

Invest in Cedar Credit Builder

Building the world's most innovative personal finance and credit solutions



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Why you may want to invest in us...

- 1 Multiple Revenue Streams
- 2 Contracted Bank Partner
- 3 Highly Experience Founding Team
- 4 Extended Product Roadmap for Consumer Graduation
- 5 Top Industry Advisors

Why investors ❤️ us

WE'VE RAISED \$30,000 SINCE OUR FOUNDING

Our team



Adam Finke

CEO & Co-Founder

Consumer lending expert with 10+ years in finance and operations. Most recently managed a \$500MM+ fintech consumer lending portfolio.



George Ulmer

CTO & Co-Founder

Full stack developer with 15+ years of experience. Co-Founder & former CTO of HealthCrowd which has raised over \$9.8MM to date.



Henry Szeto

Senior Developer

Full stack developer with 15+ years of experience and a leading team member of will.i.am's (Black Eyed Peas) artificial intelligence company (I.A.M.).

Downloads

 [Cedar Credit Builder- Pitch Deck 20200914.pdf](#)

Live. Build Credit.



Live. Build Credit

CEGAR
Credit Builder

PROBLEM



Banks are not effectively improving consumer preparedness or access to healthy financial services

- High Interest Credit Products
- Antiquated Credit Models
- Risk Mitigation Focused
- Minimum Credit Development



Current credit building products do not offer adequate consumer flexibility, support, or safety

- Unnecessary Credit Extension
- Long-term Commitments
- Require Secured Funds
- Minimal Credit Score Impact

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Credit Builder

CEDAR'S SOLUTION

Turn each consumer's specific lifestyle into a Credit Building Opportunity

Live. Build Credit.



LINK YOUR BANK ACCOUNT
Cedar links the bills & subscriptions you pay each month and gives you a Cedar Card to pay them. Keeping you safe by not extending more credit than you need.



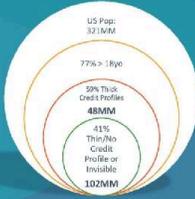
SPEND YOUR MONEY
Add the Cedar Card as your preferred payment method for the selected bills & subscriptions.



WATCH YOUR CREDIT GROW
Repay your line of Credit each month and Cedar will report the positive payment history to the Credit Bureaus.

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MARKET



US Pop: 321MM
77% > 18yo
59% Thin/No Credit Profiles
48MM
41% Thin/No Credit Profile or Invisible
102MM

- Total Addressable Market: \$10.56 Billion
- 1 in 3 consumers with Thin Credit profiles have poor credit ratings
- Americans spend around \$2.85 annually on Credit Repair Services
- 2 Stage Customer Acquisition Strategy
Stage 1: \$200, Stage 2: \$20
Goal of 48,000 consumers by June 2022

Consumer Population: 322MM* 50% 18-24 (214MM) 51% Female per consumer: \$5.10* 1.9% \$6.22 per transaction. Assuming \$33 Credit Builder and 3 transactions per month.

Business Model

Credit Builder Revenue

- Monthly \$5 Credit Builder Fee
- Transaction Interchange 1.5%-\$0.10/txn

White Label Revenue

- Credit Builder Servicing Fee
- Alternative Data Credit Products

Graduation Revenue

- Direct Deposit Account
- Savings Account
- Add-On Cedar Credit Products

Ancillary Revenue

- Underwriting Model Licensing
- Credit Referral Networks
- Leads List Generation

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COMPETITION MATRIX



Y-axis: Flexibility (Low to High)
X-axis: Credit Impact (Low to High)

Competitors: Experian Boost, Growcredit, Self., tomo., CEDAR, LevelCredit, chime.

Competitive Advantages

- NO SECURITY DEPOSITS**
Cedar lets you keep your hard-earned money in your account.
- NO CREDIT CHECKS**
No need to pull your credit as Cedar relies on bank transaction data to determine eligibility.
- NO LONG-TERM COMMITMENT**
Cedar's Credit Builder runs in 1-month cycles and you can cancel at any time.
- AFFORDABLE**
Cedar charges a flat monthly \$5 fee. NO Late Fees & NO NSF Fees.

