

Next Generation Digital Banking



MOROKU
odyssey

Harnessing the power of game and data to deliver engaging digital banking experiences that deepen customer relationships and support customers to thrive with their money

June 2024

Summary

Financial Services is moving away from a telos of convenience to one of wellness as social and AI consume us.

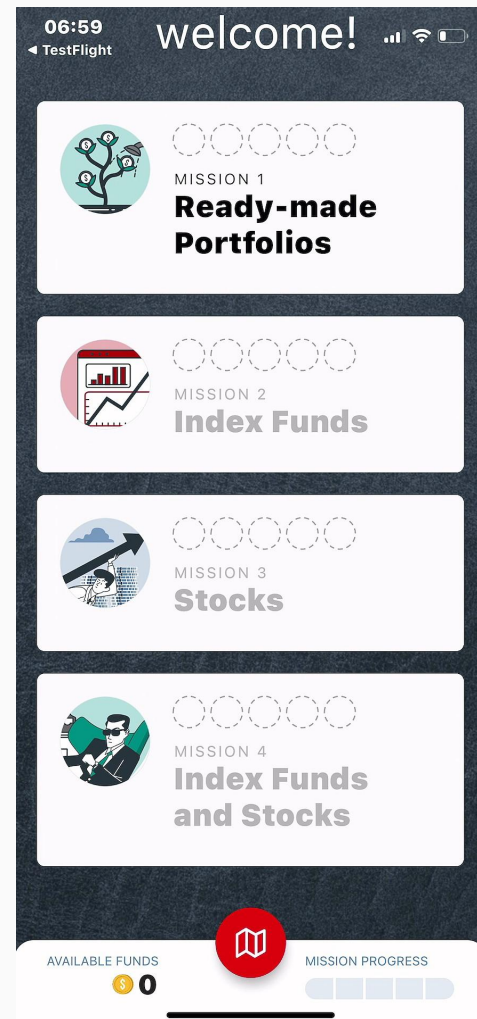
Game is the most ancient and proven form of engagement and skill building

By architecting journeys through game:

- Large Language Models can be primed,
- Customers are engaged and
- Financial organisations become relevant

Over 12 years Moroku has built an enviable platform of IP, culminating in the release of a full Bank as a Service platform, with distribution and clients

Seeking to close its \$1M seed round to add engineering and revenue: \$400K left



The Problem

Social Media and Game have replaced “Ease of Use” as a design paradigm and now define engagement.

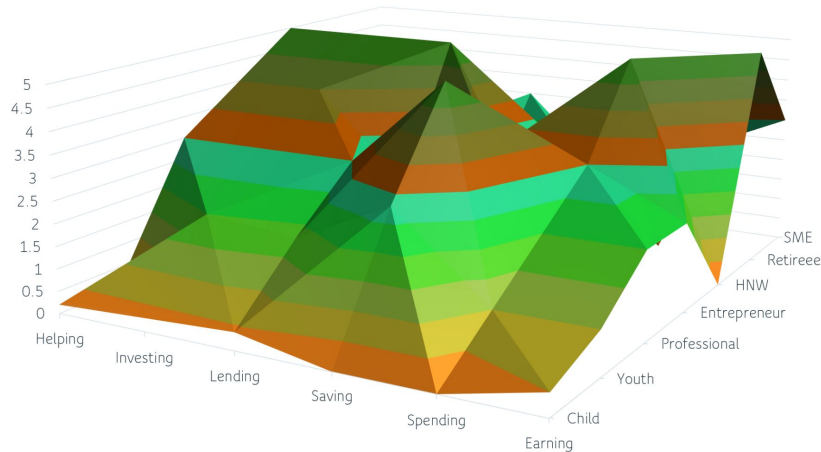
Financial Services are struggling to adapt and grow, whilst realising the engagement economy is where the money is.

As consumers disconnect from their money and the money providers.



The Solution

Odyssey Intelligent Player Map > 16,000 coordinates



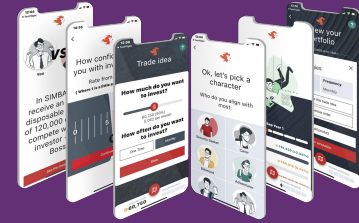
Embed a game engine into the digital fabric of banking

Use it to prime the LLMs in the direction of customer success

Surface it via a set of APIs and finished products including a full BaaS

To hyper personalise the customer experience and help banks and fintechs win by helping their customers win

Go To Market and Funnel



Leverage relationships with Credit Unions through Children Banking project and scale up to global banks and fintechs seeking growth and differentiation

