



So

Lo

## THE PROBLEM

Resources for loans under \$1,000 are extremely scarce.

**78%**

of American workers live paycheck-to-paycheck

**47%**

of Americans can't cover a \$400 cash emergency

<http://www.cnbc.com/2017/08/24/most-americans-live-paycheck-to-paycheck.html>

**SoLo Funds** is a mobile lending exchange connecting lenders and borrowers for the purpose of providing more affordable access to loans under \$1,000.

**\$1,000**

Max loan

**SoLo  
Score\***

Borrowing  
Potential

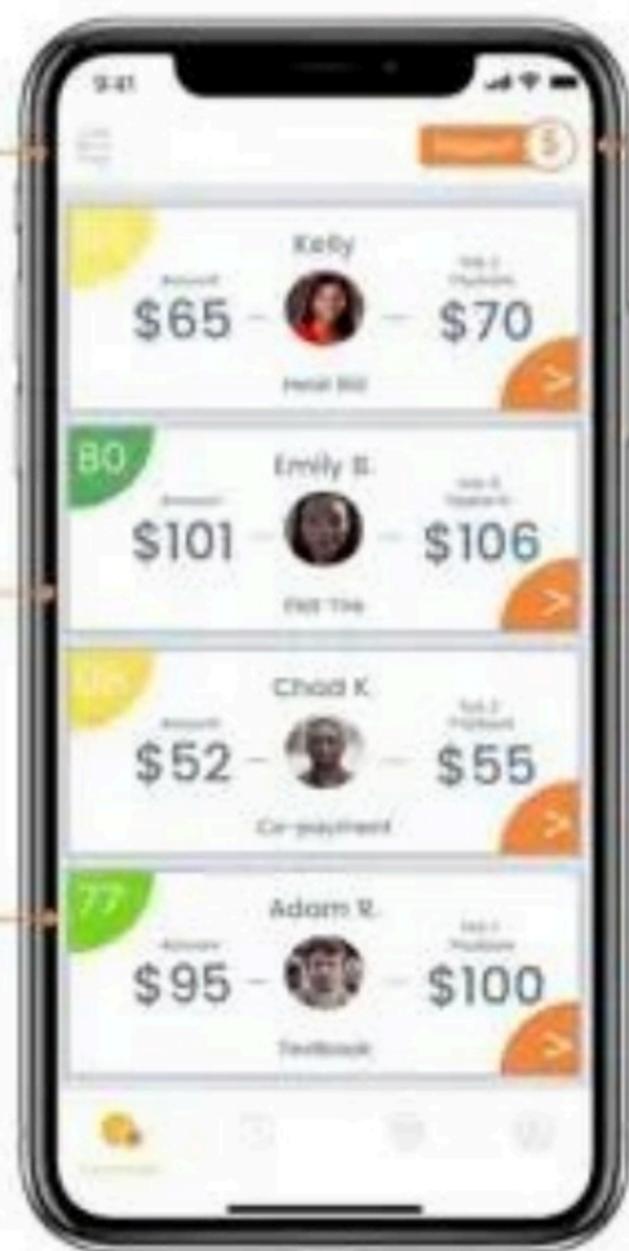


## THE SOLUTION

Filter by SoLo Score, request amount, and location

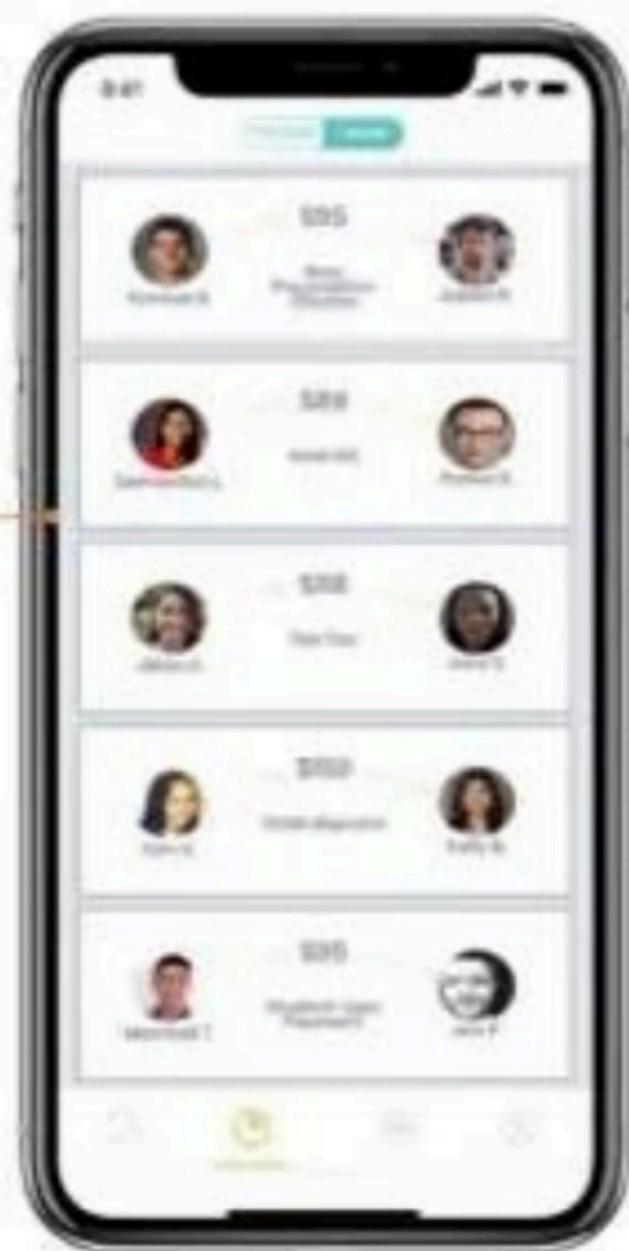
Live feed of all loan requests

SoLo Score determines borrowing potential



Request money at any time

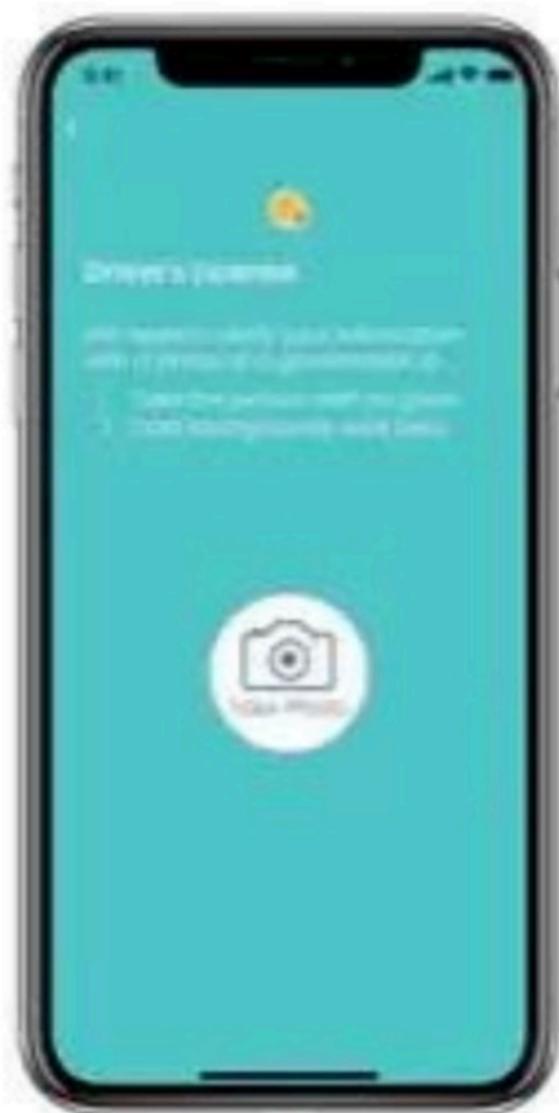
Live feed of completed transactions provides immediate new user validation



