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Home-finance on autopilot

Borrowing is complicated

LOAN TYPE		RATE / APR	MONTHLY	POINTS/CREDITS	
30yr	FIXED	3.000% / 3.012%	$1,994	–$504	CREDITS
15yr	FIXED	2.500% / 2.521%	$2,975	–$912	CREDITS
10/1	ARM	3.000% / 3.459%	$1,994	$1,688	POINTS
7/1	ARM	2.750% / 3.491%	$1,941	$1,396	POINTS
5/1	ARM	2.875% / 3.674%	$1,968	$1,088	POINTS

Typical rate table used by lenders
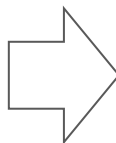
+ $5,000

Avg. Price difference:
Same Borrower,
Same Mortgage

– $5,000

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Leading to painful debt burdens & missed home ownership opportunities

- **$150B/year in avoidable costs** from not shopping, not choosing the best loan products

- Today: **worst home affordability on record**
  - Over 10% mortgage denial rate - most frequently for monthly payments (across debts) too high

- Unnecessary financial insecurity and **financial exclusion**
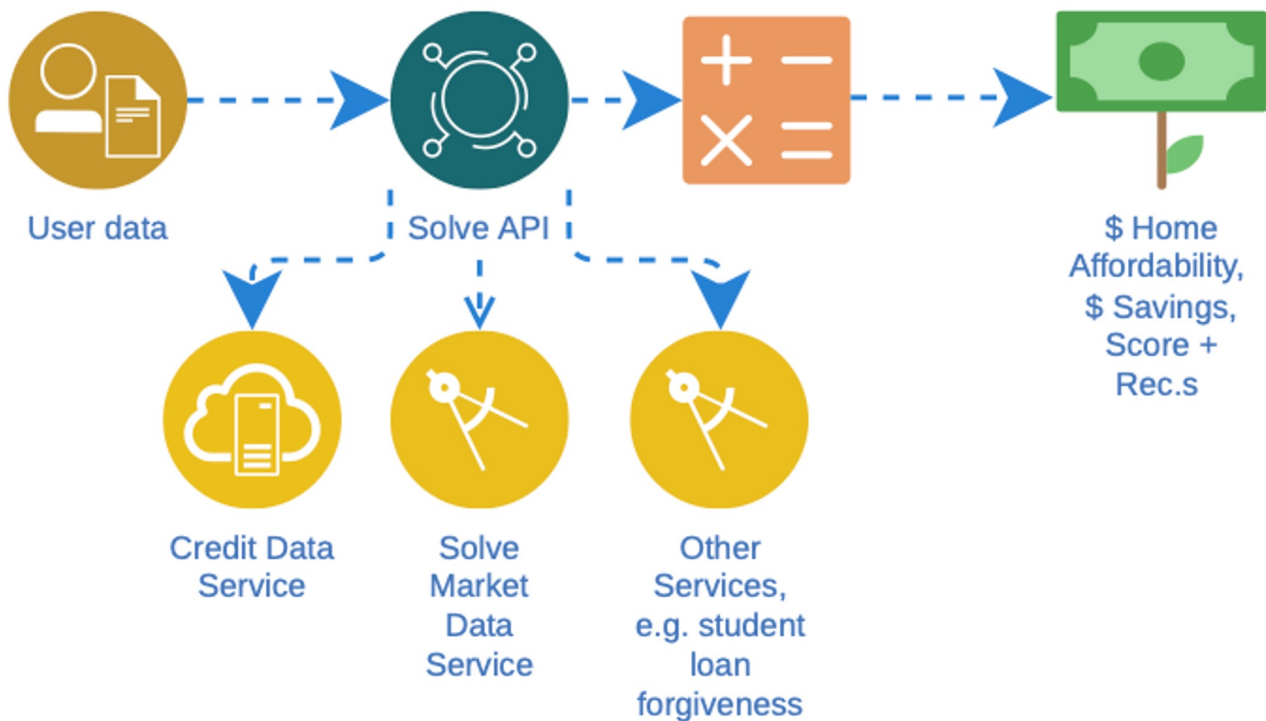
Source: **NAR**

We automate the best-possible borrowing outcomes

- Our Debt Optimizer scans a credit report and real time market data
  - instant recommendations to lower cost across debts (auto, personal, student) and maximize home-buying power

