



Vine reduces 3 hours of manual entry to 3 mins.



Vine is an AI-powered end-to-end commercial lending platform



Team

Vine is led by industry veterans with a history of successful fintech exits



David Eads

Co-Founder, CEO https://www.linkedin.com/in/eadsd



John O'Shaughnessy

Co-Founder, CTO https://www.linkedin.com/in/ johnoshaughnessy



Justin O'Brien

Head of Sales https://www.linkedin.com/in/justinobt

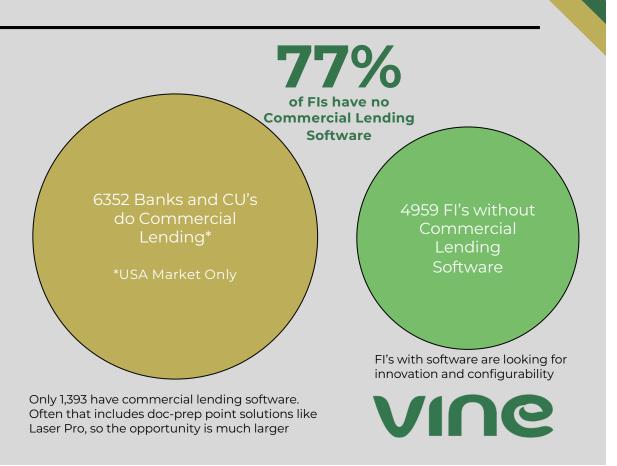




The Market

- Banks
- Credit Unions
- Non-Bank Lenders
- Brokers
- Investment Firms
- Venture Capital
- M&A
- Private Equity

Sources: FDIC, NCUA, FI Navigator



Market Size



\$4.5 Billion TAM



\$9 Billion TAM

TAM is estimated using both nCino (NCNO) investor data and our internal estimates. Our internal TAM calculation comes from our pricing model and US market size data from FDIC, NCUA, and FI Navigator data. Our pricing is on a later slide.



Price Model

- Annual Fee based on Assets
 - Fee per module, plus document scanning fees
 - Typical ACV by asset size

Asset Size	1M – 500M	500M - 1B	1B - 5B	5B - 10B	10B - 25B	25B+
Annual Fee (EST)	\$75,000	\$130,000	\$250,000	\$425,000	\$700,000	\$1,000,000+

This Pricing is conservative compared to incumbent prices.

Incumbent Pricing Examples:

- \$400M Tennessee Bank \$180K ACV
- \$5B Texas Bank \$702KACV



Traction

- Went to market late 2023 after 4 years of R&D and listening to FIs
- Our early customers are representative of the market
 - Banks, CUs, various sizes, multiple regions
 - Currently 2 banks and 1 CU with signed contracts, 1 unsigned broker beta user
 - 3 banks, 1 CU currently in contracts, large pipeline
 - We provided deep discounts for first clients, future contracts will be much larger.
- We wow prospects, even if they can't move forward yet
 - "You're on to something!"
 - "You take away the grunt work so I can focus on what matters"
- We have combination direct sales and channel partner GTM strategy
 - We also are currently SOC 2 certified, which helps close deals

Margin

- Our solution is ultra-high profit margin
- Cost of Sales is most of our ongoing cost
 - Cost will go down per sale as the word gets out
 - We need to scale up sales & marketing efforts
 - · We need to add some customer success folks for client handholding
 - We should add a few developers to deliver updates to feedback even faster and to backfill David so he can spend more time helping close deals
 - AWS costs currently are less than \$250/mo. per customer (sell at \$40k-80k/yr.)