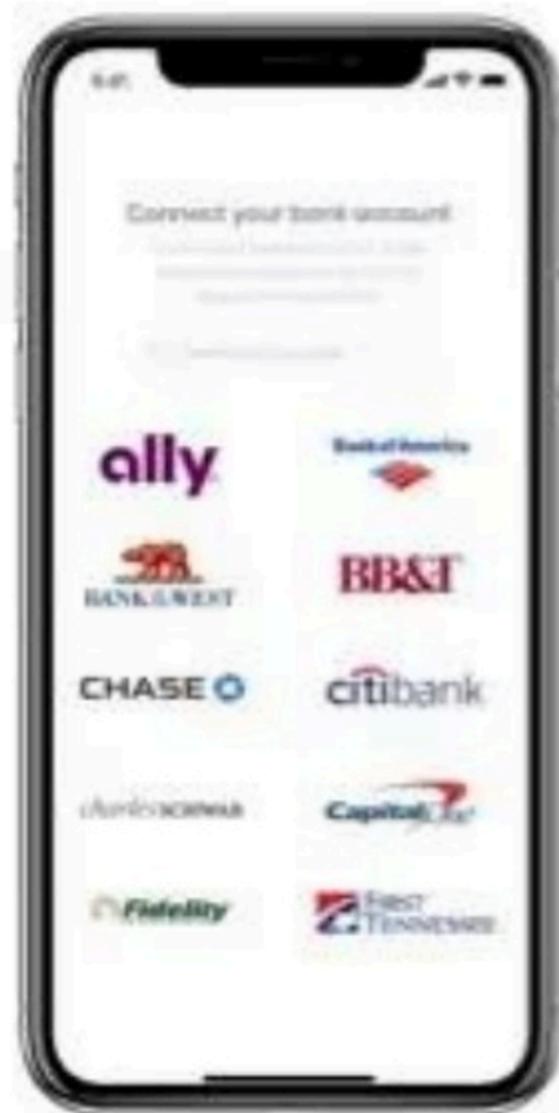
## HOW IT WORKS: Sign-up



- Easy account creation



- AML & KYC Identity Validation

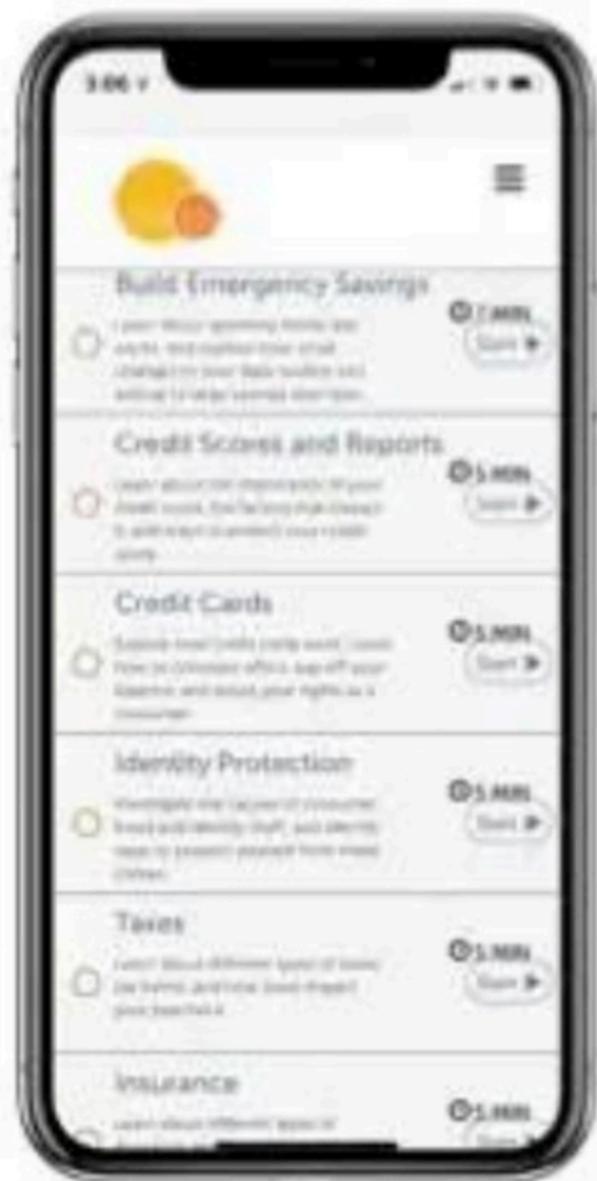


- Bank Authentication

## HOW IT WORKS: Borrower Request



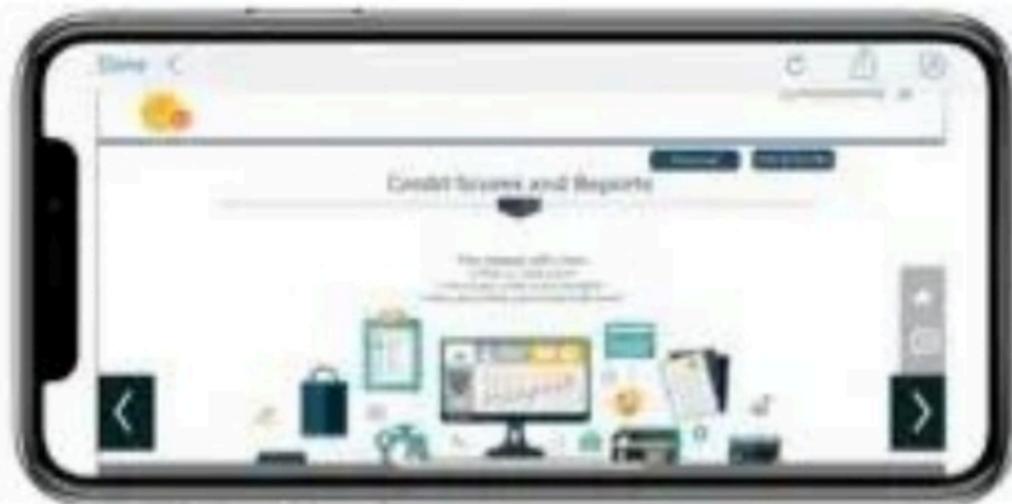
# FINANCIAL LITERACY



- White-labeled curriculum



- Free for all users



- Courses for beginner to advanced users

## COMPETITIVE LANDSCAPE

						
Features						
Low Loan	✗	✗	✗	✓	✓	✓
Mobile	✗	✗	✗	✗	✗	✓
Web	✓	✓	✓	✓	✗	✓
Peer to Peer	✓	✓	✓	✓	✗	✓
Financial Literacy	✗	✗	✗	✗	✓	✓

 - institution dictates borrower

# Product Roadmap

**MAY '18**

**Go-to-Market  
Launch (Android)**

*New Website  
Launch*

**JUNE '18**

**New App  
Features**

*Introduce Referral  
Incentives, Financial  
Literacy Updates*

**AUG '18**

**Introduce  
Banking Partner**

*Additional Website  
Features*

**FALL '18**

**Additional  
Features**

*Private Group Lending, Tax  
Reporting, White-Label  
Banking Solutions*

# TRACTION

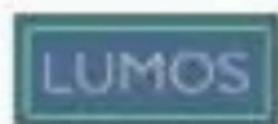
## Funding

- Raised \$1.2M (Seed)

## Legal

- Published Patent
- SoLo Trademarks and IP
- Proprietary Social Credit Algorithm

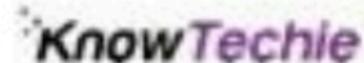
## Accelerators



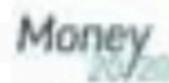
