

nada.



# Unlocking Equity in the World's Top Cities

INVEST IN NADA

WealthTech platform unlocking the \$20T+ home equity market for investors & homeowners

[nada.co](https://nada.co)

Dallas TX



Technology

Fintech & Finance

B2C

Venture Backed

Real Estate

## Featured Investors

Jesse Stein

LiveOak Venture Partners

Revolution's Rise of the Rest Seed Fund

7BC Venture Capital

Capital Factory

Sweater

LFG Ventures





## Jesse Stein

Syndicate Lead

Follow

1 follower

Creating a two-sided marketplace that brings innovation and value to both sides is a rare achievement in the business landscape. Nada has notably accomplished this feat through the introduction of their Homeshares and Cityfunds product offerings.

Homeshares fulfills a crucial need for homeowners seeking to extract equity from their properties without incurring additional monthly costs. This emerging investment product is poised to become one of the most sought-after methods for both individuals and institutions looking to allocate capital within the real estate industry.

On the other side of the marketplace, Nada's Cityfunds stands out as one of the premier private real estate investment products I've encountered throughout my career. The key distinction lies in Cityfund's capability to enable thematic investments by city, achieved through a well-diversified portfolio of Homeshares. This approach

of homeshares. This approach provides investors with a straightforward means of gaining exposure to the residential real estate markets of specific cities.

The vision and experience of the Nada team are pivotal in the construction and scaling of this business. Their strategic insight positions them not only as architects of a successful enterprise but also as navigators capable of steering its growth in response to the evolving dynamics of the real estate market.

**Invested \$5,000 this round**



## Highlights

- 1 WealthTech platform unlocking the \$20T+ home equity market for homeowners and investors
- 2 \$8M+ raised from VCs (LiveOak, Revolution, 7BC, Capital Factory) and 3k+ individuals
- 3 Released "Cityfunds": city-specific real estate portfolios available to the public (SEC-Qualified)
- 4 15k+ investors with investments in 100+ properties across 6 major markets (\$7M+ AUM)
- 5 Winner of 2023 Best Alternative Investment Platform by Benzinga
- 6 Released "Homeshares": a new way for homeowners to cash out equity without adding debt

7

Released "Cityfunds by Nada" app to iOS and Google

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## Our Team



**John Green** CEO & Co-founder

Co-founder & GP at Cityfunds, spent 4 years as a full-time punk rocker 🙌, 10 years as a leader within the real estate finance space.



**Mauricio Delgado** CSO & Co-founder

Co-Founder and CSO/CFO at Nada | Stanford University BS Computer Science, MBA | Former CEO, CFO, CPO at >\$300mm revenue auto fintech company



**Sundance Brennan** VP, Revenue

Early Investor and VP of Revenue at Nada | MBA | Series 65 | Best Selling Author | 20+ years call center leadership



**Jeremy Males** VP, Investments and Broker

Multi Million Dollar Investment Manager and Italian Super Bowl Champion.



**Jesse Stein** Board Director & Advisor

Co-founder of Compound (acquired by Republic), co-founder of Everyrealm,



**Michael McGrail** VP, Product



**Justin Wang** VP, Capital Markets



9 years in real estate private equity and investment startups at Prospect Capital and Landa.



**Ethan Blumenthal** VP, Engineering



**Devang Jariwala** Director, Finance



**Brent Hodges** Director, Legal & Compliance



**Cade Hutchison** Manager, Investments



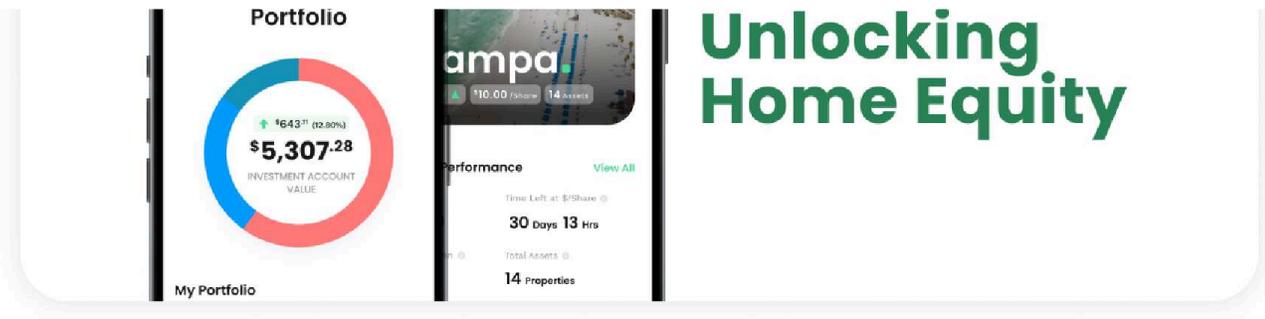
**Deyon Robertson** Manager, Investor Relations