Mutual Bank Lending

Lightweight digital loan origination for mutual banks in Australia [Moroku Lending](#)

9 weeks, \$90K setup. **1st Live March 2024**

Conditional loan approval in 3 minutes + agile sales management culture

Build SaaS revenue and customers

Mutual Bank Digital Transformation

Complete Bank as a Service offering for Australian mutuals

Incorporating [Moroku Money](#) and [Odyssey](#)

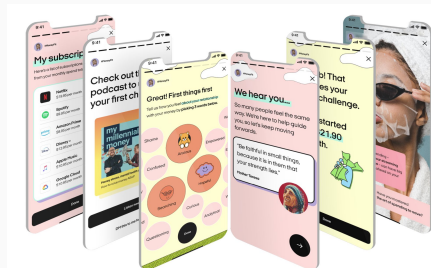
Ready! Funnel Building

Global Banks & Fintechs

12 Week Design process

Pilot and Launch

2 Brand Name POCs complete



Market

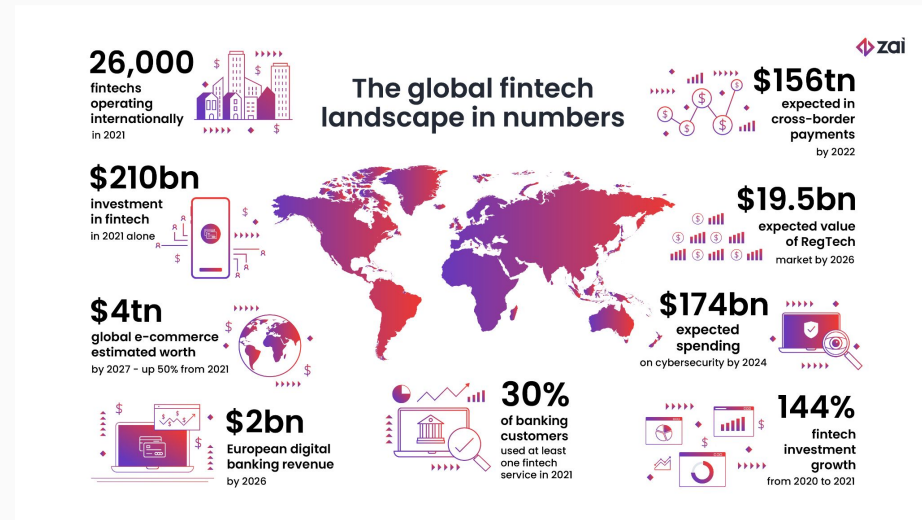
60 Australian Mutual and Community Banks, IT Spend Between \$20M and \$500K Each

TAM \$300M

All looking for transformation

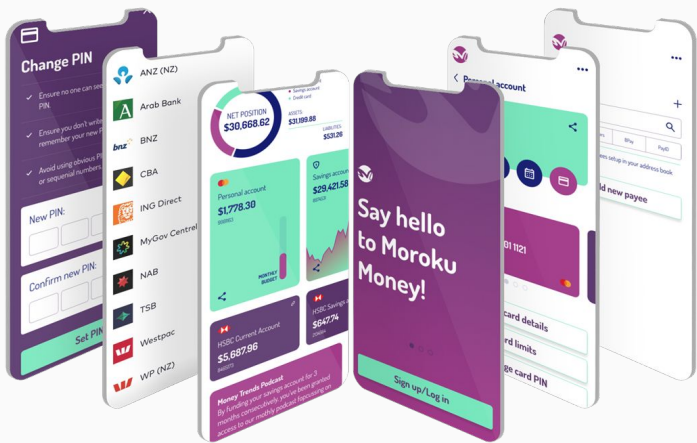
5000 in the US TAM \$6Bn

The global digital banking platforms market, within which Moroku Odyssey is positioned, is expected to grow USD 8.2 billion to USD 13.9 billion by 2026 at a CAGR of 11.3%.



