

## Q&A with Nikh Nath, President of Launcher.Solutions providing a Subprime Auto Loan Origination System, Dealer Relationship Manager and Real-Time Information on Loans



**Nikh Nath**  
President

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Interview conducted by:  
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**“Our philosophy is to break down the barriers between vendors, data and our lending customers.”**

**- Nikh Nath**

**CEOCFO: Mr. Nath, what is the idea behind LAUNCHER.SOLUTIONS?**

**Mr. Nath:** We formed this company in an endeavor to serve the subprime automotive finance market with solutions that are specifically tailored to this segment.

**CEOCFO: Would you tell us a bit about the subprime market?**

**Mr. Nath:** Most people would have heard about subprime during the recession.

The subprime industry exists to provide credit opportunities for people with subpar credit; people who have had some challenges in their financial lives. The challenge in lending to this segment of the market is that there Lenders take on a monetary risk of losing their money when they lend in that market. The differentiators from a prime market to a subprime market, specifically from a lenders perspective is how much work is put into understanding the risk that they are getting into.

**CEOCFO: Would you tell us about your different products and how they work?**

**Mr. Nath:** LAUNCHER.SOLUTIONS has three products in the market today. Our flagship product is appTRAKER. This is a Loan Origination System which allows the lenders to underwrite the loan with as many data points as they need. We like to break down the barriers between the data, the partners proving them and the lenders. Our second solution is a customer relationship management system which we call myDEALER.CARE. This allows the lenders to interact and manage their relationships with their dealers. Finally, my.ACCOUNT.CARE provides lenders with a platform to provide real time information on loans and to interact with their lending customers through a customized web portal, SMS or email.

**CEOCFO: How do your products differ from what might be available elsewhere today?**

**Mr. Nath:** Our product has been built industry professional with the subprime lender's process in mind. These improvements manifest themselves in many ways such as the ability to consume vast amounts for data for risk assessment thru numerous third party vendor integrations, tools for modeling complex pricing calculations or simplified processes to tackle the complex customer verification tasks. While the prime financing process is pretty much, “Sign these papers and walk away”, a subprime auto finance process looks like a mini mortgage. There is a lot more paperwork for everyone concerned and the customer has to provide proof of income, residence and so on from which the lender has to verify the customer actually has the ability to pay. There are regulatory mandates around these things. Therefore, the process is very intense from the start to finish. Most competing products do not handle these complexities very well.

**CEOCFO: Would you give us a couple of examples of how a lender is interacting with your products that would be different and better? Do you provide more options or make it easier?**

**Mr. Nath:** I think the pain of working with numerous data sources or managing the verification process is readily recognizable to any lender in the subprime market. The appTRAKER product provides a very easy to use graphical tool