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## Nada Unlocks the \$20T+ Home Equity Market for Everyone



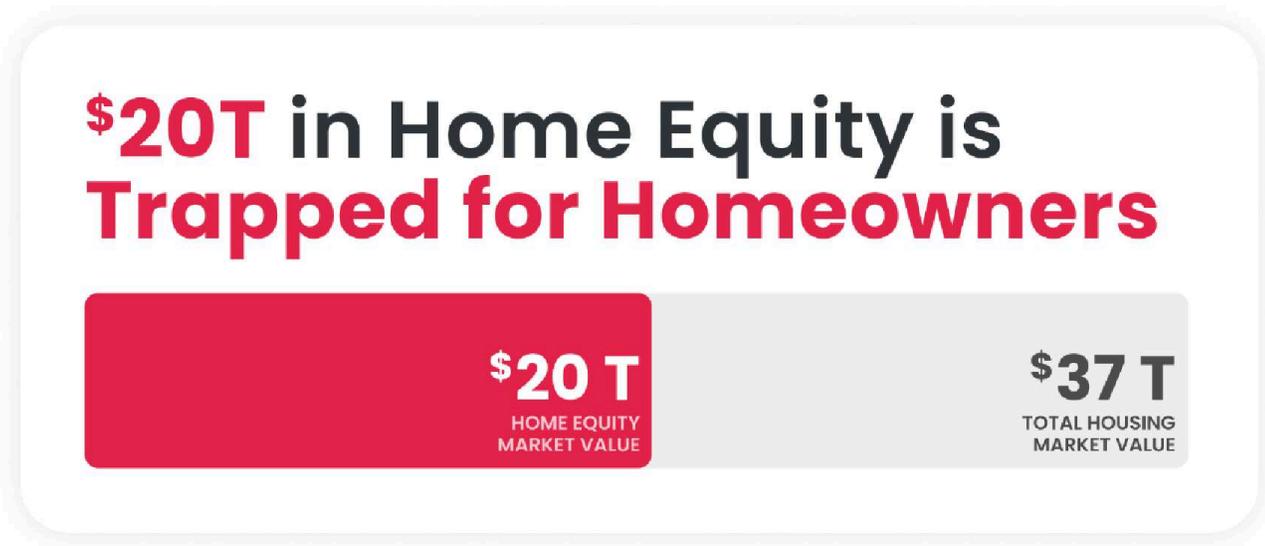
**Nada is a  
WealthTech  
Platform,**



Nada is backed by institutional VCs as well as over 3k individuals. We have previously raised over \$8M in venture equity capital from LiveOak Venture Partners, Revolution, Capital Factory, 7BC, Visa, Sweater, and many others.



## The Homeowner Problem



Today's economy is challenging. With rising interest rates and

...and a economy is surging. Maintaining interest rates and dangerous inflation levels, homeowners face major hurdles to maintaining their financial stability and security. Yet, **68% of American family wealth is trapped** in home equity - that's **over \$20 trillion that is inaccessible** due to an antiquated financial system.

Historically, homeowners had only two options to access this equity:

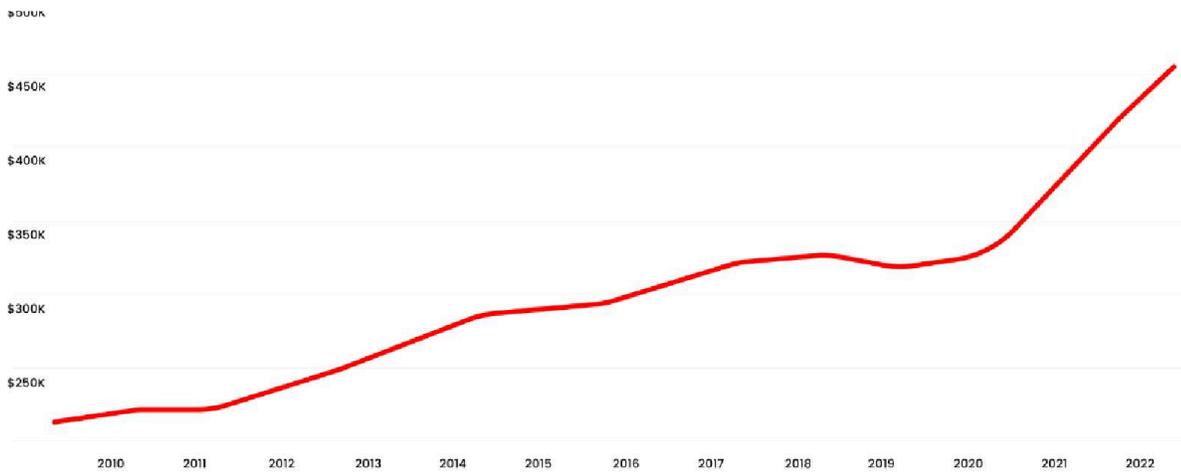
- (1) sell the home and move out of their largest asset or
- (2) take on the burden of extra debt with a refinance or a home equity loan

