



Elevating Small Business Banking



Asenso Finance is testing the waters to evaluate investor interest. No money or other consideration is being solicited; if sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and, then, only through Wefunder. Any indication of interest has no obligation or commitment of any kind.



About Us

Asenso Finance is a lending-as-a-service firm that provides the **technology and operations** to help **community banks scale digitally.**

Replicating best-practice models from emerging markets, Asenso offers a **highly-scalable and secure digital solution** that enables banks to administer **low-interest, zero-collateral loans** to help small businesses—**the backbone of the American economy**—rebuild, recover, and dream even bigger.

Asenso (n) is both a Filipino and a Spanish word meaning “to progress; to ascend; to prosper”

Key Highlights

 Winner of the **FDIC Tech Sprint for Market Readiness**

 LOI agreement closed to process over **\$50M in loans**

 Founders with multiple Silicon Valley Exits

 **\$150,000 in sales** in Q4 2021

 Addressing a \$73-billion underserved market

 Bridging the gap between large banks and community banks to serve the small businesses



*Winner was Asenso Finance's parent company, Talino Venture Labs and National Asian American Coalition (NAAC). Asenso Finance is a spin-off from this partnership

The Problem:



Small Business Owners

- Insufficient credit history
- Little to no collateral
- Limited access to loan products

ADDRESSING THE

GAP



between small businesses
and financial institutions
such as banks and CDFIs



Large Banks

- Prohibitive loan administration costs
- Less risk averse
- Lower profit on smaller loans
- Increased regulation



