

finnest
Family money management. Simple.

We have created generations of financially unprepared kids

The Hills
DEBBIE & ROBERT
(45 years old)

**BOBBY (13) &
SALLY (11)**



- Basic understanding on money
 - Lack of Savings
 - Revolving Credit Card Balances
 - Student Loan Crisis
- Parents look for an effective and effortless solution to manage and teach money

Finnest is shaping the next generation of savers, responsible consumers, and investors



Make Smart
Decisions

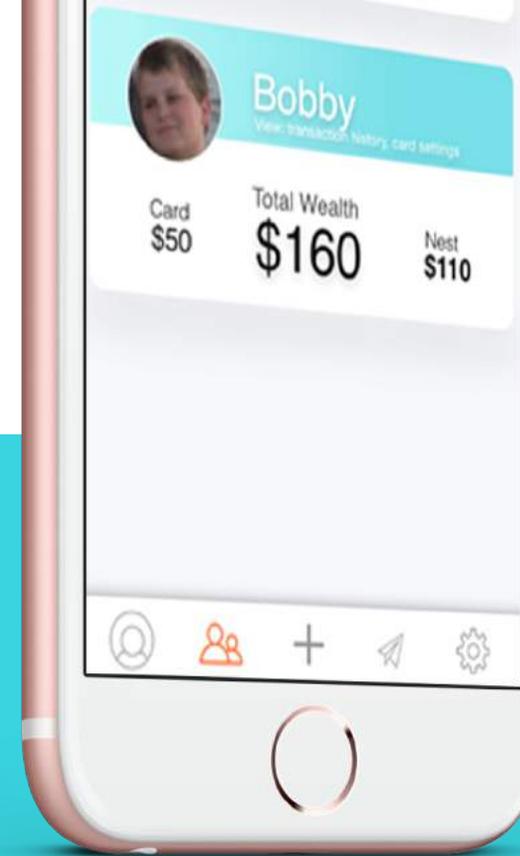
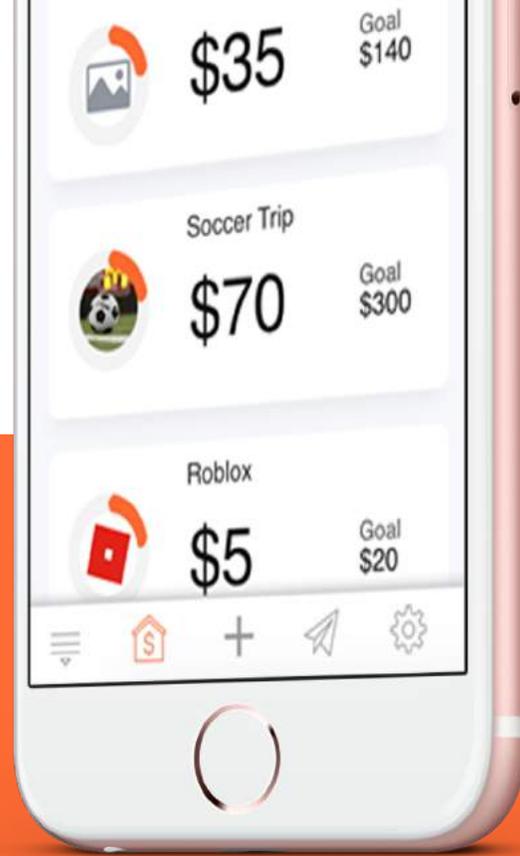


Set Goals



Grow Wealth
&
Give Back

The Finnest App & Card



For parents and kids



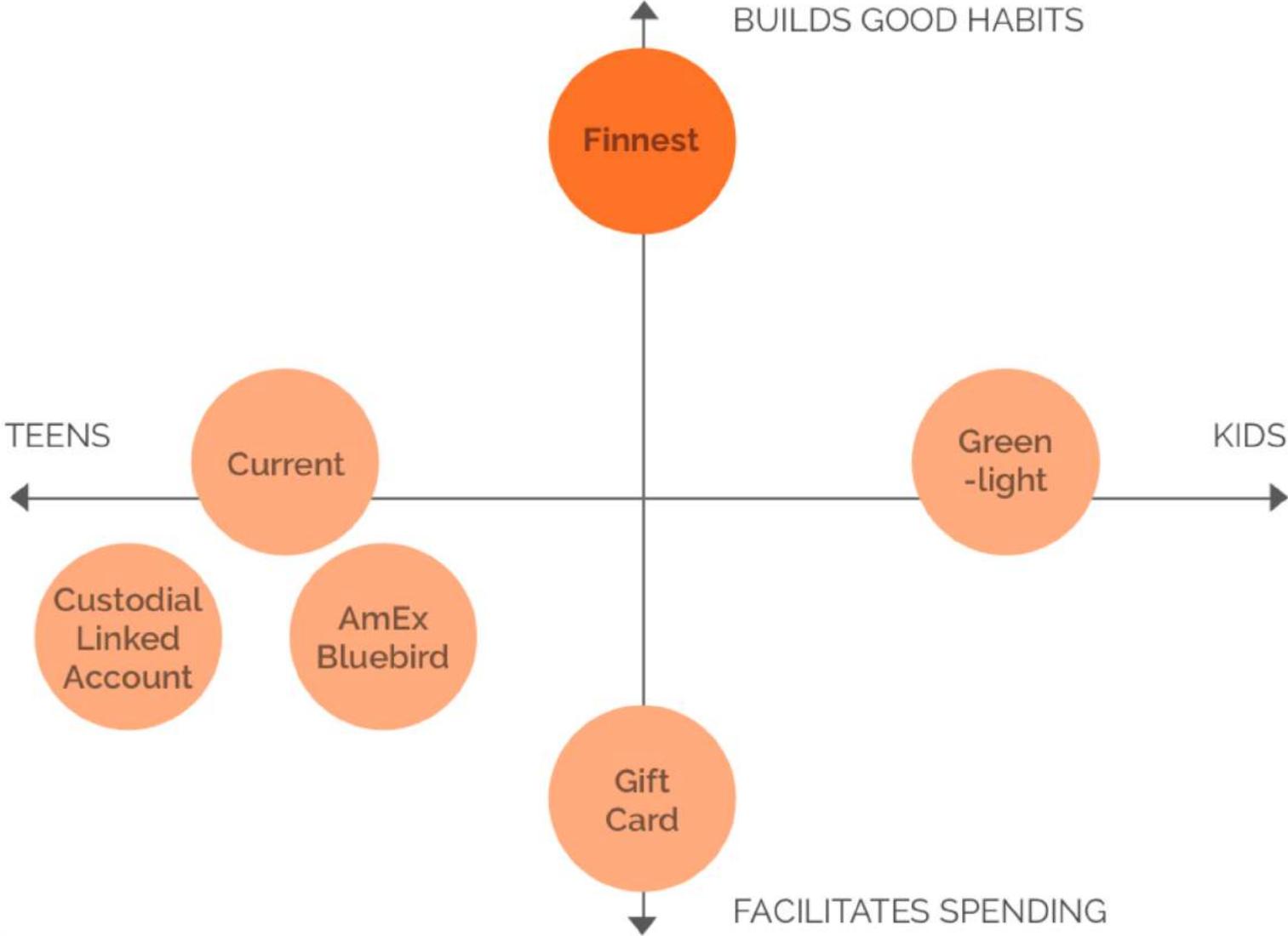
A mobile banking app and debit card for kids & teens