## The Accessibility Problem

**Meanwhile, Main Street Lacks Access to Residential Real Estate**

Too many people are locked out of the economic benefits of owning residential real estate. The barrier to entry is too high:

- (1) Rising costs of housing keep **73% of people locked out of homeownership\***
- (2) Public REITs are too correlated to the volatility of the stock market
- (3) Private real estate investing is too difficult to access and exclusive to the wealthy (accredited-only)



Many real estate investment products focus on commercial real estate and few focus on single-family rentals. However, there are no real estate investment products that provide investors with access to this \$20T+ home equity sector.



There is a need to level the playing field with real estate ownership. A product that keeps families in their homes, not institutions.

## The Nada Solution

Nada **Unlocks the \$20T**

# Home Equity Market for Homeowners & Investors

Nada's unique model addresses this two-sided problem with a single platform designed to unlock the home equity market for both homeowners and real estate investors through two products: **Homeshares** and **Cityfunds**.

## Homeshares

What good is growing home equity savings if it can't be accessed in times of need? With Nada's Homeshares product homeowners can now cash out their home equity without adding the burden of new debt or monthly payments.



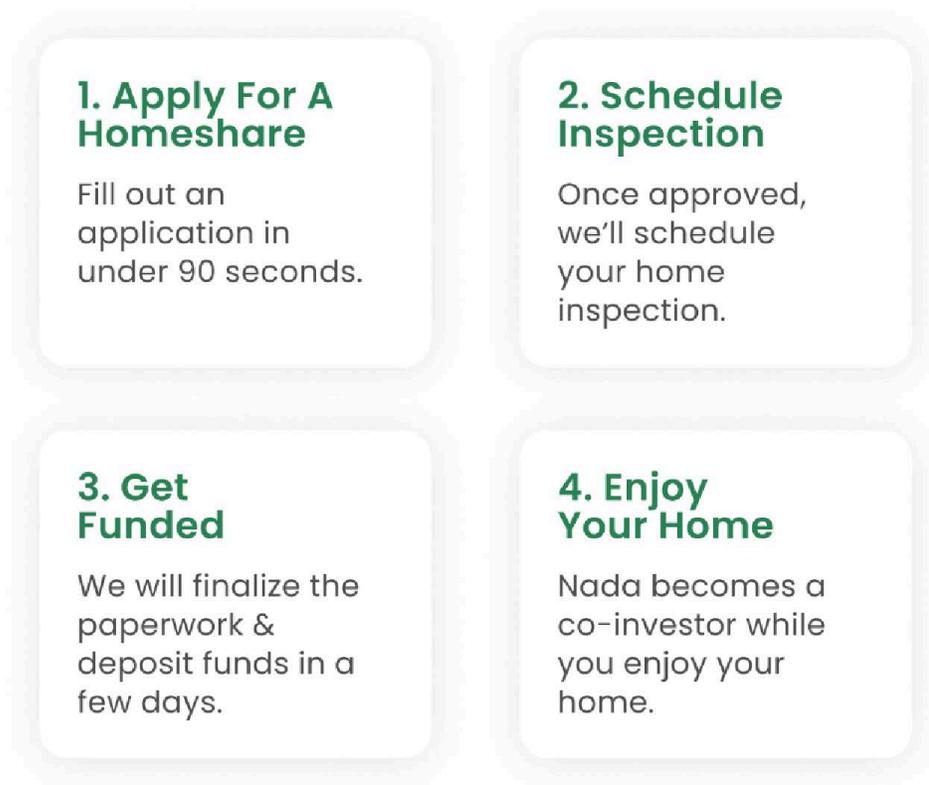
homeshares.

**We Unlock  
Home Equity for  
Homeowners  
Without Debt**

Rather than selling their home or turning to high-interest debt like unsecured loans or credit cards, homeowners now collect their equity in cash in just a short two weeks. In exchange for the upfront cash paid to the homeowner, Nada is granted a lien secured interest in the home's

to the homeowner, Nada is granted a non-secured interest in the home's future value.

The process is simple and transparent. Nada's in-house mortgage team processes the application, the home gets inspected, the homeowner receives their funds, then continues to enjoy their home with more money in their pockets.



