

Welcome to Conductiv.

White label access to data and AI for lenders.

Less Work. More Loans. Happier Customers.

The Problem.

90%+ of lenders exclusively use credit bureaus to determine creditworthiness.

Over 30% of the time, data is missing, inaccurate, or stale.

- #1 Complaint received by the Consumer Financial Protection Bureau (CFPB) involved incorrect information listed on credit reports.
- 26% of Americans identified at least one error on their credit report that would make them appear riskier to lenders.

This results in bad outcomes:

- Low application completion rates
- Massive inefficiencies and delays in lending
- **\$33B in lost loans!**

*<https://www.ftc.gov/news-events/press-releases/2013/05/ftc-testifies-credit-reporting-accuracy-study-fcra-enforcement>

**<https://www.consumerfinance.gov/>

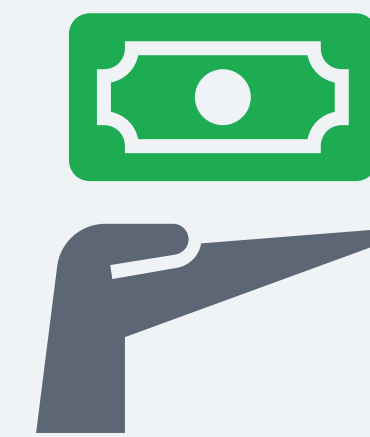
Results over 24 months from lenders using Conductiv.*



Better CX:
Completion rates
increased **25%+**




Efficient Operations:
Verification rates
increased **39%**




Better Lending:
Approval rates
increased **47%**

*Based on 500K+ data points and ~35K records from 15+ lenders over 24+ months, consumer and business lending.

Customer stories.



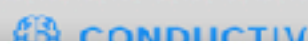



Shawn Wolbert
CEO, GHS FCU


\$250MM
in assets

"With **Conductiv** being able to verify documentation early on, it makes it easier for the member who's struggling to get that loan. It bridges a gap between the member and the loan file and puts the money into their hands for what they need. **We're seeing more loans, and that means everything to us!**"

LEARN MORE








Approved

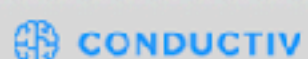
Sherryl Dieckman
Director Loan Administration, R1CU


\$800MM+
in assets


"**Conductiv** makes it easy for us to verify income — an increasing focus for us given the current economy and our lending strategy. **The platform makes life much easier for our underwriters, and our members, reduces fraud, and reduces risk!**"

LEARN MORE










Approved

Jessica Micheri
VP Lending, FIGFCU

\$1.5B+
in assets

"We use **Conductiv** to gather multiple stipulations digitally based on loan type. **We've really improved the member experience and operational efficiency in consumer lending.** Improving business lending and ramping up the use of email and SMS channels is next!"

LEARN MORE



Market.

