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Key Themes



- Tech
- Marketing
- Business Planning
- Regulation

What's the problem with Credit Unions?

We help Credit Unions...



Educate



Serve



Lend to



Pay



Protect

...their members

20m

11%

89%

Who are they?

How do you reach them?

What do they need?

Who else is selling to them?

Is **technology** the answer?

Who are they?

**Different to your existing
members...**

How do you reach them?

**Expanding your reach
through marketing**

What do they need?

**Expanding your product
offering**

Who else is selling to them?

Competitor Analysis

Technology can help you address
problems, but only if you know
what the problem is...

Quick Question

Bread

???

On Trial

Marketing

Saying No

Story behind every loan

#GetToYes

So, what's your problem?

Products

(who are you saying no to?
what did they need?)

Customers

(people who aren't yet
members...)

technology

Reach

(side of a bus or price
comparison site?)

Competitors

(groovy fintech lenders, CDFIs,
loan sharks...)

Let's help **20m** people

#GetToYes

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