Use of Funds

- Marketing
 - Industry conferences, PR, Analyst/Consultant webinars
- Customer Success Team
 - Add headcount to maximize client success.
- Additional Software Developers
 - Backfill David as he spends more time on sales and marketing
 - Additional integration adapter development, which speed up sales velocity in various market sub-segments
 - UI optimization based on customer feedback as we grow

Financials

- We've reduced our burn rate this year vs last year
 - · Reduced headcount, cut out ineffectual marketing programs
 - Could be cash-flow positive w/ ~8 deals @ \$40K
- 2024 YTD revenue \$12K (sweetheart deals w/FIs)
 - We can also monetize early clients with usage charges
- David has invested \$1.1M in Vine so far (+ sweat equity from David & John)

Annual Expense Category	Annual Amount (rounded)
G&A	\$35,000
Personnel*	\$192,000
R&D + Hosting	\$10,000
Sales & Marketing*	\$40,000
Total	\$277,000 (\$23k/mo.)

 $^{^{*}}$ Projected based on current spending levels. All other categories are rounded based on 2023 actuals

The Ask

- Targeting funding late 2024
- We're seeking \$2MM \$5MM
 - We can support a number of funding scenarios
 - Growth and Innovation are enhanced with more funding
- The RevTech Accelerator will help us:
 - Supercharge our pipeline and sales growth because of the exposure to so many banks & CUs
 - Identify channel partners and introduce us to key contacts
 - Close our financing round and select strategic advisors and board members



Demo



https://share.vidyard.com/watch/SCjXFAj3CaRiEniNjBW2g1















Peter Jenkins

Deals

Q	\equiv	=	\odot
---	----------	----------	---------

All Active

41 Deals

Name	Description	Deal Type	Last updated	Status Milestones
Fanshaw South Commercial Real Estate		Commercial Real Estate	Mar 7, 2024, 9:05:14 AM	
Applegate Line of Credit		Line of Credit	Oct 5, 2023, 1:34:14 PM	
Walton Commercial Vehicle Loan		Commercial Vehicle Loan	Feb 19, 2024, 12:24:46 PM	
Biggin Hill Equipment Finance		Equipment Financing	Jul 13, 2023, 4:57:32 AM	
CRE Test 1		Commercial Real Estate	Dec 17, 2023, 3:29:28 PM	
Pewsey Biz Line of Credit		Line of Credit	Feb 19, 2024, 12:34:31 PM	

Short Demo Link: https://share.vidyard.com/watch/SCjXFAj3CaRiEniNjBW2g1







Fanshaw South Commercial Real Estate

LAST UPDATED TODAY: 07/03/2024, 09:05:14

Stage	02. Underwriting	~
Loan Officer	Fred Smith	
Туре	Multi-family .	~
HMDA Reportable		
Flood Plain report required		
Loan Amount Requested	\$ 1500000	
Loan Purpose	New Apartment block	















Peter Jenkins















Peter Ienkins

DEALS > FANSHAW SOUTH COMMERCIAL REAL ESTATE > JOHNSON TEMPLETON PARTNERS > BUSINESS SPREADING



Ratios			Ва	lance Sheet	Cash Flow	Income	Statement
6	2022		2021		2020		
Category Item	Resolved	Rev %	Resolved	Rev %	Resolved		Rev %
Revenue	\$907,384	100.00%	\$789,431	100.00%	\$3	343,796	100.00%
Prev Period Revenue			\$907,384	114.94%	:	\$789,431	23.61%
Cost of Goods Sold	\$618,832	68.20%	\$540,721	68.50%	\$2	,875,263	85.99%
Other Income							
Gross Profit	\$288,552	31.80%	\$248,710	31.50%	\$	468,533	14.01%
Compensation of Officers	\$41,115	4.53%	\$45,697	5.79%		\$35,200	1.05%
Salaries & Wages						\$53,991	1.61%
Maintenance and Repair	\$11,696	1.29%				\$14,977	0.45%
Bad Debt							
Rent							
Taxes & Licenses	\$2,738	0.30%	\$22,772	2.88%		\$7,163	0.21%
Depreciation	\$25,606	2.82%	\$17,215	2.18%		\$44,956	1.34%
Amortization							
Depletion							
Advertising						\$2,456	0.07%
Pensions, Profit Sharing, etc.							
Employee Benefits							
Other Expenses (net of Amortization)						\$224,421	6.71%
Total Operating Expenses	\$81,155	8.94%	\$85,684	10.85%		\$383,164	11.46%
Operating Profit	\$207,397	22.86%	\$163,026	20.65%		\$85,369	2.55%
Less: Interest Expense	\$19,165	2.11%	\$6,401	0.81%		\$17,630	0.53%
Ordinary Business Profit	\$188,232	20.74%	\$156,625	19.84%		\$67,739	2.03%
Net Rental Real Estate Income							

17

18

19

20

21

93,938.

