



## About Simpl

By taking a data-enabled and smartphone-first approach, Simpl works with merchants like Zomato, BookMyShow, Grofers and Dunzo to reduce the payment flow to a single tap, therefore improving their product experience, and giving users a payment mode that's faster and more convenient than wallets or cards. For the user, s/he just has one bill which needs to be paid for transactions made across frequently used online merchants. Backed by Green Visor Capital and IA Ventures, the company was founded in 2015.

## Key People

### **Nityanand Sharma - Co-founder and CEO**

Nitya was born and brought up in Mathura and Delhi. He moved to the US for his MS from Michigan University. He then spent the next 7 years on Wall Street, working at Bear Stearns and Goldman Sachs. In 2008, he joined the founding team of JNF, a hedge fund that was sold to Citi two years later.

Nitya then briefly worked in Rwanda - structuring products for micro-finance institutions. In 2013, he decided to move to India and start over. It eventually led him to co-found Simpl with Chaitra in 2015.

### **Chaitra Chidanand - Co-founder and President**

Chaitra was born in Bangalore, and brought up in different parts of India. After working for a while in India, she moved to the US to pursue her MBA at Stanford.

She had a keen interest in payments and lending, and it was the topic of her dissertation at Stanford. After a brief stint in Japan, and working with various companies in the US, she was introduced to Nitya in 2015, she decided to take the plunge and move back to India to start Simpl.

## **Joe Saunders - Board of Directors**

Mr. Joseph W. Saunders is a partner at Green Visor Capital. He was the CEO of Visa Inc. from 2007 to 2012 - and oversaw Visa's IPO, which at that time was the biggest IPO in US history.

Apart from Visa, he has also worked with companies like HSBC, Washington Mutual and Bank of America in various senior capacities. He received a Bachelor of Science in Business Administration in 1967 and a Master of Business Administration in 1968, both from University of Denver.

## **Sam Wen - Engineering Advisor**

Sam Wen serves is a Venture Partner at Green Visor Capital. Before that, he was in the founding team and was the first engineer at Square, Inc. At Square, he was responsible for helping create the swipe algorithm and hardware that powers the credit card reading capabilities of all Square devices on iOS and Android enabled phones and tablets. His work yielded seven issued patents and one patent pending.

He holds BS in Electrical Engineering and Computer Science from Washington University in St. Louis.

## **David Smilow - Advisor**

Mr. David A. Smilow is a serial entrepreneur and is one of the earliest proponents of fintech In the early 90s, he co-founded Telebanc - where most of banking functions could be done via a telephone. It became the world's largest internet bank before it was sold to E\*Trade. David went on to serve as the Chairman of the Board of Directors of TeleBank at E\*Trade Bank since January 1994, and also its Chief Risk Management Officer since February 1996. Today, E\*Trade is one of the largest online brokerage and financial service providers in the US.

Mr. Smilow received a B.A. from Johns Hopkins University and an M.B.A. from Harvard Business School. He sits on multiple corporate boards and lectures at Harvard Business School.

# Institutional Investors

## Green Visor Capital

Based in San Francisco, Green Visor Capital is on a mission to help reinvent the financial services industry for the 21st century — one startup at a time. The Green Visor team looks to back passionate entrepreneurs in fintech around the world, who are working to challenge the status quo — to better promote inclusion, transparency and efficiency — through the innovative use of technology.

## IA Ventures

IA Ventures is a NYC-based investment firm focused on creating competitive advantage through data. It was founded by Roger Ehrenberg in 2009. Other portfolio companies include Transferwise, Digital Ocean and MemSQL.

## SF Capital

SF Capital Group invests in financial technology startups and other assets with a long term focus. The firm is headed by Neil Wolfson, a former partner at KPMG. The firm has previously invested in companies like OnDeck and FiscalNote.