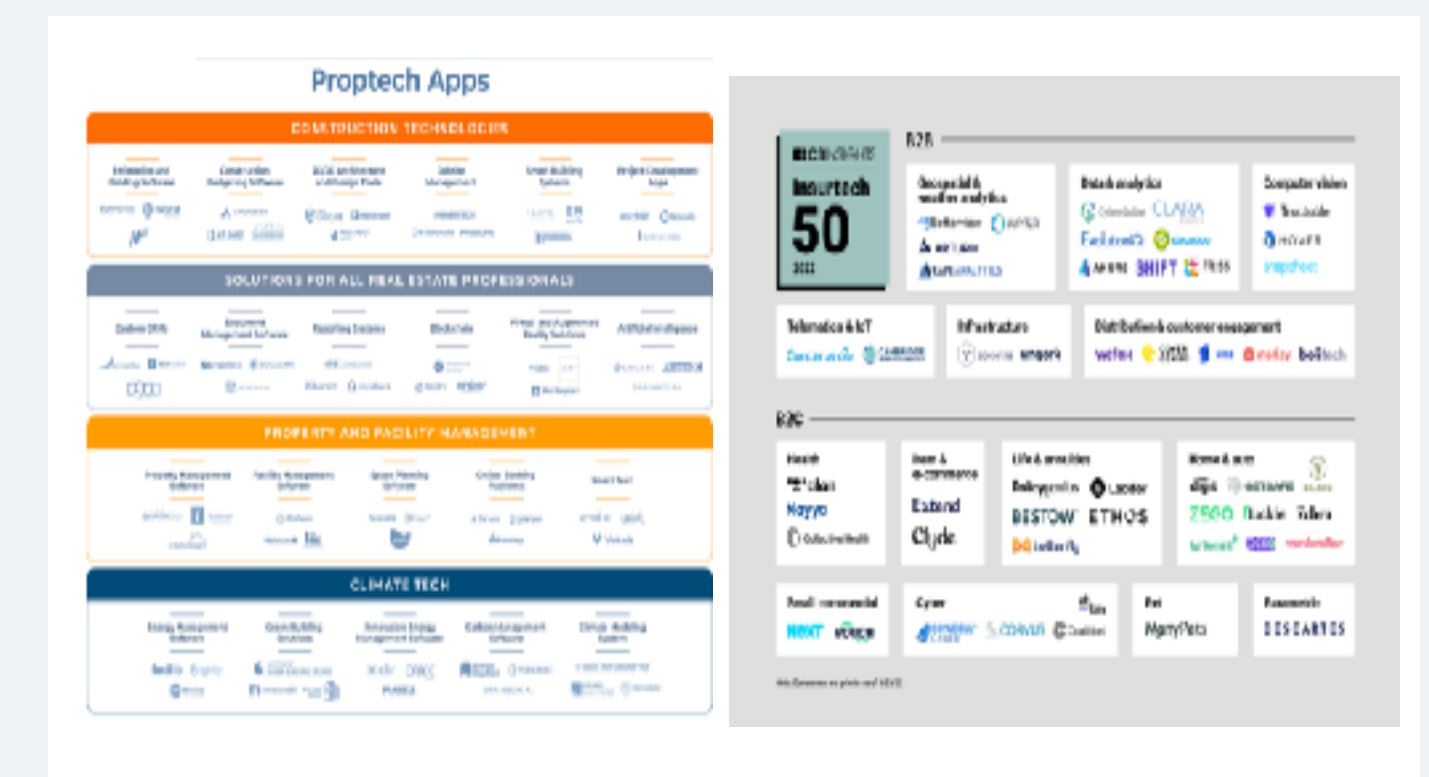
Fintechs, insurance, property management and beyond.



3,000 small banks & credit unions.¹



11,000 larger banks & credit unions
10,500 fintech lenders.²



3,200 insurance companies³
1,400 insurtech⁴
2,250 proptech companies.⁵

¹ Conductiv Loan Origination System, Point of Sale system, Home Equity Line Of Credit, and other partnerships.

² <https://www.linkedin.com/pulse/how-many-banks-globally-david-gyori/>

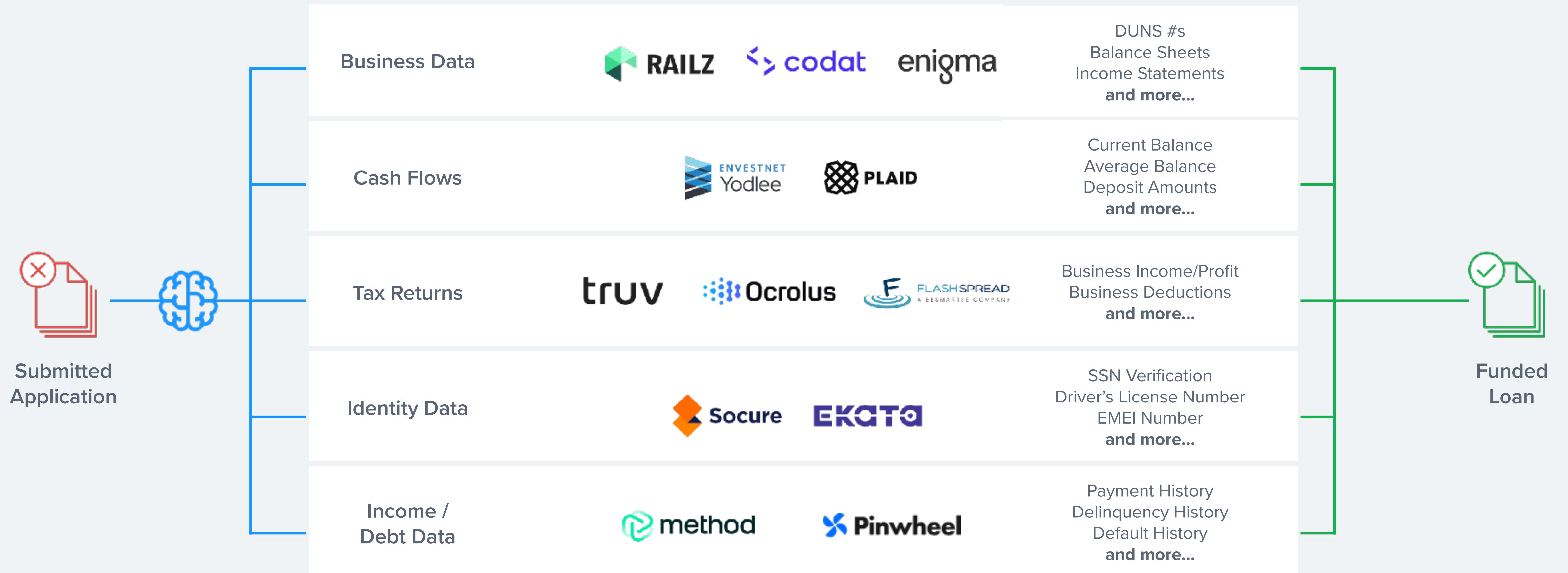
³ <https://www.statista.com/statistics/893954/number-fintech-startups-by-region/>

