

A couple is seen from behind, walking away from the viewer through a vast, green, grassy field. The woman on the left is wearing a brown dress and a backpack, holding a white hat. The man on the right is wearing a white shirt, dark shorts, a hat, and a backpack, carrying a black bag. They are holding hands. In the background, there are rolling green hills under a hazy sky.

FRONTLANDS

August 12, 2024

CONFIDENTIAL

Who is Frontlands?

A fintech startup that provides specialty lending products to the tens of millions of property-based rights owners (oil and gas, water, timber, etc.) in the US.

Our first product is an industry first, "Mineral Line of Credit".

Similar to a HELOC, but with mineral interests as the collateral.

Founders



broadcast.com™

YAHOO!



Brandon Cotter (Founder, CEO). CreateTech to Broadcast.com (Mark Cuban), then part of the IPO and exit to Yahoo! Founded and exited numerous others over the next 20+ years. Sold visual search patent to Microsoft.

Brian Hamilton (Cofounder, Chairman). Successful exits to Verifone, Capital One and most recently Walmart and Ribbit Capital, as the co-founder and CEO of ONE (One Finance). Brian also serves on the board of Coastal Bank.

Michael Barreiro (Cofounder, Fractional CTO). He built and led teams responsible for developing two innovative digital banking platforms. Most recently, he scaled ONE from inception to acquisition.

Chris Slowik (Cofounder, Head of Marketing). He has spearheaded growth initiatives at high-growth startups like Simple, Azlo, Novo, and Prime Trust—collectively acquiring over 400,000 customers.

Paras Shah (Cofounder). Founding member of RunTitle, he pioneered innovative solutions in the mineral rights industry. He later founded OilStub, recovering over \$3 million for clients in underpayment issues. Paras also founded WellheadIQ, providing Texas oil and gas operators with real-time pricing and analytics through advanced AI.

Nick Angel (Cofounder, Branding). He has worked with some of the world's largest brands (Coca Cola, Logitech, Walmart) and has also started two successful branding agencies—one in Barcelona and the other in Hong Kong.

The Problem

There are 12.6 million mineral owners in the US—800k of them just in Texas.

Most owners don't want to sell, or don't want to sell right now.

Thus, there are trillions of dollars in value locked up in these mineral interests.

These are people who most commonly have inherited these assets, get a monthly royalty check, but harder to do larger purchases, emergencies, etc.

Example: Jorge, our first customer came to us because he needed to pay for some dental work.