- Earning, saving, giving, investing and spending
- Platform for educational content
- Platform for products beyond debit
- High interaction with users through games and push

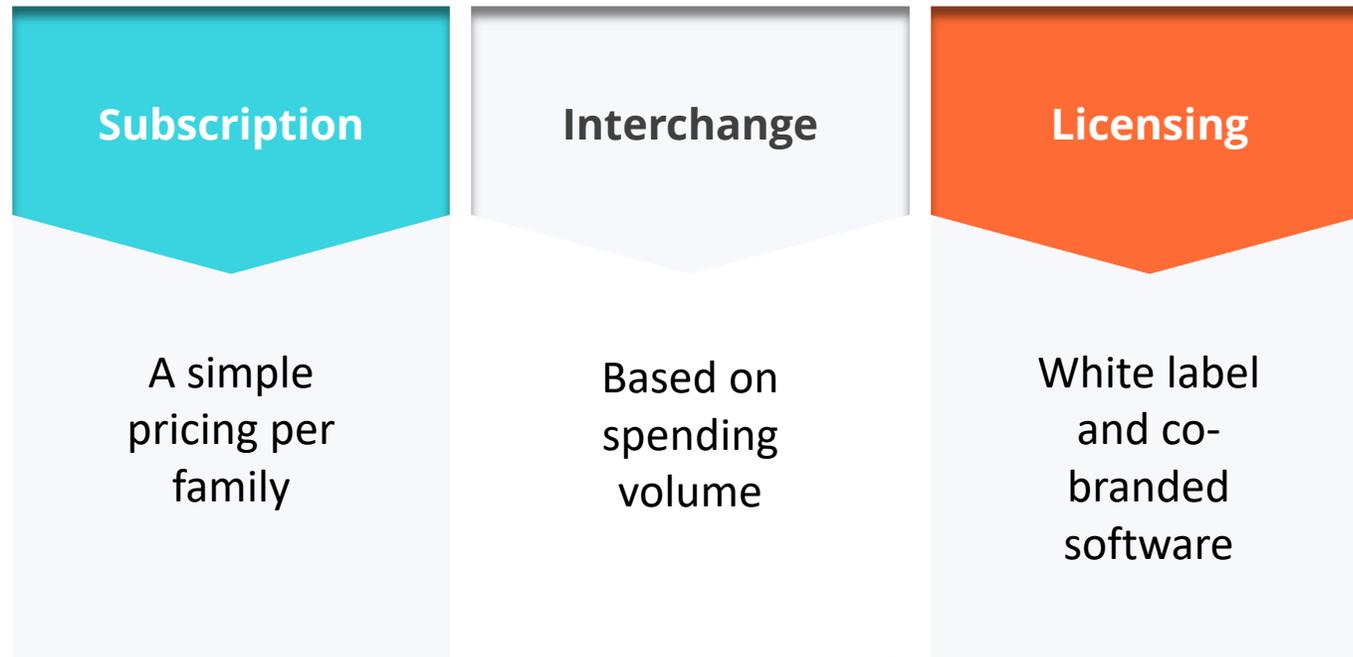
A money management tool for parents

- Open an account in less than 4 minutes
- Instant P2P transfer to and from kids
- Oversight, control and automation for parents
- Instill the right behavior

THE COMPETITIVE LANDSCAPE



A SIMPLE BUSINESS MODEL



Go to Market Strategy

A solid mix of

- Direct to consumer marketing strategy
- Licensing
- Partnerships

**Over \$6 billion
total addressable
market opportunity**

WE'VE BUILT A STRONG TEAM...



Augusto Montiero
Lead Engineer
Full Stack



Clemens Grave
Founder & CEO
MSc. Brown University



Joe St. Germain
CFO
Founder Company Launch
Partners



Richard Petrov
Front-end Engineer
Full Stack



F. Bartholomew
VP of Product Design
Neuroscience Brown U



Andi Pollinger
Interim CMO
Fmr. SVP Marketing at Fidelity