When the homeowner wins, Nada wins. As their home appreciates in value so does Nada's co-investment. Homeshares realize returns upon a payoff, which is typically triggered by a home sale or mortgage refinance within the 10-year agreement.

Nada sells these Homeshares to Cityfunds, enabling investors in Cityfunds to tap into the equity upside of homes in the nation's top real estate markets.

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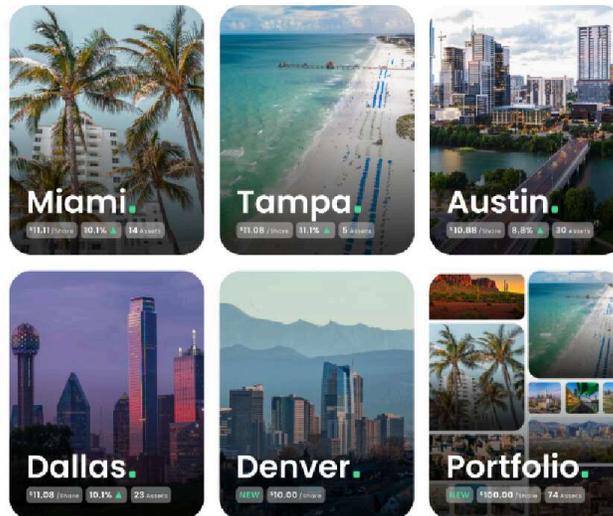
## Cityfunds

Nada's Cityfunds product has created an entirely new way to own

Nada's Cityfunds product has created an entirely new way to own residential real estate in the best cities across the US.

cityfunds.

Now Anyone  
Can Own  
Home Equity  
in a Top City



Cityfunds were inspired by the transformation we saw in the equities market with thematic ETFs. We recognized the opportunity to deliver this type of thematic and targeted exposure to the largest asset class in the world -- real estate.

Cityfunds are a new investment product that provides investors with a way to own a part of the \$20T+ home equity market for a single city. Each Cityfund owns a diversified and city-specific portfolio of Nada's Homeshares.

- Available to the Public: \$75M in SEC-Qualified offerings (Reg A+)
- Accessible to all investors: SEC-Qualified for all investors, accredited or not
- Liquid investments: Investors can redeem or trade shares directly on the Nada app

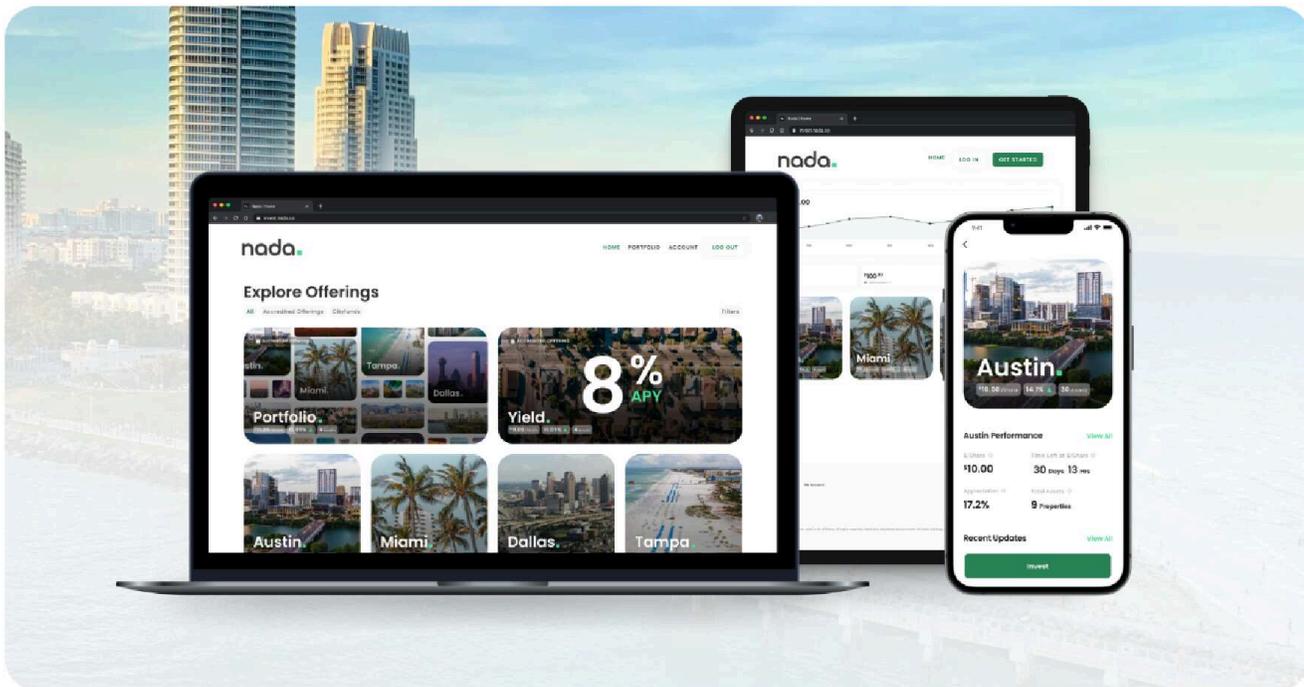
*\*See Cityfunds I, LLC offering circular [here](#) for complete details on the Secondary Trading Platform.*

