



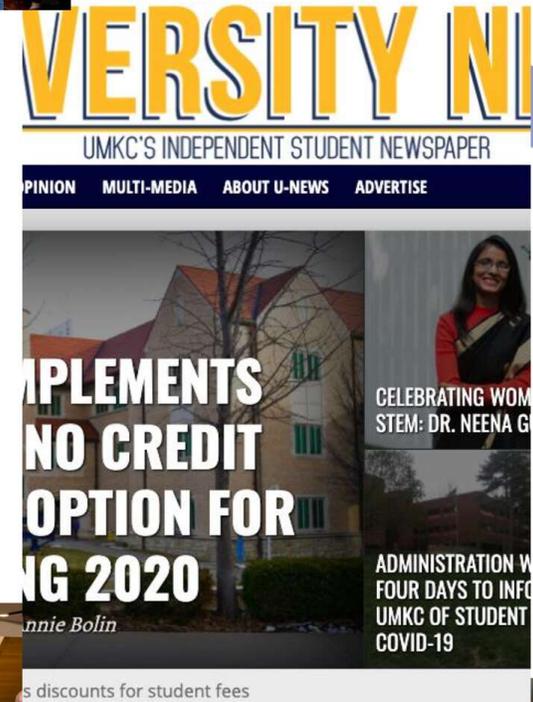
Splitting Peer Payments Made Easy

# It All Started From Sharing Large Group Bills

Our Co-Founders experienced hiccups with sharing large bills.

With 3 total roommates, this left room for problems.

**We're not the only ones.**





# The Problem

## Roommates Can't Split Bills Easily

Over **66 million Americans**  
Share Bills

## Roommates waste time splitting bills

Roommates who split the bills, report  
that leading the split **doubles** their  
time to pay bills

## Roommates don't get credit history

Only the main roommate gets  
credit for bills everyone has paid



# OUR PATENT-PENDING MOBILE APP

## Shared Automatic Payment System

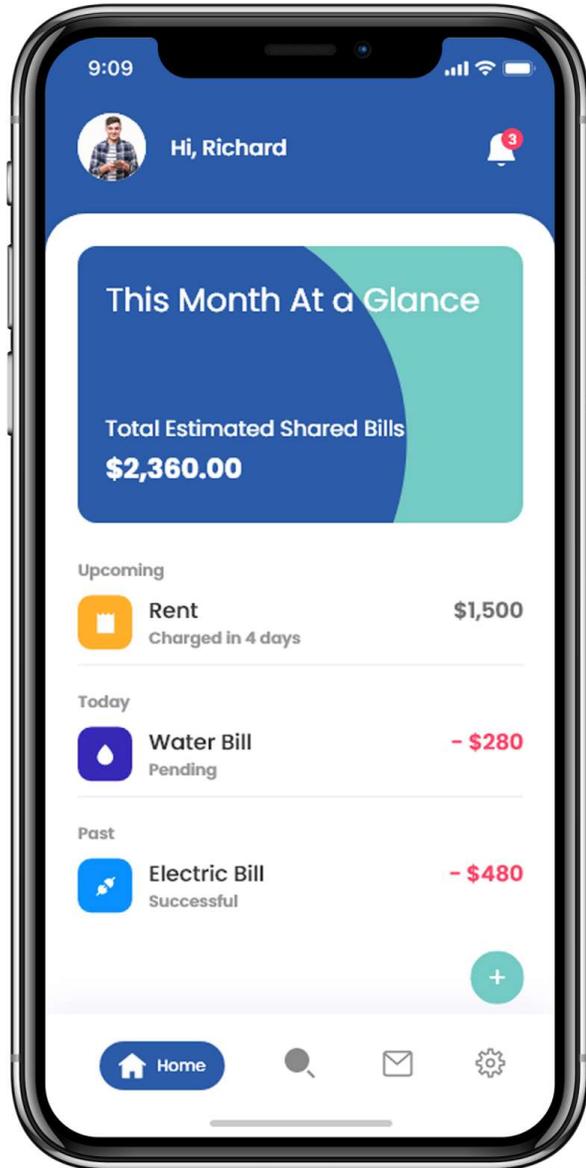
Create a Transaction, Go “Splitsies”, and forget about it!

## Time & Relationships Saved

No more fighting over who paid, when it was paid, and how much you owe.

