



Generating equitable financial access for low-to-moderate income households

Series B

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Series B Presentation

We founded Esusu based on our personal experiences



Samir Goel & Abbey Wemimo
Co-Founders



No matter where you come from, the color of your skin or your financial identity should not determine where you end up in life.

Previously

LinkedIn

Goldman Sachs

We have a plan to bridge the racial wealth gap

VISION

**Unleash the power of data
to bridge the racial wealth gap**

MISSION

**Dismantle barriers to housing
for working families**

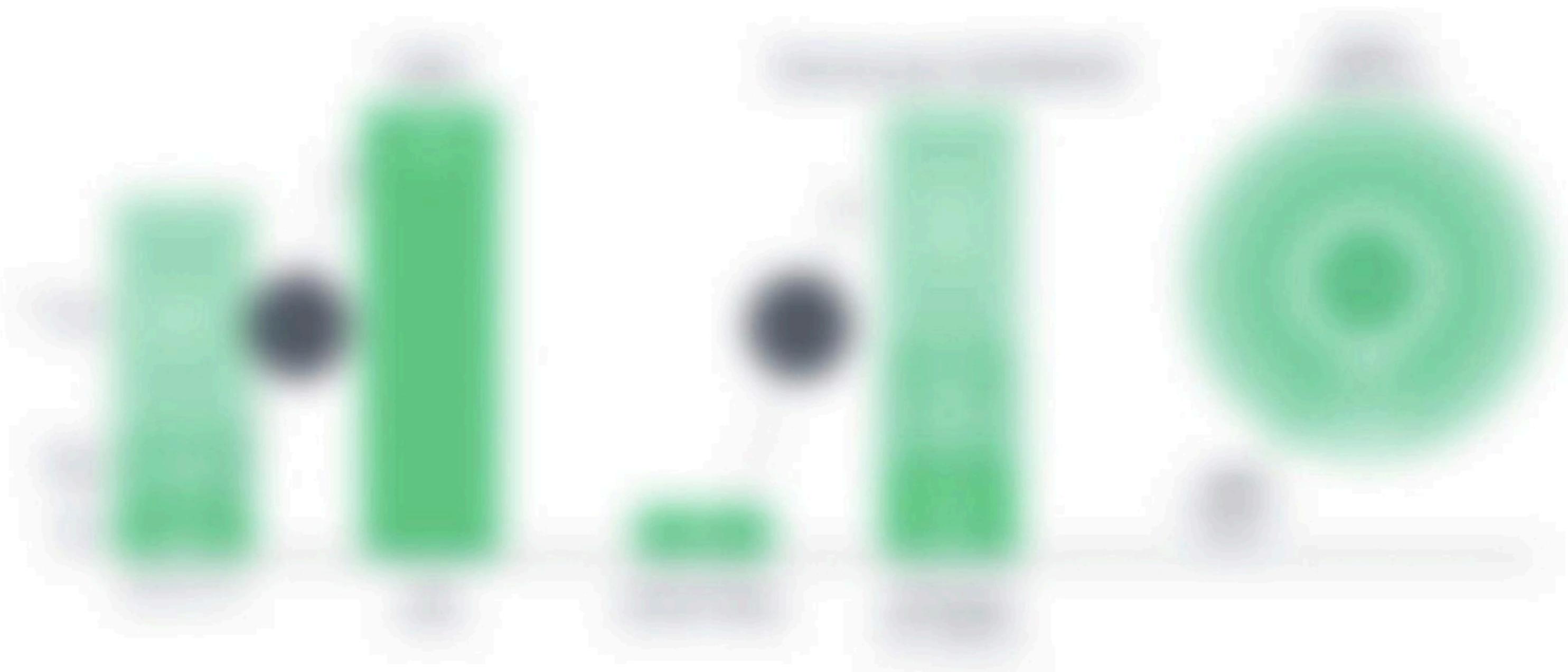
Our plan starts with helping renters build credit

Every month, over **109 million Americans** send on average **\$1,100** in rent to property owners (**\$1.44 trillion annually**).

Over 90% of renters (100 million) don't get credit for paying rent on time which leads to financial exclusion.