# Product

The Cityfunds by Nada App was released in October 2022 and is available now to anyone who wants to build their real estate wealth:

- [Download for Apple App Store](#)
- [Download for Google Play Store](#)

One App to **Unlock & Build**  
Real Estate Wealth

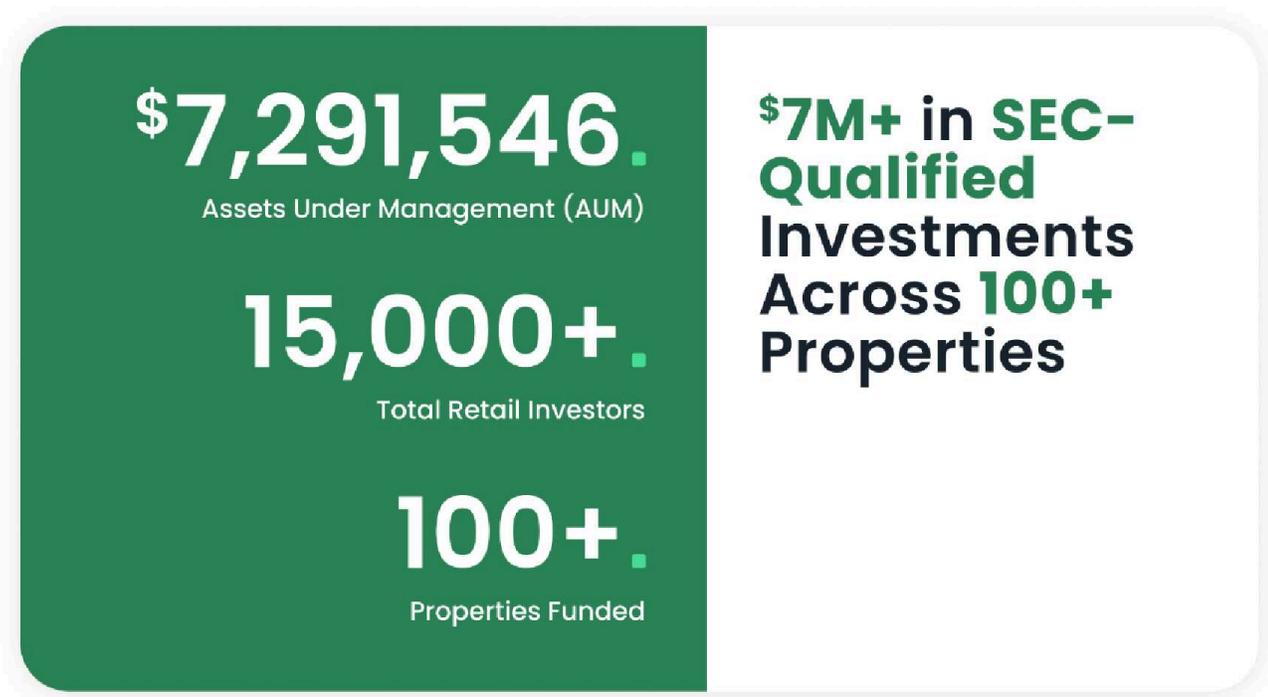


# Traction (Q3 '22 thru Oct '23)

**cityfunds.**

We obtained our SEC-Qualification in late September of 2022, enabling us to offer Cityfunds directly to investors (users) from our app.

The traction below is from September 2022 through October 2023.



*\*Cityfunds AUM includes our total asset value for the Homeshares originated in addition to a few single-family rental properties to balance assets and cashflow.*

**Winner of Best Alternative Investment Platform at the 2023 Benzinga Awards**





## homeshares.

We released the Homeshares product direct-to-consumers in late August of 2022. Since release, we have helped 100+ homeowners unlock \$5.6M+ in home equity while maintaining low customer acquisition costs (CAC) of ~\$500.

The traction below is from August 2022 through October 2023.