⁴ <https://www.iii.org/publications/a-firm-foundation-how-insurance-supports-the-economy/a-50-state-commitment/insurance-companies-by-state>

⁵ <https://insurtechdigital.com/insurtech/top-3-insurtech-hubs-world-usa-uk-and-germany>

Single API to open banking, alternative, and permissioned data.

Conductiv digitally gathers data so lenders don't have to.



AI-driven lending insights.

CONDUCTIV
SANDBOX

Gopal Swamy
Super Admin
gopal+sa@conductiv.co

Dashboard

Analytics

Command Center

Admin Settings

Command Center

Recent Applications

Calculator Insights

APPLICATIONS

CALCULATIONS

<input type="checkbox"/>	Partner Name	Request ID	End User ID	Token Call Timestamp	Data Source	Conductiv Calcul...	Decision
<input type="checkbox"/>	Alternatives Federa...	8fe28f3c52e74a0b91b7c0d81f7b...	8fe28f3c52e74a0b91b...	March 21, 2023 10:04 AM	plaid	{ }	N/A
<input type="checkbox"/>	Teachers Credit Un...	04798165f0fb4ee480b78748137...	04798165f0fb4ee480b...	March 13, 2023 2:41 PM	pinwheel	{ }	N/A
<input type="checkbox"/>	Teachers Credit Un...						
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APPLICATIONS

CALCULATIONS

Export

Data Source	Calculator Key	Average	Max Value	Min Value	Total Number
pinwheel	Frequency of Income	NaN	NaN	NaN	8
pinwheel	Income Amount	\$12,008	\$48,000	\$10	8
pinwheel	Start Date	2015.3333	2022.0000	2010.0000	9
plaid	Monthly Cash Flow	-\$5,743	\$1,017	-\$13,384	6
yodlee	Monthly Cash Flow	\$1,482	\$5,347	\$1	6
yodlee	Monthly Income	\$2,573	\$3,217	\$1	5
plaid	Monthly Deposits (income)	-\$10,323	\$3,217	-\$30,646	5
plaid	Average Bank Balance	\$89,805	\$202,764	\$14,589	5

1-13 of 13

Lending Insights:


















- Gross Monthly Income: \$2,600
- Avg. Net Income - 6 Months: \$2,800
- Monthly Cash Flows: \$443
- Average Bank Balance: \$7164
- Debt to Income Ratio: 43%

Traction.

\$3.2MM ARR sales at evaluation stage or beyond in pipeline.

Customers / Top Accounts

- Traction — 27 contracts:
 - 18 customers
 - 9 strategic partners
 - 15 late stage opportunities
- Projections:
 - ~\$20K MRR today
 - Operationally profitable at \$31K MRR
 - Projected profitability in April 2025

#	Logo	Account Name	Industry
1		Ameris Bank	Bank
2		Farmers Bank of Kansas City	Bank
3		Alternatives FCU	Credit Union
4		Altra Federal Credit Union	Credit Union
5		Atlanta Postal Credit Union	Credit Union
6		Everwise Credit Union	Credit Union
7		Farmers Insurance FCU	Credit Union
8		GHS FCU	Credit Union
9		Partner Colorado Credit Union	Credit Union
10		Resource One Credit Union	Credit Union
11		All in Credit Union	Credit Union
12		Goldenwest Credit Union	Credit Union
13		Neighbors FCU	Credit Union
14		American Consumer Credit Counseling	Fintech
15		Annum Housing	Fintech
16		Zero Circle	Fintech
17		Halo	Fintech

Scaled lead generation.

