

bee

Problem –

The mortgage industry is decades behind.

Lenders are not living up to today's consumer expectations for simplicity, transparency, and personalization.

First-time buyers are seeking a new experience that big banks and mortgage brokers are missing.

26M

Americans hope to become homeowners in the next 5 years¹

58%

of first-time buyers think the process is more difficult than it should be²

65%

of first-time buyers are seeking a fully digital mortgage process³

Solution –

An end-to-end mobile mortgage experience, from shopping through closing.

Bee provides all of the tools and resources a first-time buyer needs to get a mortgage without talking to a human. Made possible by blockchain and data.

Solution

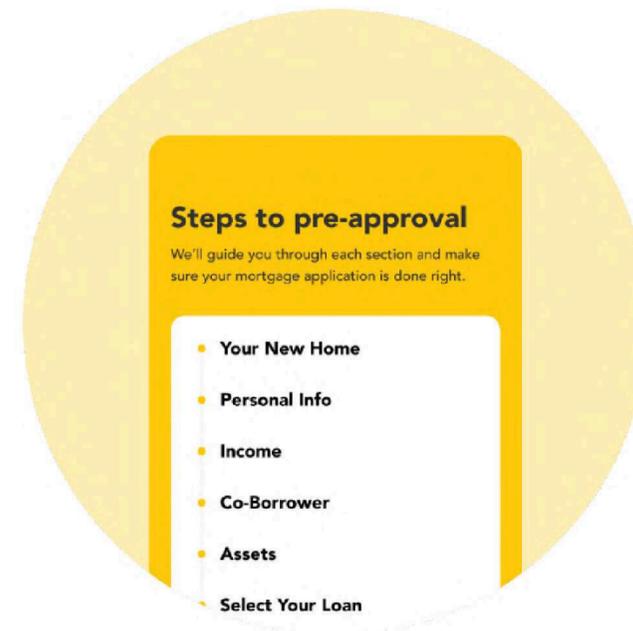
Bee is the only 100% mobile mortgage process

Researching



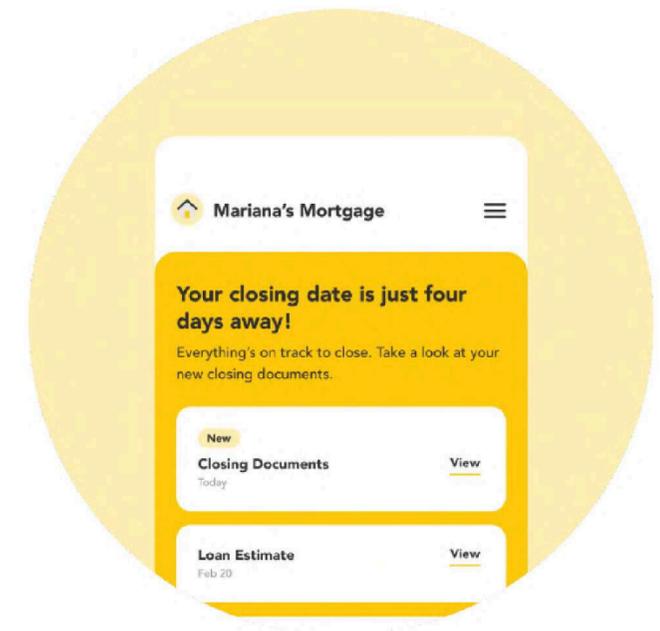
See how much home you can afford and get a real, personalized rate.

Making Offers



Your credit, income, and assets are verified instantly when applying for a pre-approval letter.

Processing & Closing



Track your loan every step of the way. Even closing is done on mobile.



Mission

Homeownership is a proven path towards wealth creation and financial stability.

With 40% of the buying market made up by the digital generation,¹ we must look to technology to remove barriers to homeownership.

Bee seeks to improve the homeownership wealth gap by simplifying the mortgage process, enhancing financial knowledge, and making smarter underwriting decisions. This is possible by leveraging technology like blockchain and meeting borrowers where they are - on their mobile devices.