For many, rent is the most significant monthly expense, amounting to **more than 35 percent of monthly income.**

The Market Opportunity Is Massive



The Esusu Rent platform is a win-win-win ecosystem for landlords, lenders, and renters

Rent Reporting:

Renters build credit by paying rent while landlords increase their on time payments.

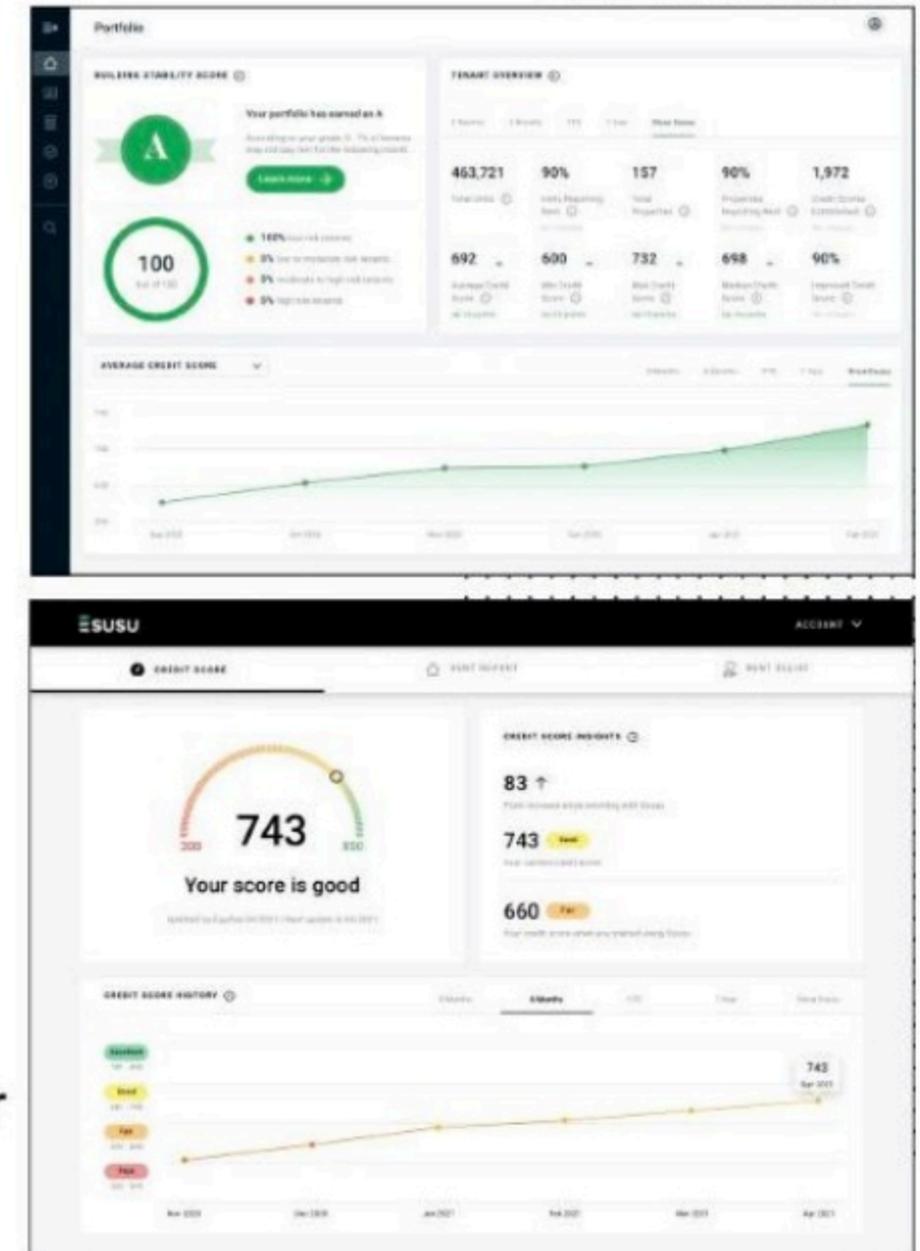
Housing Stability Loans:

Renters keep a roof over their heads. Concurrently landlords improve cash flow while reducing turnover.

