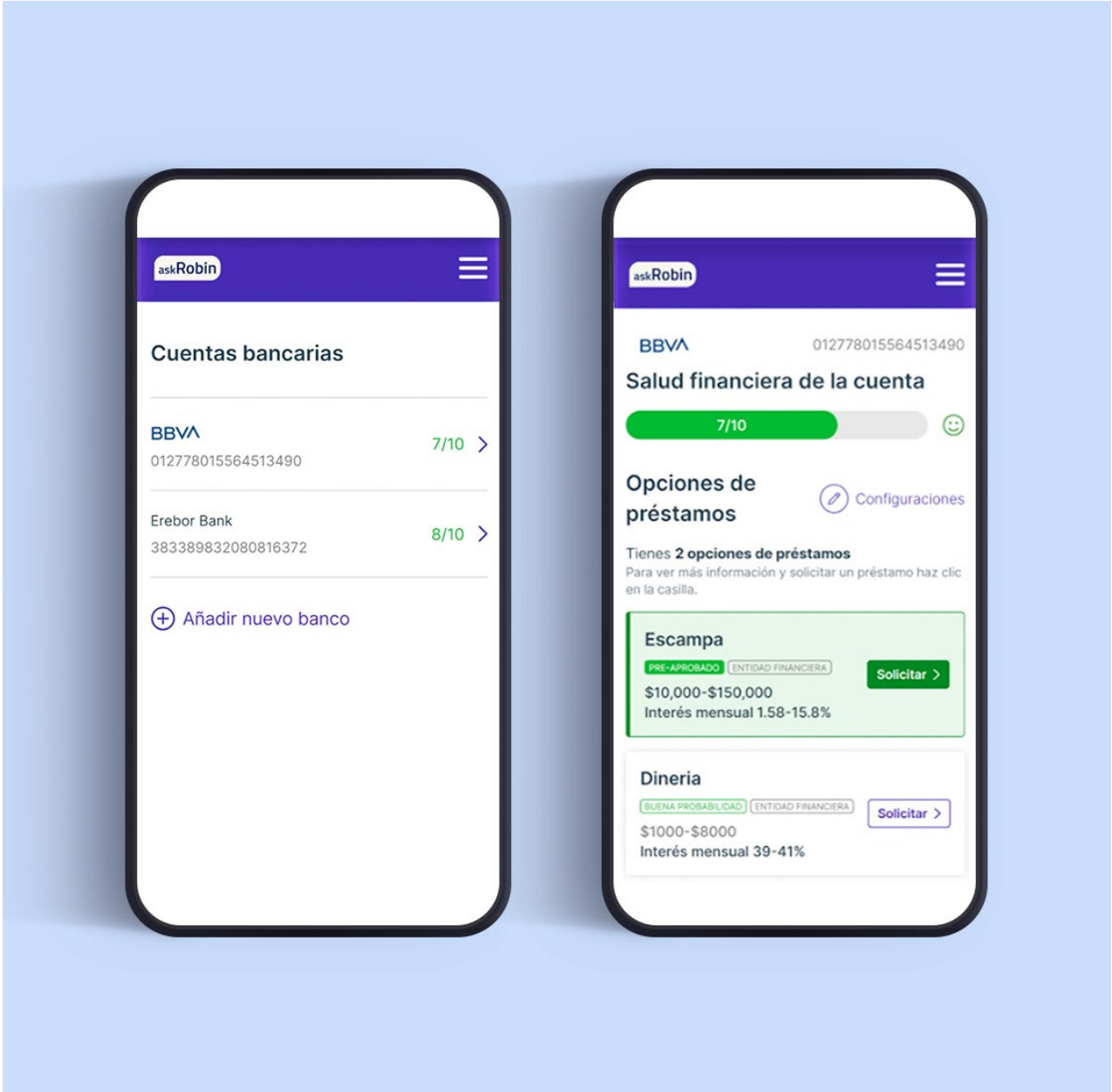
- Increased speed in the process to exchange financial data.

X4

Growth in conversion rate.

X6

Growth in revenue per transaction.




Unifimoney


Smart investment and money management

Unifimoney is an investment and money management app built to simplify, diversify and unify users’ money management.

The company’s goal is to **fundamentally change how people manage money** by automating many of the manual tasks of everyday money management and helping them achieve a better return on their money with less effort.



Ben Soppit
CEO and founder of Unifimoney



Markets	US
Number of customers	Live in beta
Founded	2019
Use case	PFM
Website	www.unifimoney.com

The challenge

Accelerating users’ path to financial independence

Unifimoney provides a single account accessed via mobile with an integrated high-interest checking account, a credit card, and a robo-investment platform. Thanks to this, users can **automate the repetitive manual labor** involved in managing their money whilst simultaneously getting access to commission-free trading.

The app helps users create a **personalized investment portfolio** effortlessly and give them the option to trade across both traditional equities –like stocks and funds– and alternative assets including cryptocurrencies and gold and silver coins, bars, and even fractional investments in precious metals.

The solution

Providing a smooth experience to link and fund accounts

The goal of Unifimoney is to provide users with an easy way to program their money management so it works for them, effortlessly, explains Unifimoney CEO and founder, Ben Soppitt.

