

ISF Marketplace



ISF Marketplace is a white label offered by **ISF Informatica & Analytica Pvt. Ltd.** To demonstrate ISF's years of expertise in design thinking, technical and architectural capability. ISF has built over year white label for a market place / exchange.



There are 8 types of online marketplaces:

1. **B2B** – platform for transaction of products or services between businesses
2. **mCommerce** – platform for buying or selling of goods and services through wireless handheld devices
3. **Crowd-funding** – platform lets people post their projects and raise money for their execution through fundraising campaigns.
4. **C2C** – platform for transaction of products or services between customers
5. **eCommerce** – platform for two parties, e.g. seller – shopper, startup owner – investor etc.
6. **B2C** – platform for transaction of products or services from business to customers
7. **peer-to-peer** – platform which brings together users, who offer products through offline services
8. **Auction platforms** – platform where a seller lists a product and sets a deadline; buyer with the highest bid gets the item

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The white label is used to buy, sell, bid and settle transactions between stakeholders such as investors/ buyers and the listed companies (sellers). One gets the basic modules of on-boarding of the customers, suppliers, vendors, and companies, so on and so forth to carry out the transactions.

We support a proper KYC module that takes care of the sanctity of the on boarding process. The white label can be easily customizable based on the user requirements

Client Side Features

1. **Know Your Customer (KYC)** – Verifying the identity of the every clients to avoid potential risks of illegal intentions for the better business relationship
2. **Project Due-diligence & Onboarding** – New projects and clients undergo due diligence process and are briefed about the services available to them
3. **Project & Client Listing** – After the onboarding process is completed, the Project or clients are listed on the platform



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Investor Side Features



1. **Investors Due-diligence & Onboarding** –The investor upon onboarding sends a request which is verified by the Legal team and followed by board verification.
2. **Wallet & Account Management** – A software wallet is a special type of wallet which stores the user’s private keys and does account management
3. **Rebate Code Generation** – We enable referrals in the system and reward the same using a rebate code given to every accredited investor on our system.
4. **White listing** – We Provide White listing for investors who can get benefit of referring new investors to the platform

Transaction Management

1. **Trading on Platform** - Buying and selling of assets using bidding and settlement process
2. **Asset Valuation** – In this part the present asset position of the on-boarded company can be evaluated
3. **Account update & Management** – Update the user account based on transaction and debit or credit wallet.



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Tools & Reports

1. **Valuation Tool & Smart Calculator** – These tools help in calculating the complete financial valuation of the company
2. **Contacts List Management** – The entire contact list can be managed into sections as Projects/ Customer Listing, Investor Listing, Prospect Listing & Subscriber Listing
3. **Mailing System** – The clients can avail the mailing service to spread newsletters and mails with our mailing system by just simply importing the contact
4. **Call Management** – This allows the tracking of calls made to the prospects to raise funds for the projects
5. **Investment Report** – Various reports can be generated based on investment done on the system

For more information on **Pitch Deck** feel free to contact us at:-

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