

Helping Parents Raise Financially Smart Kids



KACHINGA IS BRINGING FINANCIAL LITERACY TO THE NEXT GENERATION

- EARN** Teach the value of money & hard work
- SAVE** Build good money habits for life
- GIVE** Share the joy of helping others
- SPEND** Empower hands-on learning while maintaining control

kachinga.com San Francisco CA

Technology Software Fin Tech Education Social Impact

LEAD INVESTOR

Erick Watson Fund Organizer; Kachinga Fund, A Series of Assure Labs 2020, LLC, A Delaware Limited Liability Company

The Seattle Angel Conference (SAC) is a semiannual investor-driven event, designed to increase angel investment capacity. SAC is operated as a non-profit to teach investors for-profit angel investing techniques. During each conference a diverse group of seasoned and novice angel investors work together to create a new fund, engage in thorough due diligence of 50+ startups under consideration, and ultimately award their pooled investment dollars to one or more of the presenting finalists. We are delighted to invest in Kachinga as one of our SAC 18 presenting finalists!

Invested \$56,183 this round

[Learn about Lead Investors](#)

[OVERVIEW](#) [DETAILS](#) [UPDATES](#) [WHAT PEOPLE SAY](#) [ASK A QUESTION](#)

Highlights

- 1 CFO raised > \$300M & led them to successful exits including IPO
- 2 Over 25% growth Week over Week
- 3 Raised over \$450,000 since founding
- 4 \$91B spent annually by kids in US
- 5 Estimated cash flow positive in < 18 months
- 6 Only solution with data-driven personalized financial literacy guidance & insights

Our Team



John McIntyre Co-founder

Serial entrepreneur Have grown companies from start-up to \$30M+ ARR



John Zdanowski CFO

20+ years with consumer & financial start-ups Raised > \$300M & led successful exits including IPO



Elaine Werffeli Chief Analytics Officer

Customer acquisition expert Former Dir. of marketing sciences at MSFT



Mike Shane CTO

Expert in consumer & financial apps Built & leads dev team of 100+ in Philippines



Paul Lee IA Architect

ML/AI/IA technology expert Former chief market analyst for MSFT



Bill Bulter CEO (part time)

We are facing a Financial Literacy Crisis.

In the US, 74% are living paycheck to paycheck, 1/3 don't have any retirement savings, and 3 out of 5 can't cover a \$1,000 emergency. At the same time, only 6 states require financial literacy class in school and most parents lack the time or knowledge to properly teach their kids.

We Are Facing a Financial Literacy Crisis



AND YET



Sources: National Endowment for Financial Education, Kachinga, Council for Economic Education, US Census Bureau. Property of Kachinga, Inc. 2020 | Private & Confidential | kachinga

Peace of mind for parents. Financial independence for kids.

Our mission is to bring financial literacy to the next generation by helping parents teach their kids to be smart with money. Kachinga provides an allowance, chore & savings management app for kids, a secure debit card with parental controls that offers young teens real world money experience, and personalized guidance for parents trying to educate their kids.

Teaching Kids the Smart Way to Manage Money



Helping kids get what they want, while learning what they need

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Our Team

We have a team of experienced and successful entrepreneurs. John McIntyre (CEO) has built 3 SaaS companies from start-up to \$30M+ in ARR. John Zdanowski (CFO) has 20+ years in financial startups and has raised more than \$300M, leading companies to successful exits including an IPO.

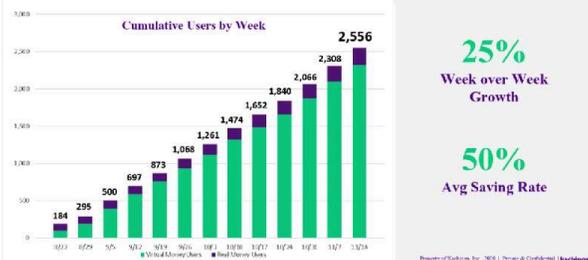


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Growing Rapidly

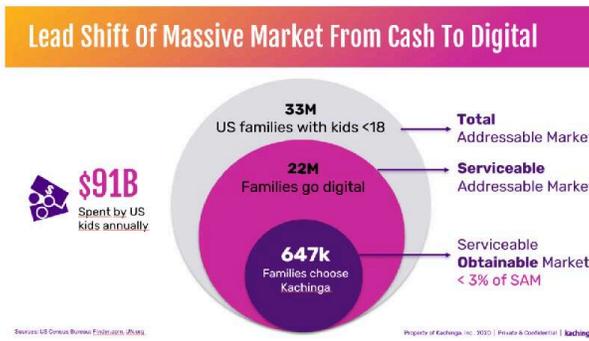
Since launching the Kachinga on the app store publicly in August, we've seen a dramatic 25% growth rate week over week.

Early Traction Demonstrates Demand



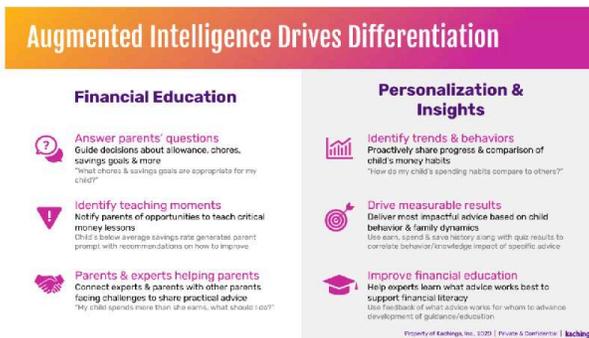
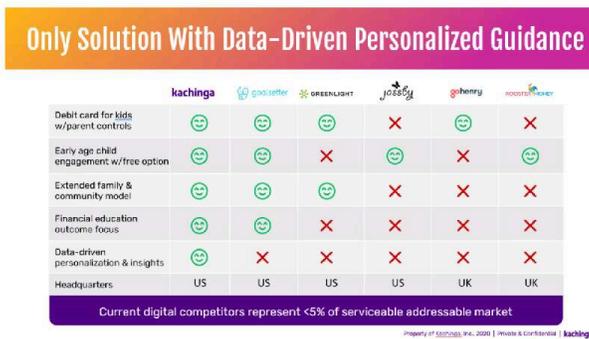
The Market

With over 33M US families with children under 18, Kachinga offers a unique value proposition to tap into the \$91B spent annually by kids in the US.



Augmented Intelligence Drives Differentiation

One of the greatest strengths of Kachinga over competitors is our data-driven personalized guidance and insights for parents.



Path to Profitability

Kachinga is currently generating revenue by a \$36/child per year subscription to the Real Money secure debit card. Future pathways to monetization include sponsorships, retail partnerships, channel sponsorships (education orgs, credit unions), and other financial services. We estimate being cashflow positive in less than 18 months.



Note: this slide contains forward looking projections which cannot be guaranteed.

Downloads

[Kachinga Investor Pitch 2020.11.17.pdf](#)