

# Connecting Great Companies to the Right Capital.



530 7th Avenue, Suite 405 • New York, NY 10018 • [www.humcapital.com](http://www.humcapital.com)



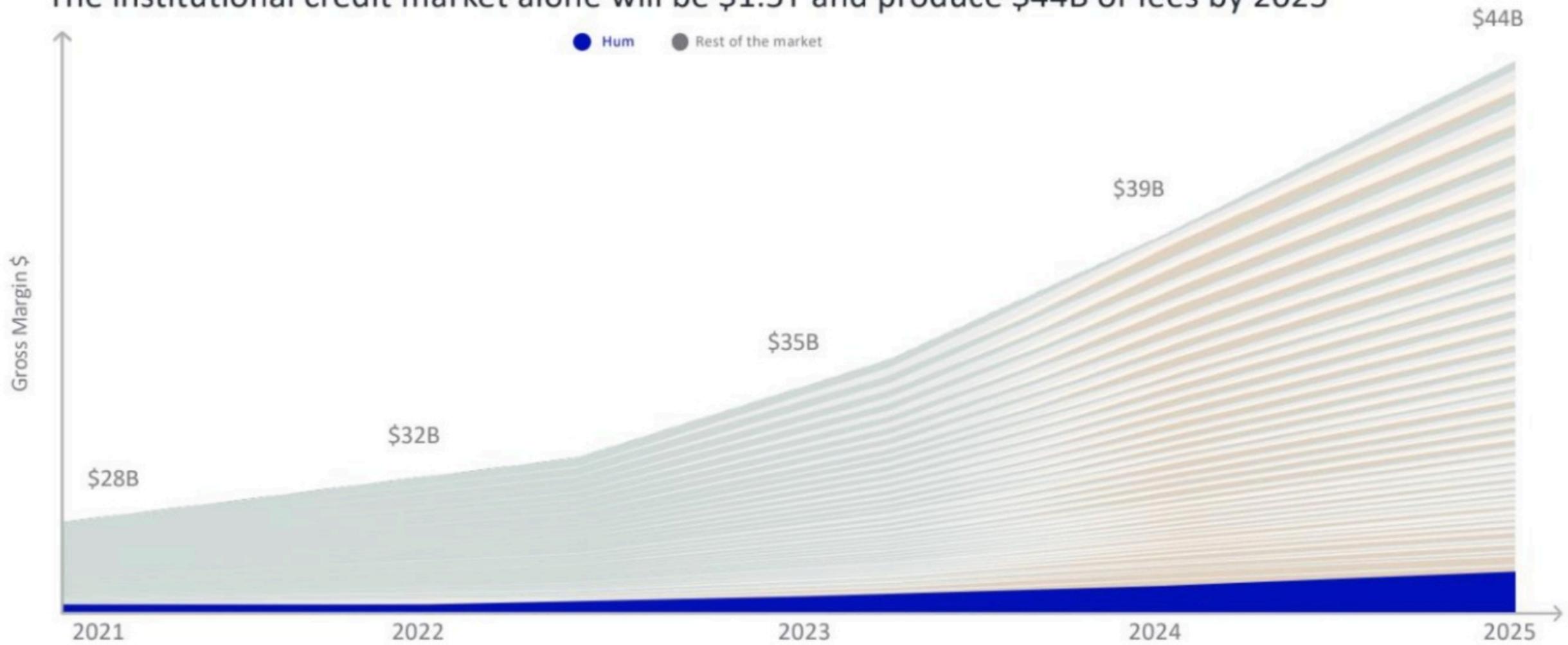
# We are Hum Capital

The rise of SaaS and cloud-based technologies has made it easier than ever to build a business around a brilliant idea. While barriers to entrepreneurship have been lowered, access to capital still blocks the path for many companies. That's because the fundraising process is often exclusive, inefficient and lacking in transparency. As a result, founders lose valuable time evaluating their options, courting investors, and trying to prove their value — all before they have the chance to pitch for investment.

Hum Capital connects great companies with the right capital by helping them understand the fundraising process, and the the power of their data. Hum's Intelligent Capital Market (ICM) puts companies' financial data to work, applying data analytics and AI to give companies an investor's view of the business. Learn more at [www.humcapital.com](http://www.humcapital.com).