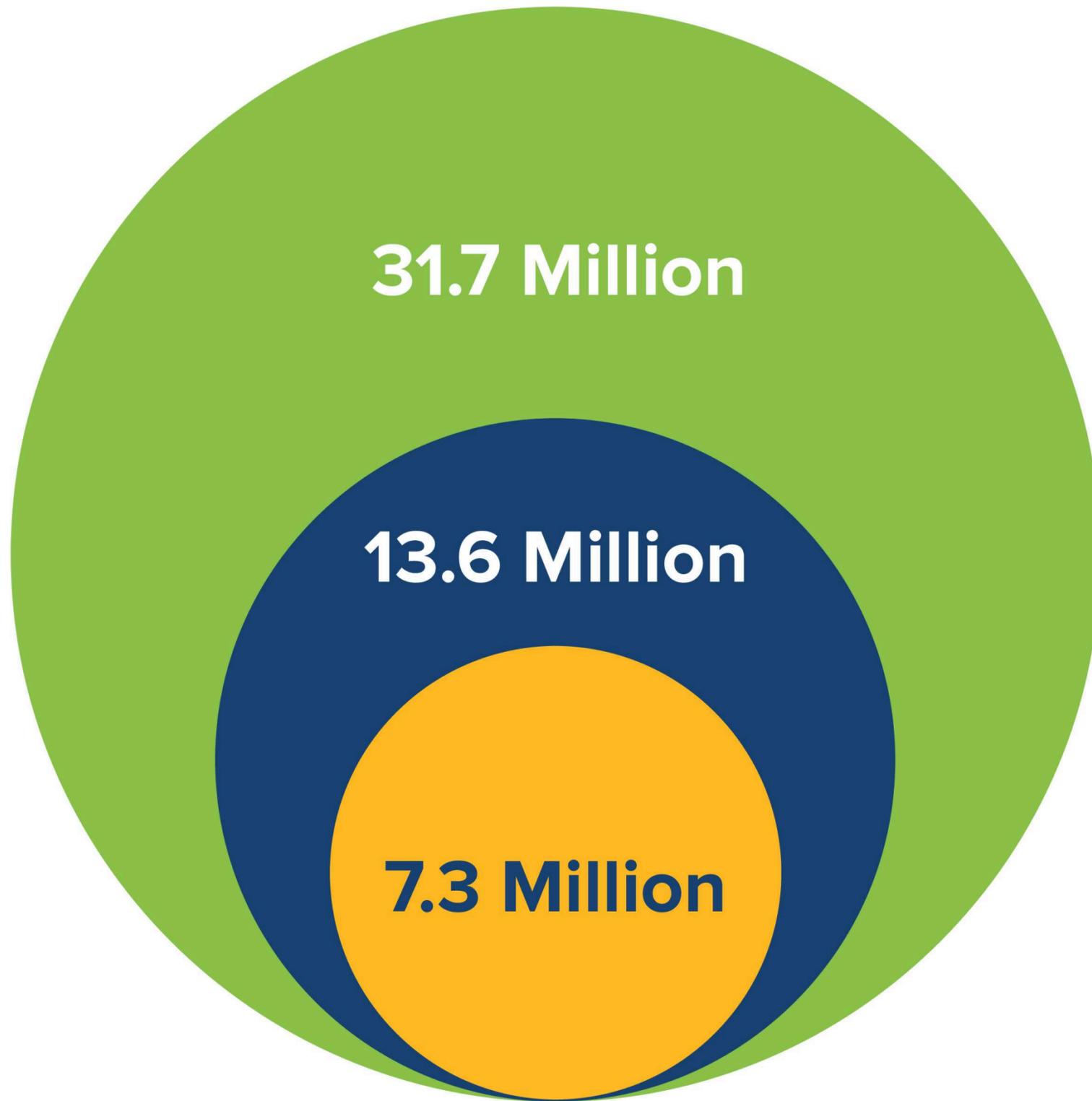
Community Banks/CDFIs

- Resources allocated towards other services
- Lack the technical expertise

We work towards **financial inclusion**.

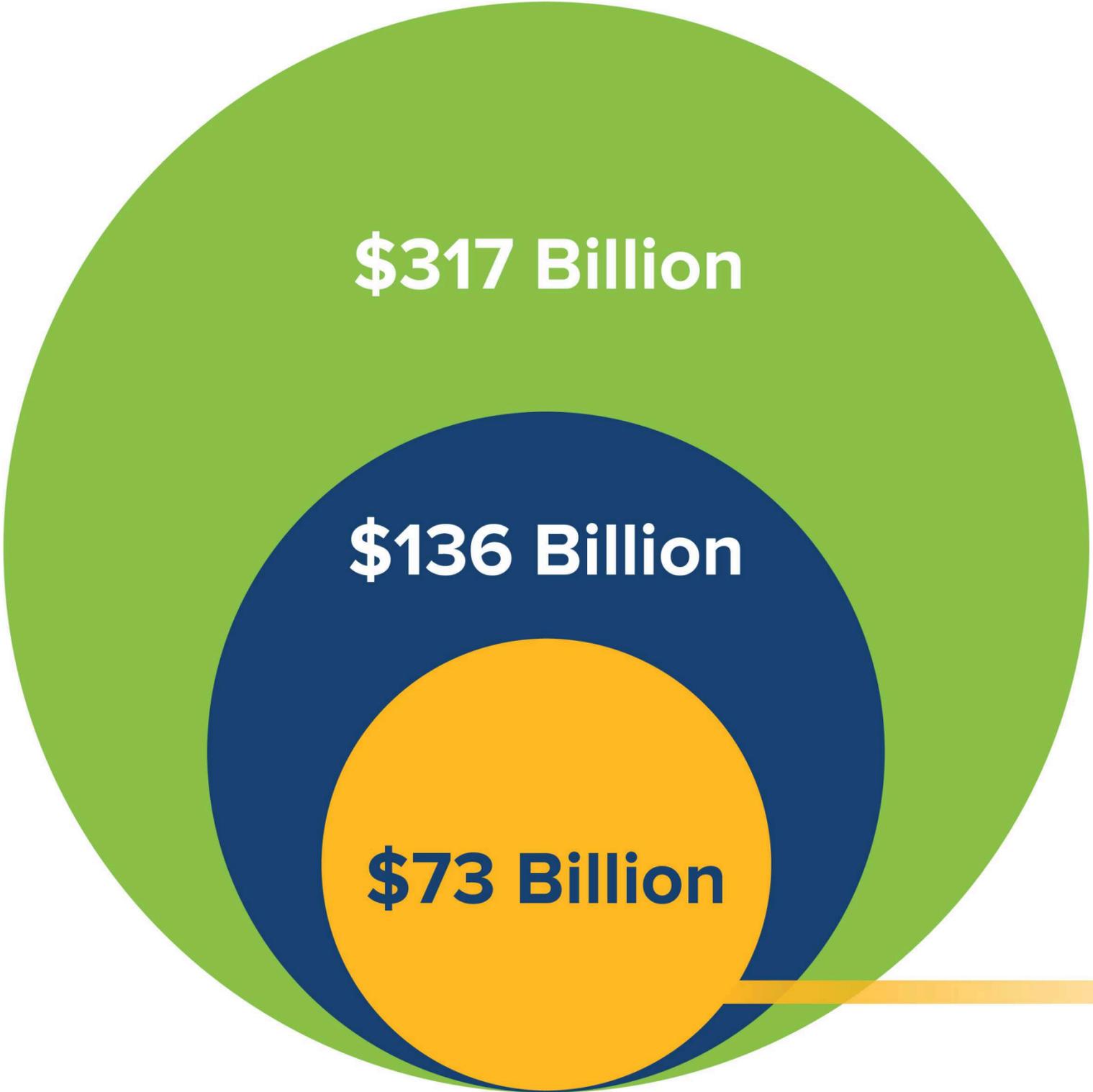
Our goal is for **no small business to be left behind.**

