



HOMEGROWN

Powering Residential Sustainable Finance

RevTech Labs Pitch

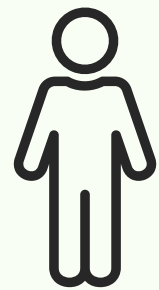
February 2025

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PROBLEM

All home financings have embedded energy exposure

BORROWER



- Annual utility spend / savings
- Fuel cost fluctuations
- Rebates and tax credits
- Payback period and tenure

ASSET



- Age, structure, location
- Equipment inventory and risk
- 'Green' credentials
- Carbon emissions intensity

But lenders lack the data to **accurately price** those factors

Energy Enriched Lending

ASSET VALUE

LOAN TO VALUE

DELINQUENCY

DURATION

GREEN LIQUIDITY

MARKET SIZE

Sustainable lending opportunities exist across the **entire residential market**

 Sustainable home improvements **\$450 billion**

 Purchase loan mortgages **\$1 trillion**

 Home equity (HELOCs, loans) **\$29 trillion**

 Green RMBS projected by 2030 **\$2.2 trillion**

96% of households
have a trusted **banking**
relationship

50 million
owner-occupied
mortgages

SOLUTION

We're building the first AI-powered analytics platform
designed to enable **smarter home lending**

HOME ENERGY PROFILE

ADJUSTED LTV RATIO

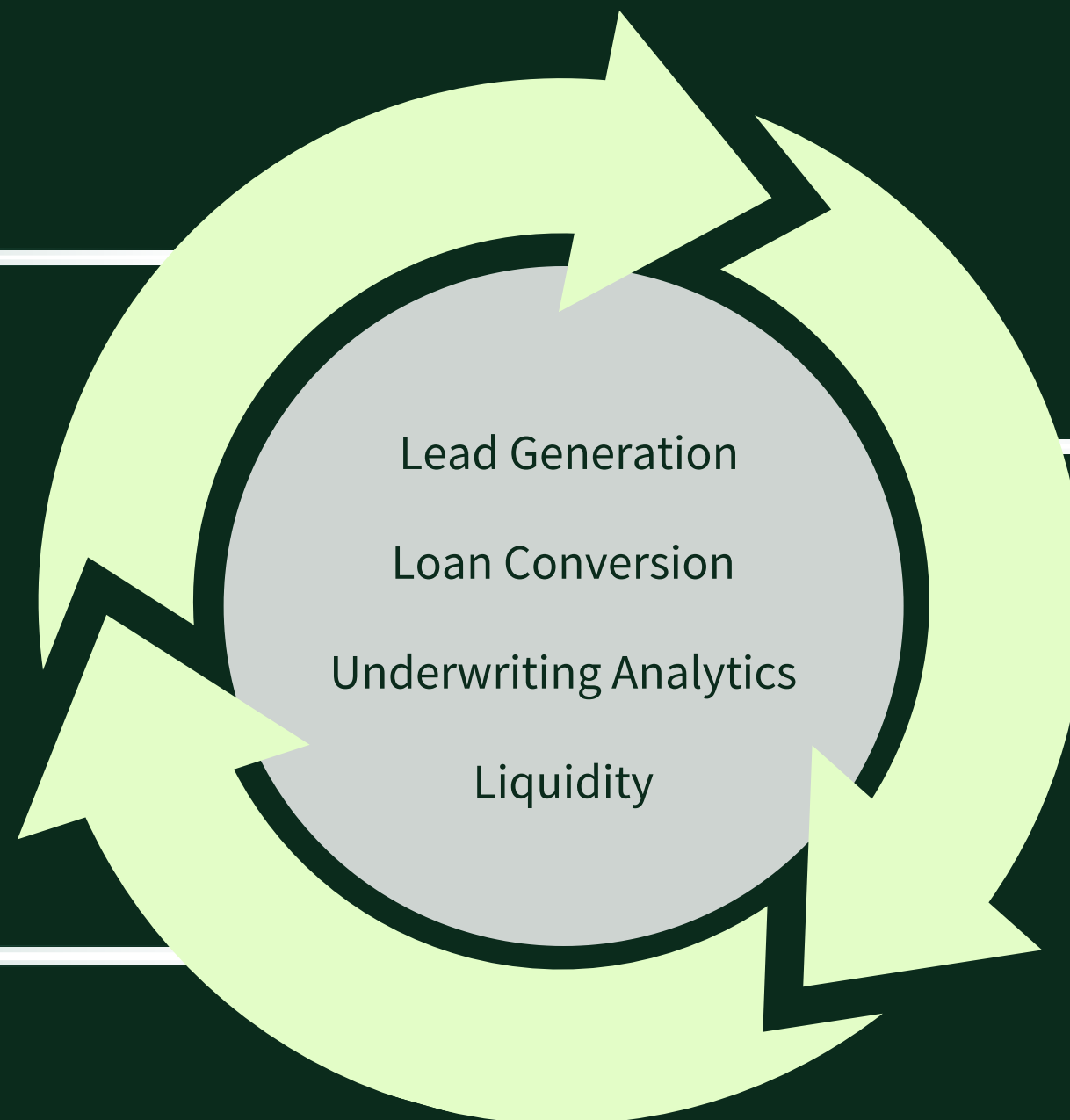
'GREEN' FINANCING

MARKET VALUE OVER TIME

PREDICTIVE ASSET PERFORMANCE

PORTFOLIO RISK

EMISSIONS LIABILITY



CONSUMER BEHAVIOR

TOTAL HOUSING COST DTI

PREPAYMENT AND RISK

FINANCIAL HEALTH

PRODUCT

Homegrown aims to be the leading technology partner for the residential financing ecosystem

TODAY



Lead Generation & Conversion

Increased pull through and valuations for lenders

ARR **\$615 million**
Enterprise SaaS

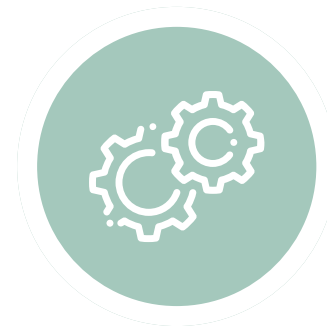


Real Estate Portfolio Analytics

Targeted asset performance analysis

\$900 million
Property analytics

FUTURE



Loan Underwriting

Pricing, asset performance, consumer behaviors

TAM **\$450 billion**
Transaction fee



Green Securitizations

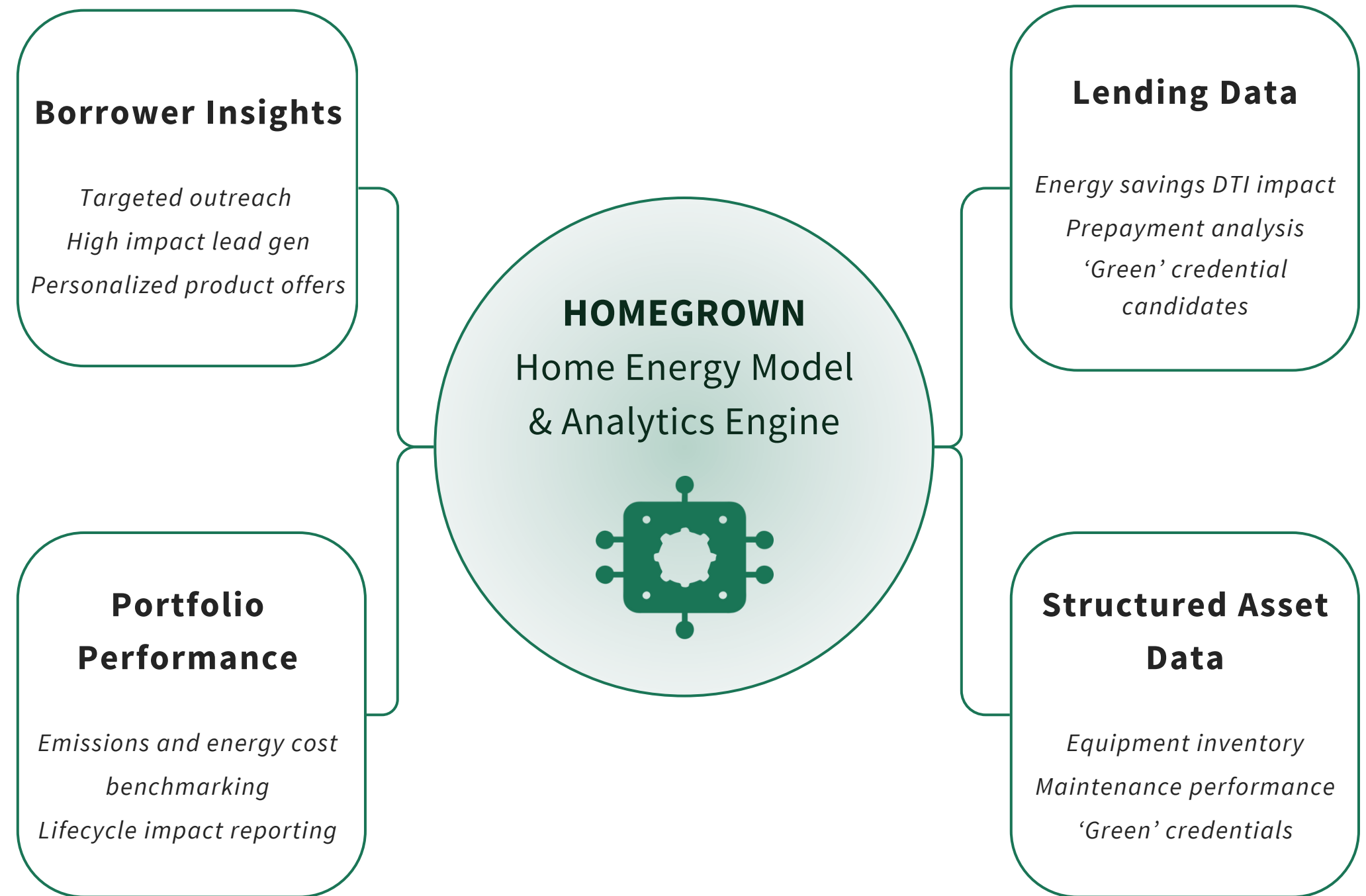
Credentialing and market facilitation for all residential