**\$5M+**  
Unlocked  
on **Less**  
than **\$500**  
**CAC** per  
closing

**\$5,634,288.**  
Total Home Equity Unlocked (Cashed-Out)

**100+.**  
Homeowners Helped

**\$0.**  
Homeowner Monthly Payments

# Business Model

## How Nada Makes Money

We generate transaction revenue by originating and selling Homeshares to Cityfunds, as well as recurring revenue from managing Cityfunds.

### Homeshares Related Revenue

Revenue from the origination & sale of a Homeshare

**4-5% | Origination Fee**

paid upfront, by homeowner

**5-10% | Selling Fee**

paid upon sale, by Cityfunds/third-parties

### Cityfunds Related Revenue

Revenue from managing Cityfunds

**1.5% | Fund Management Fee**

paid quarterly, by Cityfunds

**\$10/property | Technology Fee**

paid monthly, by Cityfunds

Nada's vertically integrated business model, where we can source, originate, manage, and disposition our real estate assets, enables us to

originate, manage, and disposition our real estate assets, enables us to generate revenue from the homeowner and investor side of the home equity investment. This structure creates both (i) a high-growth revenue model for Nada and (ii) enables us to keep our fees/costs to our Cityfunds investors low.

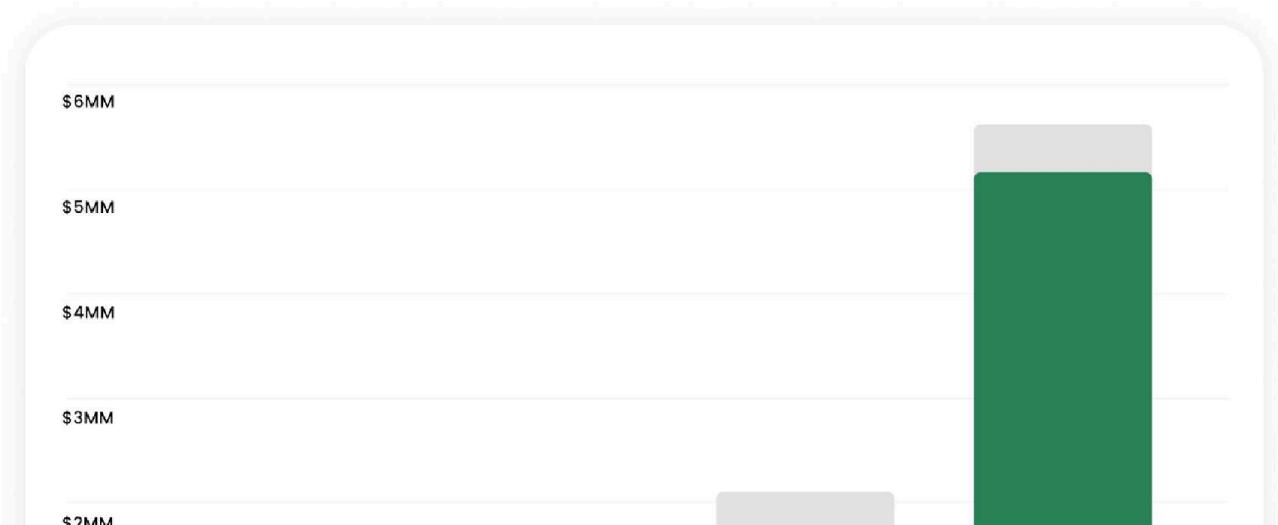
## Revenue

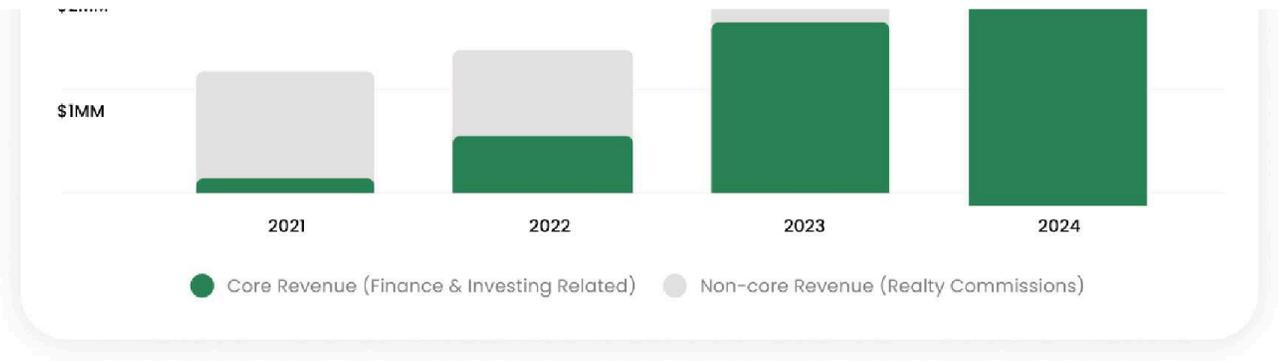
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**We Have Demonstrated  
Consistent YoY Growth**

Nada has generated over \$1M in revenue consistently since 2021. Today, we have achieved product-market fit and we are ready to scale.