2021 US Market Size



- Total Available Market (TAM):
31.7 MILLION Small Businesses
- Serviceable Available Market (SAM):
13.6 MILLION Loan Applications
- Serviceable Obtainable Market (SOM):
7.3 MILLION Loans Unprovided or Underprovided

2021 US Market Value



Estimated loan amount of

\$10,000

per small business

The gap we want to close

<https://www.fundera.com/resources/small-business-lending-statistics>

Our Solution:

Enabling Community Banks with Technology & Expertise



Lessen the friction of paperwork with a **digital solution** for small business borrowers and banks alike



Enable banks to offer **low-interest rates** to small business borrowers



Operationalize the "**legwork**" of loan processing



Scale partner banks with digital solutions that let them do more and focus on reaching more underserved communities



Manage the risk for lenders and funders by enabling a higher repayment rate



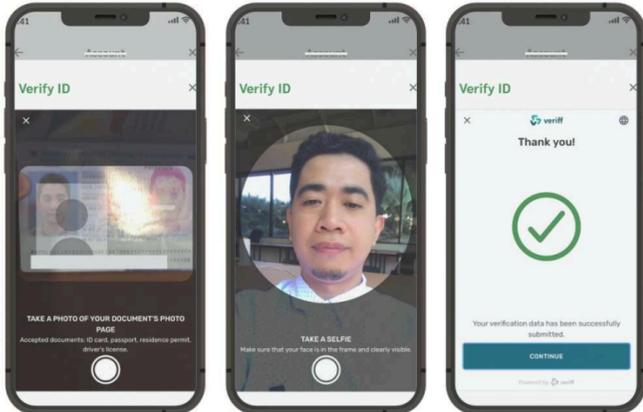
The Social Borrowing Circle

A proven model to deliver **zero-collateral credit** while achieving **higher repayment rates**, by leveraging on a **peer-based social borrowing circle**

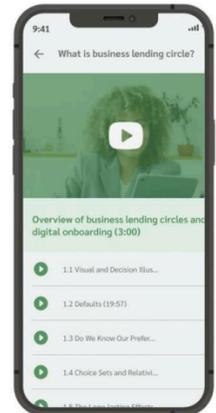
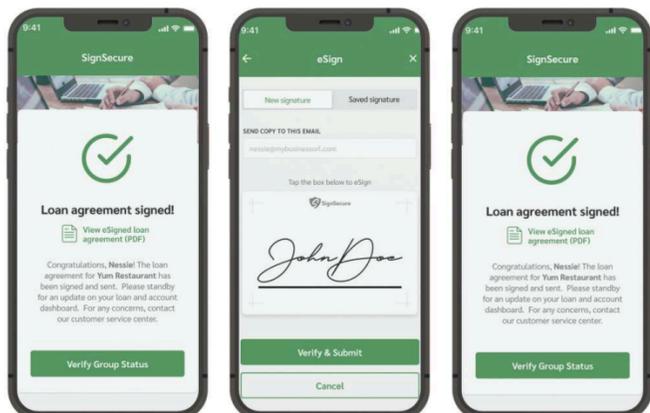
How it works:



Form a group of 5
(serve as co-guarantors)



