## *Business plan – Neoalex – digital fintech neobank*

*Neoalex is a fintech digital bank – BaaS , which provides financial services through mobile applications and online platforms without the need for brick-and-mortar branches. Neoalex's mission is to provide a simple, accessible and affordable way to manage finances, with an emphasis on modern technology, transparency and excellent customer support. The contractual documentation is concluded for 36 months with a further extension.*

*Straight UpTrip sro ., based in Brno, is part of the neoalex structure , which is the eminent of bonds.*

***Market and Target Group***

*Target group:*

*- Young professionals (18-35 years old): The digital generation that prefers simple and fast banking via mobile applications.*

*- Digitally savvy entrepreneurs: Startups and small business owners looking for efficient and flexible ways to manage their business finances.*

*- Environmentally and socially responsible individuals: Those who prefer banks that are committed to sustainability and ethical investments.*

***Services and Products***

*Basic banking services: online banking 24/7/365*

*- Accounts: Personal and later corporate accounts / SEPA / SWIFT payments, Iban CY /*

*- Mastercard debit cards*

*- Savings: The ability to easily save money with high interest rates and no management fees.*

*- Contactless payments: Fast payments via mobile app, integration with Apple Pay , Google Pay , and the like.*

***Innovative services** :*

*- Cashback : Automatic cashback on purchases from partners.*

*- Investments: Possibility to invest in ETF funds or cryptocurrencies directly through the application.*

*- Financial advice: Application with automatic analyses and recommendations for better management of personal finances.*

***Strategies:***

*- Referral programs: A referral system where customers receive bonuses for referring new users.*

*- Influencer marketing: Collaboration with influencers and bloggers in the field of personal finance.*

*- Social media: Creating valuable content on platforms like Instagram , TikTok , YouTube to increase awareness.*

*- Hassle-free registration: Enable easy and quick registration via the mobile app.*

***Executive Summary Summary***

***Project name:*** *Neoalex*
***Business type:*** *Financial technology company ( neobank ) BaaS*
***Location:*** *Slovak Republic, Czech Republic (online access throughout the EU)*
***Main service:*** *Digital bank account with IBAN, mobile application, cards, loans, spending analytics, integration with fintech tools*
***Goal:*** *To become the leading Slovak neobank within 5 years*

***Target market*** *: EU / Central Europe*

*- Focus: Retail (individuals), later SME (small businesses)*

*- Source of income: Fees, premium accounts, exchange fees*

*- Initial capital: 5 million EUR (combination of investors and grants)*

*- Technology platform: Own + open banking API*

**💰 *Revenue model***

*1. Free basic account – income from interchange fees (approx. 0.2 – 0.3% of transactions)*

*2. Premium accounts – monthly subscription (€5–€20)*

*3. SME accounts (from the 3rd year) – higher fees, additional services*

*4. Partnerships – for fintechs and marketplaces*

**💸 *Cost structure***

*- Fixed costs: Servers, licenses, compliance , core team salaries*

*- Variable costs: Marketing, customer support, onboarding*

*- Investments: Application development, UX/UI, mobile platforms, AI chatbots*

*- Regulation and licenses: BaaS sub - banking license*

**💰 *Budget - Neoalex - fintech neobank (1–3 years)***

**▯ *Year 1 – Initial Budget (the most important year)***

**🛠 *Development and technology (total: €225,000)***

| ***Item*** | ***Amount (€)*** |
|---|---|
| *Mobile application development (MVP)* | *100,000* |
| *Web interface + API* | *30,000* |
| *BaaS partner ( Unlimit )* | *40,000* |
| *Cloud infrastructure (AWS, GCP, hosting )* | *10,000* |
| *UX/UI design, testing* | *20,000* |

| *Item* | *Amount (€)* |
|---|---|
| *Security and RegTech (KYC, AML)* | *0 / under the contract between Endemol and Cratech /.* |
| *Preparation of AML/KYC documents* | *25,000* |

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**📢 *Marketing and acquisition (total: €190,000)***

| *Item* | *Amount (€)* |
|---|---|
| *Social networks + performance campaigns ( Meta , Google Ads )* | *30,000* |
| *Referral system and rewards* | *20,000* |
| *Influencers , podcasts* | *55,000* |
| *Branding , logo, identity design* | *0 / within the contract between Endemol and Unlimit /* |
| *Events , promo partnerships* | *60,000* |
| *Content marketing (blog, SEO)* | *25,000* |