Esusu RentRisk™ Analytics Platform:

ESG Data: The universal standard for the real estate sector to measure their social impact.

Predictive Insights: Landlords and lenders become proactive rather than reactive with our AI/ML algorithms.



Esusu's platform captures differentiated data at scale

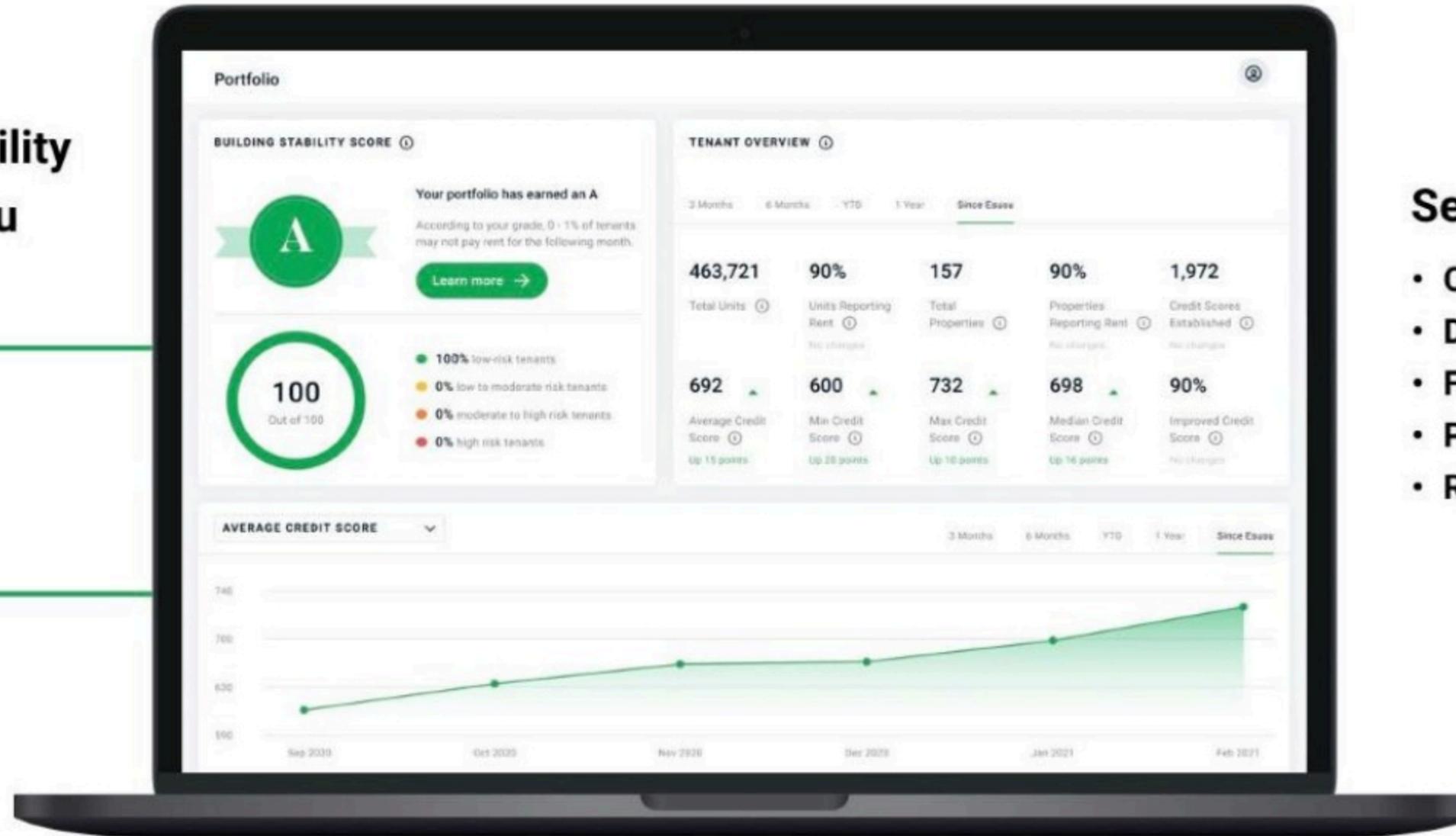
Esusu has completed integration into 38 million of the 48 million rental units in the United States.