Fill out application including biometric eKYC



Digital Documents and e-Signature



Disbursement and payments



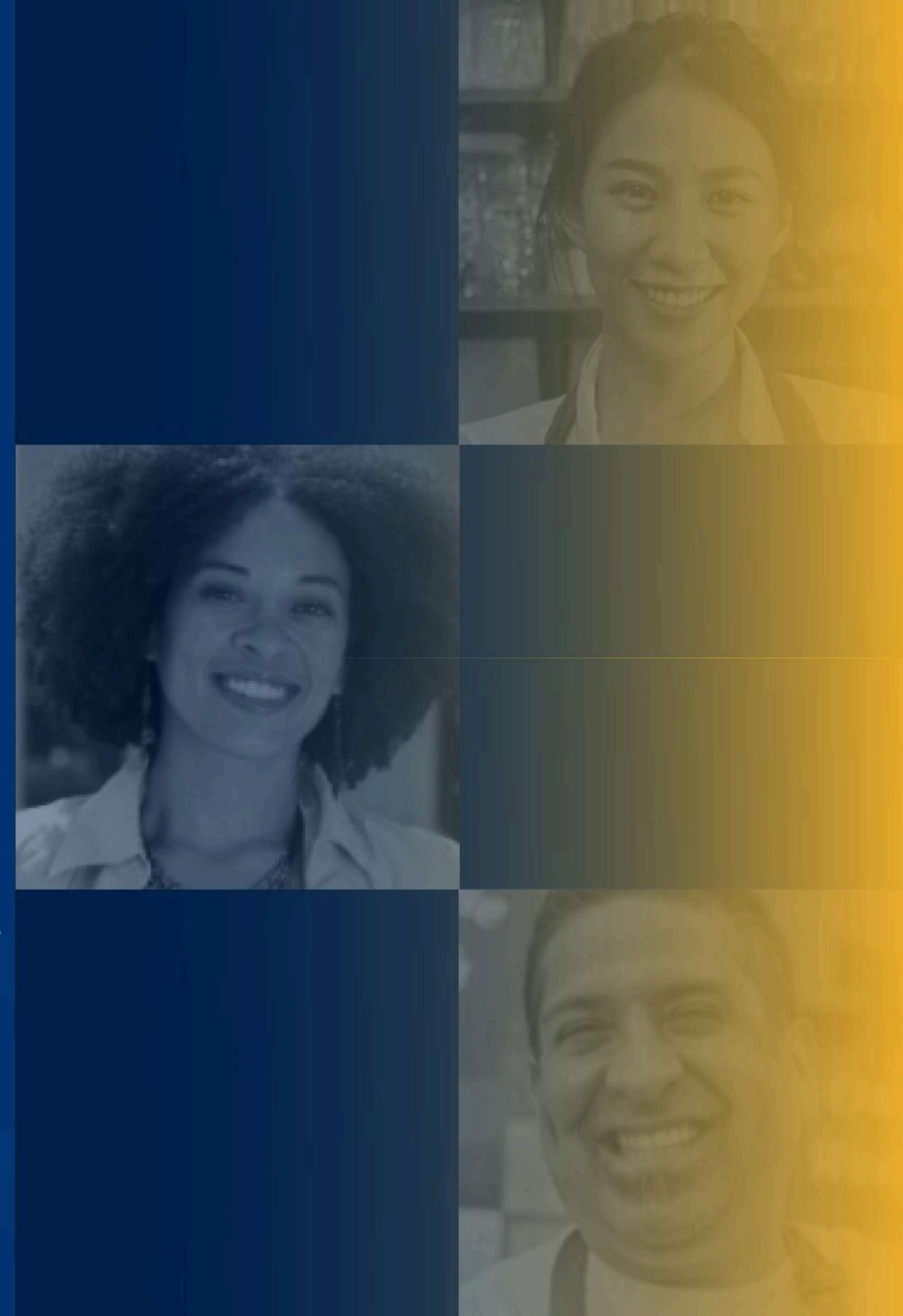
Monthly interactive financial literacy as the borrowers pay off their loans

