



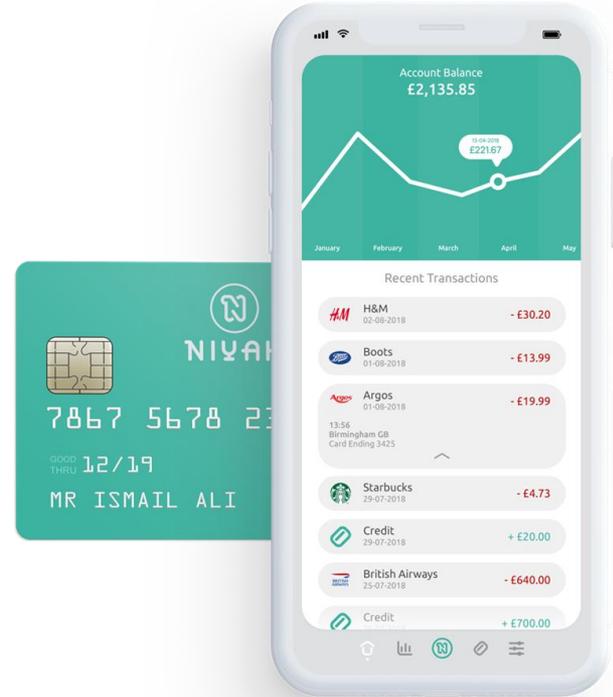
# NIYAH

Islamic Banking with a peace of mind

**What is Niyah?**

Niyyah (**Arabic:** نِيَّة, variously transliterated niyyah, niyya ['nij.ja], "intention") is an Islamic concept: the intention in one's heart to do an act for the sake of God (Allah)

We are building a digital Islamic **bank** that combines Islamic belief and convenience.



**Why are we building Niyah?**

**Not another Digital Bank**

**How are you different from current  
Islamic banks?**

**Millions of Muslims are having  
to choose between their  
Belief and Convenience**

## Conventional fintech banks- Convenience

- Digital only and have easy to use Mobile app
- Register for an account using mobile app (8-10 mins)
- Use AI and smart analytics
- Constantly updating/adding features
- **Not sharia compliant**



# Conventional fintech banks- Convenience

Version History

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0.59.0 23 Aug 2018

What to look out for this week:

- It's been death by a thousand lines of code for bugs this week. Seen the odd issue in Loans? They should all be fixed.
- Plus we've vanquished a fair few Marketplace bugs too, so if you've had trouble linking Marketplace partners to your account recently, that should all be fine now too.
- Finally, good news for our non-binary friends! As of this release, gender neutral titles are a go.

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0.58.0 16 Aug 2018

- We're rolling out loans! Apply in minutes from your app and once you're approved, you'll be able to spread the cost of big ticket items and choose a repayment time period and monthly repayment amount that suits you.
- If you've got more than one Starling account (Business, Joint, Personal) you can now choose which account you want to pay from when using Settle Up, or choose which account you want to connect to a Marketplace partner's app.
- Finally, some services require you to send them a 1p payment to them to validate your account. You can now make a bank transfer of as little as £0.01 from your Starling app.

## Manage your money



### Set spending targets

Set monthly targets for spending on things like groceries and going out.



### See an easy summary

See an overview of your account any time, sorted by what you spend on, with notifications if you're spending too fast.



### Get instant notifications

Get a notification the moment you use your card, before the receipt finishes printing.



Starling Bank

★★★★★ 5 September 2018



\* So many cutting edge features. \* Awesome support. \* Great Dev team. \* Transparent with their plans and financials. Best bank I have used.

# Islamic banks - Sharia compliant

- Limited option and not easily accessible
- Fallen behind on technology advancement
- Mobile app not easy to use
- Only one Islamic bank offers online account registration

## User reviews



[Redacted name]

★★★★★ 7 August 2018



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Very poor. Doesn't work properly on my Essential PH-1 (Android 9). Other banking apps (Barclays, TSB, NatWest) are a lot better. Fingerprint login would be great. App needs an overhaul in design. Not user friendly at all. Please fix.

