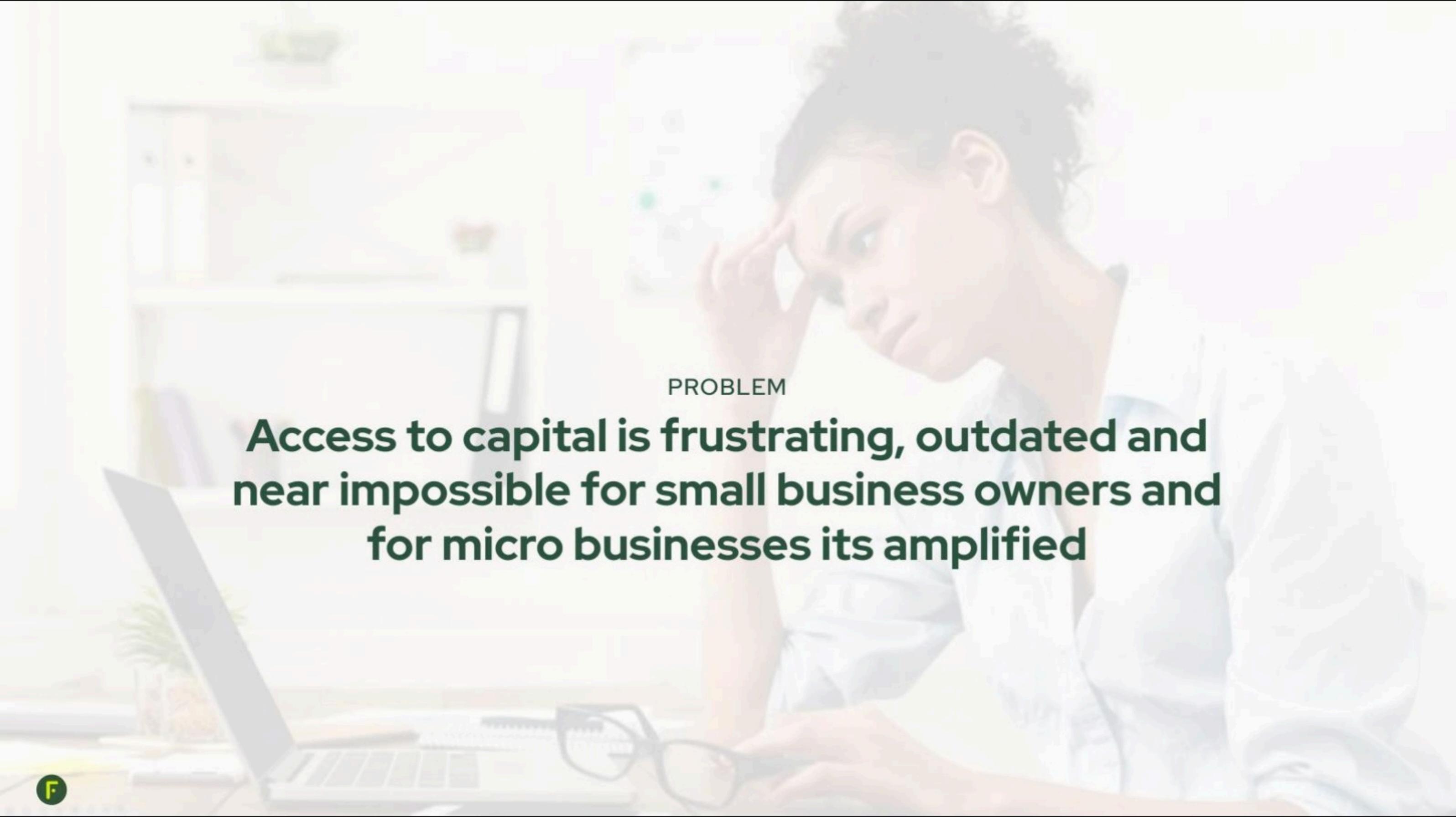


A smiling woman with glasses is working on a laptop in a classroom setting. The background shows other students and a teacher. The text 'FUNiDiD.' is overlaid in a bright yellow color.

