

PROJECT AZALEA

BUSINESS OVERVIEW



An opportunity exists to acquire the business and assets of Project Azalea, a fintech platform designed to deliver ethical, community-driven financial services to underserved groups in the UK.

The platform enables users to manage digital saving circles (ROSCAs) improving financial inclusion and resilience.

Founded with a mission to empower migrant communities and individuals underserved by traditional banking, the Company has developed a fully functioning app, secured key partnerships, and has begun generating revenue.

The Company is positioned to scale across a growing £20bn+ market serving underserved and culturally aligned financial needs in the UK and beyond.

TECHNOLOGY OVERVIEW



- B2C fintech platform built for Android & iOS
- Features include: digital saving circles and financial education
- Modular, scalable infrastructure supporting multi-market expansion
- In-app ID verification, payment integrations and user support
- Strong emphasis on community, trust, and financial wellbeing

ASSETS AVAILABLE



- Fully operational fintech platform and code base
- Registered trademarks, logos, and product branding
- Customer data (subject to GDPR and transfer protocols)
- Mobile apps on Apple and Google Play stores
- Developed partnerships with financial service providers and community organisations

DEADLINE



Deadline of initial expressions of interest by **Friday 25 July 2025 at 12pm**, final deadline to be set shortly after.

FURTHER INFORMATION

Requests for further information should be addressed to Emily Muir or Molly Greenhow of SIA Group who are acting as agents. Contact details have been provided below.

Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.



EMILY MUIR

emily.muir@sia-group.co.uk
+44 (0) 7442 936 429



MOLLY GREENHOW

molly.greenhow@sia-group.co.uk
+44 (0) 141 378 4500