“We wanted to create a solution where people can very easily program the movement of money between their primary bank and us”

To make it happen, one of the first challenges the company faced was to connect their app with their users’ bank accounts. Relying on external open banking API platforms, Unifimoney has created a user flow that allows customers to first, **link their bank accounts to their platform**, and second, transfer funds to it easily and safely.

Working with an open banking platform “really frees us from the labor of connecting to these platforms, and also doing fraud monitoring on top of it,” he adds.

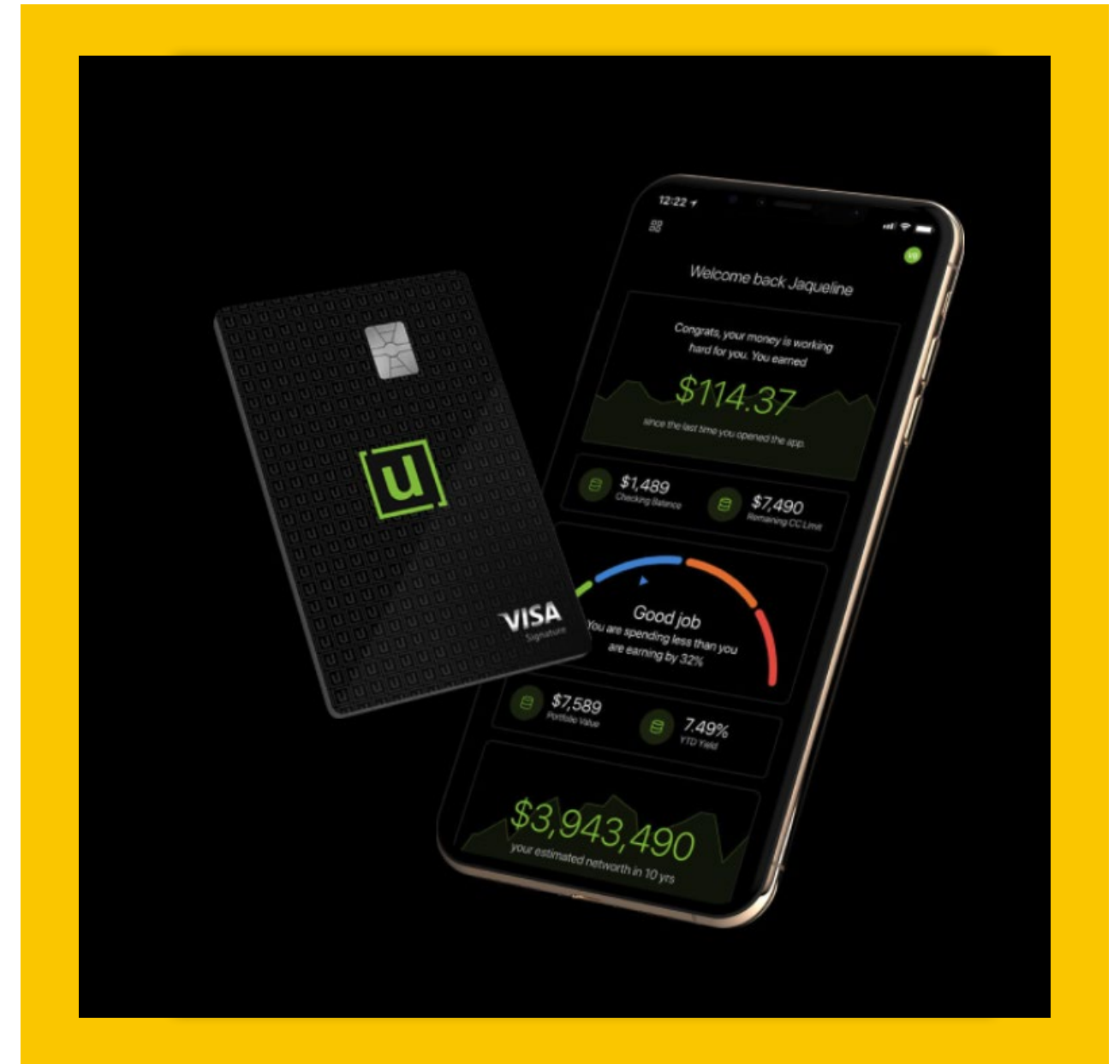
Users can program their accounts so they can **automatically move money from their bank** to their Unifimoney app when their balance reaches a certain threshold. For example, they can top their account up when it's below a certain figure, or automatically move money to their investment account every time they have an extra income.

"Thanks to this, users can have the best of both worlds and **don't need to go through the pain or and the mental anguish of moving bank**. But they get all the benefits of having an innovative money management platform. It reduces the barriers and increases accessibility by making it easy for people to move money," he explains.

● The ROI

Main benefits and results of open banking

- **Ease of use:** improved UX for money management.
- **Reduced risk:** for payments and transactions.
- **Smart money management:** users now can program their money movement.
- **All in one place:** users have all their transactions in one place.
- **Faster money movement:** reduce the time for the funds to arrive from a bank account to their app.




Enconta


Automating accounting with open banking

Enconta offers an accounting, invoicing, and payroll management service through a digital platform. Users can use the solution to **track the filing of their tax returns**, as well as stamp and manage their invoices.