1. NAR, 2021 Home Buyers and Sellers Generational Trends Report, Mar 2021

• SIMPLE & CONVENIENT

STREAMLINED PROCESSING

BUILT ON BLOCKCHAIN

MISSION-DRIVEN

Bee makes it possible to get a loan from your phone without ever talking to a human

Pre-approval in as little as three minutes, any time of the day

- Instant decision with verified credit, income, and assets
- Customize and generate a new pre-approval letter on the fly

Get a loan on your terms

- No hassle or pressure from a salesperson
- Track and manage your loan every step of the way



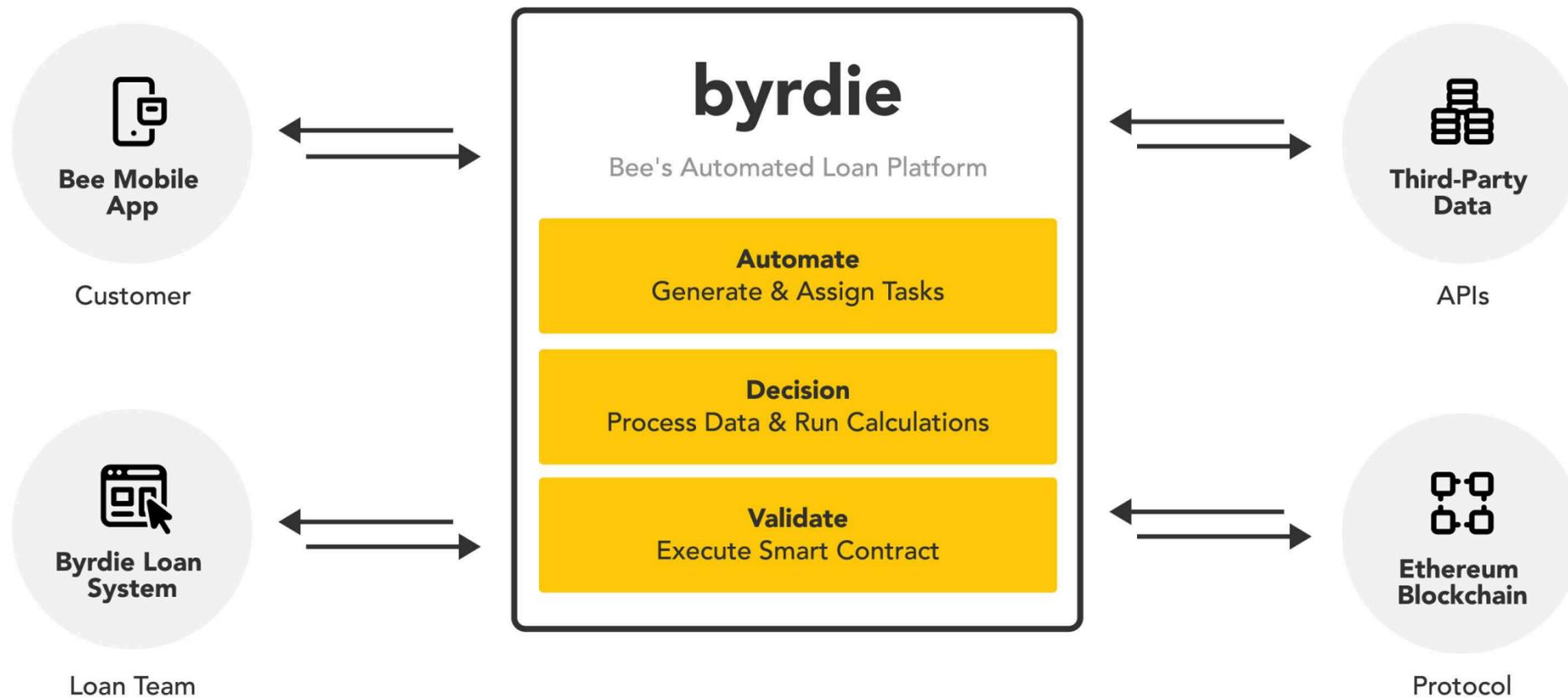
SIMPLE & CONVENIENT

• STREAMLINED PROCESSING

BUILT ON BLOCKCHAIN

MISSION-DRIVEN

Bee's automated loan processing sets up our borrowers and employees for success



- 1 Byrdie eliminates many time-consuming tasks such as requesting docs, data entry and extraction.
- 2 All users involved interact with just one system, creating a seamless and connected experience.
- 3 Our loan team can process files with more speed and accuracy, allowing them to focus on tasks that require a human touch.