- B2B: we sell guidance to businesses to help their users
  - as a user-facing app or API
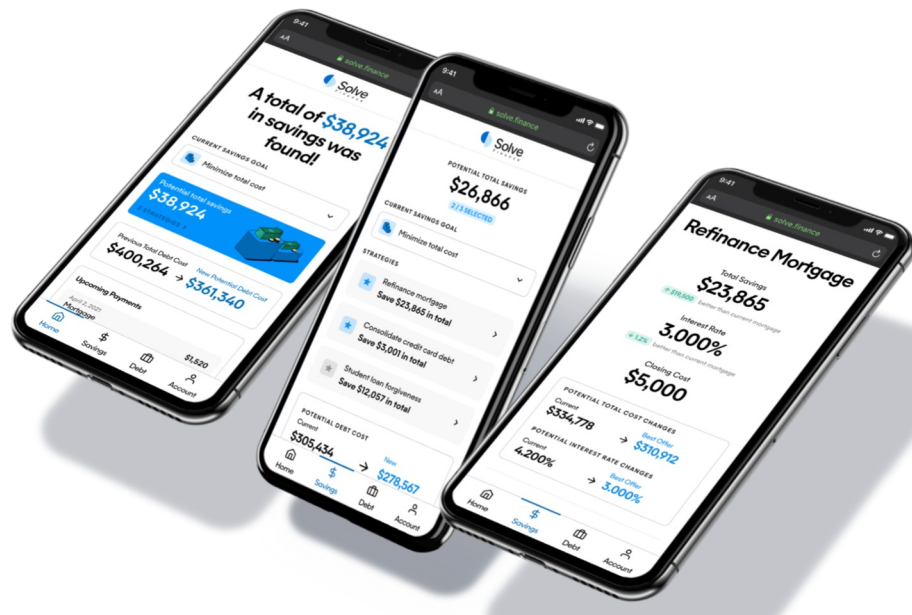
We identified over $9 million in savings in 2022

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How our debt optimizer works: we analyze credit and market data for other firms' users

User data → Solve API → $ Home Affordability, $ Savings, Score + Rec.s

Credit Data Service

Solve Market Data Service

Other Services, e.g. student loan forgiveness

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GTM: optimize home-buying power for mortgage lenders and proptech

- **We quickly evaluate and increase home-buying power**

- Why do they need us?
  - **They want users who can close on homes!**
  - To enable hubs for home-buying, increase engagement and increase customer LTV
  - Increase conversion rates and financial inclusion by turning no's into yes's for mortgage lenders
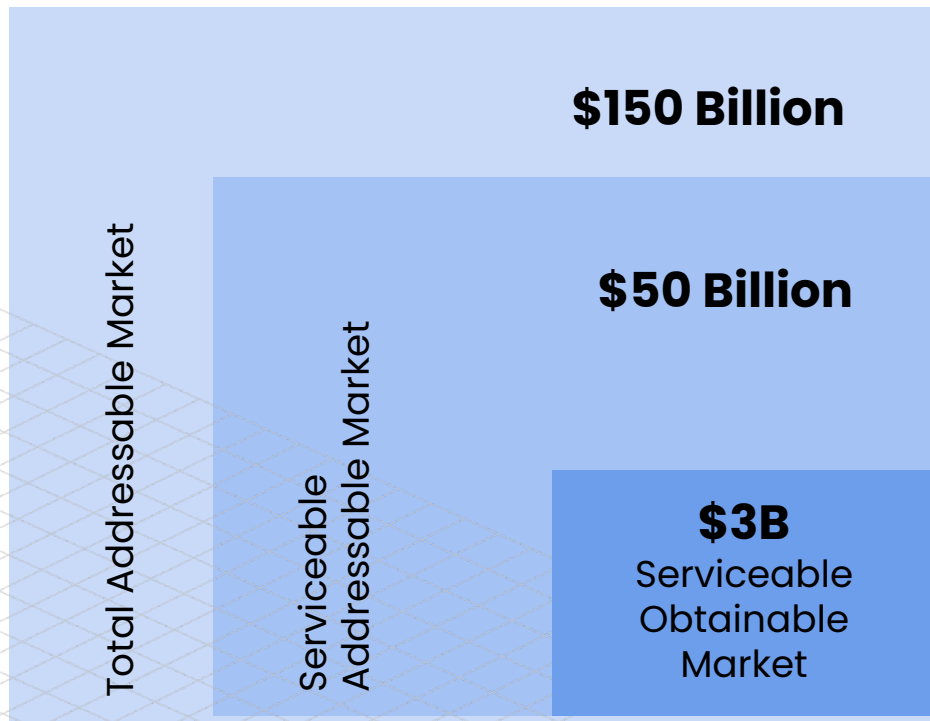
$5
Per-user evaluation