Enconta’s Software as Service (SaaS) platform allows its customers to **automate invoicing and accounting processes** in a convenient and simple way, in addition to managing their businesses on a single platform.



Ángel Buzany
Enconta’s CTO



Markets	Mexico
Number of customers	60
Founded	2014
Use case	Accounting
Website	www.enconta.com

● The challenge

Providing a fully digital and automated accounting experience

Enconta was born in 2014 when electronic invoicing began to be implemented in Mexico. Thanks to the digitalization of this process, companies gained **greater control of their accounting**, which was previously done manually and on paper.

In this context, two elements are essential for the accounting of a company in Mexico: customer invoices and bank transactions. Enconta encountered a problem when it came to **obtaining their bank transactions for reconciliation**: in this case, they depended on the clients to send the status of their accounts manually and on time.

Another obstacle the company encountered was that banks only provide three months of bank transactions, but sometimes its **clients have payments overdue for a year** and need to check the information for the last 12 months. To solve this, Enconta’s clients had to physically go to the bank to obtain this historical data on paper.

● The solution

Instant, secure, and automatic access to banking data

Thanks to open banking, Enconta has managed to automate the entire process of collecting bank transactions from its customers, explains Angel Buzany, Enconta’s CTO.

“Since banks don’t have open APIs for us to connect to our customers’ data, open banking has helped us do it in a few seconds without having to deal with the banks’ legacy systems”

Before **using Belvo APIs**, their customers had to manually send their account status information in PDF format at the beginning of each month. This was true both for customers with a single account, who had to send the information only once, and for

customers operating with up to 10 different banks, for whom the process was even more complicated, both in terms of time and cost.

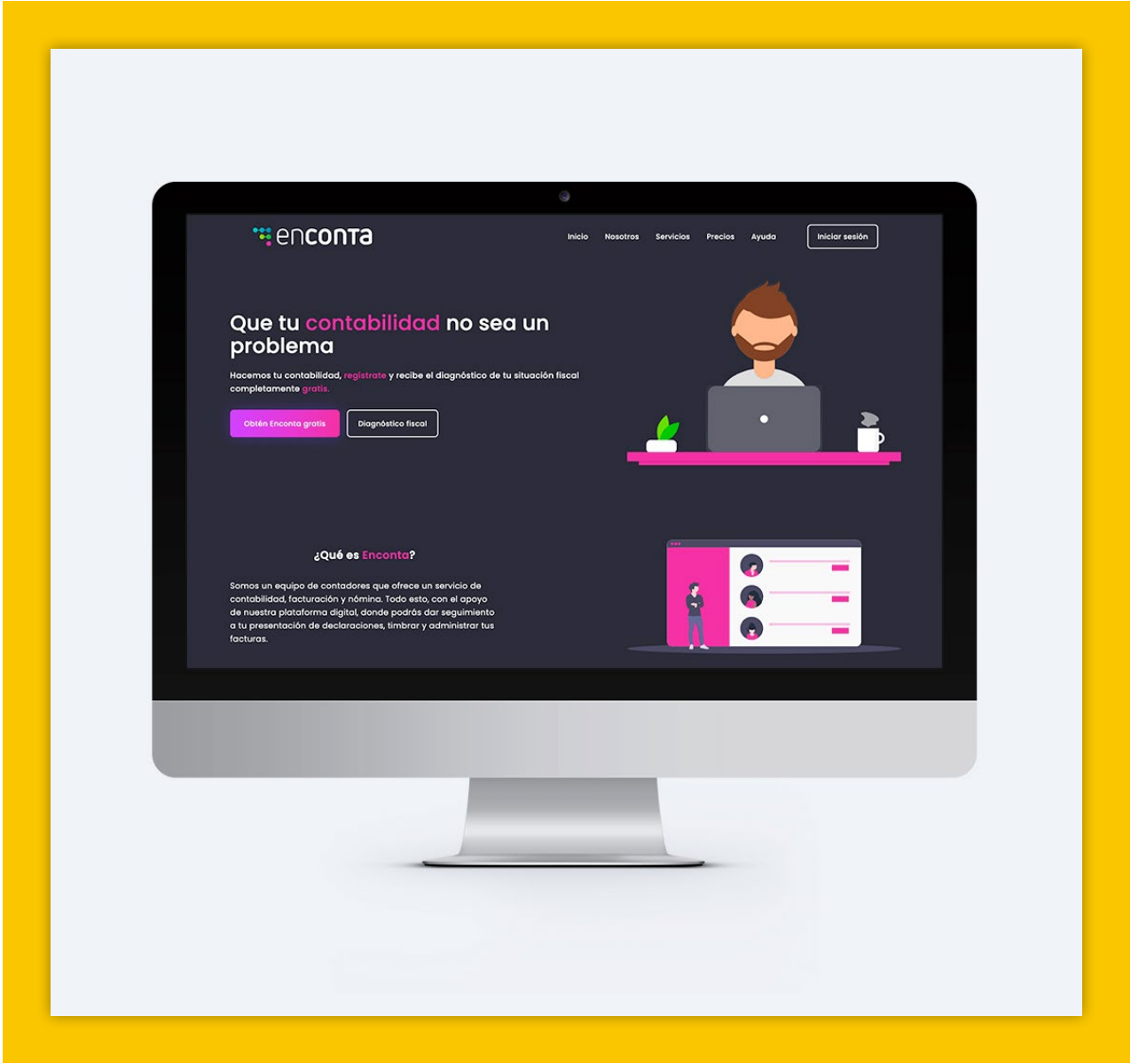
Now, to perform this task, Enconta's customers **only have to give access to their bank transactions** through Belvo's API, in a totally secure, automatic, and fast way.