FUNiDiD.

COMPANY PURPOSE

Empowering businesses on their growth journey
by simplifying **business finance** and
access to capital

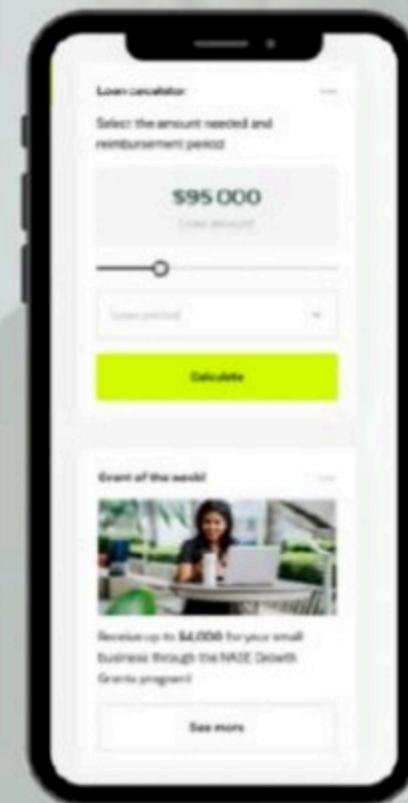
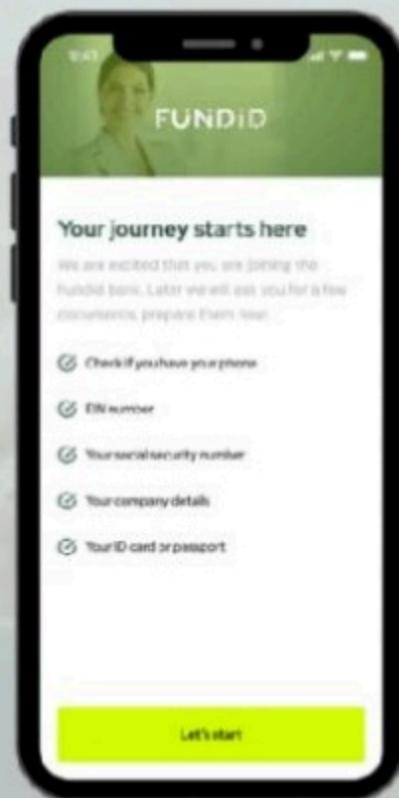
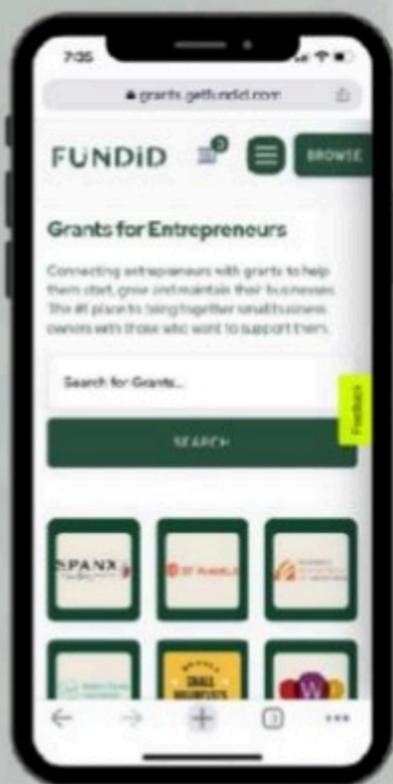
A woman with dark hair tied back, wearing a light blue button-down shirt, is sitting at a desk. She has her right hand on her forehead, looking thoughtful or stressed. In front of her is an open laptop. To her left, a pair of glasses and a notebook are on the desk. The background is a bright, slightly blurred office space with a bookshelf and a window.