–›70%
Gross margin

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Large market opportunity

$17 Trillion of consumer credit, $13 Trillion of which is mortgage

$2.5 Trillion mortgages originated with $100B annual revenue/year. Estimated $6B of missed revenue from denials

$150 Billion

$50 Billion

$3B
Serviceable Obtainable Market

Total Addressable Market

Serviceable Addressable Market

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By adding financial intelligence on top of marketplace, we're a new offering in debt-advice

	Solve FINANCE	Lending Tree, NerdWallet etc.	Credit Xpert	Finlocker	Credit Mountain
Auto-optimize DTI, homebuying power	✔	-	-	-	-
Credit score improvements	✔	-	✔	✔	✔
Offer borrowing advice	✔	✔	-	✔	✔
Market data	✔	✔	-	-	-
Pre- and post-denial	✔	-	✔	✔	-

Our team has a great mix of household finance and data/tech experience

Sean Hundtofte, PhD
CEO

- D2C Acquisitions at Better Mortgage

- Started career investing in consumer finance and distressed residential and mortgage opportunities

- Researched household finance as Yale PhD, NY Fed; mortgage professor at NYU Stern

+ Head of Engineering, **Matt Doak** (1x Founder)

+ **Jeff Helsten** Senior Eng, **Kathryn Dutile** Ops

+ Fractional AI team including Mark Wagy, Mark McQueeney

We're growing our great group of advisors and backers

Dash Fund

one zero

1/0 Capital

**Axon
Family Office**

MAINE VENTURE FUND

Renegade
(Bessemer Scout Fund)

Irish Angels

Vinay Pai
3x Founder,
Former CTO
OKCupid

Sara Jeruss
COO, Quill
CPO, Climb
Credit

Jonathan Stein
Founder & Chairman,
Betterment

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And we're growing partners. Traction so far:

Mortgage Lenders

morty

FranklinCredit
MANAGEMENT CORPORATION®

better mortgage
corporation

Financial Wellness

ScoreNavigator®

Marble

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With $3M, we'll get to the revenue for a Series A

Here's how we'll use it

Engineering
45%

Customer development
30%

Infosec, Compliance, Legal
10%

Ops
15%
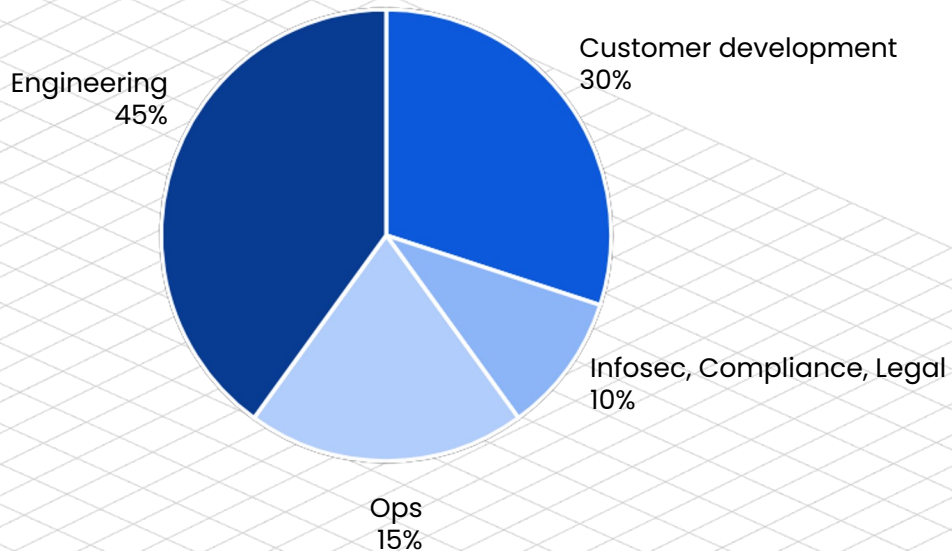
→ **1 year from now**
- Raising Series A on the revenue from first 10+ B2B customers
- Advanced product