x

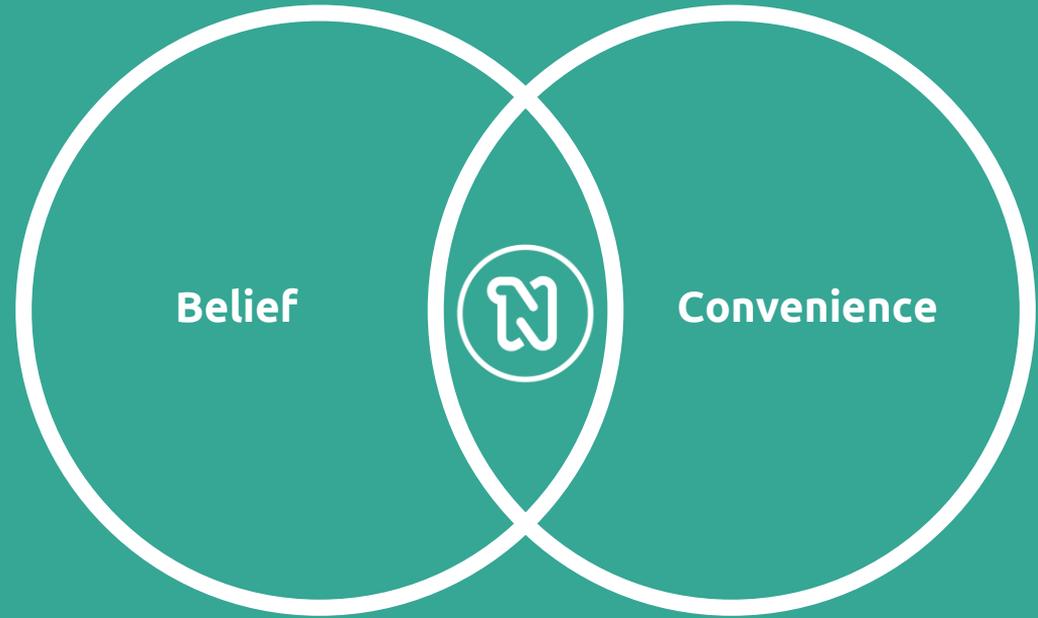
## Version History

1.01	Sep 7, 2017
- Updated products information	
1.0	Nov 30, 2015

## Applications and downloads

Please select the download links below for our Personal Banking Specific and General Terms and Conditions and to download an Application Form. To apply for an account, please complete and return your application form with supporting proof of address to one of our branches, or by post to:

**We believe that  
Muslims should not  
compromise their  
beliefs for  
convenience**



How?

# Customer focused

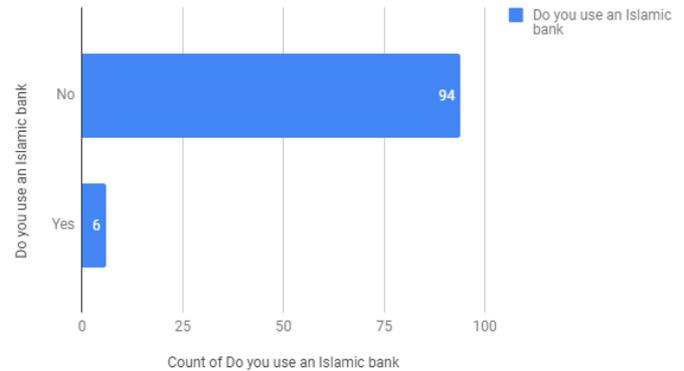
We pride ourselves in being customer focused to ensure we build the right product.

We have surveyed over 200 target customers (2 surveys)

Plan to interview 20 in the next two weeks.

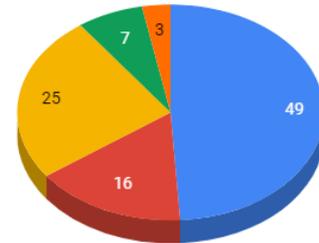
Preliminary results from our current survey validate our assumptions.

Count of Do you use an Islamic bank



Count of How do you currently interact with your bank and how often? [I use a mobile app]

● Daily ● Few time a day ● Once a week ● Never ● Once a month



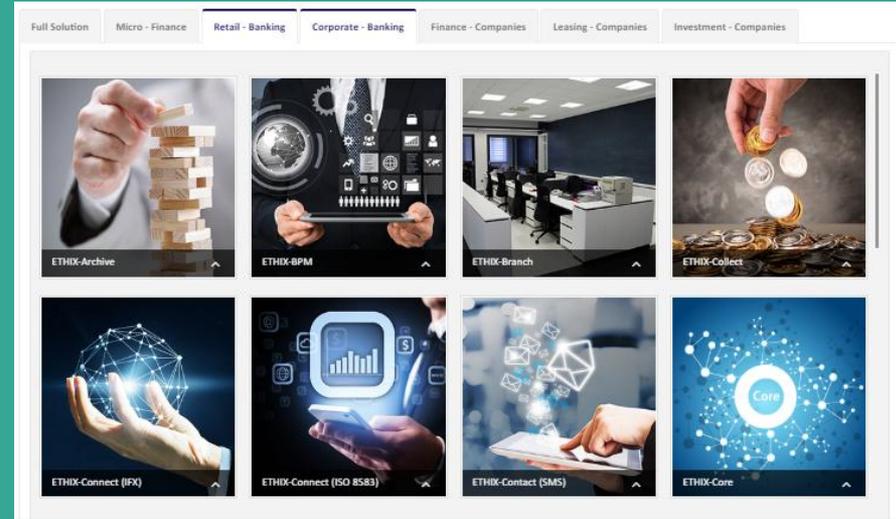
# Technology Driven

We are building our Islamic banking system from scratch.