PROBLEM

Access to capital is frustrating, outdated and near impossible for small business owners and for micro businesses its amplified

SOLUTION

The first business building card that empowers small business owners to improve cash flow by converting expenses to micro loans with a buy now pay later bucket.



1 Grants

The one place business owners look to find grants that are a match to their business

2 Business Building Card

A card that finally create a hopeful path towards business growth. The only card they need to fund the growth of our members business.

3 Micro-lending

Leveraging a micro loan "bucket" for our users to move monthly expenses into micro loans to improve cash flow for growth

WHY NOW

Small business is the backbone of the US economy yet the barriers that prevent them from getting capital and credit is unnecessarily holding them back and they are in search of solutions.

75 %

Of Businesses in the US are micro businesses meaning they have less than 9 employees



Business Cards



Buy Now Pay Later similar to micro-loans



MARKET POTENTIAL

The U.S. small business segment represents an estimated revenue pool of around \$90B to \$100B across lending and deposits.

Women business owners are the perfect starting point as this problem is so clear to them. Access to capital is the constant barrier preventing them from growing their businesses.¹

\$40T

U.S. small and medium business revenues¹ with 26.5M SMBs²

\$17.2T

Market size if WOB achieved equity with 42% of revenues¹

\$1.9T

Revenue from 13M U.S. WOBs¹

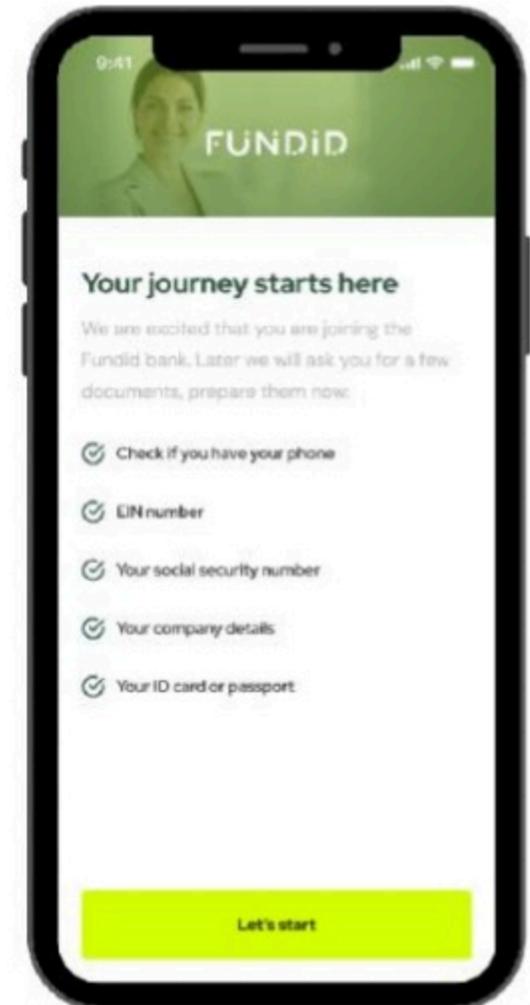
BUSINESS MODEL

Fundid uses business grants as the entry point to be the go to platform for businesses to understand finance and get access to the capital they need to grow

INTERCHANGE



BUSINESS LOANS



GROWTH

Within months of launching our grant Match Program Fundid is on a path to widespread growth

Grant Match Program

- New Grant Match Program Sign Ups Per Day 170-190
- Total Grant Match Program Users: 7,057