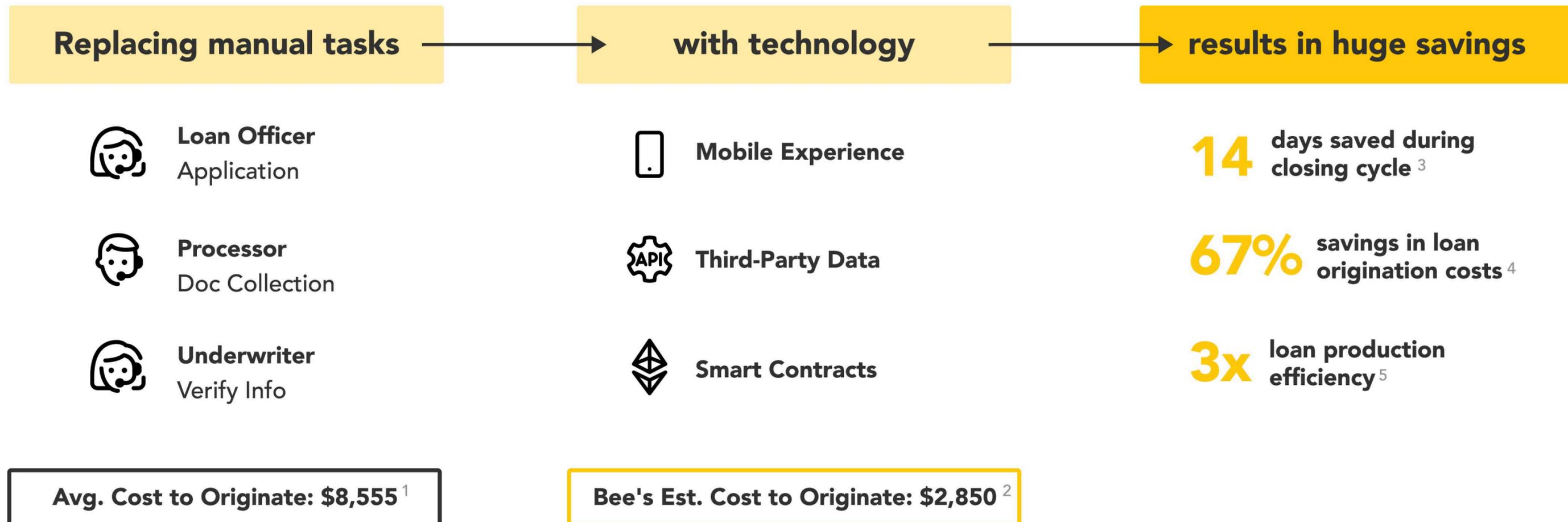
SIMPLE & CONVENIENT

STREAMLINED PROCESSING

• BUILT ON BLOCKCHAIN

MISSION-DRIVEN

Blockchain and data enables automation which reduces the cost of loan origination



1.Freddie Mac, Cost to Originate Study: How Digital Offerings Impact Loan Production Costs, Nov 2021, 2-5. Bee: Calculated impact of automation on cycle time and time required on tasks, projected for 2025

SIMPLE & CONVENIENT

STREAMLINED PROCESSING

BUILT ON BLOCKCHAIN

• MISSION-DRIVEN

In efforts to making homeownership more accessible, Bee is committed to donating 10% of all loan revenue

Pay It Forward is a program that allows us to help families in need by contributing to their down payment fund.

It gives our customers a choice in selecting where the down payment credit goes at the end of the the mortgage transaction.

Mika & Jose

60% Funded \$12,000

Mika and Jose are newlyweds looking to buy a starter home in Orlando.

Select Mika & Jose

PAY IT FORWARD

Help someone become a homeowner

Select one of the hopeful homeowners below and Bee will contribute \$750 to their down payment fund.

\$750 AWAY FROM GOAL

The Carrol Family

95% Funded \$15,000

The Carrols are a family of four seeking a new home after Hurricane Hanna.

Select The Carrol Family

The Abdul Family

65% Funded

The Abdul family are Afghan refugees looking for a fresh start in Lauderdale.

Select The Abdul Family

Pay It Forward program will start when we launch as a direct lender in 2023

Market Size

\$3.1T market ready for transformation



**6.8M homes sold +
3.7M refinances annually**²



2.3M homes sold annually⁴

Projection for 2024



**Lending in FL, CA, AZ
4.6K loans funded**

1-2. Forecast for 2022 Source: Freddie Mac, Quarterly Forecast, Oct 2021 3-4. Source: NAR, 2021 Home Buyers and Sellers Generational Trends Report, Mar 2021

Business Model

Mortgage broker → Direct lender

We'll operate as a mortgage brokerage at launch, and transition to a direct lending model after our first year in the market.