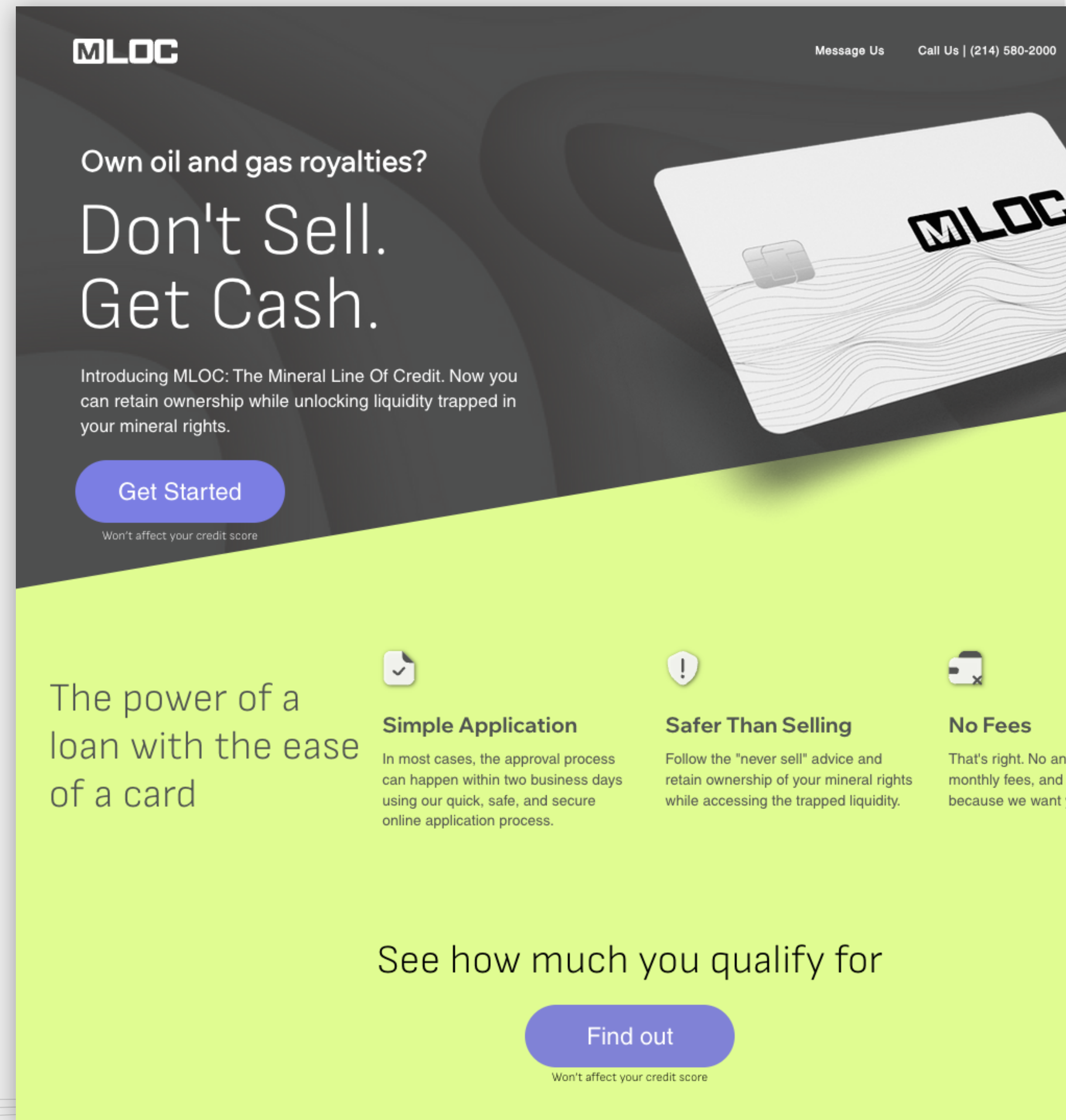
Solution

Industry first, Mineral Line of Credit.

Accessible via direct transfers to the borrower's account—or a credit card.

Secured by the mineral interests of the borrower.

Provides a safety net for the borrower—access only if needed.



The image shows a screenshot of the MLOC website. The top section is dark grey with the MLOC logo in the top left. In the top right, there are links for 'Message Us' and 'Call Us | (214) 580-2000'. The main headline reads 'Own oil and gas royalties? Don't Sell. Get Cash.' Below this, a sub-headline states: 'Introducing MLOC: The Mineral Line Of Credit. Now you can retain ownership while unlocking liquidity trapped in your mineral rights.' A blue button labeled 'Get Started' is positioned below the sub-headline, with the text 'Won't affect your credit score' underneath it. To the right of the text is a graphic of a white credit card with the MLOC logo and a chip. The bottom section of the website is light green. On the left, it says 'The power of a loan with the ease of a card'. To the right, there are three feature boxes: 'Simple Application' (with a checkmark icon), 'Safer Than Selling' (with a shield icon), and 'No Fees' (with a credit card icon). Each box contains a brief description of the feature. At the bottom of the green section, it says 'See how much you qualify for' followed by a blue button labeled 'Find out' and the text 'Won't affect your credit score' below it.

MLOC

Message Us Call Us | (214) 580-2000

Own oil and gas royalties?
Don't Sell.
Get Cash.

Introducing MLOC: The Mineral Line Of Credit. Now you can retain ownership while unlocking liquidity trapped in your mineral rights.

Get Started

Won't affect your credit score

The power of a loan with the ease of a card

Simple Application
In most cases, the approval process can happen within two business days using our quick, safe, and secure online application process.

Safer Than Selling
Follow the "never sell" advice and retain ownership of your mineral rights while accessing the trapped liquidity.

No Fees
That's right. No annual monthly fees, and because we want

See how much you qualify for

Find out

Won't affect your credit score

TAM & Economics

So again, in just the mineral interest market – 12.6M rights owners in the US.

Privately held mineral rights estimated to exceed \$3 Trillion—and that individuals hold roughly 30-40% of these rights, or \$1 Trillion.