Survey's and interviews

- Total survey's complete: 2000+
- New Survey's complete per day: 60-80

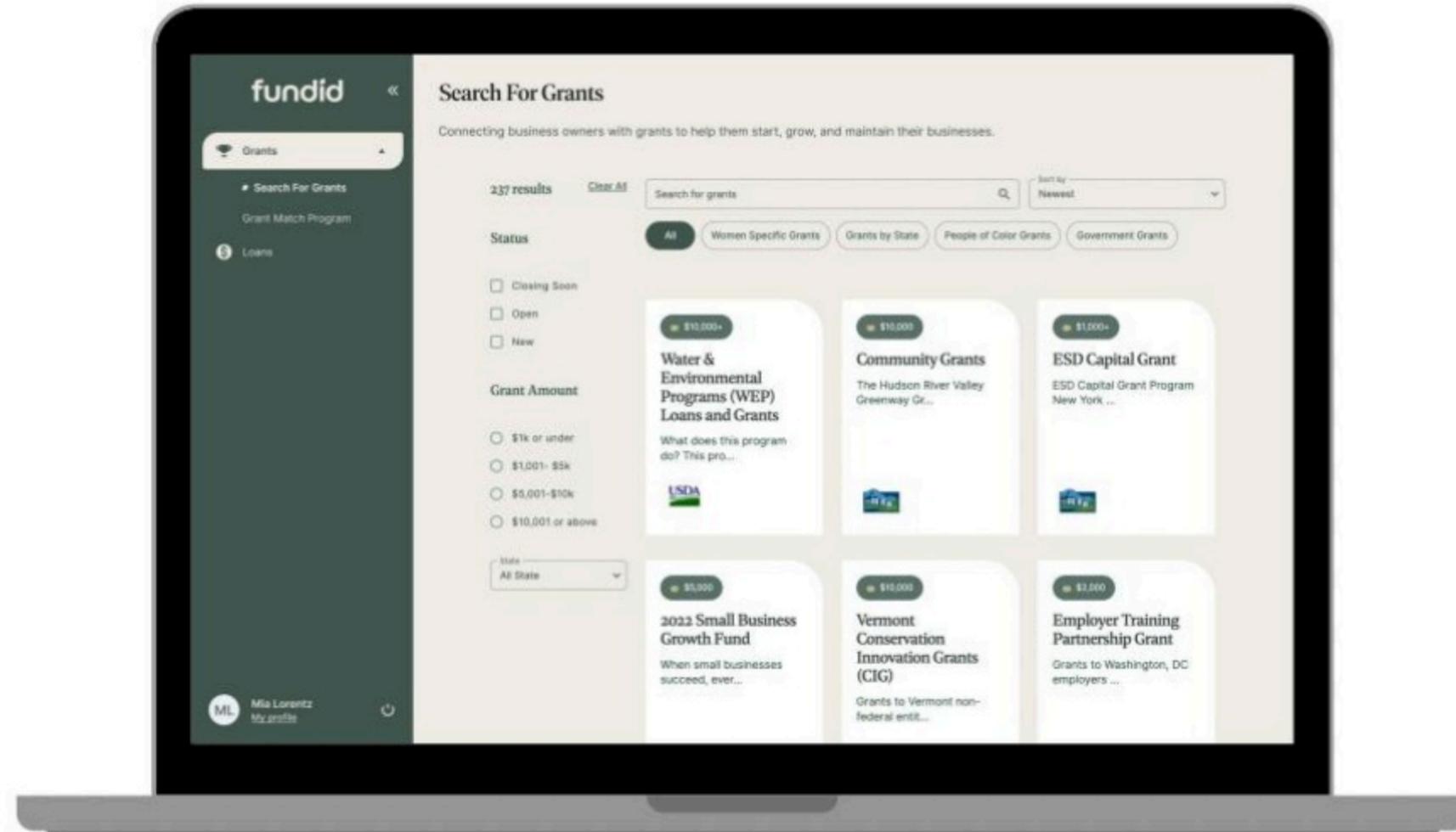
Waitlist- Business Building Card

- Total Waitlist 1,560+
- Average new sign ups per day: 60-90

Website

- 56K monthly website impressions
- 9-10k website users per month

We only started marketing in May 2021



VISION

Building on the momentum of our grant marketplace to unlock the potential of all companies