Esusu has become the standard for ESG and impact measurement in commercial real estate

Building Stability
Score & Esusu
RentRisk™

ESG Metrics

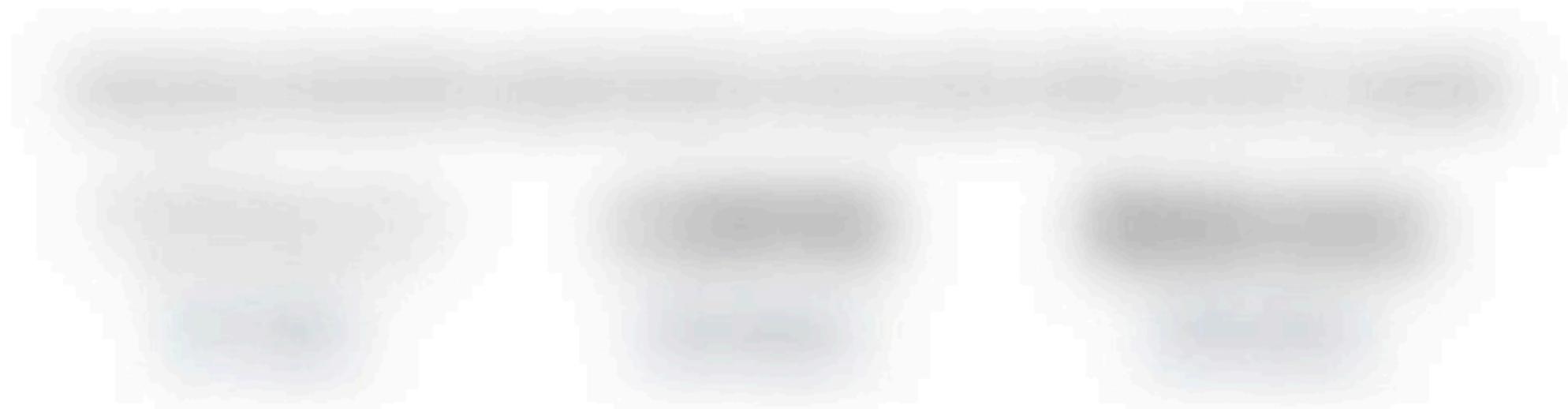


Select Data Points:

- Cash Flow
- Demographic Data
- Full Credit Profile
- Property Data
- Rental History

Esusu works with the largest landlords in America

Esusu partners with 35% of the largest landlords (2.5M units housing 6M+ renters)



We've grown with our partners by adding value:

Esusu grew its Related Companies portfolio coverage from 1,500 to 55,000+ units.

IMPACT STORY

Not renting anymore!!! Actually your program made it possible for us to buy a home! We JUST picked up the keys this morning! THANK YOU sooo much!

- Wanda C.

+2,309

Number of Related Residents who established a credit score.

\$500K

In microloans deployed to Related Sites.

+32pts

Average Related resident credit score improvement.

+82%

Related residents that saw a credit score improvement.

We have built the strongest brand in the sector

Esusu has built the **strongest brand** in the sector through targeted investments in media and storytelling, which have resulted in a substantial uptick of coverage with the **largest landlords, lenders and millions of renters.**

FEATURED IN

**BUSINESS
INSIDER**

The New York Times

TC TechCrunch

THE WALL STREET JOURNAL.

Bloomberg

The Washington Post



**BLACK
ENTERPRISE**

**GLOBAL
CITIZEN.**

Nasdaq

nerdwallet

yahoo!

Forbes

Inc.

Underpinning this strong momentum is a highly favorable regulatory environment



Esusu has established itself as the trusted market leader and de facto partner for rent reporting.

We've built the right team to execute against this audacious vision

Experienced founders, real estate operators & technologists dedicated to our vision and mission.