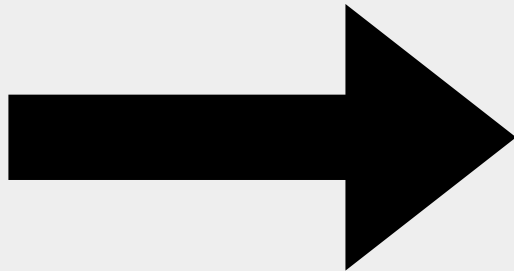
Serviceable market for mineral rights alone in the top producing states in the US (TX, AK, OK, CO, NM, FL) is \$300 Billion.

1% of the market, an LTV of 50%, that's \$1.5 Billion in lending at roughly ~7% NIM, resulting in \$105M in annual revenue, not including revenue from interchange or commissions on mineral asset sales.

Go To Market

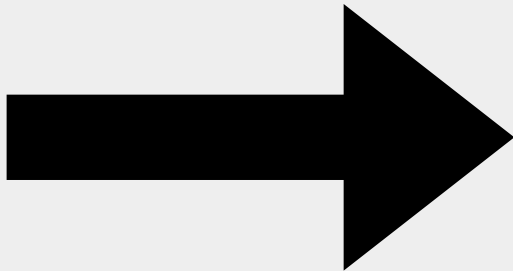
Phase 1

Fine-tune marketing in Texas



Phase 2

Expand to full US



Phase 3

Expand to other assets

— Channels —

Partnerships

Influencers
Mineral Buyers
Oil & Gas Operators

Digital Media

Meta Ads
TikTok Ads
Google Ads
Streaming Video

Traditional Media

Direct Mail
Local Radio
Local Media

Unique Advantages

Access to Public Data
Sponsor Bank
FinTech + Oil & Gas

The MLOC Message

DON'T
SELL YOUR
MINERALS

(seriously, don't)

MLOC

Unlock the value of your mineral rights

SAMPLE DIRECT MAIL PIECE

Competitors

There are a handful of term lenders doing mineral loans. But...

Almost all are also mineral buyers—creating a conflict of interest.

No tech-centric / national consumer plays.

Unsophisticated technology / lengthy, manual processes.

None offer access via a card.

All are structured as term loans vs a flexible, line of credit.



FinTech Leverage

Founders have decades of direct experience building similar financial products.

We will have all core elements stood up by the end of September.

Initial Core IP

Asset valuation engine

AI-driven risk assessment and underwriting

Production Analysis

Laura Blair Trust

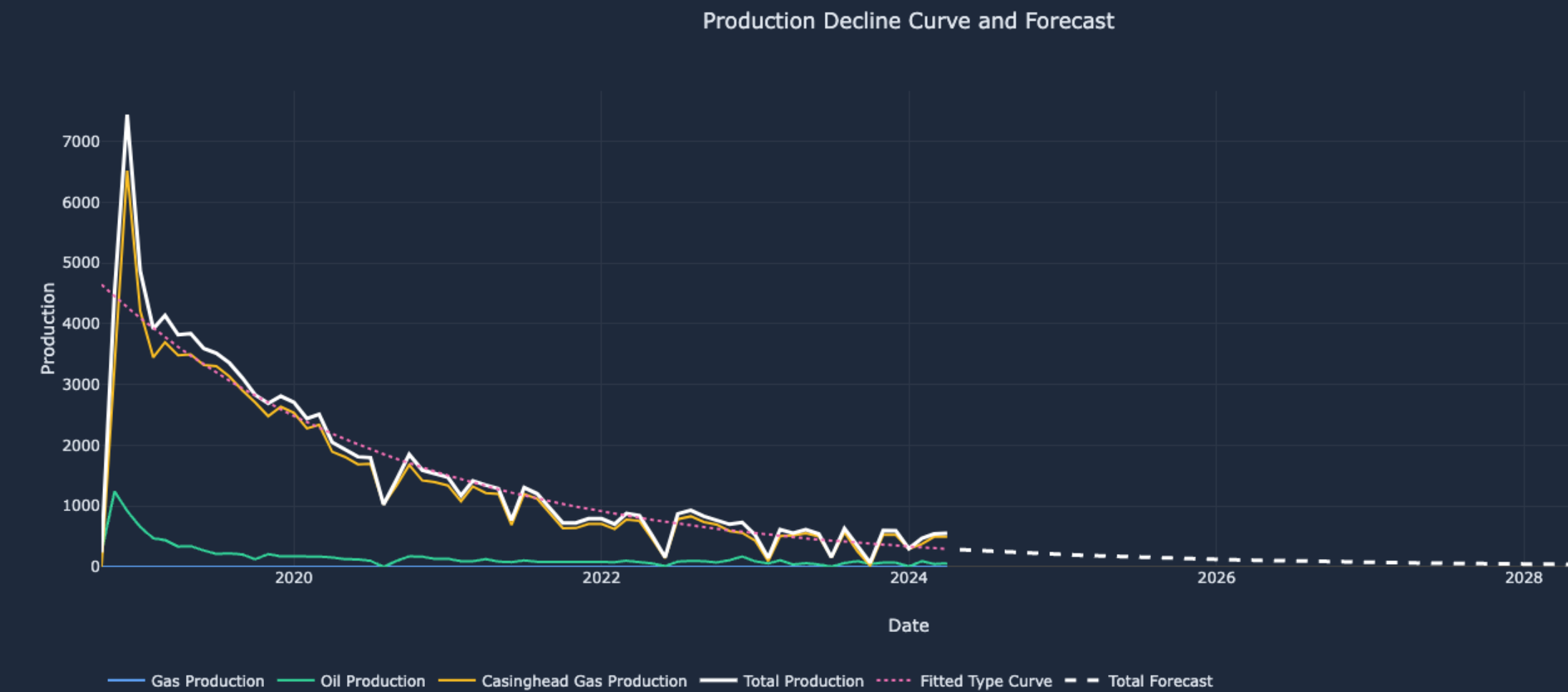
Average Monthly Checks (3-Year Forecast)

