



Special Report (sample)

Disruptors in WealthTech

2022

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Background

- Advent of technology has brought in significant transformations across all financial services. While the financial technology (FinTech) evolution continues to happen, it has been accelerated by various start-ups harnessing advancements within technologies such as artificial intelligence (AI), machine learning (ML), cloud, big data and blockchain.
 - The proliferation of start-ups within the FinTech start-up ecosystem (with over 20,000 start-ups around the globe) has made it challenging for investors and other stakeholders to identify the ones that are exclusive. Within this context, Aranca has conducted a comprehensive assessment of over 500 start-ups (establishment year 2015 onwards) in the following three leading FinTech areas that cumulatively attracted over \$14 bn investment in H1 2020:
 - **WealthTech:** Solutions that enable easy investing and personal wealth management (investment CAGR, 2015-2019: **31.5%**)
 - **InsurTech:** Solutions pertaining to the insurance industry such as distribution of insurance products or automated claim procedures (investment CAGR, 2015-2019: **27.8%**)
 - **RegTech:** Solutions related to the automation of regulatory compliance (investment CAGR, 2015-2019: **33.6%**)
 - Based on the assessment, Aranca has released a series of special reports that cover potentially disruptive start-ups in each of the above three areas.
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Introduction

About this report:

- This report provides a comprehensive overview of **40 potentially disruptive start-ups** active in the **wealth management area**. These start-ups are characterized by their use of technology to create value-added high-impact solutions that differentiate them from the rest.
- The following two types of start-ups, based on their use of B2B or B2C or both business models, have been covered:
 - **Technology provider:** Provides a platform or architecture on which products/services can be built
 - **End-product provider:** Provides a ready-to-use product enabled by advanced financial technology
- Each company has been profiled separately by outlining details around its financials, business, services/products and recent activities. Furthermore, a 15-point assessment within the Aranca 5-Factor Assessment Framework has been provided for each player.
- Established players, financial institutions, and established technology providers have not been captured.

Relevant audience:

- Incumbent financial institutions and established technology providers
- Venture capitalists (VCs), and institutional and individual investors

Customization:

- The report contents can be customized based on user requirements. Accordingly, report coverage shall be reduced or expanded to the specific areas of interest.
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Potential Disruptors in WealthTech






(illustrative overview; not exhaustive)



Research Methodology

Key Steps	Description
Mapping WealthTech Start-ups	<ul style="list-style-type: none">▪ A comprehensive search was performed on various platforms to map the start-ups. No geographical restriction was applied.▪ Start-ups with establishment year 2015 onwards were considered, however, this was not considered strictly in order to capture all significant players.▪ Financial institutions, and established technology providers were excluded.
Screening and Qualification	<ul style="list-style-type: none">▪ Mapped start-ups were scrutinized for relevancy based on technology and service/product offerings. The following is an <u>example</u> depicting the relevancy of start-ups covered:<ul style="list-style-type: none">• Relevant: A start-up that provides a platform on which data is aggregated and AI is harnessed to determine patterns, run various models, and display investment opportunities• Non-relevant: A start-up that provides a platform on which only data is aggregated and displayed
Profiling the disruptive start-ups	<ul style="list-style-type: none">▪ Each relevant start-up was profiled in detail by covering its business model, products/services, operations and financials.▪ The Aranca 5-Factor assessment was conducted for each potential disruptor. Observations and insights based on Aranca's analysis were also provided.
Information Sources	<div><div><ul style="list-style-type: none">❑ Paid sources such as: Crunchbase, Pitchbook, Factiva, EMIS, Bloomberg, and Tracxn❑ Company websites, and product and news/media sections</div><div><ul style="list-style-type: none">❑ Specific publications/magazines/blogs on WealthTech❑ Aranca's internal knowledgebase and industry experts</div></div>

Aranca 5-Factor Assessment

	Criteria	Low 1	2	Score 3	4	High 5	Description
Financial 	Total Funding	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Higher the total funding received till date, higher the score
	Funding Rounds	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Seed funded start-ups score the lowest
	Type of Investor	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Funding by family/friends score the lowest
	Number of Investors	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with more than five investors score the highest
	Revenues	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with higher revenues score higher
Business 	Business Model	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with unique business models score higher
	Sectoral Diversity	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups catering to more sectors score higher
Technology 	Intellectual Property	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with higher number of patents and trademarks score higher
	Novelty	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups offering novel technologies, products, or services score higher
Ecosystem 	Policies/Regulations	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups operating in the FinTech space score higher
	Digital Readiness	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups operating in digitally matured spaces score higher
Organization 	Global Presence	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with global presence in over seven regions score higher
	Number of Employees	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with more than 50+ employees score higher
	Active Years	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Matured start-ups score higher
	Web Traffic - Monthly	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	Start-ups with over 6,000 monthly visits (website and/or apps) score higher

Note: Detailed scoring methodology will be provided in the complete version of the report.