The chart below highlights what we consider our "core revenue" which is the revenue we generate related to our consumer finance and investing verticals. Core revenue grew 4x from 2021 to 2022 and is on pace to double in 2023 compared to 2022.



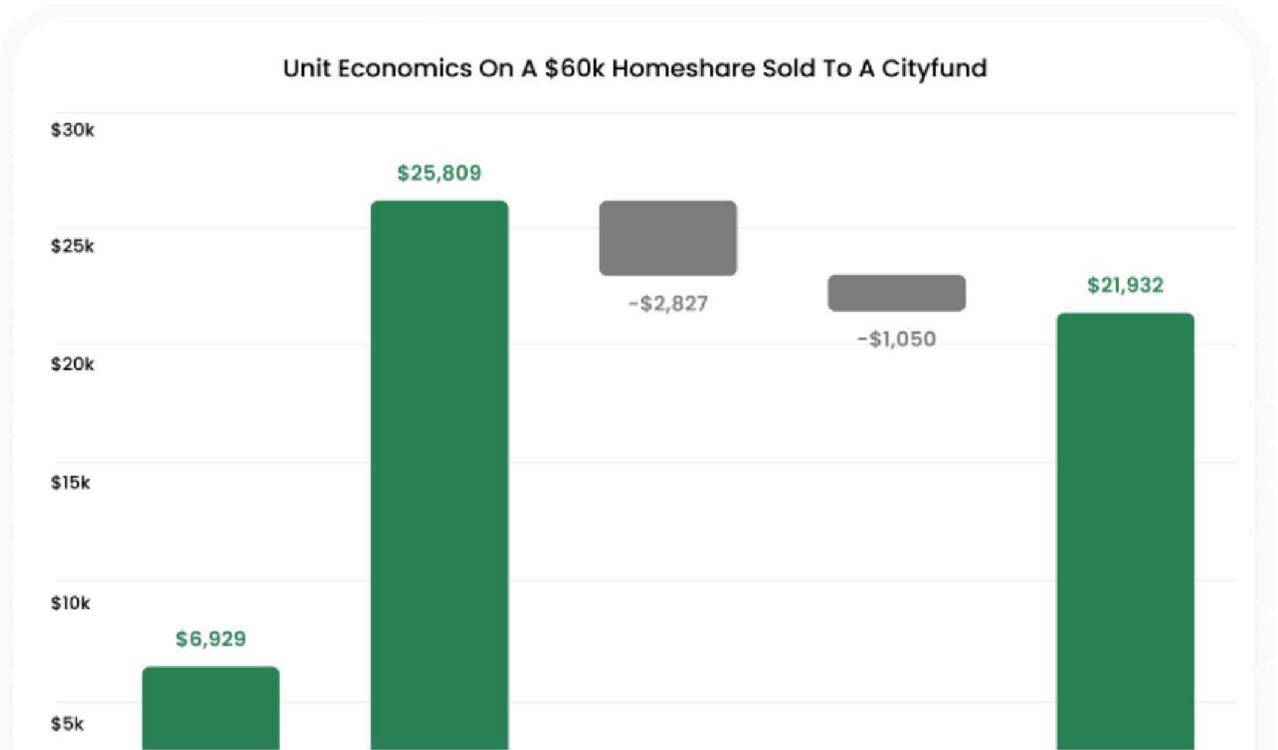


*\*2021 from audited financials; 2022 unaudited non-GAAP based on management report; 2023 and 2024 are projections. Forward-looking projections cannot be guaranteed.*

# With **Strong** Unit & Platform Economics

We realize a profit almost immediately after originating a new Homeshare.

By year 5 our LTV to CAC is 9x.