Proprietary Tech

- Proprietary Eligibility Algorithm**
Transaction algorithm to simplify Credit Builder eligibility and maximize revenue
- Innovative Credit Controls**
Active credit controls to minimize risk and consumer cost
- API-Based Tech Stack**
API-based tech stack to allow for dynamic change capabilities

CEDAR Credit Builder

ADAM FINKE
Hustler, CEO
MBA Consumer Lending, Expert Purveyor of Financial Inclusion for All

WELLS FARGO
MetBank

GEORGE ULMER
Transformer, CTO
Fintech expert with wide knowledge of API utilization

smartsheet
HealthCloud
iam+

HENRY SZETO
Visionary Designer
UI/UX design to create friction and maintain monthly active users

GIMBAL
iam+

MILESTONES & NEXT STEPS

- Beta platform development complete**
- Letter of intent executed with real estate organization: Access to 20,000+ customers**
- Full Fintech Accelerator Completed October 30th 2020**

- Complete Bank Onboarding & Implementation**
 - Central Bank of Kansas City
 - Central Payments
- Finalize Credit Builder White Label LOI with Bank Trade Organization: 82 Banks with 400,000+ Customers**
- Phased Launch Timeline**
 - MVP Launch- April 2021
 - Full Market Launch- June 2021

Product/Revenue Roadmap

2021 Revenue Projection: \$133,000 (Dec 31)

2022 Revenue Projection: \$5,750,000 (Dec 31)

2023 Revenue Projection: \$28,191,000 (Dec 31)

**exact timeline cannot be guaranteed*

FUNDING



Investor Q&A

What does your company do? - COLLAPSE ALL

Cedar offers a custom built credit card to cover bills and subscriptions that the consumer already pay in order to help them build the credit they deserve when Cedar reports the on time payment to the credit bureaus.

Where will your company be in 5 years? -

Cedar hopes to grow into a new banking as a service platform with a full suite of financial products. Savings Accounts, DDA, Credit Cards, and Other Consumer Lending loan products. Think of Chime, but better! These goals are projections and cannot be guaranteed.

Why did you choose this idea? -

I (Adam Finke) have been a consumer lending expert for a number of years and saw first hand the damage high cost credit products can cause. I wanted to change the narrative and help people build solid credit profiles before they need them.

How far along are you? What's your biggest obstacle? -

Cedar is nearing our Beta launch in Q4 of 2020 through participation in the Falls Fintech Accelerator which comes with a bank partnership. Our platform is ready, but require the banking relationship to complete lending operations in various states. The Banking partnership with Central Bank of Kansas City and its payment division Central Payments will provide the needed card issuing and ACH payments processing features needed to execute. Full bank partnership requires the funding of an annual minimums account, which will be approximately \$100,000. This means funding is the biggest obstacle in our current stage.

Who competes with you? What do you understand that they don't? -

Secured Credit Cards products (Chime's Credit Builder is an example), Experian Boost, and Build Credit. These companies each have short comings when it comes to requiring consumers to lock up funds in a secured account, extended commitment terms, and minimum overall impact to consumer credit scores.

Cedar Credit Builder is a brand new product construct that eliminates each of these consumer pain points and is the best solution for consumer to get a jump start on their credit journey.

How will you make money? -

The Cedar Credit Builder offers multiple revenue streams along with consumer graduation opportunities. Through consumer use of the Cedar Credit Builder, Cedar earns revenue through the monthly disbursement fee which ranges up to 2.5%. Additionally Cedar earns a share of the interchange revenue of Cedar Card transactions.

As consumers continue to utilize the Cedar Credit Builder, Cedar is able to develop consumer insights that will allow product expansion into new credit opportunities such as consumer credit cards and loans. Consumer graduation along with the ability to increase deposits through savings programs and direct deposit account incentive offers, give Cedar long term growth potential.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? -

The top 2 risks that we see at Cedar are customer acquisition and lending capital/funding. Being able to acquire consumers at an extremely affordable rate is paramount to our initial success as we've created the Cedar Credit Builder to be cost effective to the consumer so maintain low churn rates and maintain the likelihood of a consumer moving on to future Cedar credit product offerings. Funding is required for completing bank implementation and moving to full market launch which will require lending capital. If lending capital is not present Cedar would need to rely on the Bank approved balance sheet utilization, which would minimize Cedar's economic returns.

What is Cedar's customer acquisition strategy? -

Cedar will implement a 2-stage customer acquisition strategy. Stage 1 focuses on 2 strategic partnerships that we are in process of LOI creation with. These partnerships test

both the B2C and B2B avenues with access to over 250,000 consumers. Stage two will see Cedar expand into a direct to consumer marketing strategy. Utilizing stage one consumer insights, Cedar will utilize SMEs to develop and implement a digital/social marketing strategy.



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