# Private Capital is a Massive, Fragmented Market

The institutional credit market alone will be \$1.5T and produce \$44B of fees by 2025





## Hum's Intelligent Capital Market

Hundreds of companies are capable of raising billions of dollars in institutional capital on Hum's Intelligent Capital Market.

# The Intelligent Capital Market

Total Companies on ICM

2,000+

Daily active companies

> 500

Revenue of daily-active companies (TTM)

> \$10B

Gross Monetary Value (GMV) of active financings

\$3.5B

Closed Financings in 2021 (YTD)

> \$400M

Avg. competitive term sheets per company

3.3

# Active institutional investors on ICM

250+

Investor AUM specifically focused on Hum's universe

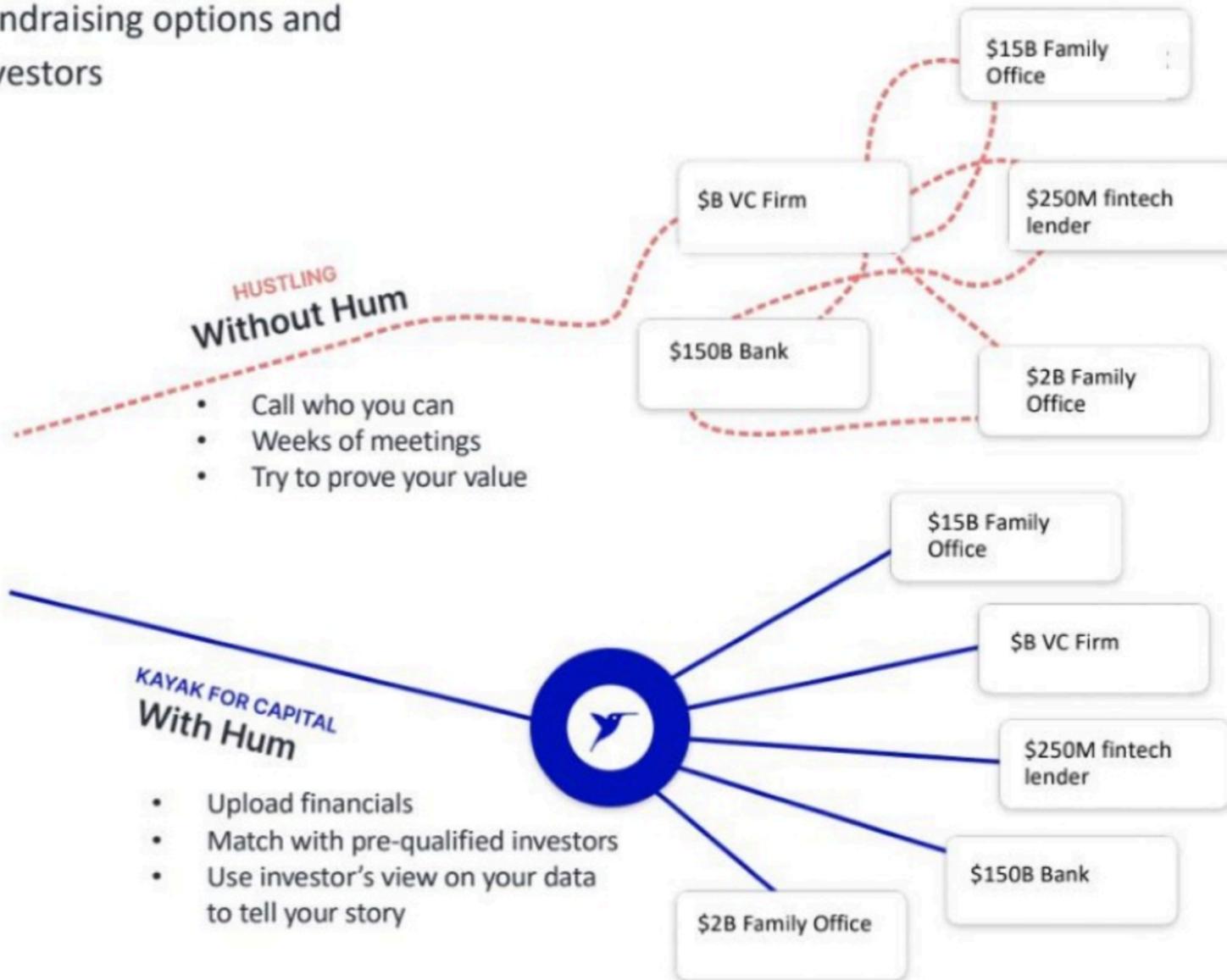
\$11B+

# Hum is the “Kayak.com for Private Capital”

Companies come to Hum to identify fundraising options and secure competing term sheets from investors



Confidential



# Companies and Investors Interact on the ICM

With their financials uploaded and analyzed, Hum provides companies with a secure platform to share their performance data with pre-qualified investors to explore their options and accelerate due diligence.