In addition, now customers no longer need to physically go to the bank to obtain the historical data of their transactions more than a year old but can receive them directly through Belvo in a matter of seconds.

● The ROI

Main benefits and results of open banking

- **Save time:** they no longer have to ask for account statements as they did before to their customers.
- **Speed-up processes:** reduce time to collect information by getting data directly from banking institutions.
- **Replace manual collection:** eliminate manual processes as the operations team doesn't need to do data entry.



Plum

Building an automated saving tool with open banking

Plum is a saving tool that uses AI to automate key parts of peoples’ finances, such as saving, switching bills, and investing. Their **algorithm calculates how much a user can afford to save** and then moves the sum automatically into a savings account.



Elise Nunn

Head of Operations at Plum



Markets	UK, Ireland, Spain, and France
Number of customers	+1M
Founded	2016
Use case	PFM
Website	www.withplum.com

● The challenge

Putting your money on autopilot

Once users connect their bank current accounts to Plum, the platform analyzes **incomings and outgoings**, and identifies regular income, rent, bills, and daily spend. Using this and other factors, like the available balance, Plum’s **algorithm calculates daily** what amount it can safely put aside without affecting users’ daily life and moves it to a Plum account via direct debit every 4-5 days.

By checking utility tariffs in the users’ area, Plum also ensures that they’re not **overpaying for things** like gas or electricity. And, for those interested in investing, Plum offers a range of carefully selected **investment options** that match their users’ preferences and needs.

● The solution

Connect, enrich, and move money with open banking

There are **three main elements** without which Plum wouldn’t be what it is today and which have been facilitated by Open Banking regulation in the UK and made possible thanks to the company’s work with open banking aggregators such as Truelayer.

First, Open Banking allows them to easily create **robust, reliable connections** between the app and their users’ bank accounts.

Thanks to Open Banking, the process of linking accounts to Plum became a **frictionless process**, as users no longer need to remember their banking ID, password, or other personal information that they previously had to enter manually. Instead, they can use their fingerprint and rely on other SCA (Strong Customer Authentication) procedures that they would normally use when logging into their bank.

The second part that was facilitated by Open Banking is **the creation of the enrichment layer** that allows Plum to translate their customers’ raw data into actionable insights that they can feed into their algorithms.

“Even after Open Banking regulations have been introduced, **each bank still has its own level of implementation**,” Nunn explains. This means that if the aggregator wasn’t in the middle of handling those differences, they would have to effectively build the whole translation layer themselves. “And when you are a startup and have a small team of engineers, it’s a huge time sink to do all of those banking integrations, maintain them, and get them ready for the future,” she explains.

Working with an open banking aggregator that already provided the enrichment engines based on millions of data from all sorts of demographics and financial industries helped Plum build a smarter app while **saving “an incredible amount of work”**, and also helped them enter new markets faster.

“It’s really important to us to be able to enter a market with a certain level of market coverage, and the ability to acquire customers without needing to spend months and months and months tailoring our aggregation system to each specific bank”

Open Banking has also been essential for Plum to offer their customers the possibility to **move money between accounts** directly from their app under the Payment Initiation Services (PIS) framework.