\$12 trillion
Transaction fee

PRODUCT

Designed to drive
growth in our
customer's existing
revenue channels

- Consumer lending
- Mortgage and HELOC
- Single-family rental

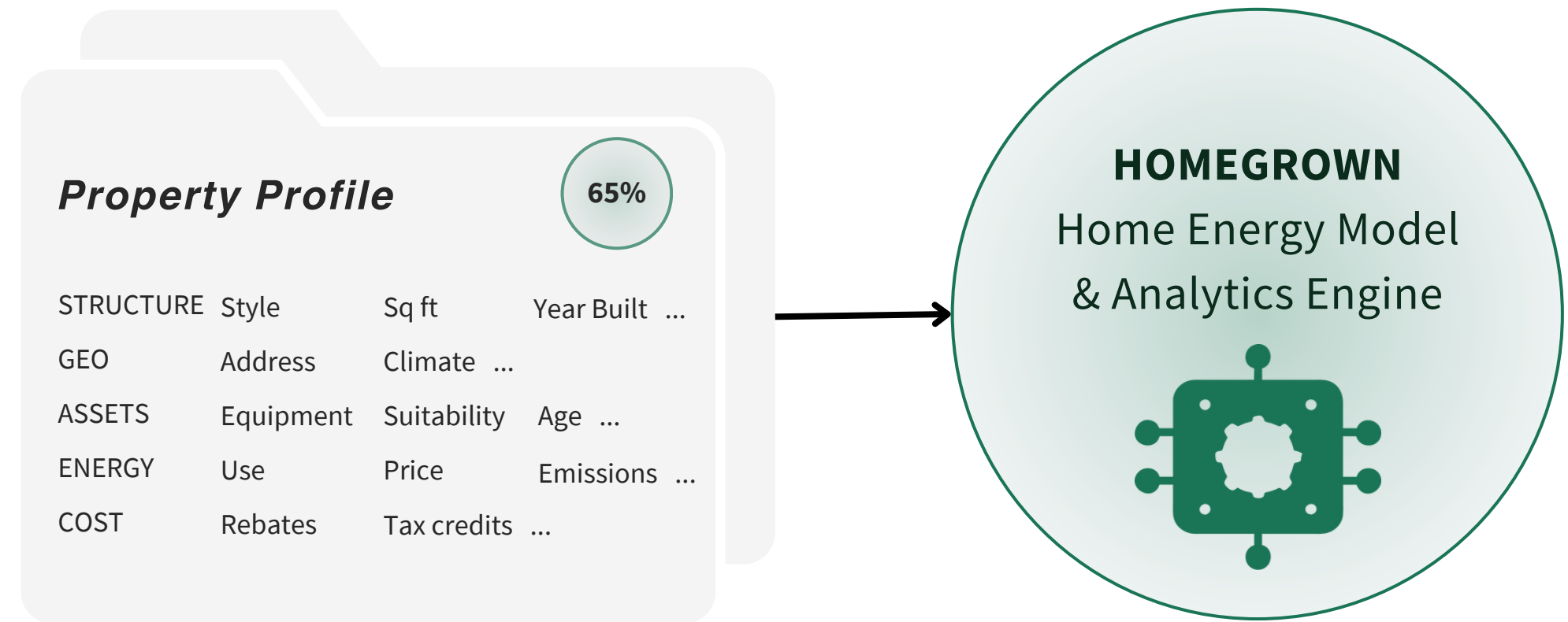


LOAN GROWTH • ASSET OPTIMIZATION

PRODUCT

And enhance our
predictive model
with each new
customer interaction

- Increased address coverage
- Increased data completeness
- Increased confidence scores



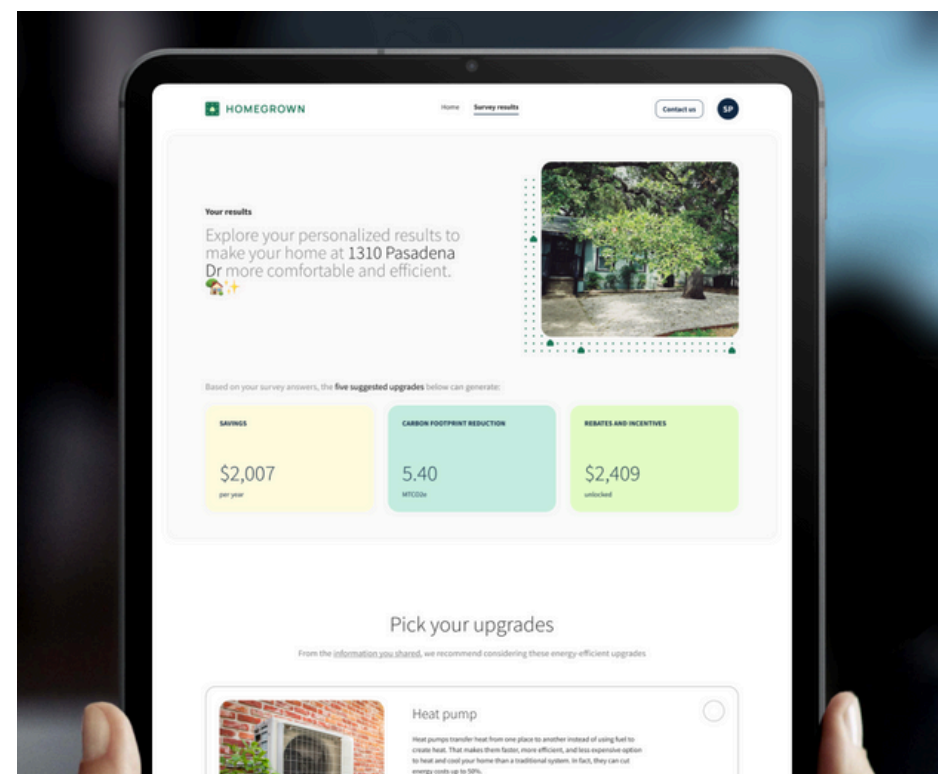
- ✓ Modeled Address
- ✓ Consumer survey
- ✓ Project verification

- ✓ Underwriting appraisal
- ✓ Walk-through report
- ✓ Credential verification

Today we partner with consumer lenders and SFR landlords to generate the most comprehensive asset-based ML models