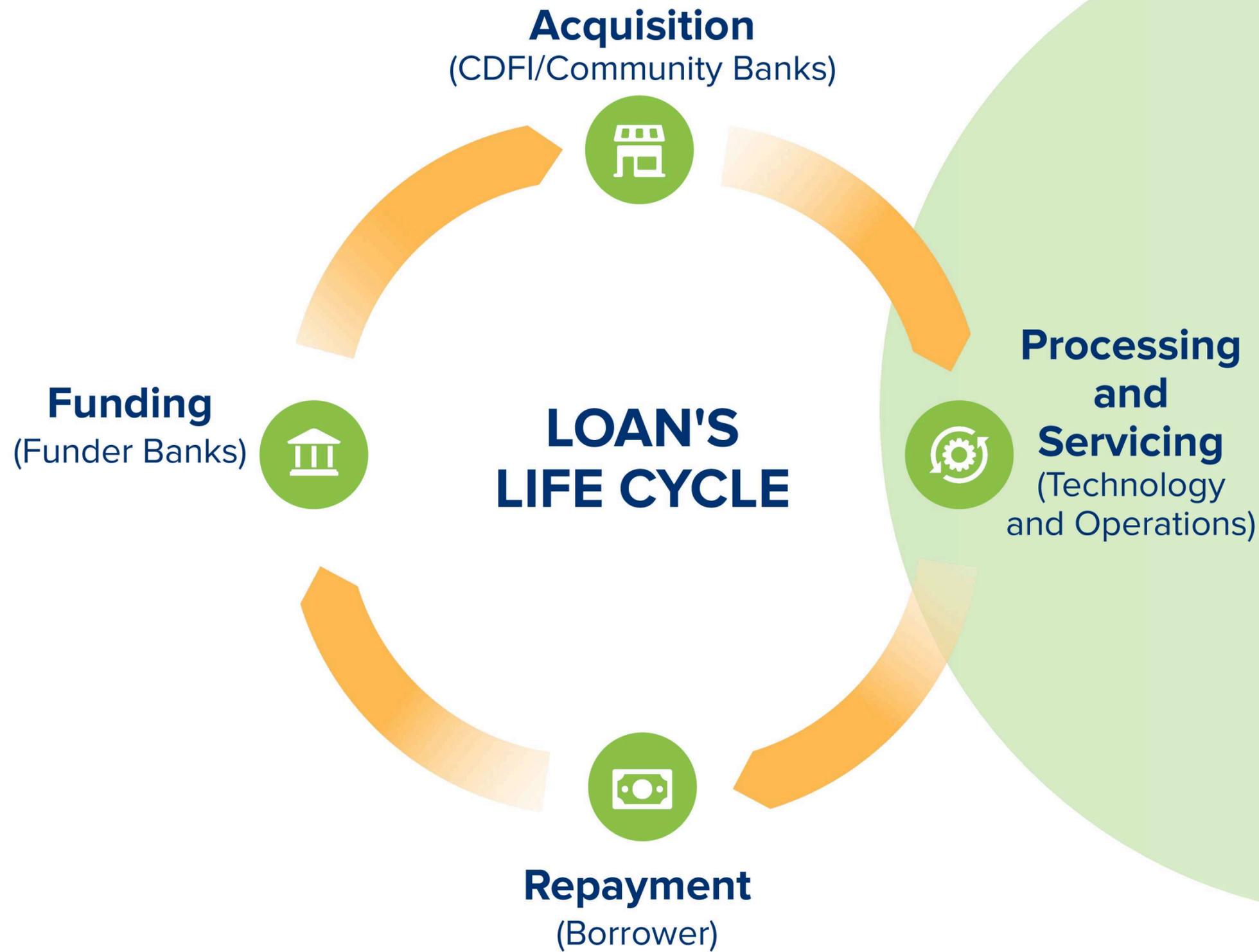
Our Business Model

We bridge community banks and CDFIs with underserved small businesses to get them the capital they need at affordable interest rates.

Our mission is to close the capital gap for small businesses by helping the institutions who help them.