194,258.

95,934.

Ratios	Balance Sheet Cash Flow			Income Statement		
<u></u>			2022			
Category Item	Imported	Stated	Adjusted	Resolv	Rev %	
Revenue	\$907,384			\$907,384	100.00%	
Prev Period Revenue						
Cost of Goods Sold	\$618,832			\$618,832	68.20%	
Other Income						
Gross Profit	\$288,552	\$288,552	\$288,552	\$288,552	31.80%	
Compensation of Officers	\$41.115			\$41.115	4.53%	
Salaries & Wages						
Maintenance and Repair	\$11.696			\$11,696	1.29%	
Bad Debt	,					
Rent						
Taxes & Licenses	\$2,738			\$2,738	0.30%	
Depreciation	\$25,606			\$25,606	2.82%	
Amortization						
Depletion						
Advertising						
Pensions, Profit Sharing, etc.						
Employee Benefits						
Other Expenses (net of Amortization)						
Total Operating Expenses	\$81,155	\$81,155	\$81,155	\$81,155	8.94%	
Operating Profit	\$207,397	\$207,397	\$207,397	\$207,397	22.86%	
Less: Interest Expense	\$19.165			\$19,165	2.11%	
Ordinary Business Profit	\$188,232	\$188,232	\$188,232	\$188,232	20.74%	
Net Rental Real Estate Income						
Other Net Rental Income						
Guaranteed Payments						
Interest Income						
Dividends						
Royalties						
Other Revenue	\$1,640			\$1,640	0.18%	
Section 179 Deduction						
Charitable Contributions						
Investment Interest Expense						
Other Expenses: Section 59(e)(2)						
Other Deductions	\$93,938			\$93,938	10.35%	
Net Income per Tax Return	\$95,934	\$95,934	\$95,934	\$95,934	10.57%	
Prev Period Net Income per Tax Return						
Expenses on M-1						
Income on M-1						

Form 1120-S U.S. Income Tax Return for an S Corporation OMB No. 1545-0123 Do not file this form unless the corporation has filed or 2022 is attaching Form 2553 to elect to be an S corporation. Department of the Treasury Internal Revenue Service Go to www.irs.gov/Form1120S for instructions and the latest information. For calendar year 2022 or tax year beginning , 2022, ending A S election effective date D Employer identification number 01/01/2010 11-1111111 TYPE B Business activity code Number, street, and room or suite no. If a P.O. box, see instructions. E Date incorporated number (see instructions) 1120 Repair Street 01/01/2010 PRINT 811120 City or town, state or province, country, and ZIP or foreign postal code F Total assets (see instructions) Austin TX 78758 C Check if Sch. M-3 attached 397.554 G Is the corporation electing to be an S corporation beginning with this tax year? See instructions. ☐ Yes ✓ No H Check if: (1) Final return (2) Name change (3) Address change (4) Amended return (5) Selection termination J Check if corporation: (1) Aggregated activities for section 465 at-risk purposes (2) Grouped activities for section 469 passive activity purposes Caution: Include only trade or business income and expenses on lines 1a through 21. See the instructions for more information. 914,457. 007.384 618 832 288.552 1.640. 290,192. 41,115. Compensation of officers (see instructions—attach Form 1125-E) 8 9 10 for 11 2.738. 12 19.165 13 25,606 Depreciation from Form 4562 not claimed on Form 1125-A or elsewhere on return (attach Form 4562) 14 Depletion (Do not deduct oil and gas depletion.) 15 16