Very difficult to build these partnerships.



- Premiere fintech accelerator program graduate
- Intros to dozens of community banks, fintechs, core providers, and other ecosystem partners
- Curated fintech events and webinars for community banks



- Premiere fintech
- Intros to high quality leads



- Sales and integration partner
- 2,000 customers
- Zero integration lift for MeridianLink customers



- Premiere credit union think tank
- Introduction to dozens of CUs and ecosystem partners



- Leading credit union technology investor
- Introductions to dozens of credit unions and fintechs

Recent development — Plaid partnership, high quality leads.

- Plaid is sending their salespeople and deals to Conductiv!
- 3 opportunities in 8 weeks:
 - CU 1 — \$18.7B in assets
 - CU 2 — \$4.7B in assets
 - CU 3 — \$4.3B in assets
- Presented to Plaid regional sales team and management!
- Broader reach in 2025!

Partnership Agreement

limitation.” This Agreement will be deemed to have been drafted by both Parties, and no provision will be construed against either Party by reason of the fact that it was drafted by such Party. This Agreement sets forth the entire agreement between the Parties relating to the subject matter hereof and supersedes all of their prior and contemporaneous agreements and communications (whether written, oral or otherwise) with respect to such subject matter. No amendment to this Agreement will be effective unless set forth in a writing signed by both Parties.

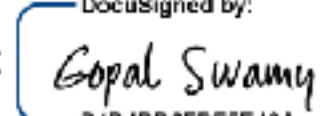
* * *

The Parties have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

PLAID INC.

By: 
 Name: 
 Title: Head of Partnerships
 Date: 11-Jul-2024
 Notice Address:
 P.O. Box 7775 #35278
 San Francisco, CA 94120
 Attn: Legal
 With a copy to legalnotices@plaid.com

Conductiv, Inc.

By: 
 Name: Gopal Swamy
 Title: CEO
 Date: 11-Jul-2024
 Notice Address:



We add unique value to integration partners.

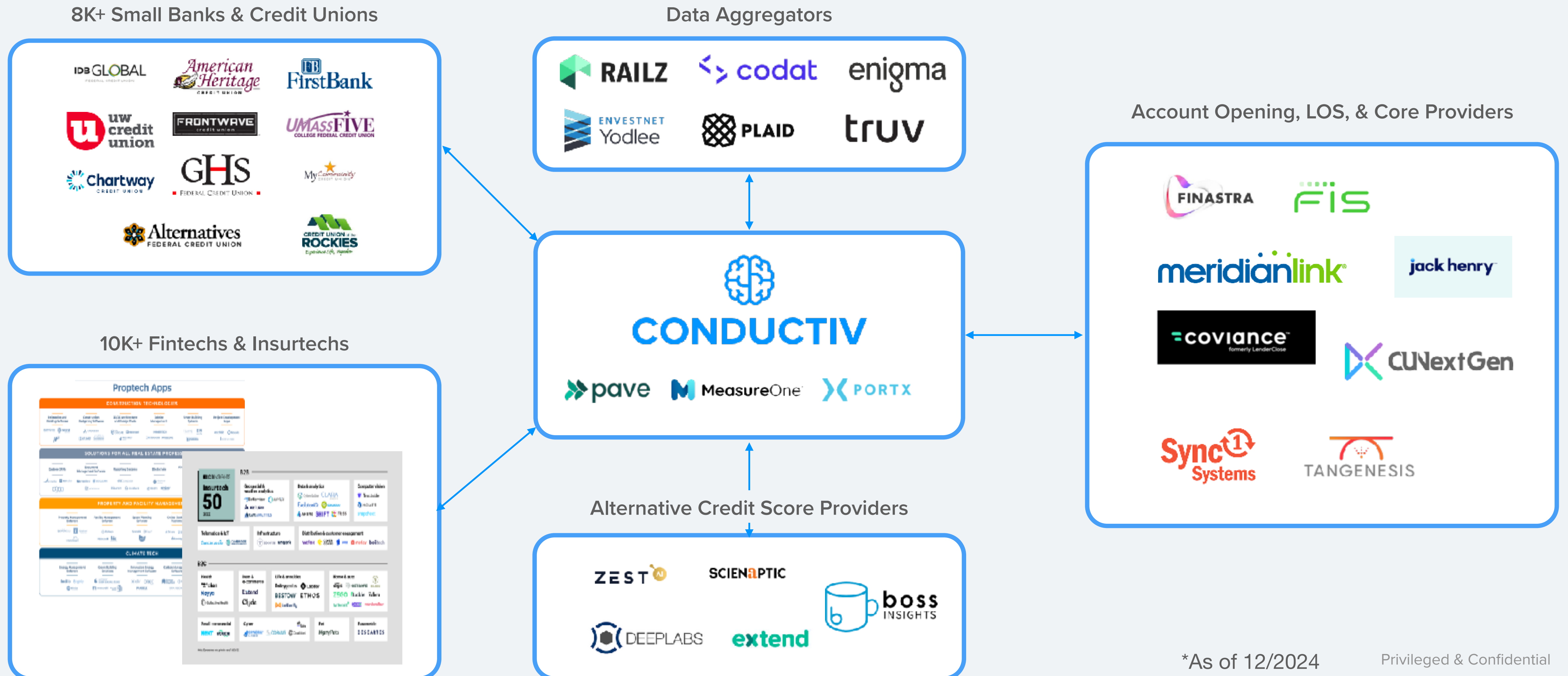
- MeridianLink (MLNK NYSE)
 - ~2K credit union and bank customers
- Conductiv partnership featured in August 2024 earnings call:
 - “To offer our customers innovative data and AI capabilities, we partnered with **Conductiv**.”
 - “AI [insights] for alternative decisioning”
 - “Approve more loans, and serve consumers more quickly.”



