

Chinese CredEx Fintech Takes the Global Fintech Industry by Storm with Five Disruptive Innovations

“The rise of CredEx Fintech demonstrates that China is now taking the lead globally in fintech. China is now leading this financial sector, the fintech, to the next era of development.”

—Professor Amit with the Wharton School of the United States

As the innovation story of Chinese brands is sweeping the globe as a compelling force, CredEx Fintech, another Chinese innovative brand, has come into the international spotlight, following its predecessors WeChat, Alipay, and DJI. During the LendIt USA 2017 held in New York on March 6, CredEx Fintech stepped into the limelight once more. The firm represents the latest innovation trend in the Chinese fintech sector and has attracted widespread attention for initiating a mobile app for loans.

CredEx Fintech was invited to attend the only roundtable forum hosted by LendIt founder Peter, in which Jo Ann, the former OCC president & a Harvard professor, participated in the dialog. We may wonder that what is behind CredEx Fintech, the Chinese firm?

CredEx Fintech is a mobile app for loans that supports borrowing and repayment anytime, allowing clients to borrow as much as RMB 300,000 (circa USD 40,000+) just within three minutes on their phone. It tackles five problems with the traditional global loans industry: difficulties in application, approval, money withdrawing, repayment, and in re-borrowing, thus substantially improving financing efficiency. A closer look reveals that the prowess of CredEx Fintech is underpinned by its five disruptive innovations.

First innovation: mobile app for loans

Currently in China, it is unlikely for clients to borrow up to some USD 40,000+ just within three minutes on their phone, and to borrow and repay anytime. CredEx Fintech app, however, makes available to Chinese clients 7×24 hours of online application, fund withdrawal, repayment, fast account transfer, and other processes. Through CredEx Fintech app, clients can complete application and be extended a credit line—a unique practice worldwide. It is little wonder that LendIt founder Peter expressed his surprise and invited CredEx Fintech to attend the dialog, as soon as he learned about what the firm offers.

Second innovation: supporting borrowing and repayment anytime

In the lending market, as most loan products have a fixed repayment period and method, clients must act in accordance with the appointment; if they choose to repay in advance, they need to pay extra liquidated damages.

CredEx Fintech upends the industry by introducing the repayment method featuring borrowing and repayment anytime. Under this method, not only can clients change the repayment period and repayment date, but they can also repay partially or in full in advance, without the need to pay liquidated damages. This leads to a significant reduction in the clients' cost of fund use.

Third innovation: taking the lead in personalizing interest rate

CredEx Fintech's unique product design also finds expression in the personalized interest rate initiated by the firm. CredEx Fintech dynamically tracks the credit standing of its clients, making their credit line and loan rate subject to dynamic change as a function of their credit standing.

The product design of CredEx Fintech captured Harvard professor Jo Ann, who exclaimed that “The client-based product service of CredEx Fintech, beyond any doubt,

is world-leading.” (subject to revision according to the actual comments)

Fourth innovation: the mobile Internet risk control system resolves a world-class challenge in risk control

Why can CredEx Fintech achieve unique product design? In a report dated October 2015, the Wall Street Journal attributed it to the fact that “CredEx Fintech tackles a world-class challenge in risk control on the mobile Internet”. The risk control system of CredEx Fintech features three pillars:

Pillar I: fraud prevention and detection. This is used to precisely verify the authenticity of client information and intercept frauds.

Pillar II: the credit rating system. By virtue of big data, client information is transformed into numerical rating at a millisecond-level computing speed, using a scientifically sound approach.

Pillar III: the life cycle management system. Depending on clients’ day-to-day financial and non-financial transactions, their credit standing is rated dynamically to readjust their rating in a dynamical manner.

Fifth innovation: a unique business model of connecting financial institutions with borrowers

In addition to its unique product design and leading risk control system, the business model of CredEx Fintech is also imposing: the firm does not offer money itself. Instead, it serves merely as a connector between banks and borrowers.

LendIt founder Peter once said that “In 2017, integration will occur to the fintech industry, which is trending towards the new business model of cooperation with banks”. Obviously, CredEx Fintech is standing at the very forefront of this trend.

Sitting on five impressive world-class innovations, CredEx Fintech has made remarkable achievements in the Chinese market. According to relevant data, 10 months after its launch, CredEx Fintech app registered over 5 million clients, with its credit line exceeding RMB 21 billion, and its daily extended loans peaking at more than RMB 100 million.

Given that big data and artificial intelligence (AI) have emerged as new engines driving the global economy forward, CredEx Fintech, foreseeably, stands a good chance of steering the development of the global fintech sector, by dint of its disruptive technological innovations.