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Aranca Ratings:



About

- Bambu is a white label robo-advisory solution provider
- It provides services via a **Software-as-a-Service (SaaS)** platform and **application program interface (APIs)**. These services are ready-to-use or custom-built as per requirement and are provided under pay-per-use terms.

Solutions

- Robo-advisors help investors to find the right investment strategies without a human advisor. These strategies can be deployed without writing a single code or can be tailored as per requirements using diversified API libraries.
- The technology processes large volumes of data (portfolio and investment products) and derives valuable insights and opportunities for the investor using AI & ML.
- Financial advisors can better serve clients using this technology by saving both time and cost.

Aranca Comments

- With **strong financial backing, dual service (platform & APIs) and innovative products**, Bambu has the potential to reach millions of end-users in the years to come.
- The company aims to **scale up its production and venture into other financial sectors**.

BAMBU - Overview



2016



Singapore

Website: <https://bambu.co/>

Financials:

- **Total Funding Amount:** \$ 13.4 mn
- **Funding Round:** Series B
- **Last Funding:** July 2019
- **Top Investors:** Franklin Templeton Investments, PEAK6 Investments LLC
- **Revenue:** ~ \$ 2 mn

Business:

- **Model:** B2B
- **Sectors:** Banking, Investment, Insurance
- **Regions:** Singapore, USA, UK, UAE, Indonesia, Philippines

Products:

- **Bambu Go:** Ready-to-use robo-advisor without any need of further development or integration
- **Bambu Build:** Customised robo-advisor built as per requirements
- **Portfolio Builder:** Analysis and comparison of various portfolios and investments on a single dashboard
- **Intelligent Advisor:** A single dashboard aggregating different data and use of AI to discover investment opportunities
- **API Library:** Open library that enables development of cutting-edge tools for wealth management

Miscellaneous:

- Collaborated with **DriveWealth**, a financial services API developer, in 2018
- Partners include **Refinitiv**, **Apex Clearing**, **Franklin Templeton**, **TCS** and **Amazon Web Services**

Normalized Total Score: **78/100**

Aranca 5-Factor Assessment (Normalized Scale)

0 100



Financial, 92



Business, 60



Technology, 50








Ecosystem, 90



Organization, 75

BAMBU - Aranca 5-Factor Assessment

Total Score: **58/75**

		Criteria	Low 1	2	Score 3	4	High 5	Total
	Financial: <ul style="list-style-type: none">Completed eight funding roundsGenerated revenues of around \$ 2 mn	Total Funding	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	23
		Funding Rounds	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
		Type of Investor	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
		Number of Investors	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
		Revenues	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
	Business <ul style="list-style-type: none">Works only with financial institutionsProducts currently serve around 3–4 sectors	Business Model	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	6
		Sectoral Diversity	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
	Technology <ul style="list-style-type: none">More than three trademarksReady-to-use robo-advisors, diversified API libraries	Intellectual Property	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	5
		Novelty	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
	Ecosystem <ul style="list-style-type: none">Currently operates in FinTech-friendly countries	Policies/Regulations	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	9
		Digital Readiness	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
	Organization <ul style="list-style-type: none">Operates in South Asian, Middle East and American regionsRelatively matured company with good employee strengthAverage rate of Monthly visits	Global Presence	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	15
		Number of Employees	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
		Active Years	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	
		Web Traffic - Monthly	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	



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About Aranca

Founded in 2003, Aranca is a global research & advisory services firm working with clients worldwide across financial markets, industry sectors and technology domains. Aranca brings to play the strong combination of best data and best talent to empower decision makers with intelligence and insights, enabling them to reach better business decisions. Our multi-disciplinary expertise is designed to cater to clients of all sizes across a wide spectrum, from Fortune 500 companies and financial institutions to private equity and high potential start-ups.

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