*<https://conductiv.co/blog/meridianlink-highlights-conductiv-partnership-in-2024-q2-results-announcement>

Ecosystem.

Highly complementary for aggregators, and credit score and CORE providers.
Other fintechs in our space solve adjacent problems and do not compete directly.*



*As of 12/2024

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Pricing.

Software subscriptions.

- 3 year monthly subscription of \$3-10K/month
- Optional 30-90 day pay as you go pilots
 - \$15-20 / API call for consumer lending
 - \$50-100 / API call for business lending
 - No monthly minimum



Path to \$100MM ARR within current ICP at 6% penetration.

As Conductiv moves upmarket, ARR / deal increases dramatically.

Bigger Lenders Pay More
Small and Medium Lenders Buy Faster

Priority	Segment	Assets	ARR
2023 - 2024	Small (Alternatives CU, Resource One)	\$150-500MM	\$36K
		\$500MM - \$1B	\$100K
	Medium (UCU, Teachers)	\$1B - \$5B	\$100-300K
2024	Big (Visions CU)	\$5B - \$25B	\$300-650K
2024-2025	Huge (BECU)	\$25B - \$100B	\$650K-1MM
2025	Mega (Bank of the West)	\$100B+	\$MMs

Current ICP of <\$5B Assets

Segment	Assets	ARR / Customer	# Potential Customers	TAM-ARR
Small	\$150-300MM	\$36K	3200	\$115.2MM
	\$300MM - \$1B	\$100K	3000	\$300MM
Medium	\$1B - \$5B	\$300K	1000	\$300MM
Big	\$5B - \$25B	\$650K	1300	\$845MM
Huge	\$25B - \$100B	\$1,000K	200	\$200MM
Mega	\$100B+	\$2,000K	100	\$200MM

Team.

5 time startup founders who come from financial services.



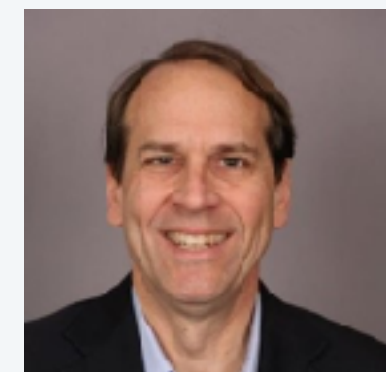
Gopal Swamy, CEO and Founder

- Recovered \$200MM for Amex.
- Credit card experience at Mastercard.
- Co-founder for mobile data startup (exit 2017).