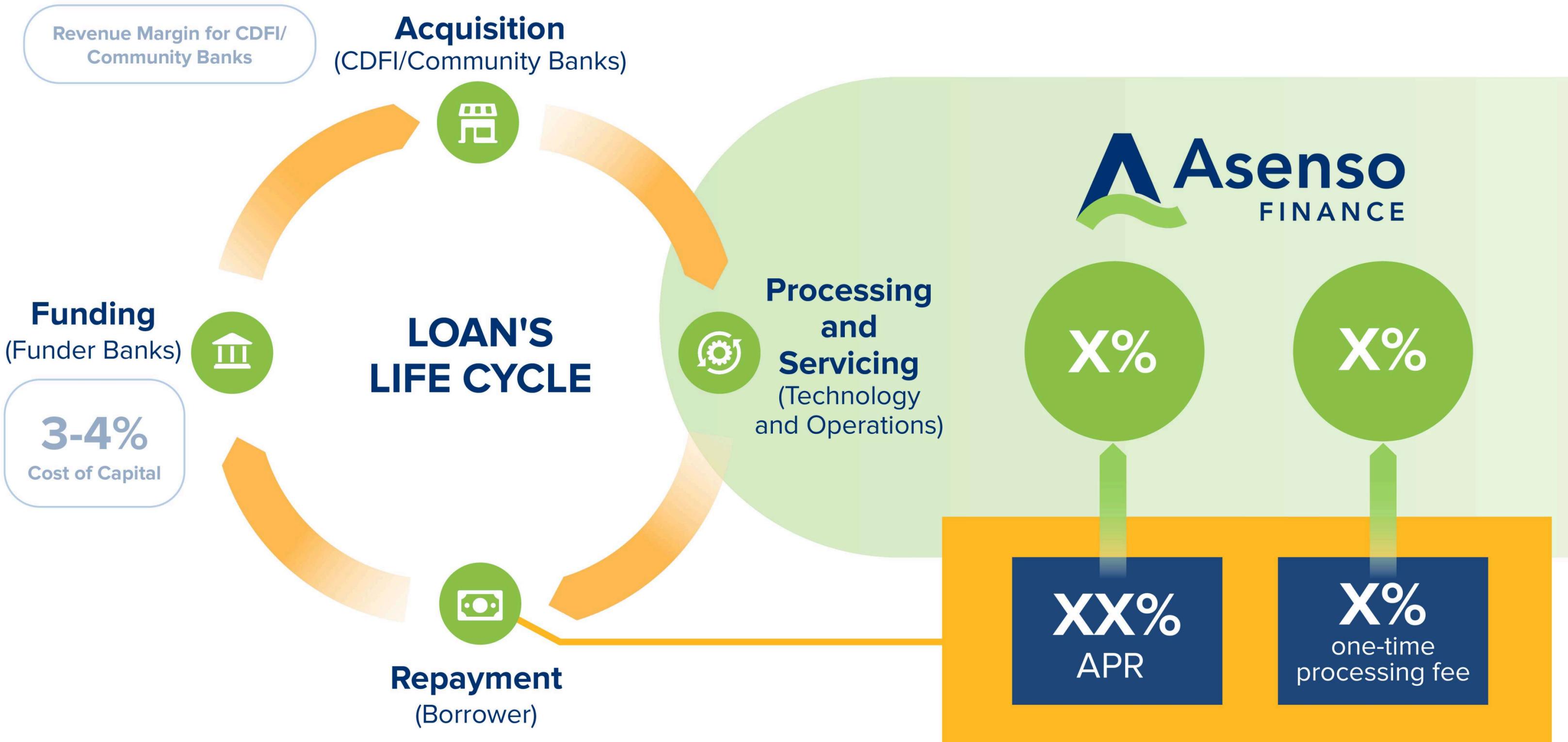
*CDFI = Community Development Financial Institution





- ✓ Underwriting
- ✓ Identity Verification
- ✓ Credit Check
- ✓ Risk and Compliance
- ✓ Document Generation
- ✓ Reports Generation
- ✓ Disbursement

Our Revenue Model



Revenue Forecast

Average total loan amount:

\$20M/yr

per CDFI/Community Bank

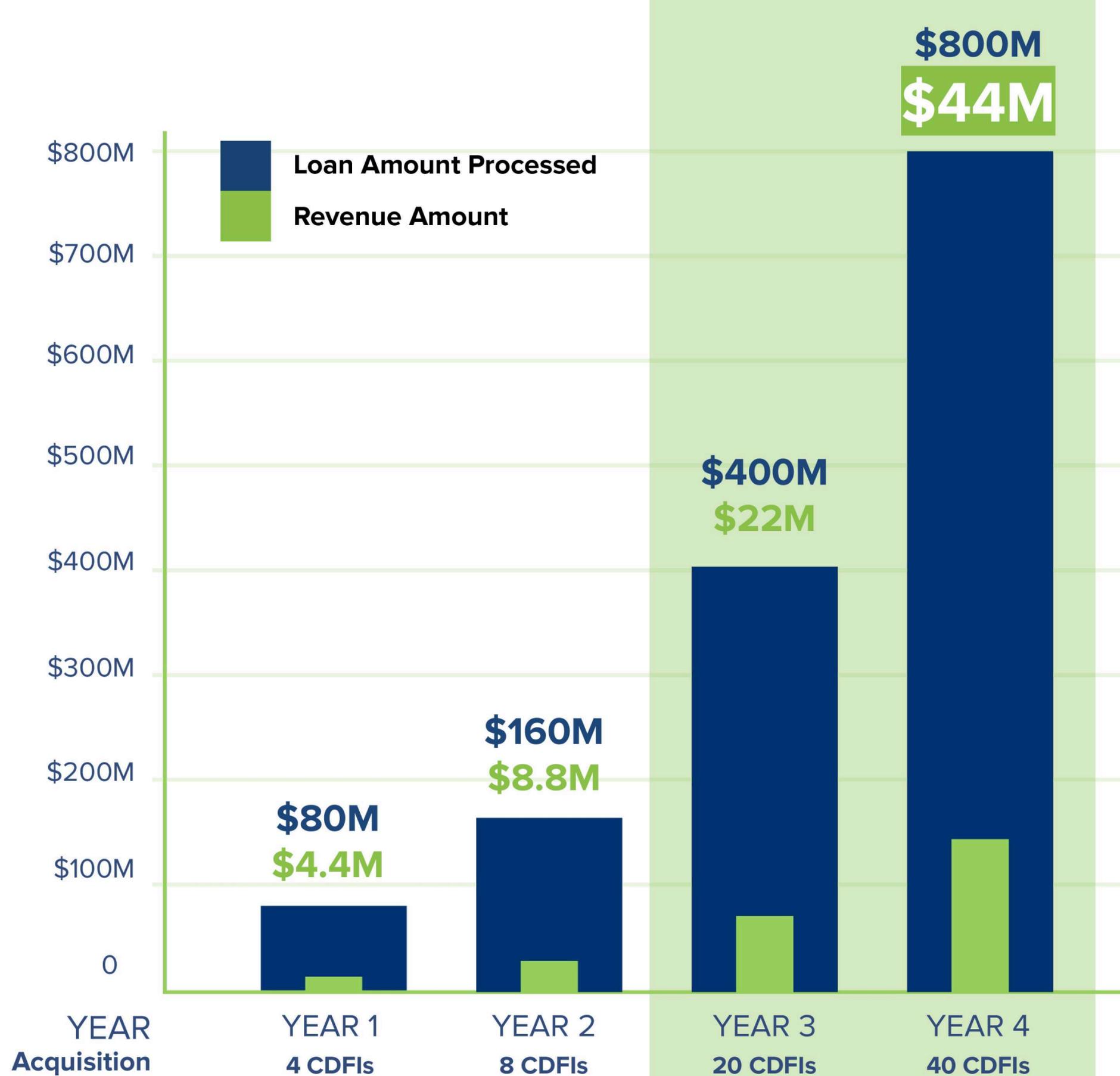
Currently, there are over

1,100 CDFIs

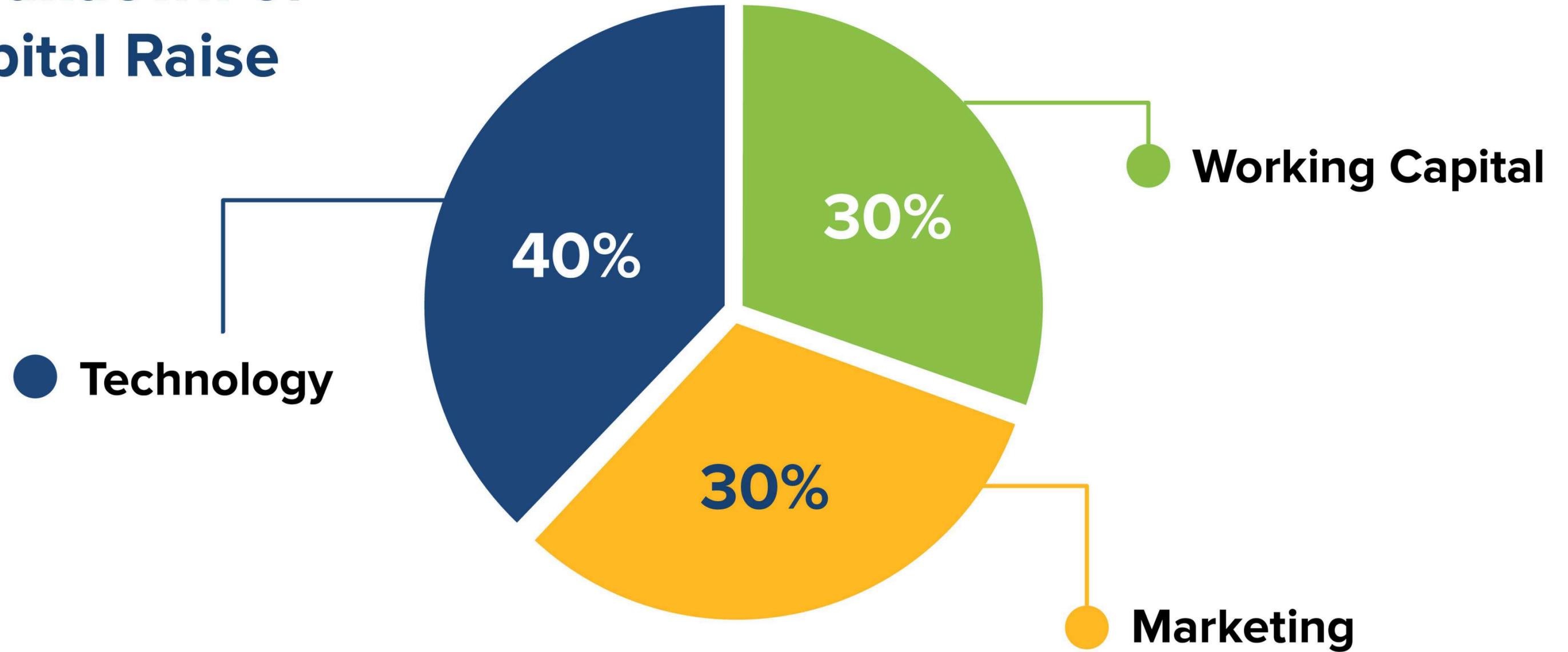
certified by the CDFI Fund

These are forward-looking projections and are not guaranteed.

Total loan amount processed for partner CDFIs/Community Banks



Breakdown of Capital Raise



Minimum Fundraise Target: **\$250,000**
Maximum Fundraise Target: **\$1,000,000**

Experienced Leadership Team



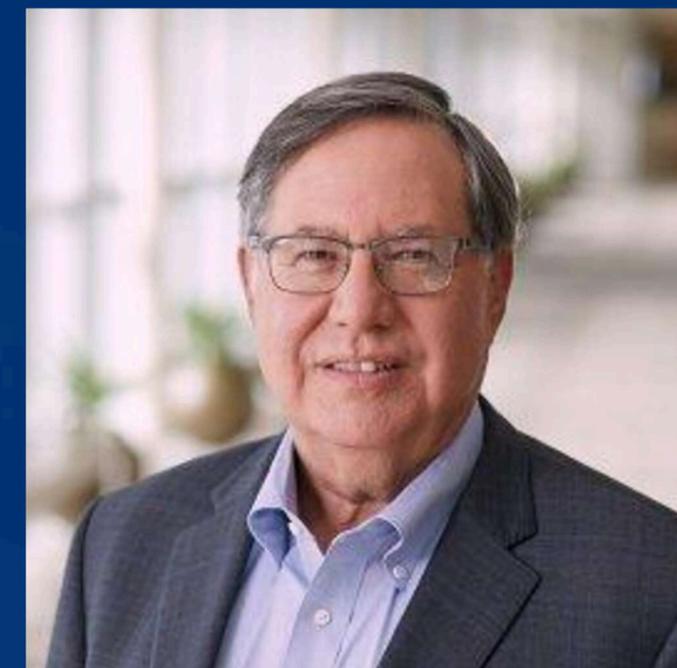
**Winston
Damarillo**
Chairman

Veteran startup
entrepreneur & VC with
Silicon Valley exits



**Keny
Chang**
President

Ex-bank president &
fintech startup founder,
recognized as a
top financial consultant
in California



**Tom
Fisher**
Executive Director/Advisor

Former CTO of eBay;
5x Global CTO,
3X Pioneering Founder,
and Enterprise Innovator.

Experienced Leadership Team



**Cindy
Ty**

Chief Finance and
Operations Officer

Experienced financial operations leader with more than a decade of sustained success across multiple companies



**Carina
Oriel**

Corporate Development
and Strategy Lead

Former restructuring consultant at Alvarez & Marsal; dedicated to scaling high-growth businesses while making strides towards inclusivity



**Rachelle
Baliao**

Business Development
Lead

Experienced Senior Manager skilled in sales, client management and business development



**Miguel
Cabral**

Chief Technology
Officer

Serial fintech CTO; product development, technology & digital transformation expert



**Niña
Terol**

Chief Marketing
Officer

Experienced venture builder, international communicator with McCann, UN, World Bank, and national election campaigns



**Dominique
De Leon**

Design Lab
Director

Multi-awarded intrapreneur, former business lead of Dentsu Jayme Syfu's CX Design Agency Unit, MS in Innovation and Business

Asenso Finance is a portfolio company of Talino Venture Labs, the global venture studio for inclusive fintech





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Business Banking**