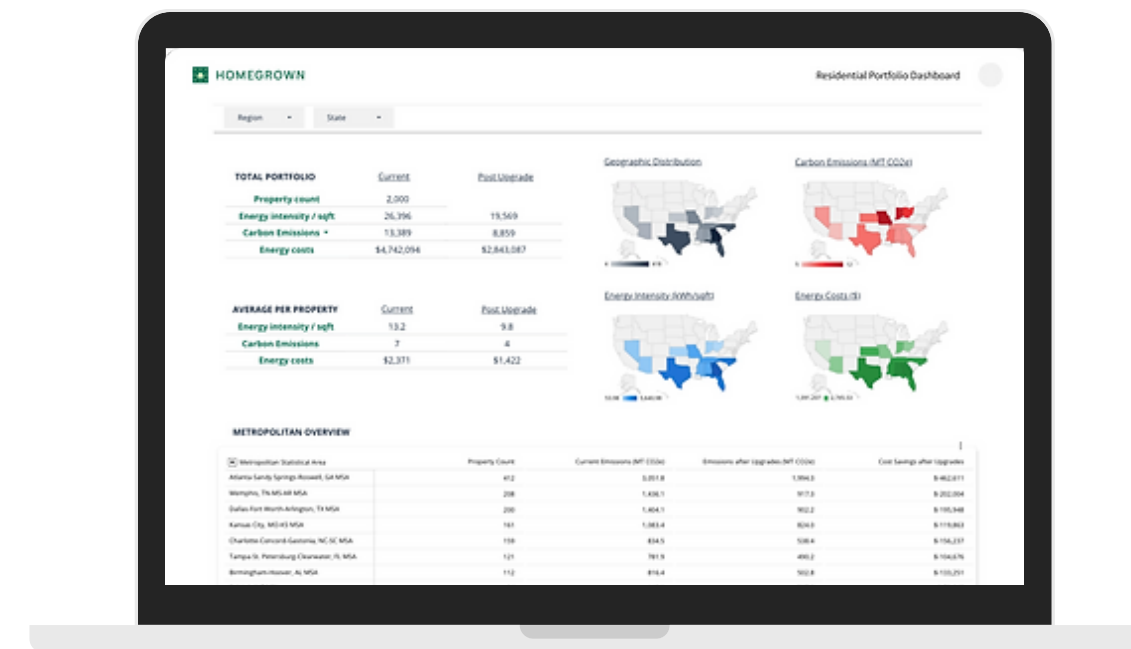
CONSUMER LENDING

9,100+ banks and credit unions
50 million mortgages



SINGLE-FAMILY RENTAL

14 million rental homes



CUSTOMERS

White-labeled tools and consumer lending analytics create a 'win-win' for banks and their consumers

INCREASING LENDING, LOYALTY, AND LTV

CONSUMER BANK