As a broker, we have the opportunity to test and iterate in the market while generating revenue.

1. Bee: Broker Commission Fee based on ~2.25% of loan amount, with median loan amount of \$173,375.00 for a first-time buyer in Florida. 2. Bee: based on estimated industry average. 3. GSEs: Government Sponsored Entities such as Freddie Mac and Fannie Mae

	YEAR 1	YEAR 2+
	Mortgage Broker	Direct Lender
Revenue	Selling Leads to Lenders 2.25% Broker Fee - \$3,900 ¹	Selling Loans to GSEs ³ \$7,500 Commission ²
Markets	FL	FL, CA, AZ (Year 2)
Marketing	✓	✓
Pre-Approval	✓	✓
Processing Loans	✓	✓
Underwriting Loans		✓
Closing	✓	✓
Servicing		

Marketing & Sales

Year 1 Go-To-Market Strategy

Target Market

First-time and repeat home buyers in Florida under 40

Average Customer Value - ACV

Estimated \$3,900 earned from each loan funded as a broker¹

Customer Acquisition Cost - CAC

Estimated \$2,284 Blended CAC (including salaries)¹

Marketing & Sales Led Strategy

Direct to Consumer

- Social Channels
- Content Marketing
- Search

Agent Sales

- Direct Sales
- Partnerships
- Referrals



Marketing & Sales Budget

1.Bee: ACV = ~2.25% of loan amount, with median loan amount of \$173,375.00 for a first-time buyer in Florida. 2. Bee: CAC = Based on Total Series A Marketing + Sales Spend (\$3,082,745.06) / Total # of Loans (1,349.59)

Milestones

Developing our pre-approval automation has been the focus to date

Next, we plan to build out the rest of our mortgage service and go to market as a mortgage broker in Q4 2022.

- **2021**
 - \$1.8M Pre-Seed Raise
 - Developed pre-approval automation
 - Obtained Florida broker license
- **2022**
 - \$5-8M Seed Raise
 - Launch as mortgage broker in Florida
 - SOC-2 Certification
- **2023**
 - Series A Raise
 - Launch as direct lender in FL, CA, AZ
- **2024**
 - Series B
 - Expand to WA, OR, TX, SC, NC, VA, DC, NY, NJ, DE

This slide contains forward-looking projections that cannot be guaranteed.

