

2025

Financia[^]Strides



SERVICES OVERVIEW

WHAT WE DO. HOW WE DO IT

DOMAINS OF EXPERTISE

1. PRODUCT AND MARKET EVALUATIONS

a. DEPOSIT AND PAYMENT PRODUCTS BASED ON DEMAND DEPOSIT ACCOUNTS (“DDA”) AND ASSOCIATED DEBIT CARDS

RFP & RFI, Product definition, technology evaluations, mock-ups and testing, vendors’ selection for deposit products as:

- As main accounts for consumers or small businesses
- As direct deposit vehicles for workers
- As precursors and underwriting inputs to lending services i.e., credit cards or installment loans
- As controlled disbursement vehicles for installment loans or lines of credit

b. ADD-ONS TO DEPOSIT AND PAYMENT SERVICES

Product definition, technology evaluations, mock-ups and testing, vendors’ selection for add-on services such as:

- Links to verified external bank accounts via aggregators like Plaid, Yodlee, MX...
- Links to direct deposit facilitators like Atomic, Pinwheel...
- Sub-accounts & Savings
- Bill Payment and remittances
- Mobile airtime top-ups
- PCI workflow descoping options via VGS & IXOPAY

c. CREDIT-BUILDING LENDING PRODUCTS

Product definition, technology evaluations, mock-ups and testing, vendors’ selection for products geared towards new credit services:

- Secured, partially secured or unsecured lines of credit or credit cards
- Credit-building savings and deposits
- Identification and evaluation of warehouse lending services, where necessary

2. PRODUCT DEPLOYMENT STRATEGY EVALUATIONS

a. PROGRAM MANAGEMENT OPTIONS

Evaluate customary options for managing bank-issued products:

- Program Management set up with BIN Sponsoring issuing banks
- Private Labeling with existing Program Managers or Issuers
- Simple cobranding approach

Based on Client’s criteria relative to:

- Required product features and pricing
- Business forecasting: setup cost and associated financial risk, medium- and long-term potential revenue stream
- Time-to-market (program setup, partnerships required, other constraints)

- Ability of Client to become a Program Manager for a sponsoring Bank (staffing, expertise in compliance, operations, security...)

b. SERVICE ARCHITECTURE

- Define processes and services to be outsourced to third party vendors or built in-house
- Assessing key vendors: transaction processor, KYC/CIP vendor, card procurement, customer support, etc.
- Define roles and responsibilities with BIN Sponsoring Bank (if applicable)
- IT Managed Services and Hosting for in-house services

3. COMPLIANCE AND SECURITY EVALUATIONS

We assist Clients with establishing their compliance framework by:

- Evaluating their existing policies & processes
- Creating custom written policies & documented processes where needed
- Training staff for specific regulatory compliance: AML/BSA & OFAC, UDAAP, Privacy & GLBA, ID Theft & Red Flags, Regulation E

We perform security & process control evaluations through:

- Penetration testing: “black box,” “grey box,” “white box” as required typically by sponsor banks and SOC-2, using OWASP and PCI standards when applicable
- PCI vulnerability scans and assistance with Self-Assessment Questionnaires
- SOC-2 and ISO 27001 preparation work prior to formal audits

4. TECHNOLOGY EXPERTISE

For Clients wishing to build or license technology for key features of the products, we offer expertise in the following areas:

a. ONLINE AND MOBILE ACCOUNT OPENING

- Customer Identification Process (“KYC/KYB”)
- AML/BSA and OFAC
- Fraud detection and Red Flags

b. PAYMENT PROTOCOLS

- Card payments protocols
- Fast Payments: Push-to-Debit, RTP, FedNow, Zelle
- ACH

c. ONLINE AND MOBILE ACCOUNT SERVICING

- Mobile-responsive browser-based
- Native mobile applications for iOS and Android
- Email and mobile push messaging management

d. IT SET UP AND MANAGEMENT

- Managed Services outsourcing and supervision
- Cloud based set-ups (AWS, Google, Azure)
- IT Architectures optimized for PCI-DSS and GLBA compliance
- Business Continuity and Disaster Recovery Plans and processes

5. TYPE OF WORK

a. IDEATION

- Use case scenarios & workflow evaluations
- Gap analysis & Competition analysis

b. SERVICE SPECIFICATION

- Product functional requirement specification
- Service flows (Enrollment, KYC)

c. PROJECT PLANNING AND BUSINESS FORECASTING

- Statements of Work for project setup and project Planning
- Evaluate and facilitate partnerships
- Requirements Specifications for ancillary vendors
- Budget forecasts

d. PROTOTYPING AND TESTING

- Proofs of Concept: your product's functionality or underlying technology are validated
- Functional: we will architect your product in the way it will be deployed
- Appearance: preview how your product will look and feel

e. MEETING COMPLIANCE AND SECURITY REQUIREMENTS

- Evaluating Compliance Requirements for regulations & security
- Writing of required customized Compliance Policies
- Training of select Staff for compliance
- Preparatory work for SOC-2 / ISO 27001 audits
- External and Internal network penetration testing
- Application (web and phone native) security evaluations and penetration testing

6. PARTNERSHIPS

When needed, we deliver services jointly with the following Partners:

- Security Evaluations: **DataArt**
- PCI DSS- SOC-2 - ISO 27001 preparedness: **SecureFrame,, Vanta or Thoropass**

7. CLIENTS

Example of businesses we have worked for, or are currently providing services to, include:

- AeroPay
- Aion
- AllDigitalRewards
- Arcadia Funds
- Aven
- Azibo
- BBVA
- Beem
- Brink's
- Clearing
- Finance2
- Finvari
- FIS
- Grameen America
- Grit
- Higlobe
- Honeydue (acquired by Mission Lane)
- H&R Block
- Kikoff
- KoraMoney
- Meemo (acquired by Coinbase)
- Mission Lane
- Moniepoint
- Nerdwallet
- Origin
- Pliant
- Save
- Tracfone wireless
- Univision
- Welcome Technologies
- Zencentiv