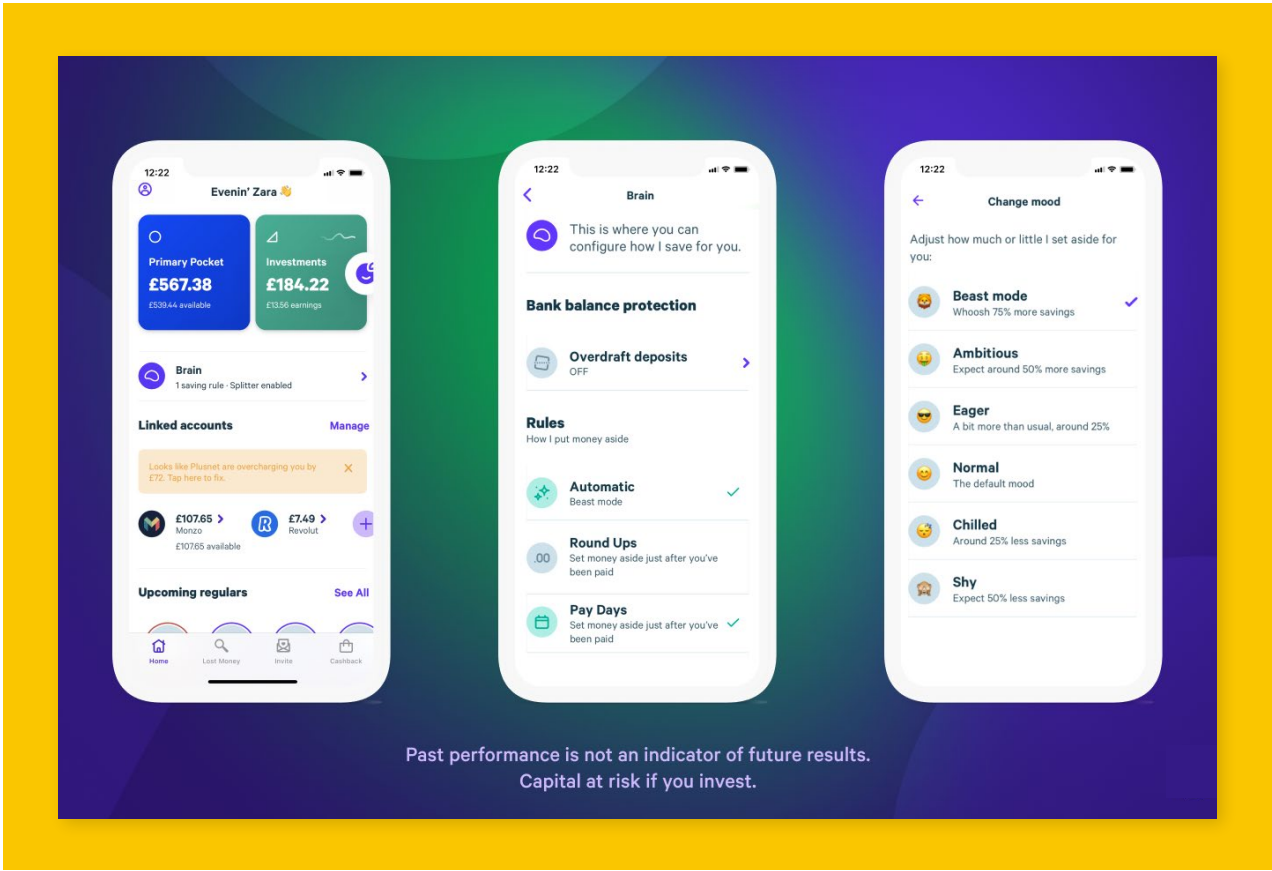
The ROI

Main benefits and results of open banking

- Increased customer **acquisition and conversion**.
- Increased **trust and ease to link accounts** directly through their banking apps.
- Speed up the **onboarding process** reducing it to less than 1 minute.
- **Retention** of customers thanks to reliable connections to their banks.
- Saved **months of development** to process and standardize banking data.

+10%

Reduction in client drop-off while connecting their bank accounts.

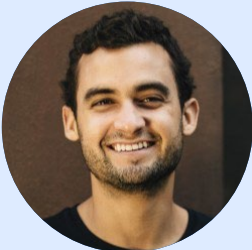


Minu

Enabling on-demand salary for gig economy workers


Minu is a pioneering startup focused on changing the way workers in Mexico are paid, offering them access to **advanced paychecks when they need it**, instead of having to wait for payroll. The company collaborates with the HR areas of companies that offer Minu to their employees to improve employee satisfaction, retention, and attraction of talent.

Currently, Minu works with more than 70 companies, which translates into more than 150,000 employees eligible to receive the platform’s benefits.



Derek Bayly

Product Manager at Minu



Markets	Mexico
Number of customers	+70 companies
Founded	2019
Use case	Credit: small loans for gig workers
Website	www.minu.mx

The challenge

Providing advanced paychecks for drivers

As part of its growth plans, Minu has launched an on-demand salary solution for gig economy workers who are hired to perform a specific task within a project for a short duration. These workers are characterized by the fact that they **do not have a fixed salary and are not on the company’s payroll**, such as Rappi Uber delivery drivers.

For the launch of this solution, they partnered with one of the largest delivery companies in Latin America, which has more than 40,000 delivery drivers working under this model. These employees receive their salary once a week, but they often demanded the ability to access it at any time of the week, to have a source of income that would allow them to continue working.

The solution

Instant connection to gig economy data

Minu decided to partner with an open finance platform to implement its new solution. And just one month after its launch, they were able to onboard more than 1,000 active delivery drivers into their platform.

To make it possible, **they used Belvo’s API to connect their platform** directly with their customers’ accounts in the delivery company. This integration allows them to verify the workers’ earnings automatically and directly from its source, eliminating all manual data entry processes, explains Derek Bayly, Minu’s Product Manager.

“This solution allows us to have a simple onboarding with real information about the delivery drivers”

Thanks to this, they also simplified the process to register drivers’ accounts. Now, all their information is **uploaded automatically into their platform** and connected to the delivery company’s servers, so it’s always updated in real-time.

As a result, every time a customer requests Minu a paycheck advance, the process to verify their earnings is done in **an easier, more efficient, and more transparent** way. This has also led them to increase the reach of their platform to new customers since they now have a direct way to verify almost instantly if they are eligible for their credit services.