We're raising funds to accomplish these goals

Q1 2022

Complete Our Mortgage Service



- Develop end-to-end mobile experience
- Refine automated pre-approval process

Q4 2022

Launch as a Mortgage Broker



- Acquire customers
- Refine our automation and mortgage delivery process in FL

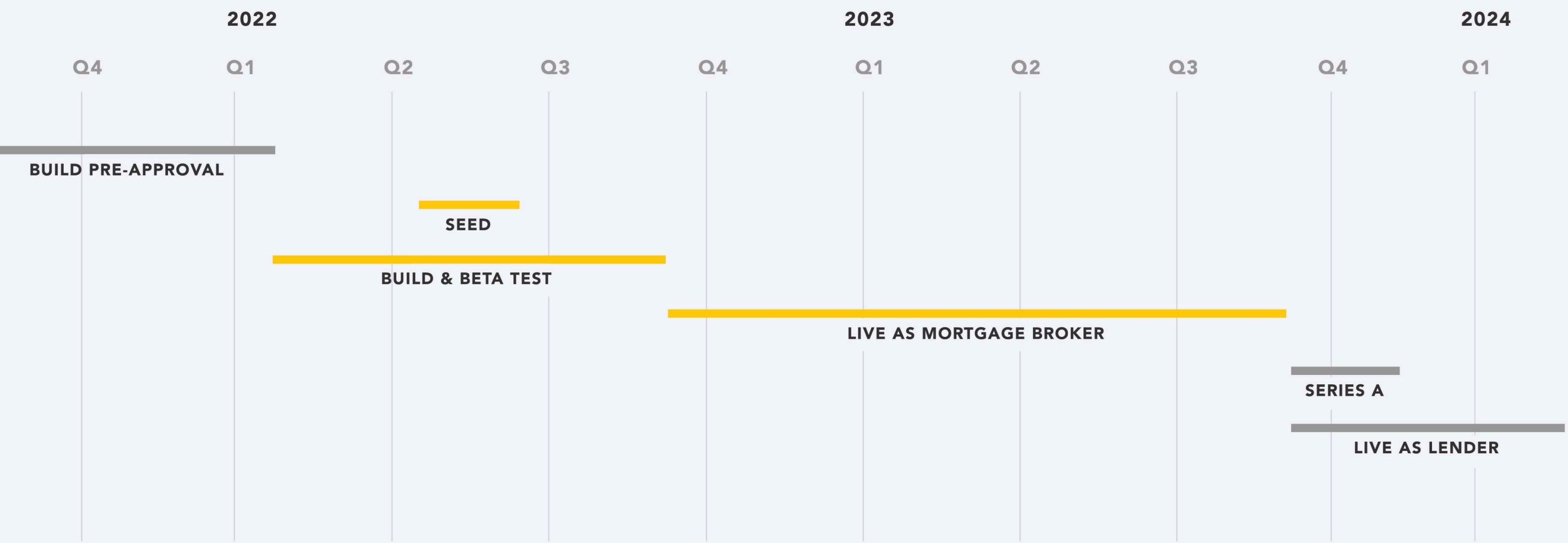
Q4 2023

Launch as a Direct Lender



- Transition to direct lending model
- Expand to additional states

Roadmap



This slide contains forward-looking projections that cannot be guaranteed.