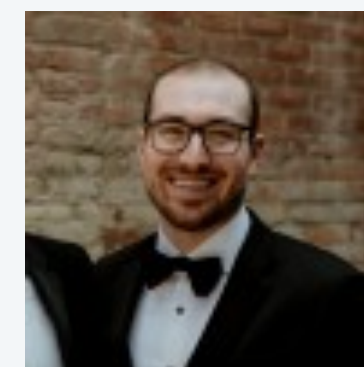
Venkat K, PT CTO

- Former SVP at Citi.
- Led software development servicing 300+ clients.
- Expert in fintech evaluation and enterprise APIs.



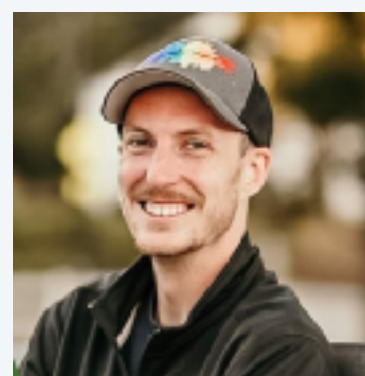
Cimarron Buser, Sales & Channels

- Former SVP Partnerships & Biz Dev, TimeTrade.
- Deep experience selling to credit unions and banks.
- 20 years establishing revenue partnerships with enterprises



Stephen Skoler, Platform Lead

- Experience building credit card and loan application processes at Amex.
- 7+ years of software development experience.



Nate Drake, Customer Success

- Former head of customer success at multiple startups
- Deep experience working with credit unions