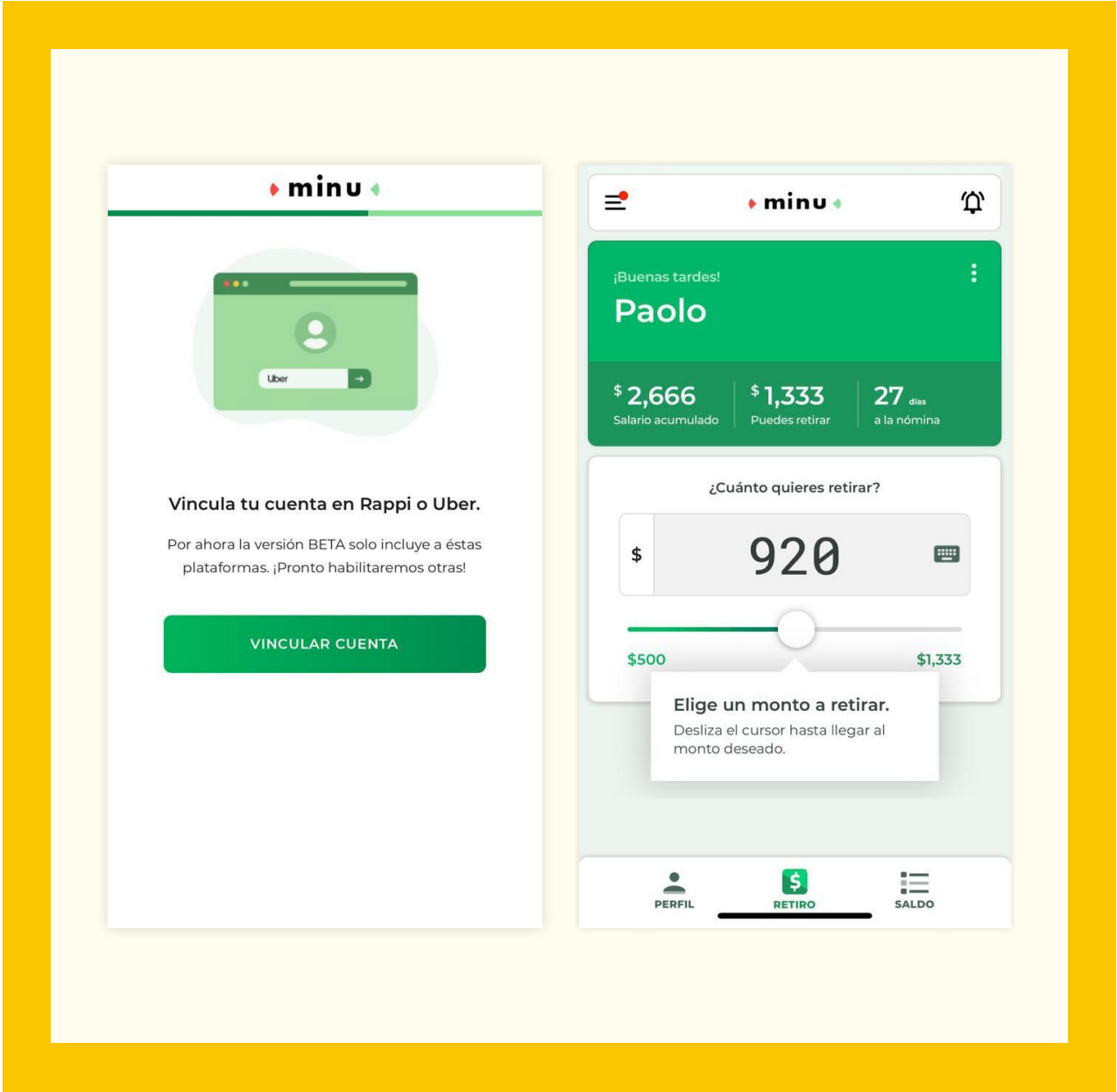
● The ROI

Main benefits and results

- **Speed-up account verification:** a faster system to safely validate accounts and provide loans.
- **Onboarding:** a much easier and transparent onboarding process.

+50%

Increase in new users by serving a segment that would have been impossible without open finance.



Younited Credit

Building an online credit marketplace

Younited Credit is a secure online credit platform, based on a marketplace model that allows customers to **borrow directly from a community of professional investors** (individuals, companies, insurers, foundations, pension funds, etc.) quickly and online.



Xavier Pallàs

Younited Credit CEO in Spain and Portugal



Markets	France, Spain, Italy, Portugal & Germany
Number of customers	+1M
Founded	2011
Use case	Credit
Website	www.younited-credit.com

The challenge

Providing a fully digital and automated credit experience

Younited Credit aims to simplify the personal lending industry as much as possible. Their technology allows them to analyze loan applications in record time. When users apply for credit, they **get an immediate preliminary response** at the end of the online form, a final response within 48 hours, and the money credited to their account within a few days. In order to achieve this, Younited Credit has worked to enable an optimal flow of financial data between customers, their platform, and investors. They use the most **advanced analysis technologies** on the market and automated processes allow them to make objective and immediate decisions, without biased judgments or intrusive questions.

The solution

Increasing response time and decision-making with open banking

“Financial data aggregation technologies have been key to provide a fully digital and automated credit experience,” explains Xavier Pallàs, Younited Credit CEO in Spain and Portugal.

Before using open banking, Younited Credit would contact the customers that had applied for a loan by phone, and ask them to manually upload a series of documents to their platform, which their analysts would then have to process. Now, this system has been **replaced with a single online connection**. Users receive a link that they can use to easily, quickly, and safely connect their banking information with the Younited Credit platform.