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What we hope to get from joining the RevTech Accelerator

1. Mentorship/Coaching on developing B2B customers

    - specifically: timely conversion from qualified leads to closed-won

2. Feedback from partner-sponsors

    - ideally one partner available to help shape future sales motion to large (non-tech) customers

3. Kick-off seed round

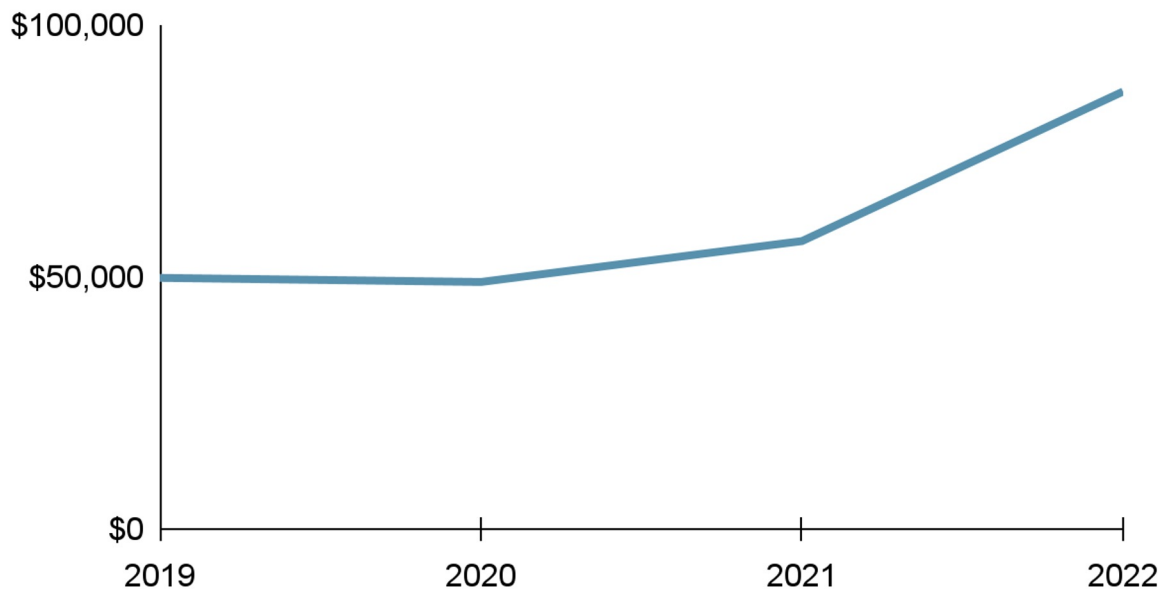Join us in leveling the playing field and making perfect borrowing outcomes available to everyone

sean@solve.finance

Income needed to buy a home at almost 2x

Income Needed for First Time Buyer of Typical Home

Source: **NAR**

Our Vision: *the perfect financial lives everyone deserves, easily*

Our Mission: *simplify buying a home for everyone*

Our Values

Transparency   Ownership and Trust   Be smart, get smarter

Encourage Differences   Take our mission seriously, and
ourselves lightly

There has never been a better time to automate better borrowing

1 **Macro trends**

- Financial insecurity and rising costs - > helping users with debt is top priority for many businesses

- Demand for data privacy and data ownership

- Household finance only getting more complex

2 **Increasing inequality**

- Growing divides between haves and have-nots

- Debt outcomes and price dispersion at all-time highs

3 **Technological advances**

- Online financial advice increasingly prefered

- Recent advances in infrastructure begging for a debt dashboard

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No execution assistance across debts – yet

Market-oriented advisors are only available for investing or lead-gen. Plenty of mis-selling and hidden costs.

No debt manager, no cap markets team in your corner

No online fiduciary for debt

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Our moats develop over time

By Feature:
- Sharing price data and outcomes amongst users
  - *network effects*
- Marketplace
  - *hassle*
  - *economies of scale (better price visibility at lower cost)*
- Financial AI
  - *hassle/non-core to customers' business*

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