Team

Leadership



Curtis Wood
CEO & CO-FOUNDER
NMLS 1308125



Cynthia Wood
COO & CO-FOUNDER



Matt Offers
CTO &
CO-FOUNDER



Angie Luu
SVP, DESIGN &
STRATEGY

Mindy Barker
CFO

Sabina Vayner
TRADEMARK ATTORNEY

Yuri Eliezer
PATENT ATTORNEY

John Levonick
COMPLIANCE ATTORNEY

Jose Gonzalez
LEAD ARCHITECT

Alvaro Aguirre
BACKEND ENGINEER

Agustin Salinas
FRONTEND ENGINEER

Florencia Maldonado
QA ANALYST

Catherine Glauser
BUSINESS ANALYST

Marcelo Beghe
BACKEND ENGINEER

Sebastian Lopez
FRONTEND ENGINEER

Board Members

Curtis Wood
CHAIRMAN
CEO, Bee

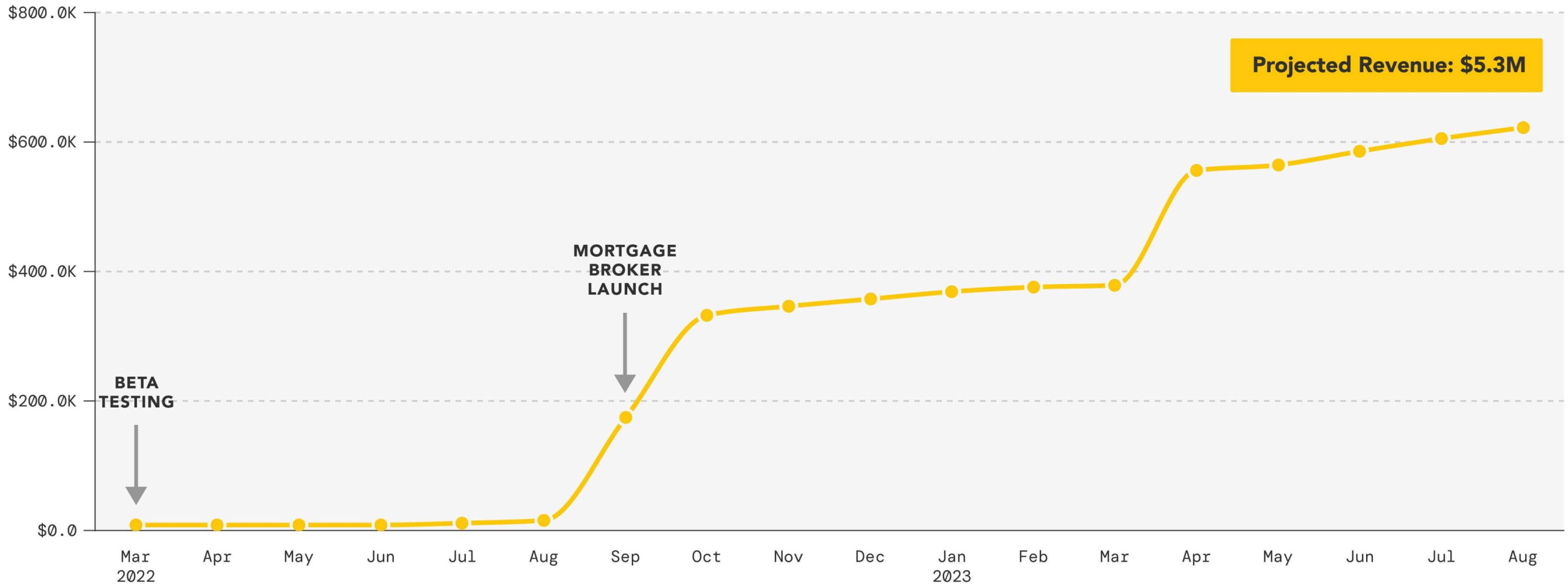
Cynthia Wood
VICE CHAIRWOMAN
COO, Bee

Matt Offers
BOARD MEMBER
VP of Product, Bee

Scott Miller
BOARD MEMBER
Co-Founder, BillGo

Bryan Schroeder
BOARD MEMBER
Director, Facebook

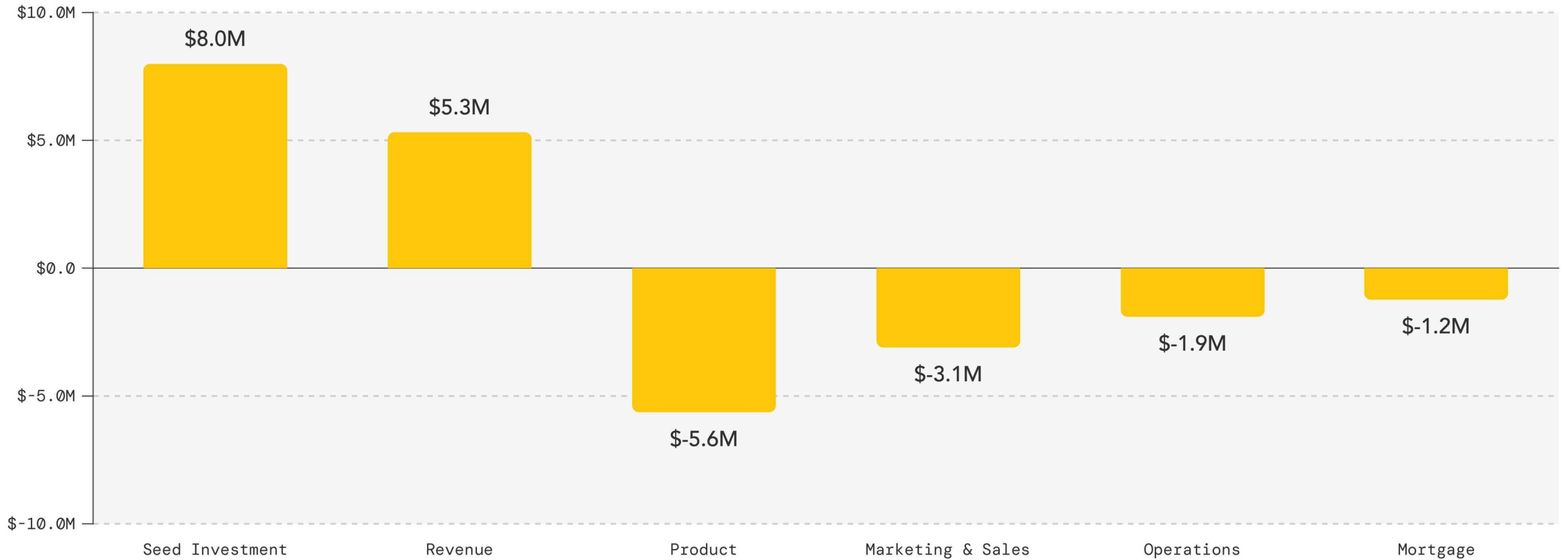
18-Month Revenue Projections



Projections based on raising \$8M Seed round.

This slide contains forward-looking projections that cannot be guaranteed.

18-Month Seed Round Budget



Projections based on raising \$8M Seed round.

Seed Round

We're raising funds for the development of our full mortgage service.

\$5-8M

Accredited Investors \$250,000 - \$2M
Institutional Investors: \$500,000 - \$4M

\$5.3M

in revenue

18

months of runway

Revenue projections based on raising \$8M Series A round.

This slide contains forward-looking projections that cannot be guaranteed. Additionally, only \$3.81M will be solicited through this Wefunder offering.

Contact

Thank you

Learn More

beemortgageapp.com

Get in touch

info@beemortgageapp.com