22a Excess net passive income or LIFO recapture tax (see instructions) . . . 22a

Deductions 17 18

19













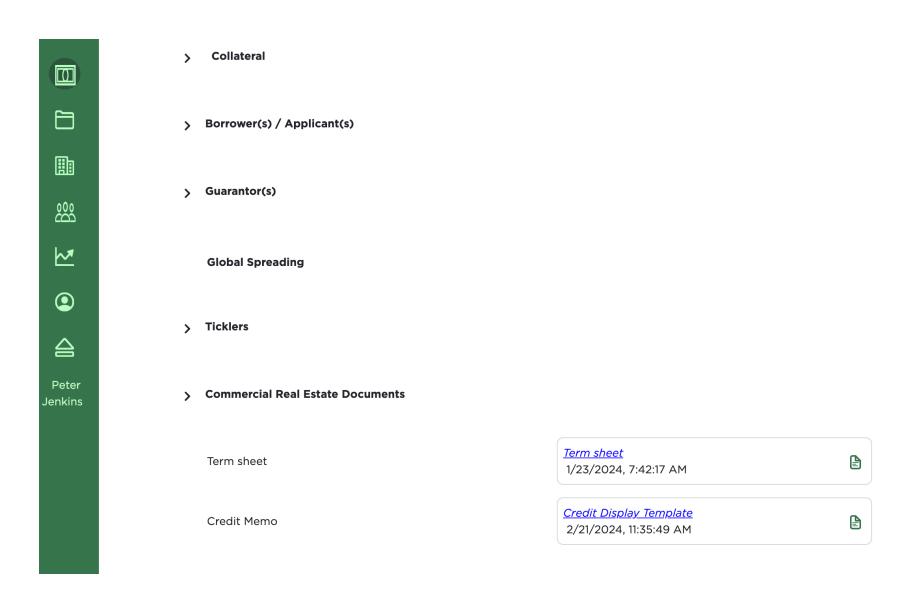


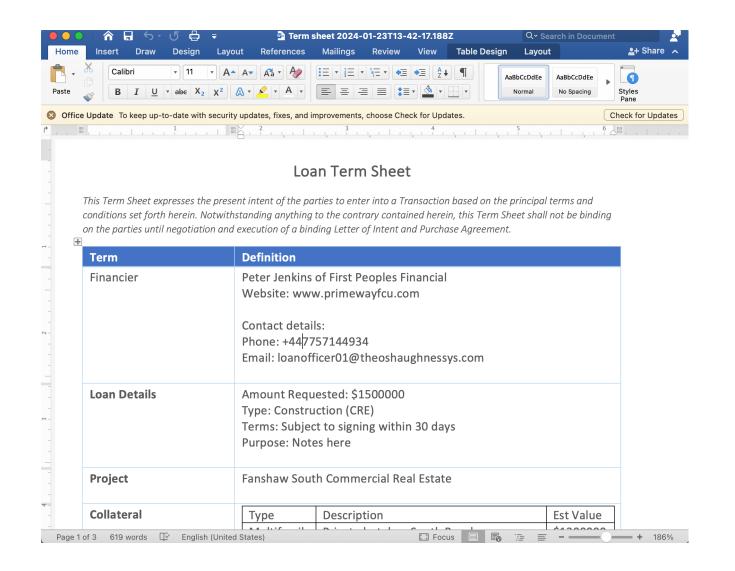
Petei Jenkin:

DEALS > FANSHAW SOUTH COMMERCIAL REAL ESTATE > JOHNSON TEMPLETON PARTNERS > BUSINESS SPREADING

_	_	_
0		0
\sim	4 =₽	\sim

Ratios			Balance Sheet	Cash Flow	Income	Statement	
<u></u>	2022						
Category Item	Imported	Stated	Adjusted	Resolved		Rev %	
Revenue	\$907,384			\$	907,384	100.00%	
Prev Period Revenue							
Cost of Goods Sold	\$618,832				\$618,832	68.20%	
Other Income							
Gross Profit	\$288,552	\$288,552	\$288,552	\$	288,552	31.80%	
Compensation of Officers	\$41,115				\$41,115	4.53%	
Salaries & Wages							
Maintenance and Repair	\$11,696				\$11,696	1.29%	
Bad Debt							
Rent							
Taxes & Licenses	\$2,738				\$2,738	0.30%	
Depreciation	\$25,606				\$25,606	2.82%	
Amortization							
Depletion							
Advertising							
Pensions, Profit Sharing, etc.							
Employee Benefits							
Other Expenses (net of Amortization)							
Total Operating Expenses	\$81,155	\$81,155	\$81,155		\$81,155	8.94%	
Operating Profit	\$207,397	\$207,397	\$207,397	\$	207,397	22.86%	
Less: Interest Expense	\$19,165				\$19,165	2.11%	
Ordinary Business Profit	\$188,232	\$188,232	\$188,232		\$188,232	20.74%	
Net Rental Real Estate Income							
Other Net Rental Income							







First Name	Last Name
Business Email	Mobile Phone
Organization	
Loan Type	Estimated Loan Amount
Commercial Real Estate	Less than \$50,000

By clicking submit, you agree to the <u>Terms and Conditions</u> of this site including agreeing to mutual confidentiality and non-disclosure of the details of this financial inquiry.



© 2024 Vine Financial Inc. All Rights Reserved.

NOTE: This is not a financial institution site. This is a demonstration site for lending software for purchase by financial institutions.

<u>Column icon created by Bert Flint</u>

















Peter Jenkins

Data Rooms

DATA ROOMS > BUEHLER PLUMBING & SUPPLY





Name

Buehler Plumbing Click to upload or drag file here















Peter Jenkins

Reports

Reports	Q	ॎ ─
Loan Pipeline Report Loans by stage	All deals ▼	<u> </u>
Corporate and Personal Guarantors. Shows personal guarantor credit score and corporate guarantor credit rating	All deals ▼	<u> </u>
All Corporate Guarantors Guarantor Credit Score for Permanent and Construction Loans	All deals ▼	O
All My Deals	All deals ▼	A <u>o</u>
Needs List Important items to complete before deal closure	All deals ▼	A <u>o</u>
Closed Loans with low Guarantor credit score All deals with a Deal Status of Open	All deals ▼	A 😐
All Open Deals All deals with a Deal Status of Open	All deals ▼	Å <u>o</u>
Personal Guarantors with Credit Score below 700 Shows personal guarantors with a credit score below 700	All deals ▼	O

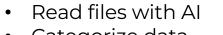


The Problem

- Majority of FI's do not have a Commercial Lending Software
 - Highest Dollar Lending done manually
 - These are the most important relationships for the FI and highest risk
 - · Spreading data entry takes hours per entity and deals often have many entities
 - Underwriting must be done many times during the life of a loan
 - Errors create undetected risks for the institution
- Multiple solutions for a loan's lifecycle
 - · Current market is fragmented
- Many Platforms built on Salesforce
 - Expensive and limits innovation
- Analyzing Financials is tedious and error prone







Categorize data

• Provide a UI for lenders to start understanding the financials

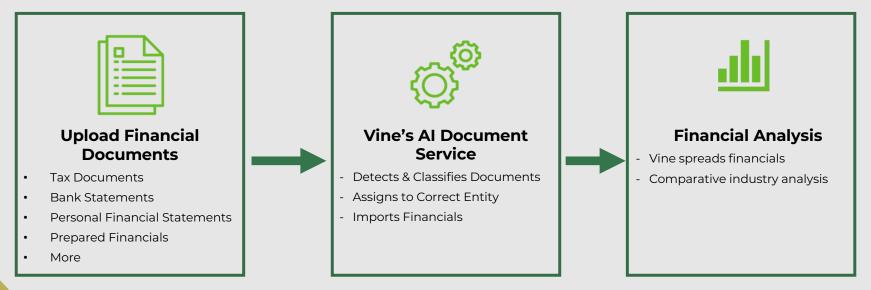
Cut 3 hours down to 5 mins



Category	2020	2021	2022
Revenue	\$636,250	\$789,431	\$907,384
cogs	\$406,283	\$540,721	\$618,832
Gross Profit	\$229,967	\$248,710	\$288,552