Business Model

SaaS + Services



Leverage distribution partners and network to acquire mutual banks, global banks and fintechs

Pricing

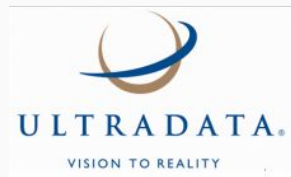
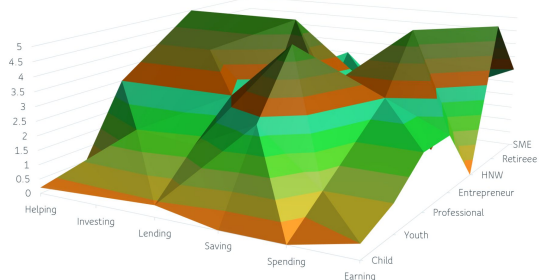
- Lending: 90K Setup = \$100/loan SaaS
- Mobile and Internet Banking: \$1/end customer/month
- Odyssey: \$250K Design, \$250K POC, \$0.5/customer/month

Competition

Mutual and Community Banks

Design and Engagement for global

Odyssey Intelligent Player Map > 16,000 coordinates



Square Peg, Airtree and Great Southern Bank

cxnpl.com

constantinople

Moroku sits between local Australian BaaS providers and global personalisation fintechs



Our Unfair Advantages - The A Team

Direct



Colin Weir

The Leader

Data, People, Evangelist & Exiter



<https://www.linkedin.com/in/colweir>



Michael O'Sullivan

The Builder

Engineering, Product



<https://www.linkedin.com/in/mos-cto/>

InDirect

Board

Jason Millett - Australian
Large Bank Technology Exec



<https://www.linkedin.com/in/jasonmillett/>

Ge Drossaert - European
Large Bank Technology Exec



<https://www.linkedin.com/in/gedrossaert/>

Partners

temenos
Cuscal



Progress and Projections

June 2016

Cuscal takes 11% stake as
ChoreScout is launched -
Children Banking

Volt Bank
Build



June 2021-22

Enterprise Odyssey
Proof of Concepts

March 2024

Launch BaaS and first
Moroku Money
customer go live

2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026 2027



March 2018

Temenos retail banking
innovation of the year



July 2023



BaaS build out with
Internet and Mobile
Banking

1M+ ARR

7.5M+
ARR

Ask



July 2024

Close Seed Round

\$1M @ \$10M

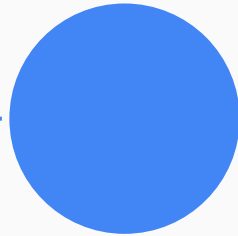
\$400K to go



Dec 2024

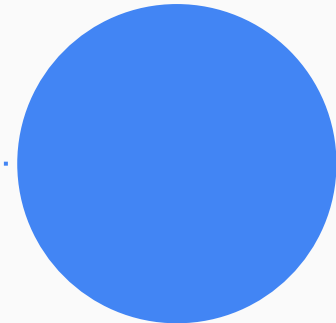
First BaaS customer

\$500k ARR



February 2025

Series A



Appendices

The screenshot shows the Finextra website interface. At the top, there is a navigation bar with the Finextra logo and menu items: NEWS, TV, RESEARCH, EVENTS, COMMUNITY, BLOGS, JOBS, APIs, PREDICTIONS, and a SIGN UP button. Below the navigation bar is a secondary menu with various industry categories like /payments, /markets, /retail, /wholesale, /wealth, /regulation, /crime, /crypto, /sustainable, /startups, /devops, /identity, /security, and /cloud.

The main content area features a large heading for "/retail banking" with a sub-heading: "News and resources on retail banking, consumer finance and reinventing customer experience in finance." Below this, there is a "News" section with a link to "All company news".

The featured article is titled "GCI Consulting and Moroku unveils Bank-as-a-Service platform", dated 18 March 2024. The article text states: "In a strategic collaboration that promises to reshape the financial landscape, GCI Consulting and Moroku have unveiled their cutting-edge Bank-as-a-Service (BaaS) platform. This groundbreaking solution leverages the robust foundation of the Temenos Australian Community Banking Solution, seamlessly integrating it with Moroku Money's award-winning digital channels solution. Empowering Financial Institutions with BaaS The GCI-Moroku BaaS platform is designed to empower financial".

There are several promotional banners and sidebars. On the right, there is a "NextGen NORDICS" banner for "Registration open 23 April 2024 | Stockholm, Sweden". Below it is a "HAZELCAST" webinar announcement: "[Webinar] Payments systems are evolving quickly: Is your institution ready?". At the bottom right, there is a "NAPIER CONTINUUM LIVE" banner: "NEXT GENERATION AML SOLUTIONS TRUSTED BY REGULATORS AND 150+ FINANCIAL INSTITUTIONS Learn more".

On the left side of the article, there is a "News in your inbox" section with a "Sign Up" button and a "Related Companies" section listing "Moroku" and "GCI Consulting".

People & Product

Full Time Today - Colin, MOS, Evan, Deepika and Petri

Trent, Mark and Caroline part time

Q2 - Hire 2 More Engineers,

Q3 - Hire 2 More Engineers, 5 in product and 2 in Sales and Marketing