Revenue  
Upfront



Revenue  
5 Years

CAC  
All Time

COGS  
All Time



Profit  
5 Years

*LTV = Lifetime Value is Gross Profit realized over a 5-year period (revenue minus cost of goods/sales)*

*CAC = Customer Acquisition Cost (marketing costs to acquire homeowner customers & Cityfunds investments)*

*Forward-looking projections cannot be guaranteed.*

## Team

We are a **Diverse** Team  
with **Years** of Experience

ROCKET Mortgage  
by Quicken Loans

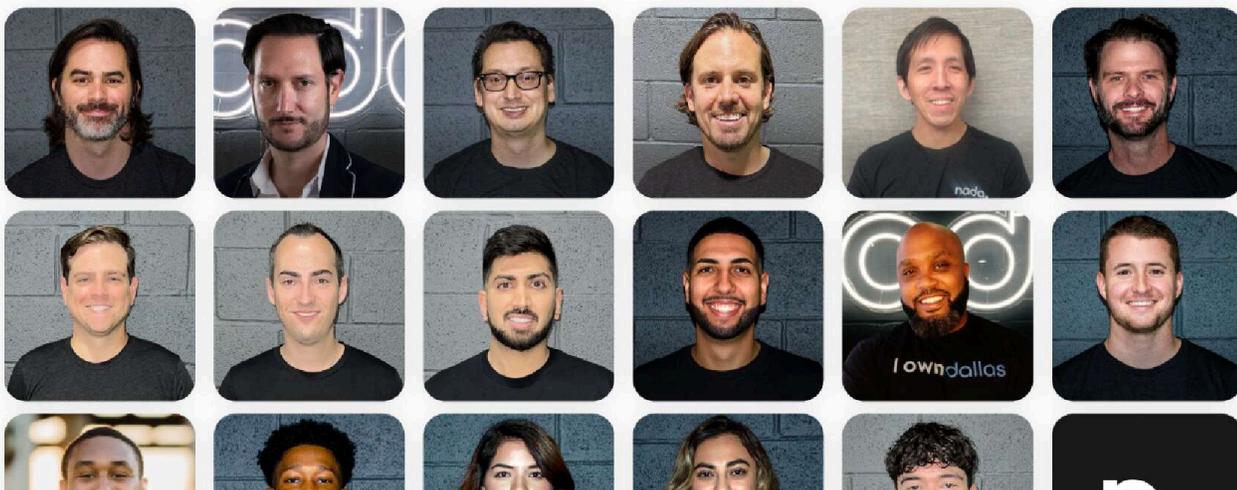
CHASE

citi

FIGURE

kw  
KELLERWILLIAMS  
WORLDWIDE

loanDepot





## Capital Strategy

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# Building a Scalable & Cost-Efficient Capital Stack



To date, we have been focused on establishing a clear product-market fit (PMF) with our Cityfunds and Homeshares products. More recently, we have taken steps toward scaling our capital strategy, we are negotiating a warehouse credit facility of up to \$20M and are negotiating with a few third-party asset managers to increase our capital options for Homeshares and Cityfunds growth.

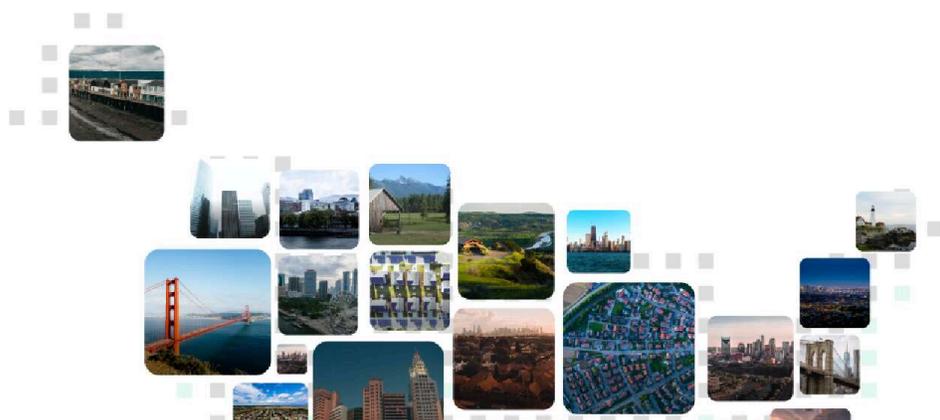
## Roadmap

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# 5 more SEC-Qualified Cityfunds Planned for 2023



## Launching an Entire Family of Cityfunds **Across the US**





Nada is a Visa® partner as part of their Fintech Fast Track Program.

## Releasing The Home Equity- Backed Debit Card

VISA Partner



Nada's Home-Equity Backed Visa® Debit Card product will provide value to both sides of our marketplace:

- **Investors** will gain cash management and debit services - enabling them to easily manage their real estate cash and unlock rewards for everyday spending.
- **Homeowners** will gain a single card to receive and spend their home equity cash via Homeshares enabling them to unlock more cashback on their home equity.

Nada plans to launch their banking product in 2024.

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## Press

- [TechCrunch](#)
- [Benzinga](#)
- [D Magazine](#)
- [Dallas Innovates](#)
- [FinLedger](#)
- [Yahoo! Finance](#)
- [Forbes](#)
- [Nasdaq](#)