**👥 *Team and HR (total: €200,000)***

*(Estimated team: 6–8 people – CTO, CMO, Product , Support , Legal , CEO)*

| *Item* | *Amount (€)* |
|---|---|
| *Founding teams ( core founders , symbolic wages)* | *60,000* |
| *First employees/ freelancers ( dev , design, support)* | *90,000* |
| *Leads, tools, software* | *20,000* |
| *External consulting ( accounting , HR)* | *30,000* |

**⚖️ *Legal, compliance , licenses (total: €30,000)***

| *Item* | *Amount (€)* |
|---|---|
| *Legal advice (regulation, NBS)* | *15,000* |
| *GDPR, AML documentation, contracts* | *10,000* |
| *Fees and registrations* | *5,000* |

**🏢 *Operation and support (total: €50,000)***

| *Item* | *Amount (€)* |
|---|---|
| *Helpdesk software ( Zendesk , Freshdesk ...)* | *5,000* |

| *Item* | *Amount (€)* |
|---|---|
| *Rental / coworking* | *10,000* |
| *Tools ( Slack , Notion , GSuite ...)* | *5,000* |
| *Current expenses, hardware, testing* | *10,000* |
| *Internal PR, community activities* | *5,000* |
| *Reserve (unexpected expenses)* | *15,000* |

💡 ***Summary – Budget for Year 1***

| *Category* | *Amount (€)* |
|---|---|
| *Development and technology* | *200,000* |
| *Marketing* | *190,000* |
| *Team and HR* | *200,000* |
| *Legal and compliance* | *30,000* |
| *Operation and services* | *50,000* |
| ***Total*** | ***€670,000*** |

📊 ***Year 2 and 3 – Growth budget (estimate)***

| *Category* | *Year 2 (€)* | *Year 3 (€)* |
|---|---|---|
| *Development and technology* | *150,000* | *150,000* |
| *Marketing and growth* | *150,000* | *200,000* |
| *Employees and HR* | *300,000* | *500,000* |
| *Compliance and legal* | *50,000* | *50,000* |
| *Operation and infrastructure* | *80,000* | *120,000* |
| ***Total*** | ***€730,000*** | ***€1,020,000*** |

***2. Company description***

- ***Form:*** *Ltd.*
- ***Founders: Siska Peter, Marián Póša***

*Collaborators: Daniela Perunková / former branch manager of Raiffeisen Bank /*
*Rastislav Dzuroška / financial advisor /*

- ***Values:*** *Transparency, simplicity, security, user-friendliness*
- ***Vision:*** *To modernize banking in Slovakia and offer a fair alternative to traditional banks*

- ***Mission:*** *To provide banking services 100% digitally, without unnecessary fees and bureaucracy*

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***Market analysis***

🏦 ***Banking sector in Slovakia, Czech Republic:***

- *Dominated by traditional banks (Slovenská sporiteľňa, Koerčná banka, Česká Spořitelna , VÚB, Tatra banka)*
- *Interest in mobile banking is growing*
- *Entry of foreign neobanks ( Revolut )*

🎯 ***Target market:***

- *Millennials and Gen Z (18–40 years old), tech-savvy users*
- *Freelancers , startups , small companies*
- *Underserved groups (students, foreigners in Slovakia, digital nomads)*

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***4. Products and services***

- *Digital current account with IBAN / CY /*
- *Debit and virtual cards (Apple Pay , Google Pay )*
- *Accounting and expense analytics*
- *Possibility of savings sub-accounts and goals*
- *P2P payments, QR codes*
- *SEPA / SWIFT , ChapterGPT*
- *AML/KYC onboarding*
- *Dashboard / 2 FA verification SumSub , email verification, phone contact , sms /*

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***5. Technologies***

- ***Mobile app ( iOS / Android)***
- ***Web interface***
- ***API for partners ( open banking)***
- ***Banking core via Banking-as-a-Service ( Unlimit Bank)***
- ***RegTech tools (KYC, AML)***
- ***Security solutions (biometrics, 2FA) SumSub***

***Marketing strategy***

- ***Digital marketing:*** *Social media , YouTube, influencer marketing*
- ***Referral programs***
- ***Partnerships with coworking spaces , startup centers and universities***
- ***Content marketing:*** *Blog, newsletter , financial advice*
- ***Highlighting CY IBAN as a competitive advantage***