Accelerate Grant Match Program

- Can we attract our ideal customer?
 - Yes! We have found this program easily attracts and converts our ideal customer into our funnel
- Survey and Waitlist conversions for next step
- Keeping engaged

Business Building Card

- Introduce the first credit building business card to finally give SMBs a hopeful path to credit and lending
- Gamification to unlock new limit increases, weekly autopay, no fees

Micro Lending "bucket"

- Allow members to convert higher value expenses into micro loans with our micro loan bucket.
- Dramatically improves cash flow for SMBs and empowers their growth

Leverage Data to create other lending options

- Learn from data to create lending paths that are proprietary to our cards called the Fundid Business Health Score

FUNDID

The only business card with a path to credit/lending.

THE CASE FOR GROWTH CAPITAL FOR WOMEN

Women don't get access to capital due to an outdated system, thus hindering their growth. Fundid's credit building card changes the game on how we evaluate access and unlocking the potential of women SMBs along with all the other overlooked segments of business owners...which is the majority



TEAM

A world-class team of female founders, bankers, and technologists



Stefanie Sample, Founder & CEO

- **Serial entrepreneur** for past 13 years
- **Operational expert**
- **Proven Marketer:** Serving as a trusted consultant to 30+ startups looking to create a scalable customer acquisition model, find long term traction to content and build marketing that doesn't rely on social ads.
- **Advisory:** First Interstate Bank Advisory Board. Regional Executive Committee for Young Presidents Organization, Management of C2M Beta an accelerator in Montana for startups, advisor and coach to startups looking to scale through marketing, Unit Level Profitability Board of a franchise brand.



Cameron Peake

Strategy & Operations

Co-founder & CEO, Azlo
Innovation @ BBVA
Co-Founder, Wharton Fintech



Matthew Browning

Banking Ops

COO, Snap Finance
CEO/President, Sterne Agee Bank
President, Target Bank



Millicent Tracy

Compliance and Risk

SVP Payments, Wells Fargo
Advisor, Compliance & Risk
Management, Park Place Fintech



Camellia George

Banking Technology

Co-founder & CTO, Koxa
Head of Product, Venmo
Head of Product, Ninth Wave



Mylee Vignes

Product

SVP, Head of Growth Products and
Innovation Snap Finance

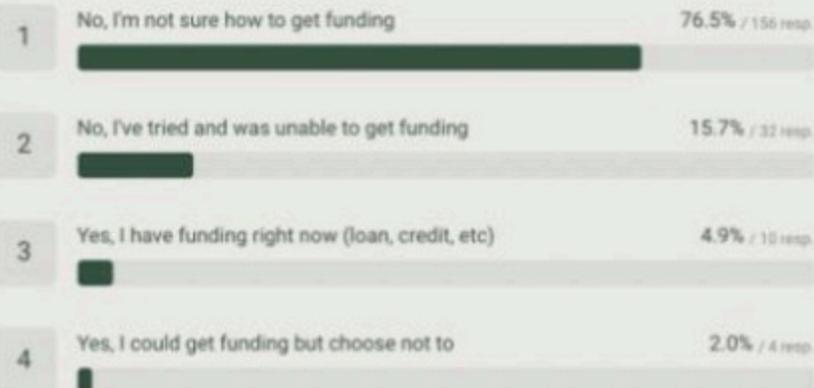


CUSTOMER DISCOVERY SURVEYS & INTERVIEWS

With over 800+ surveys completed we have confidence that our customer wants a better solution that's designed to get them what they need to grow