## Partnerships



## Press



## Speaking Engagements



## “Why Now?”

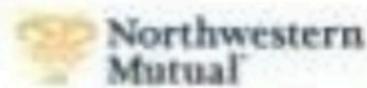
- ✓ Massive Underserved Market
- ✓ Right Message
- ✓ Validated



## FOUNDERS



Travis Holoway  
CEO



Rodney Williams  
Advisor



Jarrel Carter  
Strategic Partnerships



Taylor Conophy  
Design Lead



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## TEAM



Darika Grant  
Project Manager



James Willingham  
Lead Developer



Bhuvan Teja Ranganju  
Data Scientist



Ryan Liebermayer  
iOS Developer



Edward Sutherland II  
Android Developer



Erik Hansen  
Backend Developer



Anyona Botogova  
Product Designer



Justin K. Hise  
Design & Marketing



Andrew Meizer  
Quality Assurance

## ADVISORS



**Jenny Fielding**

Managing Director,  
Techstars NY & SF

- Provides access to high-level talent.
- Successful Founder (One Exit)



**Seth Metcalf**

Former Deputy Treasurer of Ohio  
Banking and Legal background

- Strong relationships with  
State Government & Regulators



**Richelieu Dennis**

Entrepreneur,  
Successful Exit – Sundial Brands  
Owner of Essence Brand (Media Channel)

- Brings access to influencers.
- Marketing Expertise.





Thank you.

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