Most of the Islamic core banking software on the market today are outdated.

Complex to install and configure.

Very costly

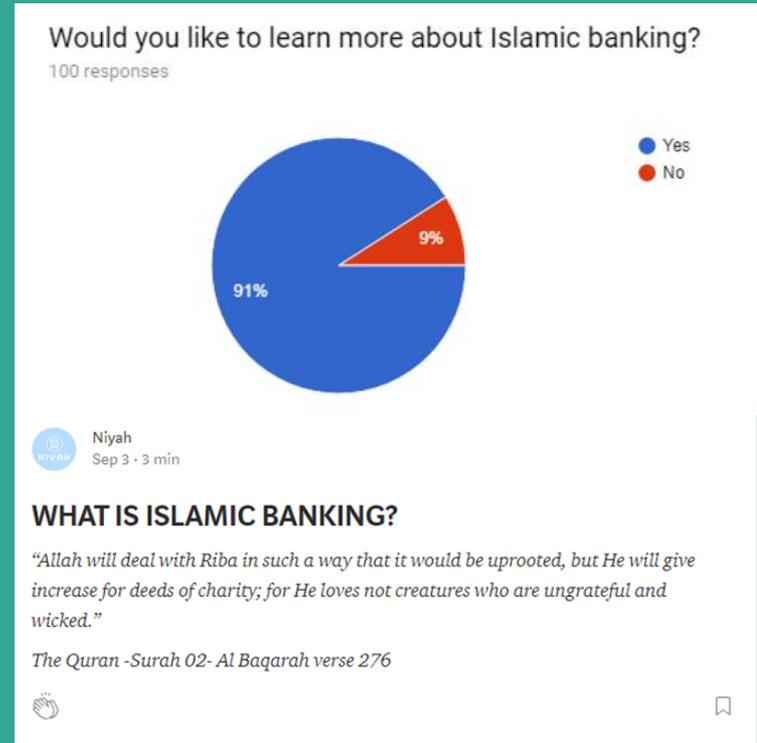


# Educate our customers

From our initial customer research we have identified users want learn more about Islamic banking.

We have started a blog to explain Islamic banking to our users.

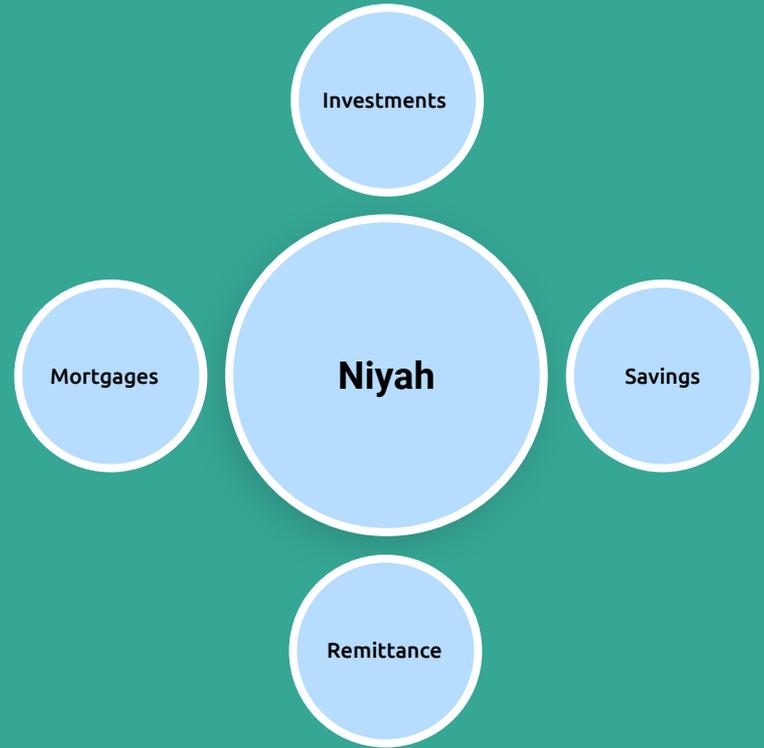
We are also planning to produce video material and ebooks.



# Islamic finance marketplace

We are building a marketplace which puts our customers in the center of the wider Islamic finance ecosystem.

Connecting their Niyah account to other Islamic financial services that are integrated with Niyah.



**The Muslim Community deserves a better  
banking experience, that's why we are  
building Niyah**



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