The first benefit of this implementation was **drastically reducing the time required** to receive all the documentation that their analysts needed to process, while also providing customers with a better and faster experience.

But this step also opened the door to new opportunities for the company. After they

validated that the data they were getting through this process **was correct and reliable**, they realized that it was also possible to improve their internal decision-making thanks to this information. “We saw a bigger potential on this technology as it allowed our analysts to build better algorithms to automate decisions better and faster”, he explains.

Younited Credit has built **its own enrichment engines** that allow them to improve user segmentation and underwriting processes. And according to Pallàs, the benefits of digitalization through open banking go beyond the connection process itself.

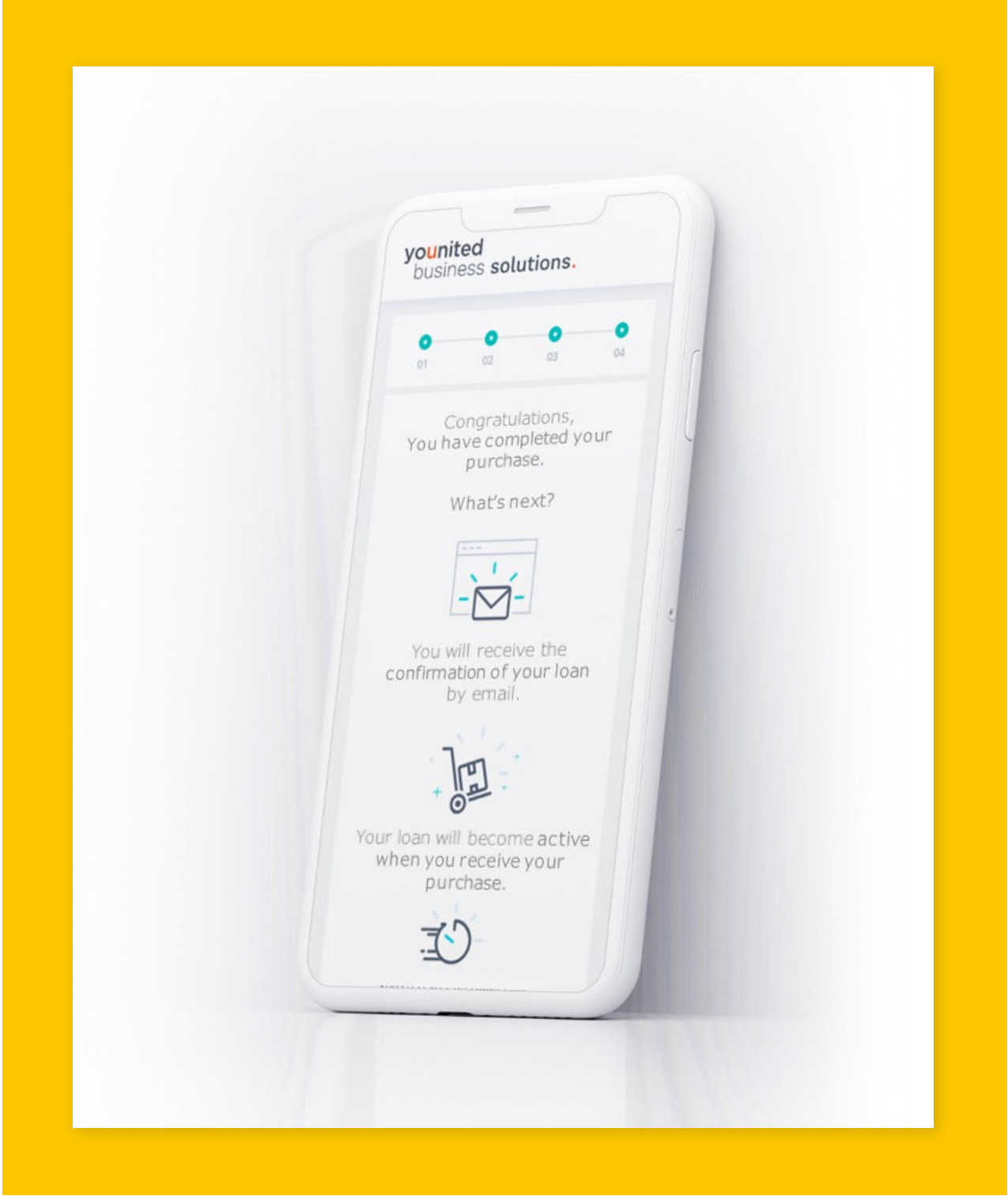
“There is a lot of value to be created through open banking because there is so much rich data. And the ways to use this data to identify credit risk are almost limitless”

Automating data collection and improving the precision of their models has allowed them to lower operational costs, lower their prices for their customers and expand the eligibility of their products. “If you use the data right, you can do a better risk assessment and increase the acceptance rate of the loans,” he adds.

● The ROI

Main benefits and results of open banking

- Replacing manual collection of data **with a single online connection**.
- **Faster response time:** from waiting weeks to get an answer the same day.
- Increased **certainty** around the data they process.
- Faster process to analyze information.
- Increased **acceptance** of credits.
- Expand product eligibility.



Mobills

Improving the financial life of Brazilian consumers

Mobills is a personal finance management app that allows users to plan and **be in control of their finances**. Through the app, users can manage their money, create budgets, track spending from their checking account and credit card, all in one place.