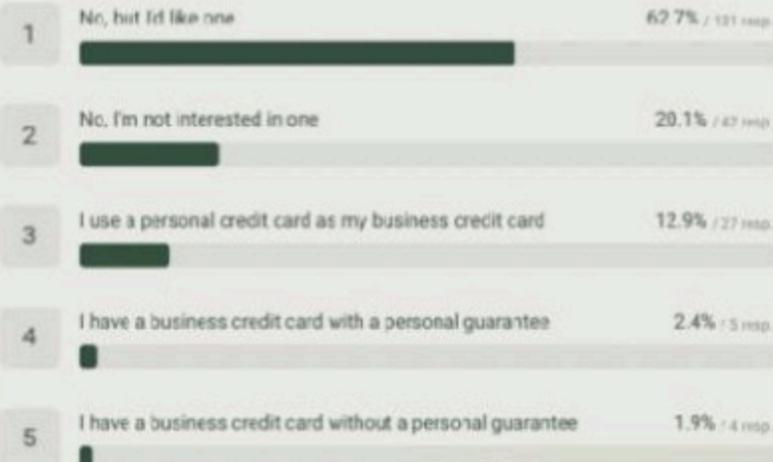
Do you currently have access to a source of funding for your business?

204 out of 209 answered



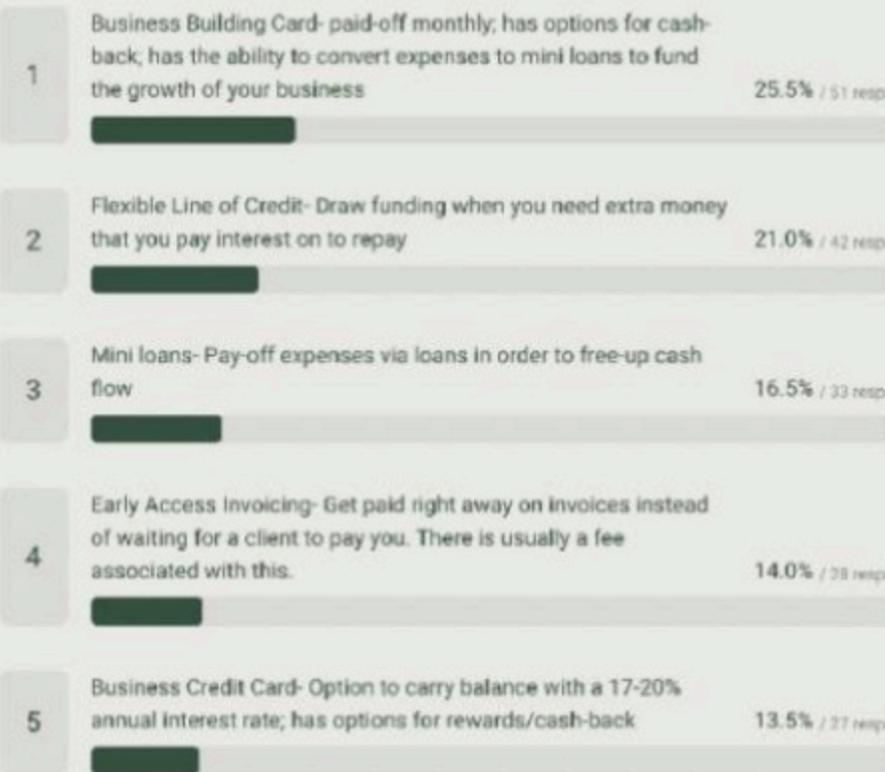
Do you currently have a business credit or charge card?

209 out of 209 answered



What funding option is most appealing to you to grow your business?

200 out of 209 answered



Looking forward, what path to business growth do you intend to follow?

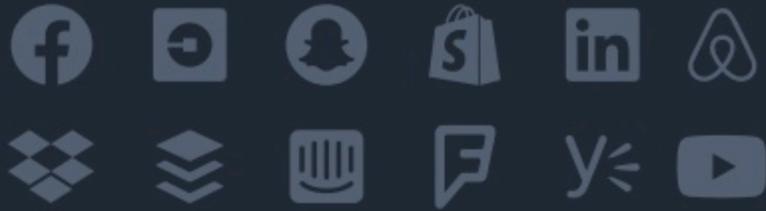
206 out of 209 answered



FUNDID

Simplifying Business Finance and Access to Capital





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