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***7. Operational plan***

- *Partnership with a licensed bank or obtaining your own license from the NBS (medium-term goal)*
- *Team: CTO, CMO, product manager, UX designer, customer support*
- *Outsourcing technology at the beginning ( BaaS solution), later internal development*

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***8. Financial plan (3-year estimate) monthly income and expenses***

| ***Year*** | ***Number of clients*** | ***Revenue (thousands €)*** | ***Costs (thousands of €)*** | ***Profit/Loss*** |
|---|---|---|---|---|
| *1* | *25,000* | *6.mile* | *2,400* | *+ 3,600* |
| *2* | *70,000* | *16,800* | *6,720* | *+ 10,080* |
| *3* | *110,000* | *26,400* | *10,560* | *+ 15,840* |

***Source of income:***

- *Fee exchange ( interchange )*
- *Premium accounts (e.g. with travel insurance, ETFs)*
- *Partnerships and affiliate products*
- *External collaboration with crypto companies*

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***9. Risks and challenges***

- *Difficulty of obtaining a license*
- *High competition from abroad*
- *Regulatory requirements (NBS, EU)*
- *Building trust with customers*
- *Cybersecurity*

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***10. Conclusion***

*Neoalex as a fintech The neobank has the potential to fill a gap in the Slovak market. Thanks to its local approach, innovative design and emphasis on customer experience, it can gain a competitive advantage over global players.*

### 📢 *Marketing strategy for Neoalex - fintech neobank*

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### 🎯 *Target groups*

1. ***Millennials and Gen Z (18-40):***
    - *Tech-savvy , used to apps , hate bureaucracy*
    - *They are looking for transparency, simplicity, style*
    - *Active on social media, sensitive to UX/UI*
2. ***Freelancers and small businesses:***
    - *They need a quick and easy bank account with billing options*
    - *They appreciate integrations with accounting tools*
3. ***Students and digital nomads:***
    - *They travel, want zero fees and fast onboarding*
    - *CY IBAN and Apple Pay = plus*

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### 📈 *Main marketing goals*

- *Get your first 15,000 users in 12 months*
- *Increase brand awareness and unique IBAN*
- *Build a community of fintech enthusiasts*
- *Maximize referrals and " viral spread"*

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### 📣 *Channels and tactics*

***1. Social media ( Instagram , TikTok , YouTube Shorts )***

- *Fun and educational videos: "Financial tips", "How to save money", "What is IBAN?"*
- *Influencers from finance, technology, lifestyle*
- *Real customer stories ("How I stopped paying bank fees")*

***2. Referral programs***

- *Bring a friend = you both get €10*
- *Gamification of recommendations – leaderboard , rewards, merch*

***3. Google & Meta Advertisements***

- *Campaigns on "best bank for young people", "free CY IBAN account", "how to open an account online"*
- *Retargeting for website and app visitors*

***4. Influencer marketing & podcasts***

- *Partnerships with local personalities (e.g. YouTubers , TikTokers , startups )*
- *Hosting on fintech , business and student podcasts*

***5. Partnerships***

- *Universities, coworkings , startup centers - promotions , events*
- *Connection to student cards (ISIC), discounts via the app*

***6. Content marketing***

- *Blogs: "How a neobank works ", "Comparison of Slovak accounts", "What is PSD2"*
- *Newsletter with financial tips, news in the app*

***7. PR and media attention***

- *Press releases at launch, interesting campaigns ("first Slovak neobank ")*
- *Interviews with CEOs in the media (Trend, Startitup )*

***Customer motivation – Bonus program***

*In case of sufficient turnover on the account, we will provide one of the selected **Netflix , Disney+ or other subscription services for free** , or we will offer **cooperation with local suppliers according to the client's preferences** .*

***Conditions for obtaining the bonus package:***

- *The client must achieve **a certain volume of purchases through the account and other transactions** to receive this service package for free.*
- *Regular monthly expenses and active use of the account will ensure entitlement to benefits.*
- *Cooperation with partners will allow you to choose from multiple subscription options.*

***Expected impacts for Neoalex :***

*Increase customer activity and frequency of account usage.*
*Higher transaction volume → higher transaction fees. Attractive loyalty program will attract new clients*

*Possibility of earning **affiliate fees from service providers ( Netflix , Disney+, local services)** .*