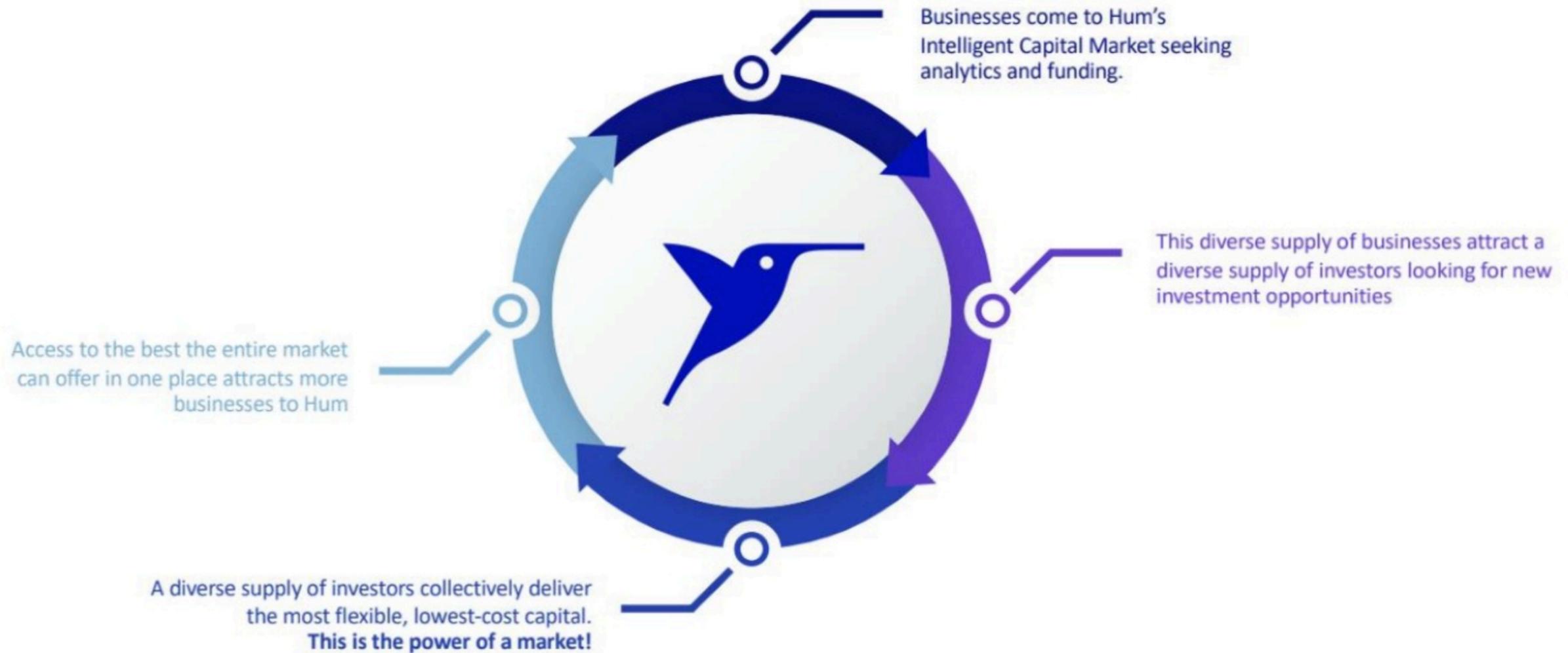
Is my business safe with debt on my balance sheet?  
What other funding offers are currently available?

Should I offer to up-size my loan?  
How is the company performing relative to peers?



# Hum's Intelligent Capital Market has Strong Network Effects

Hum is a rare network effects business in the B2B fintech space with increased deal flow leading to more investors, more financing options and overall lower cost of capital available to companies.