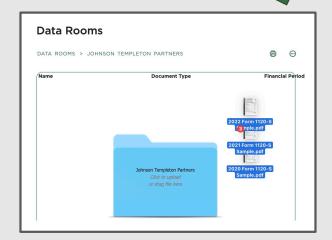
- Also, we can generate documents with the data throughout the lifecycle
- Much of the system is configurable so lenders can do things their way

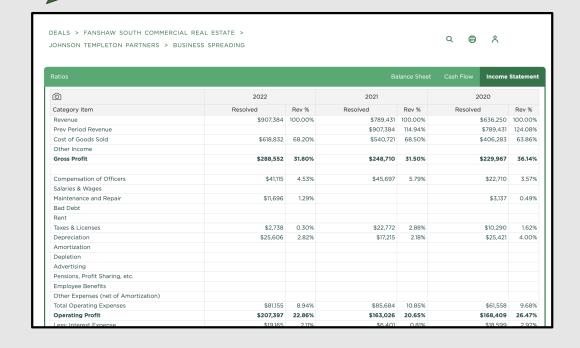
Vine Reduces 3 hours of manual entry and analysis down to 3 mins.



- Also, we can generate documents with the data throughout the lifecycle
- Much of the system is configurable so lenders can do things their way

Read files using AI, categorize them, and put data into the FI's configurable Spreading Template in 5 minutes or less











Configurable Platform

Mass configurability is our superpower

Al Doc Import & Spreading

4 hours of data entry and spreading in 5 mins

Proprietary Technology
Vine IP built on AWS



Product Features

- Al Enabled Spreading (due diligence)
- Document generation
- Secure Alerting and Messaging
- CRM lending pipeline
- Digital lending application
- Collaborative Model
- Secure Alerting and Messaging
- Loan Management
- Document generation
- 3rd Party Integrations



Key Differentiators

- Self-contained using modern cloud technology
 - No need for Salesforce/CRM licenses
 - Controlling the architecture provides more flexibility and innovation
 - We're not slowed by legacy systems
 - We integrate into a variety of systems including core banking
- Vine was designed by analyzing modern complex lending processes to find ways to streamline the process and reduce risks
- Collaboration among all stakeholders in the deal including borrowers and partners was central to Vine's design



Go To Market Strategy

- Direct Sales Team
 - Regional Sales Reps
- Channel Partnerships
 - Digital Banking Providers
 - Doc upload through App
 - Alerting thru App
 - Core Processors
 - Fill in where their product is lacking
- VC Introductions to Bank LP's



Competition





How We Got Here



Our founder's first venture was Mobile Strategy

Partners, a mobile banking consulting firm

founded in 2009 and later rebranded as Xtensifi. At

MSP, the team was intimately involved in

launching Constellation, the credit union led digital

banking platform company.



After MSP, they founded Gro in 2015, which was conceived from what they learned working with financial institutions of all sizes. Gro is a digital account opening platform that takes the best practices of an ecommerce checkout and revamps the way accounts are opened.

Gro was acquired by Q2 digital banking in 2018.

VINE

Vine was founded in 2019 to simplify the commercial lending process.



Use of Funds

- Increased Marketing
 - Trade shows & PR
 - LinkedIn, Social Media, and other digital marketing
- Expand Sales staff and add Customer Success

 - Ensure we support customers well Guide them towards successful usage, upselling, and get product feedback
 - Add to the sales team to increase deal flow (ideally increase incrementally)
- Add some software developers
 - Backfill David, who will increasingly have less time to code
 - Provide more bandwidth to keep clients happy by being responsive to product feedback.
 - Bandwidth to add important integration adapters, that only can be added after adding the customer