***Success measurement (KPI)***

| ***Metrics*** | ***12-month goal*** |
| --- | --- |
| *Number of registrations* | *25,000* |
| *CAC ( Customer Acquisition Cost )* | *≤ €20* |

| Metrics | 12-month goal |
|---|---|
| *Number of referrals / client* | *> 1.5* |
| *Social media engagement* | *10%+* |
| *NPS (Net Promoter Score) Score )* | *≥ 60* |

***Bonus campaign ideas***

***"Goodbye, fees!"*** *- a viral campaign where people tear up old contracts with banks*

- ***"The fastest account in Slovakia"*** *- challenge: open an account in less than 3 minutes*
- ***"Your bank account, your style"*** *– design your card according to your needs ( customization )*
- ***Interactive map of bank fees in Slovakia*** *– education + promo*

### 💶 *Financial plan – Neoalex*

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#### 📌 *Basic prerequisites*

| Parameters | Value |
|---|---|
| *Period* | *3 years (annual schedules)* |
| *Target market* | *Slovakia, Czech Republic + later EU* |
| *Model* | *Freemium ( free + premium account)* |
| *Source of income* | *Interchange , premium accounts, loans, partnerships* |
| *Banking license* | *First through a partner ( BaaS ), later own* |
| *First version of the application* | *MVP within 6 months* |
| *Average revenue per user (ARPU)* | *€3 / month in the 3rd year* |
| *CAC ( Customer Acquisition Cost )* | *~€10–€20* |

#### 📈 *User growth projection*

| Year | Users | % Premium | Premium users |
|---|---|---|---|
| *1* | *25,000* | *10%* | *2,500* |
| *2* | *70,000* | *15%* | *10,500* |
| *3* | *110,000* | *20%* | *22,000* |

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#### 💸 *Income (estimated)*

| *Source of income* | *Year 1 (€)* | *Year 2 (€)* | *Year 3 (€)* |
|---|---|---|---|
| *Interchange fees* | *6,000,000* | *16,800,000* | *26,400,000* |
| *Premium accounts* | *125,000* | *525,000* | *1,100,000* |
| *Partnerships ( affiliate , API)* | *62,000* | *40,000* | *100,000* |
| ***Total*** | ***6,187,000*** | ***17,365,000*** | ***27,600,000*** |

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***Costs (annual)***

| *Cargo type* | *Year 1 (€)* | *Year 2 (€)* | *Year 3 (€)* |
|---|---|---|---|
| *Development and technology ( BaaS )* | *2,400,000* | *6,720,000* | *10,560,000* |
| *Marketing and acquisition* | *190,000* | *150,000* | *200,000* |
| *Employees and HR ( core team)* | *200,000* | *250,000* | *500,000* |
| *Legal, compliance , NBS* | *30,000* | *50,000* | *50,000* |
| *Operation and customer support* | *50,000* | *80,000* | *120,000* |
| ***Total*** | ***2,870,000*** | ***7,250,000*** | ***11,430,000*** |

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***Profit / Loss (EBITDA)***

| *Year* | *Revenues (€)* | *Costs (€)* | *EBITDA (€)* |
|---|---|---|---|
| *1* | *6,000,000* | *2,400,000* | *+ 3,600,000* |
| *2* | *16,800,000* | *6,720,000* | *+ 10,080,000* |
| *3* | *26,400,000* | *10,560,000* | ***+ 15,840,000*** |

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***Investment needs and use of capital***

| *Category* | *Budget (€)* |
|---|---|
| *Technological development* | *2,000,000* |
| *Marketing & growth* | *500,000* |
| *Team and HR* | *300,000* |
| *Reserve / buffer* | *300,000* |
| ***Total ( Seed )*** | ***€3,100,000*** |

| ***Category*** | ***Budget (€)*** |
| --- | --- |

***Exit strategy / return***

- ***Break- even point:*** *continuous*
- ***Possible exit :***
    - *Strategic sale to a large bank/ fintech*
    - *IPO (5–7 years)*
    - *Merger with EU fintech*

- ***Expected valuation after 3 years:*** *€10–15 million, at a multiplier of 6–8x ARR*

***To get started, we will need an investment of approximately: 3-5 million EUR to cover the costs of application development, marketing and initial operations.***

***Investment Costs:***

*- Application development and maintenance: 30% of the budget.*

*- Marketing and customer acquisition: 40% of the budget.*

*- Operating costs: 20% of the budget.*

*- Contingency funds and reserves: 10% of the budget.*