

EXECUTIVE SUMMARY

Credit cards are commonly used for many types of transactions all over the world, mainly due to the rewards that the cardholders are able to gain from these credit card transactions. In Indonesia, people spend more than they save. Credit cards can be a tool to spend more, however Merge aims to assist these credit cardholders in order to be able to maximize their rewards in their transactions. Merge is a financial technology platform that offers the cardholders to be able to do transactions, while offering various features. It was founded in 2023 by a group of university students that observed people in their surroundings with credit card problems that occurred, including not being able to maximize their rewards and bringing too many credit cards. Merge's features are aimed to make the cardholder's transactions more convenient and efficient, and are able to be used for daily transactions at a low cost. Merge's target market is the financially-conscious, middle-class, urban population in Indonesia. As Indonesia's population continues to grow, the target market grows positively. Starting the research with cardholders in urban areas of Indonesia, the total addressable market is Rp1.6 billion and will continue to grow over the years. The competitors are few, yet the market continues to grow. With that being said, Merge is confident that the business will be able to outperform the competitors. Merge is a never-seen-before platform, offering the necessary features to go with it. With Merge, the cardholders are able to compare and get the best rewards when making payments, splitting payments if necessary, as well as an all-in-one financial tracker of the cardholder's credit card usage. Merge exists to promote *saving while you spend*, as well as to act as a tool to solve cardholders' credit card problems.

Keywords: Rewards, Transactions, Maximize

Industry: Financial technology