## Specialized Offers for your share!

Get offers tailored specifically to you and your billing history

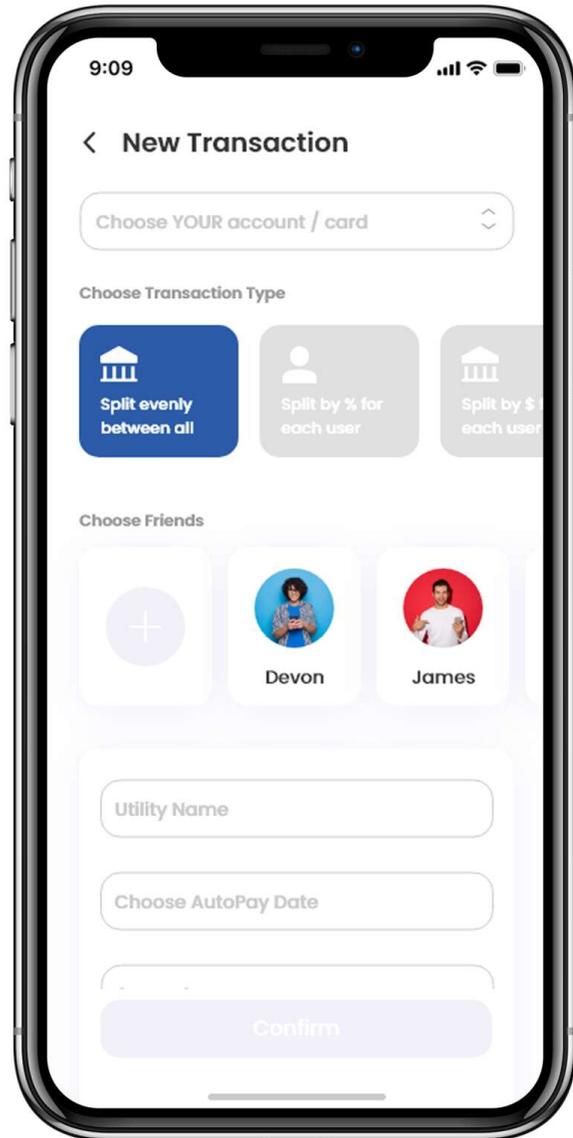


# Dashboard

View Total Shared Bills at a Glance

View Past & Upcoming Bills

Create New Transactions



# New Transaction

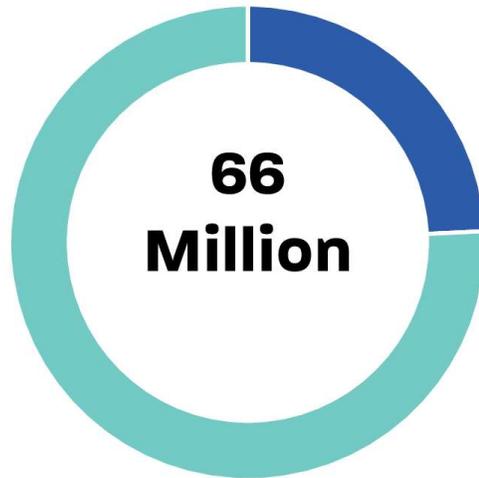
Choose Splitting Preferences

Choose Friends to Split With

Choose Biller & Payment Preferences

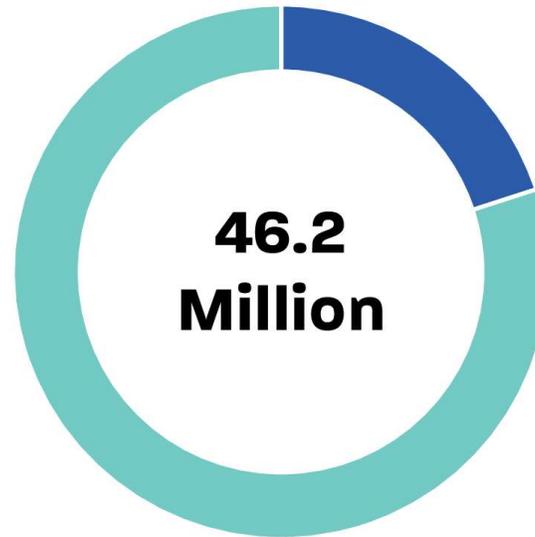
# Market Analysis

May Encounter Problem



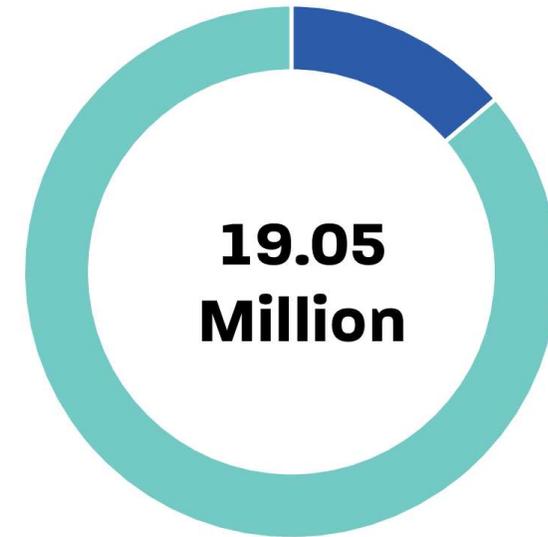
- Population That Share Bills
- Adult Population (18+)

Eligible For Solution



- Doesn't live with parents
- Target Market (18-34)