- ✓ Targeted lead generation
- ✓ New loans and HELOCs
- ✓ Increased customer LTV
- ✓ Increased loyalty and 'primary' bank status

HOMEOWNERS

- ✓ Personalized recommendations
- ✓ Rebate and tax credit assistance
- ✓ Streamlined financing options
- ✓ Contractor network

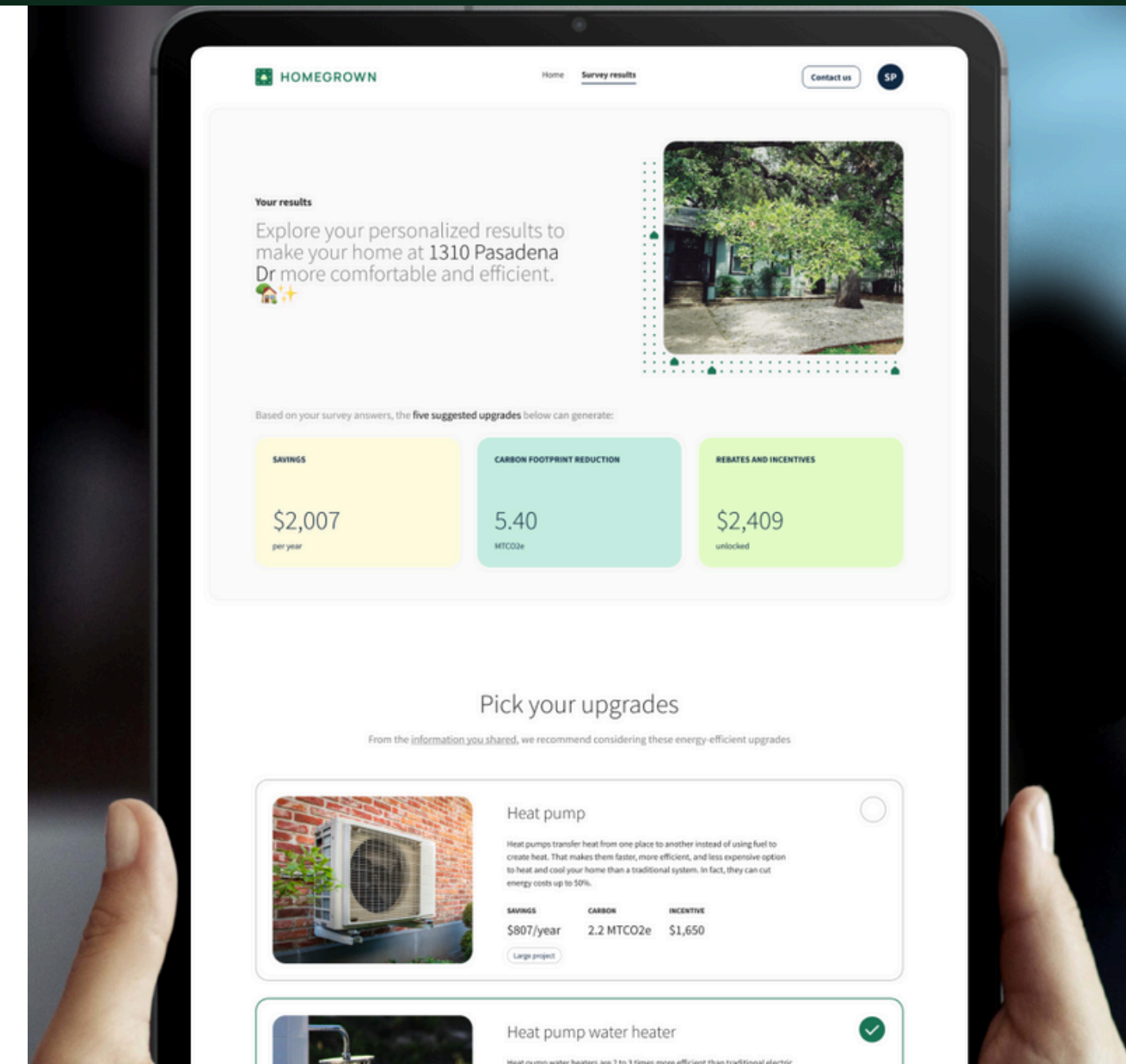
Example SaaS fee structure:

Homegrown annual fee: \$100,000

Monthly breakeven count: 0.7

¹

1. Assumes \$12,000 revenue per loan



Portfolio tools give single-family rental landlords new data to optimize home assets

BENCHMARKING, OPTIMIZATION, AND CREDENTIALING

PORTFOLIO INSIGHTS

- ✓

Emissions benchmarking
- ✓

Cost to maintain
- ✓

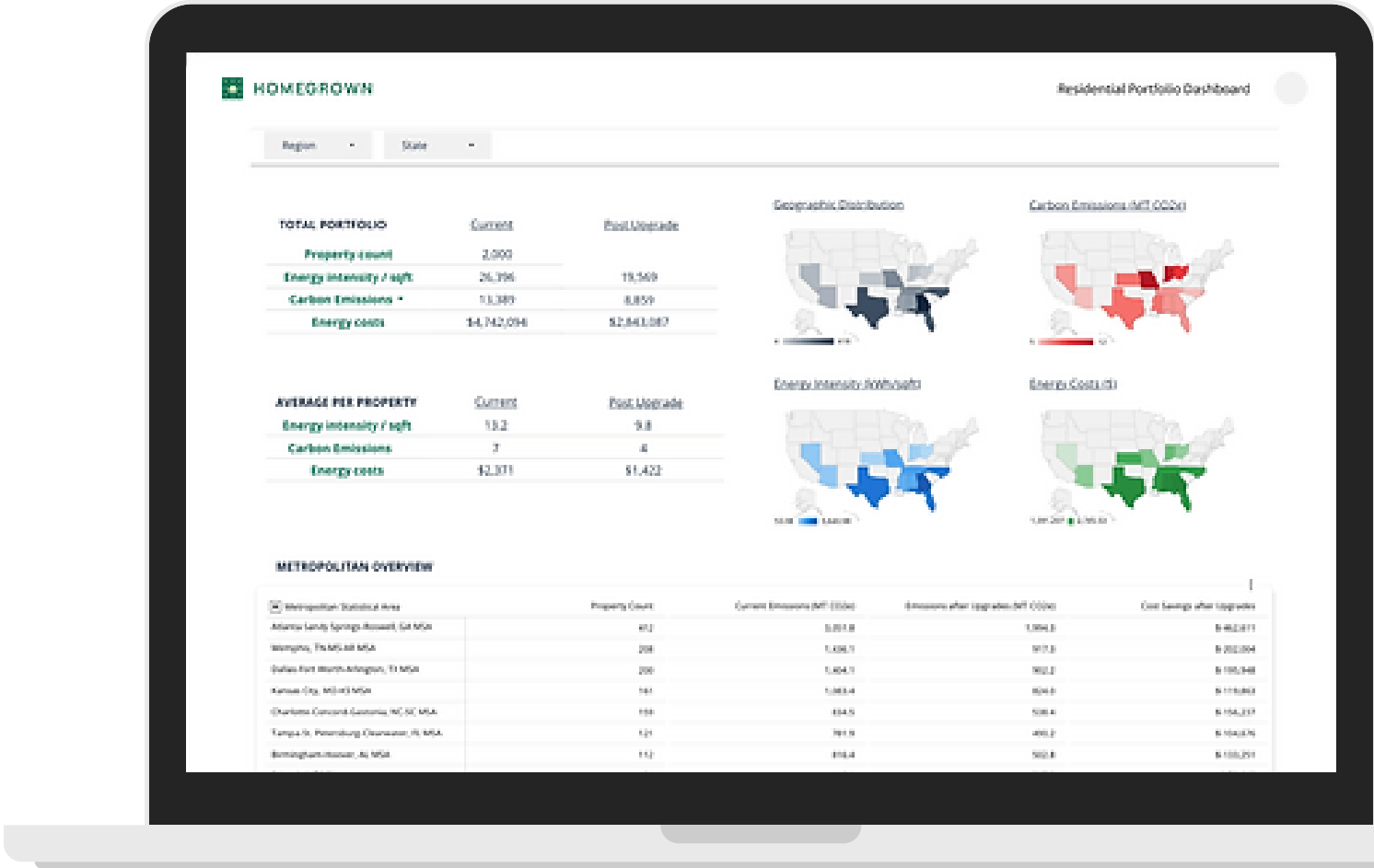
Equipment inventory
- ✓

Credentialing for green financing
- ✓

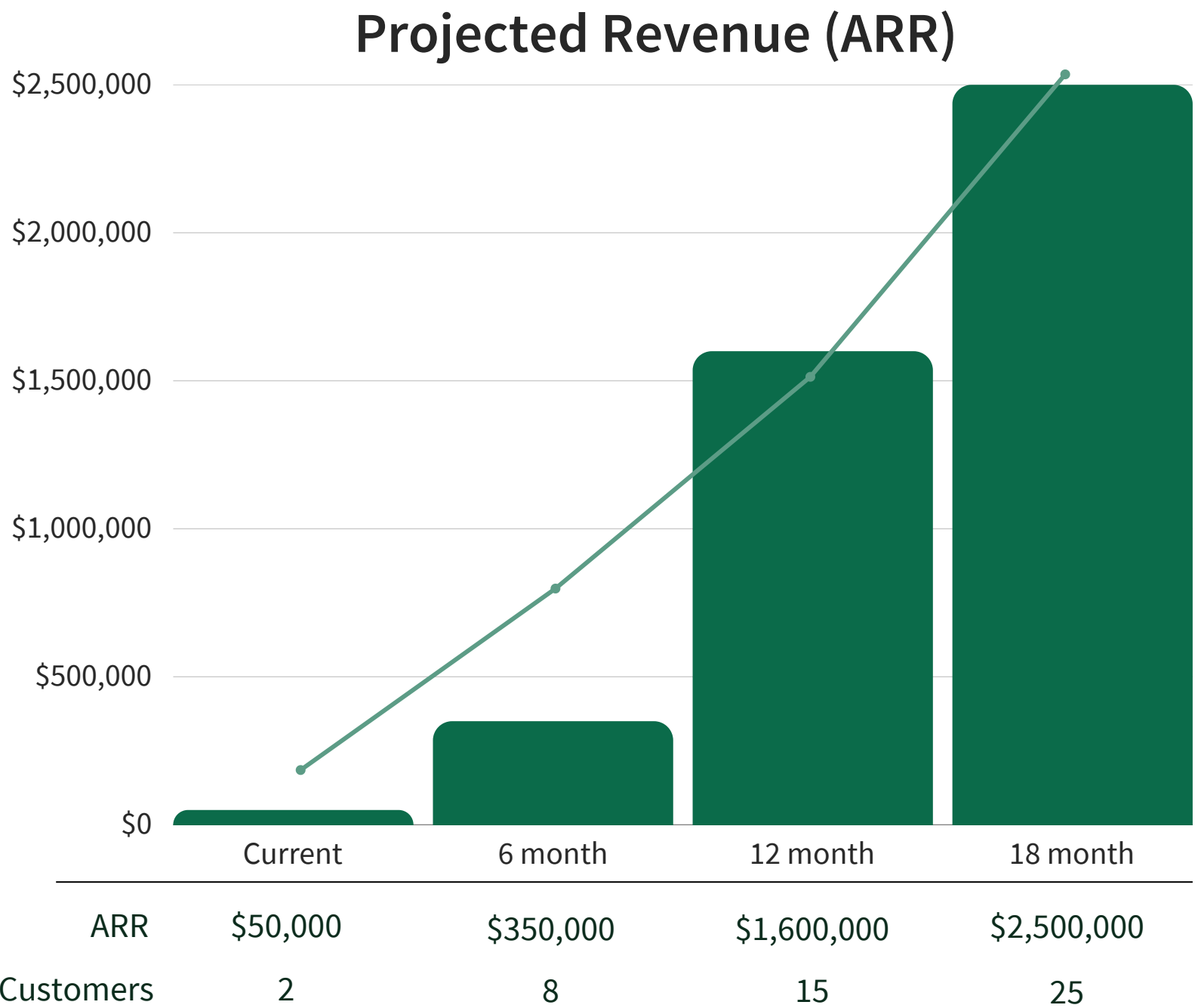
Resident costs and energy burden

Example fee structure:

Property onboarding and reporting \$6 / home per year



We've demonstrated traction with customers and design pilots



Product Highlights:

- Consumer lead gen tool launched
- Interactive B2B dashboard demo launched
- Portfolio-wide analytics and reporting launched

Key Metrics:

Active customers	Design Pilots Completed	Total Assets Serviced
2	6	>\$1 billion
Current ARR	Funds raised	Average Monthly Burn
\$50,000	\$730,000	\$50,000

Our **near term focus** continues to be partnering with credit unions and consumer lenders



CREDIT UNION SOLUTION SUITE

Lead Generation, Conversion, Consumer Engagement
Subscription Model

CREDIT UNIONS

