



BigData for SME Financing

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CreditEase's Experience in SME Financing



- Started to use p2p model to finance micro and small businesses since 2009, served over 300,000 SMEs;
- Tried different credit approval models, including scorecard-based credit approval, cash flow analysis model by credit officers and big data based model.
- Focusing on fintech and data-tech solutions

Challenges in SME Financing

- Lack of credit data and infrastructure, credit bureau system still under-development;
- Hard to verify documentations and data provided by SME customers;
- Difficulty in operational risk management in credit officer model.

BigData Solutions



- Apply in minutes and no paperwork
- Instant credit line for up to RMB 250k, manual review required for loan larger than RMB 250k
- Instant decision based on real-time business data, instead of PBOC's credit data
- Taking advantage of big data, including online crawled data, social networking analysis and etc.
- Cloud-based system for SME's to manage working capitals