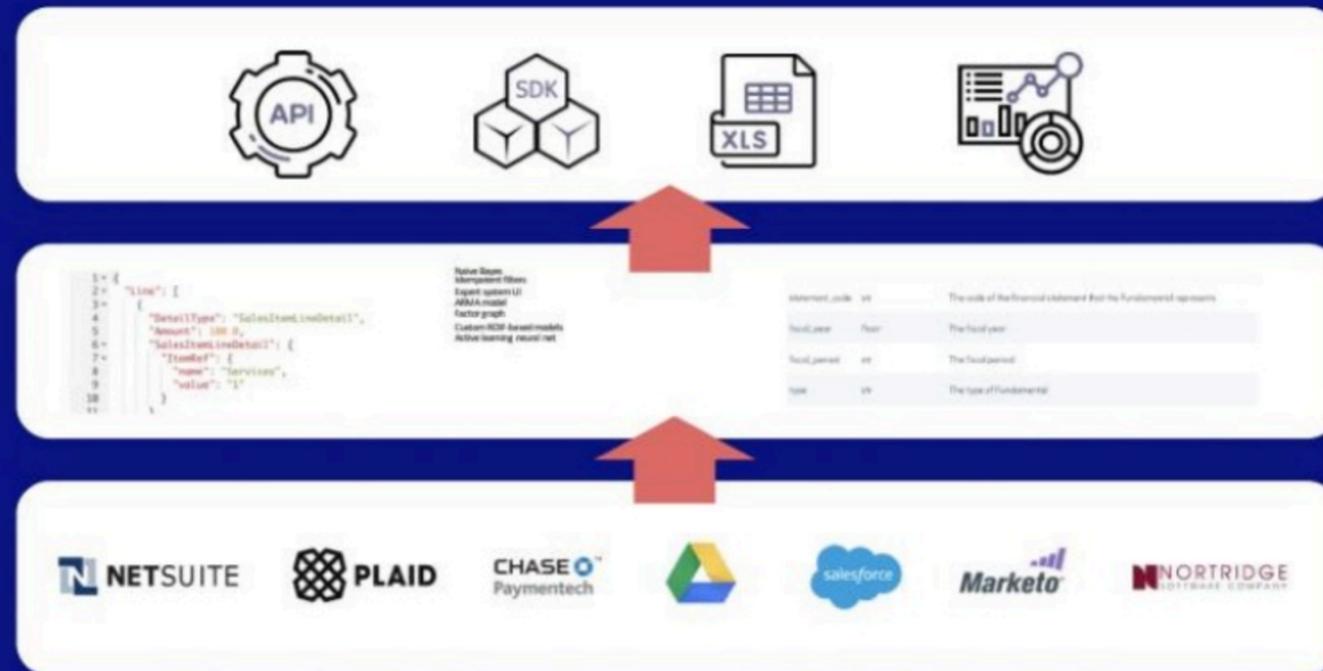
# Hum has a Deep Technical & Data Moat

Millions of observed financial data points allows Hum to automatically structure and benchmark financial data from SaaS systems of record – providing companies and the investors they work with real-time, validated analytics

**Ground Truth Data Dictionary**  
powers internally-created and externally- created financial applications

**Cross-data Standardization Suite**  
converts raw data to benchmarkable, structured financial data

**Data Acquisition Engine**  
ingests source financial data with 1st and 3rd party access



Hum's continuous financial analytics infrastructure automatically analyzes companies in > 220 industries from first dollar of revenue to IPO

# The Hum Team

Hum's team is a combination of Silicon Valley technologists, and Wall Street investors



**Blair Silverberg**  
Founder | CEO  
Stanford | ENGINEERING



**Csaba Konkoly**  
Co-Founder | President  
Commonwealth



**Chris Olivares**  
Co-Founder | CTO  
Stanford | ENGINEERING



**Scott Brown**  
Chief Marketing Officer  
Google



**Ken Eagle**  
Chief Financial Officer  
KKR



**Yotam Troim**  
Chief Product Officer  
Fundbox



**Emily Stephens**  
Special Legal Advisor  
OAKTREE

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**Chris Dolezalek**  
EVP, Engineering  
Twitch



**David Wood**  
Head of Quantitative Strategies  
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Thank you!





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