The personal finance platform was born in 2014 and is already **helping more than 8 million people** turn financial management into a pleasant and simple habit.



Rodrigo Matihara

CTO at Mobills



Markets	Brazil
Number of customers	+8M
Founded	2014
Use case	PFM
Website	www.mobills.com.br

The challenge

Automatic data categorization and enrichment

For a financial management application to fulfill its purpose, it needs to obtain transactional data from users. Mobills already collected this information manually, but it was a **laborious and time-consuming process** for the user, especially when it came to credit cards.

To turn this around and retain users, they needed to automate the data collection process. But integrating with every bank or provider **would require resources and time**, due to the complexity and structural rigidity of most of the financial institutions in the country.

The solution

Data-driven and tailored insights for customers

Through open banking, Mobills can connect and collect credit card financial information and display it to the user in an automated manner within seconds. A portion of these connections **are made through Belvo's APIs**, which deliver already categorized data through a simple and fluid integration with the app, completely transparent to the user. Belvo adds additional layers of intelligence to enrich the data, leaving transactions ready to be sent to Mobills' customers.

"Open banking helps us make the data collection process **faster and pay more attention to analyzing that information** to bring better insights to users. We can share categorized transactions the moment the platform has access to the accounts," explains Rodrigo Matihara, CTO of Mobills.

With a clearer view of users' real financial lives, Mobills can now make **more assertive** projections and offer even more customized solutions to its customers, which has attracted a different user profile. Once the integration was established, the app saw a considerable increase in users who don't have time to compute financial data manually and who like to

receive unique financial guidance based on their consumer behavior.

"The integration allows us to bring all information into a single statement, making the app even more convenient for our users."

● The ROI

Main benefits and results

- **New audience unlocked:** the data collection automation allows the app to reach a new profile of users.
- **Fewer work hours:** with the data already categorized it is possible to provide more insights to users.
- **Increase in customer satisfaction:** customers can see their transactions in real-time and better manage their savings.



5

Conclusions

General benefits of open banking

✓ Provide better and more personalized experiences

Open banking allows the elimination of manual data collection processes reducing internal operational costs and improving financial apps UX. It also allows the personalization of each service to the customers' needs.

✓ Access larger markets, faster

By accessing data through open banking, companies can gather new and untapped knowledge on their potential customers' financial behavior, reducing the time it takes to launch products and tailor them to new markets.

✓ Build next-generation data analytics

Open banking benefits go way beyond connectivity: the access to new sources of data about customers allows companies to feed their internal algorithmic models with new sources of data to build better and faster engines.

✓ Work with standardized data

Financial institutions speak different languages, even within the same country. Open banking enablers help standardize and translate financial raw data into actionable insights that can be fed into companies' internal models.

Benefits per vertical

Personal Finance

- ✔ **Connect all bank accounts in one place**
Companies can get an instant snapshot of all their customers' financial data through a single platform, in just seconds.
- ✔ **Understand customers better**
Access enriched information about customers' spending and saving habits to help them improve their money management.
- ✔ **Save time and reduce manual processes**
Automate data recollection processes to speed up response time and improve user experience.

Accounting

- ✔ **Save hours of work**
Speed up processes by automating customers' accounting and invoicing management.
- ✔ **Reduce manual processes**
Improve customers' user experience and reduce the risk of document forgery by eliminating manual data recollection.
- ✔ **Boost efficiency**
Simplify internal processes thanks to real-time access to verified financial information.

Credit

- ✔ **Increase conversion rates**
Increase the likelihood of loans being approved by measuring potential customers' financial situation with high accuracy.
- ✔ **Identify and reduce risk**
Improve underwriting processes by accurately assessing customers' real spending and overall financial situation.
- ✔ **Reduce manual processes and costs**
Improve the customer acceptance rate and user experience by eliminating manual data recollection.
- ✔ **Unlock new user segments**
New sources of data can also help companies reach new customer segments.

Onboarding

- ✔ **Improve user experience**
Simplify customers' experience when connecting their bank accounts eliminating the need to enter any data manually.
- ✔ **Increase conversion**
Reduce the sign-up process to just a few seconds to multiply the number of users that finish the registration process successfully.
- ✔ **Instantly verified information**
Eliminate the need to wait for data validation by using verified information that comes directly from users' bank accounts.⁹

6

About Belvo

About Belvo

Belvo is the leading open finance API platform in Latin America, founded in May 2019 by Pablo Viguera and Oriol Tintoré. It enables innovative fintechs and financial institutions to **access and interpret financial data** from their users to create more modern, accessible, and inclusive products.

Belvo currently operates in Mexico, Brazil, and Colombia and now works with over 60 clients including some of the **region’s leading and fastest-growing financial companies** in all verticals, including neobanks, credit providers, and personal finance management tools. These companies use Belvo’s APIs to connect financial data from banks, tax institutions, and gig economy platforms to their apps.

The company is backed by some of the leading venture capital funds globally including Kaszek, Founders Fund, Future Positive, and Kibo Ventures, and has raised a total of \$56 million in funding to date.

With offices in CDMX, São Paulo, and Barcelona, the company currently employs 70 people.

Learn more about Belvo

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