	SMALL Asset size: \$200,000,000	MEDIUM Asset size: \$500,000,000	LARGE Asset size: \$1,000,000,000
Customers	3,879	512	338
SaaS Subscription - ACV	\$40,000	\$100,000	\$250,000
SAM - ARR	\$155 million	\$51 million	\$97 million

Credit unions can offer **better options** for homeowners and more **transparent financing** with Homegrown

HOMEGROWN + CREDIT UNIONS

- ✓ Trusted banking relationship
- ✓ No sales conflict
- ✓ Competitive credit union rates
- ✓ Transparent pricing and fees
- ✓ Multiple products to choose from
- ✓ Own assets and accrue benefits
- ✓ Clear utility savings estimates and tracking

Alternatives

- ✗ Financing offered through the contractor or unfamiliar fintech
- ✗ Rates and embedded fees not always clear (multiple parties)
- ✗ Leased equipment not eligible for tax credits and other benefits
- ✗ No utility savings or unclear attribution to loan repayment

Sealed, Blocpower, Mosaic
Upgrade, Atmos Financial

As we strengthen our predictive analytics, Homegrown will be positioned to **power all residential sustainable finance**



LOAN UNDERWRITING
AI-Powered Underwriting Co-pilot
Transaction/ per Home Revenue Model

HOME IMPROVEMENT LENDING

Home improvement transactions 6,000,000
Average loan size \$75,000

Total Improvement Financing \$450,000,000

MORTGAGE UNDERWRITING

Home transactions 4,000,000
Median home price \$426,000
% financed 60%

Total Residential Financing \$1.022 trillion

Homegrown Transaction Fee 1%
\$10.5 billion ARR



SECURITIZATION
'Green' Credentialing
Per Home Revenue Model

GREEN SECURITIZATIONS

Outstanding \$12,000,000,000,000
% 'green' securities 20%
Median home price \$426,000

'Green' homes \$5.63 million

'Green' Credentialing \$25/home
\$141 million ARR

WHO WE ARE



We believe the path to meaningful
single-family decarbonization at scale
requires financial market participation

Our team brings over 30 years experience in real estate,
capital markets, and sustainability.



Kyle Ruane



Sarah Donnelly Patel



Kevin Ruane



Homegrown Goals for the RevTech Accelerator Program

We'd like to close out the program having achieved:

- Refreshed GTM and sales strategy for consumer lenders (with a focus on credit unions and community banks)
- Expanded customer/partner presence in the Southeast where home upgrades can often make financial sense (we have one customer in the Atlanta area)
- Positioned Homegrown to kick-off a seed fundraiser in Q3