May Actually Use



- 25% in Target w/ roommates
- 18-34 Eligible for Solution

**\$9.5 Billion**  
Shared Utility Industry

**\$180 Billion**  
Apartment Rental Industry

# Business Model

1.3%  
AVERAGE  
INTERCHANGE FEE

01

SHARED AUTOMATIC UTILITY BILLS



02

SPECIAL OFFERS

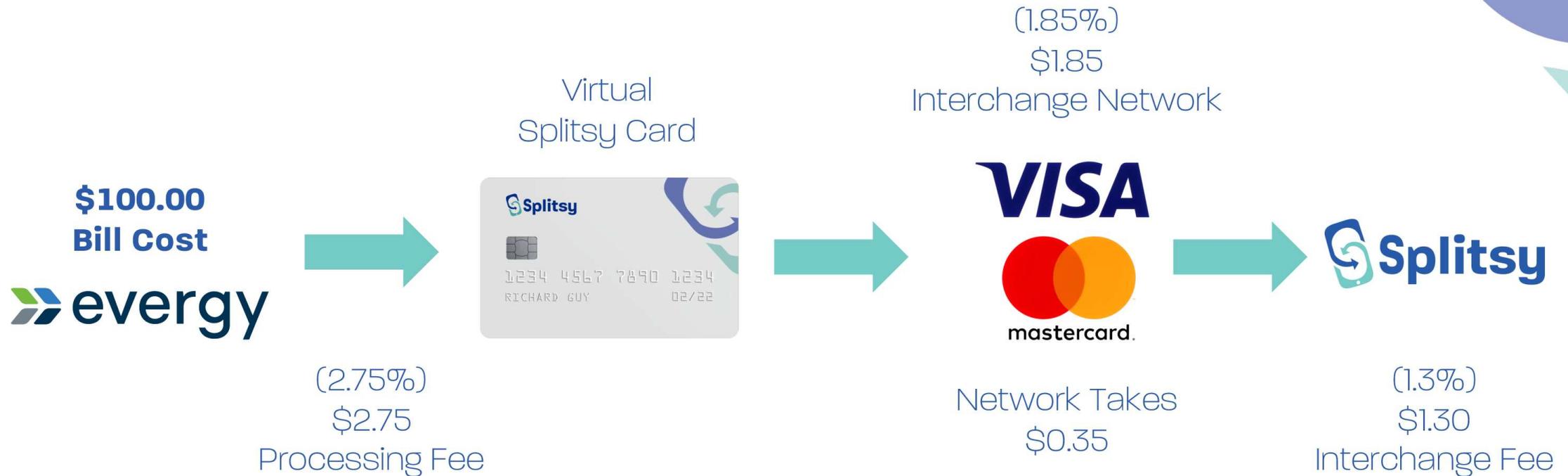


03

LOOKING AHEAD



# Interchange Fee's



**No Additional Splitsy Fee's to Merchants & Users!**

# Go-to-Market Strategy

## Online Partnerships



## Millennial & Gen-Z Social Media



## Campus Brand Ambassadors



# Meet Our Leadership Team



*President & Co-Founder*

## **Brad Starnes**

- 6+ Years Website Development
- 4+ Year Retail Experience
- UMKC E-Scholars Graduate
- UMKC MBA in January of 2021



*Vice President & Co-Founder*

## **Joe Allen**

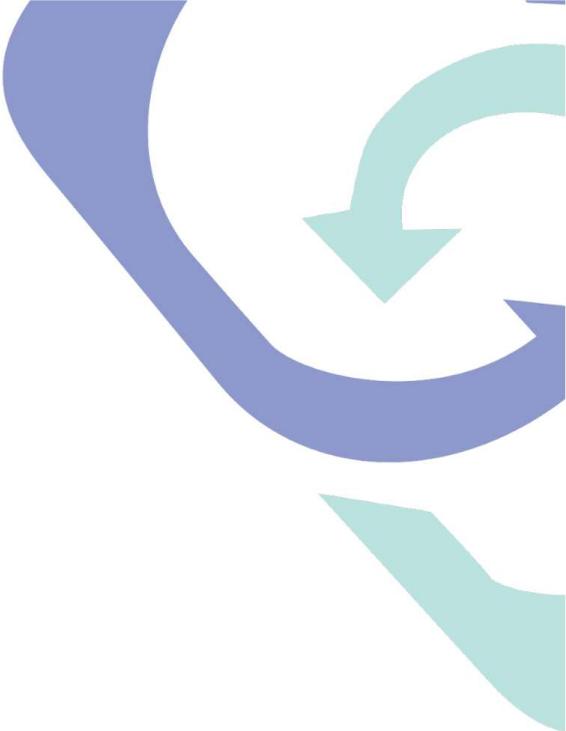
- 2+ Years Urban Planning
- 7+ Years Customer Service & Hospitality Experience
- Focus on economic impact in urban areas



*Director of Finance & Partnerships*

## **Nolan McMichael**

- 3+ Years in Finance Experience
- 6+ Years of Customer Service & Sales Experience
- Focus on contract negotiations, financial data, and sales



**THANK YOU!**