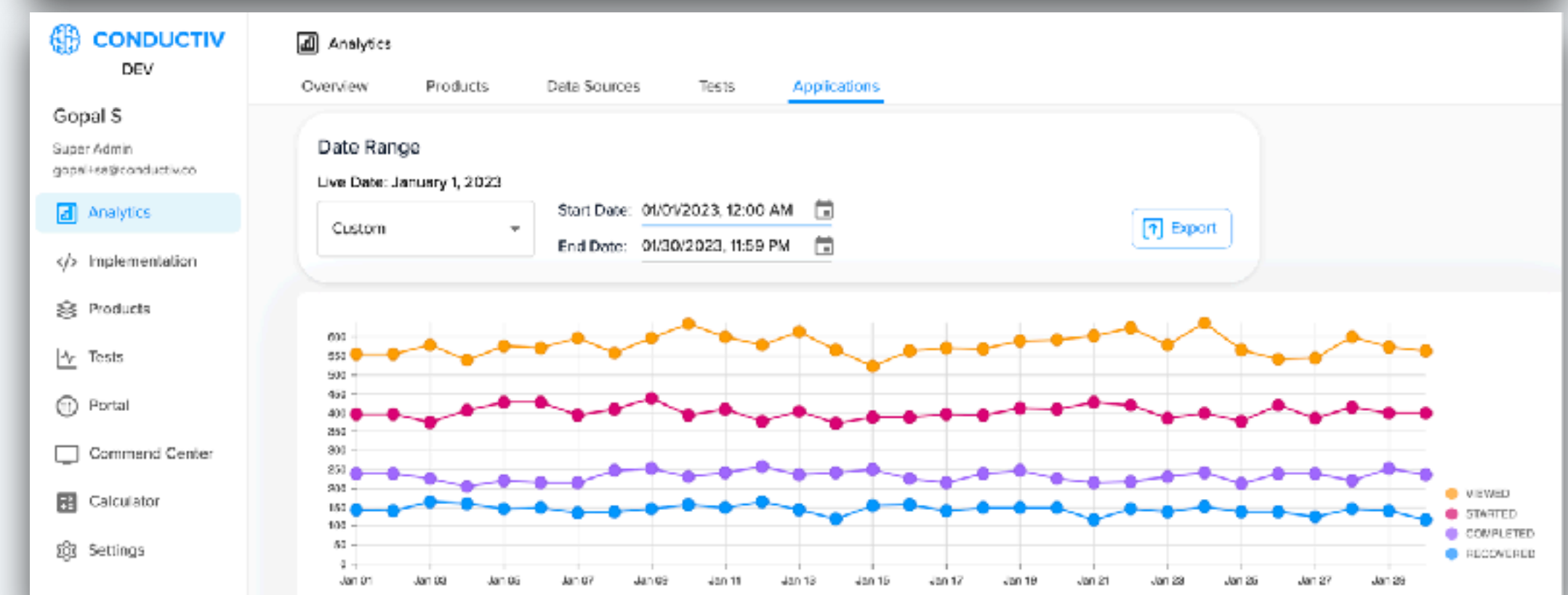
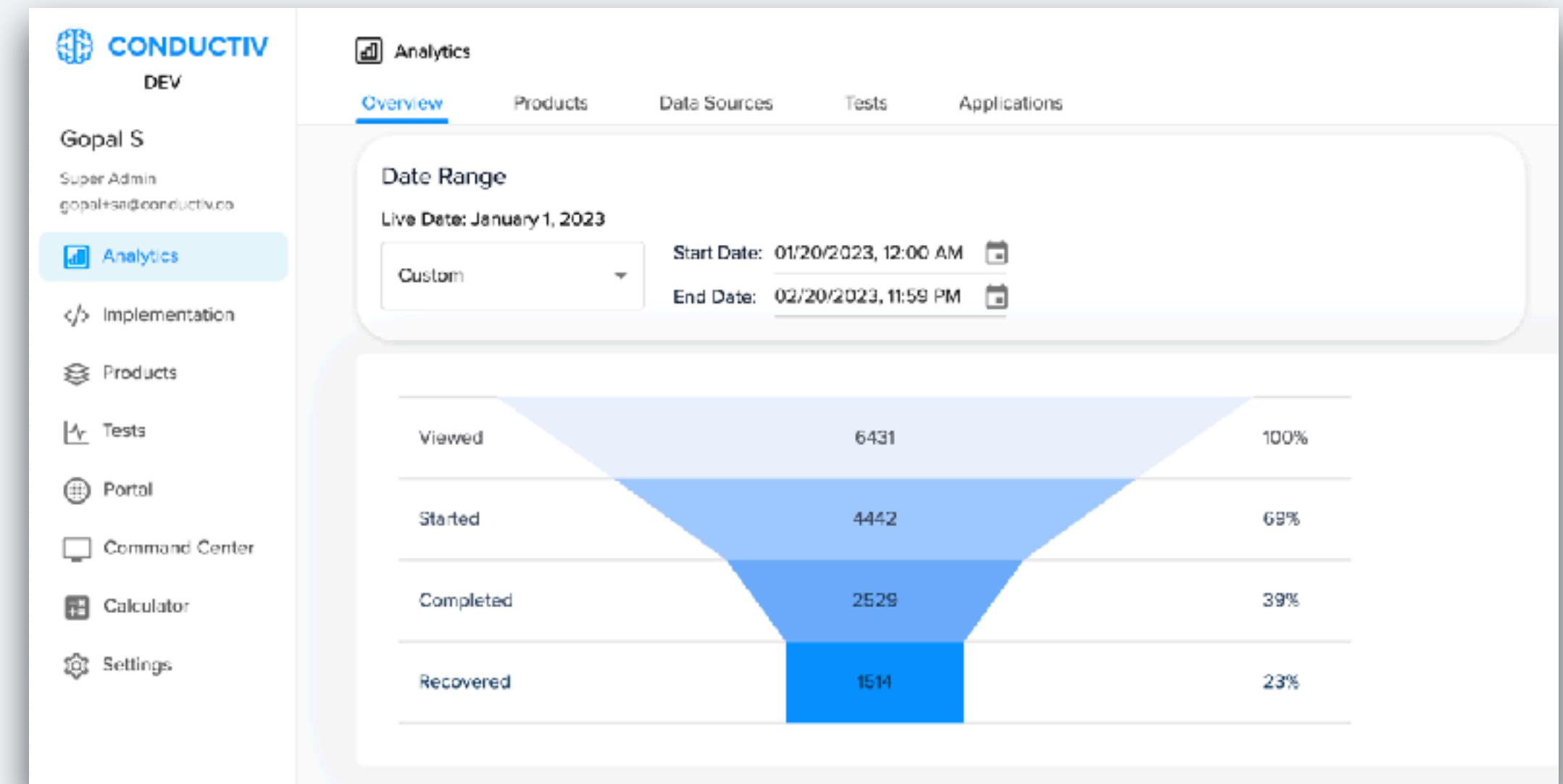
Appendix and additional details.

The Conductiv platform.

White label access to data and AI for lenders.

1. **Single API** to Thousands of Data Points
2. **No/Low Code** Implementation
3. **AI-driven** “Deep Lending” Insights

<https://sandbox.conductiv.co/>



Market.

Small banks and credit union examples.



Market.

Larger banks and credit unions.



Market.

Fintechs, insurance, property management and beyond.