Product	Average Monthly Check
Gas	\$0.00
Oil	\$15.22
Casinghead Gas	\$134.81
Total	\$150.03

Financial Metrics

Metric	3-Year	5-Year
PV10	\$4841.30	\$5518.83
Total Cash Flow	\$5401.26	\$6380.35

Production and Forecast



Mineral Line of Credit Recommendation

Recommended credit line:

\$2,420.65

CREDIT LINE (50% OF PV10)

This recommendation is calculated as 50% of the 3-year PV10 total value (\$4,841.30), providing a conservative estimate for the credit line.

Back to Input

Export to PDF

Unit Economics

< \$250 CAC Target (declining from \$500 initially)

< \$165 in total onboarding/KYC/underwriting costs per customer

> \$400 in annual revenue, 66% NIM, 22% interchange, 12% asset sales

> \$1,000 LTV (based on \$15k avg line size and 50% card usage)



Pro Forma

(In thousands)	2024 (5 mo)	2025	2026	2027	2028	2029	2030
Revenue (net of interest expense)	\$4	\$1,588	\$10,026	\$26,333	\$52,056	\$92,086	\$142,693
COGS	\$339	\$4,043	\$14,050	\$16,081	\$31,355	\$41,564	\$52,781
Gross Profit	(\$335)	(\$2,455)	(\$4,024)	\$10,252	\$20,701	\$50,522	\$89,912
Operating Expense	\$1,299	\$4,047	\$11,544	\$13,316	\$17,591	\$24,400	\$16,315
Net Income (NIBT)	(\$1,634)	(\$6,502)	(\$15,568)	(\$3,064)	\$3,110	\$26,122	\$73,597
Total Customers	153	7,533	37,044	66,444	125,394	198,969	287,244
ARPU	\$26	\$211	\$271	\$396	\$415	\$463	\$497
Average loan balance per customer	\$3,846	\$4,717	\$5,051	\$5,836	\$6,086	\$6,496	\$6,861
Months to break even	38						

** Note revenue projections assume focus primarily on Texas initially, then national roll out. No revenue from water or timber included.

Investment Status

Just closed our Pre-Seed (\$1.6M on \$8M post) (Rex Salisbury, Nichole Wischoff)

Currently meeting with investors interested in the Seed (\$5-6M)



RevTech Ask

Relationships with lending partners to fuel our MLOC and related line of credit products.

Key participants in our seed equity round this fall.

Recruiting in the fintech space.

Brandon Cotter, Founder, CEO
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