



CASE STUDY

MONAMI TECH

We developed Monami's deep operational model and advised on a significant turn in their business model, from B2C to B2B, which led to Monami obtaining investment from various Middle East-based investors.

CHALLENGE

Monami Tech, a payments start-up firm, needed an in-depth operational model to elucidate and quantify the online and on-ground presence needed to roll out a competitive payments platform technology that could service the needs of underserved and underbanked communities across MENA and Asia Pacific regions.

APPROACH

Trivium worked with the start-up team at Monami to develop a deeply detailed business case and operating model that provided launch plans for a global payments platform across 30 major countries. We developed robust assumptions on the sales and marketing budget, corporate HQ level staffing and support functions required to operate the business.

OUTCOMES

- Purpose built extensive company level operating model
- Led to **successful investment** from various middle east investors

KEY SERVICES



Financial Modeling & Valuation



Strategic Growth Execution

INDUSTRY



Payments Technology

