



Ascent

CU DigiLend

ranqx

salus

Starlight

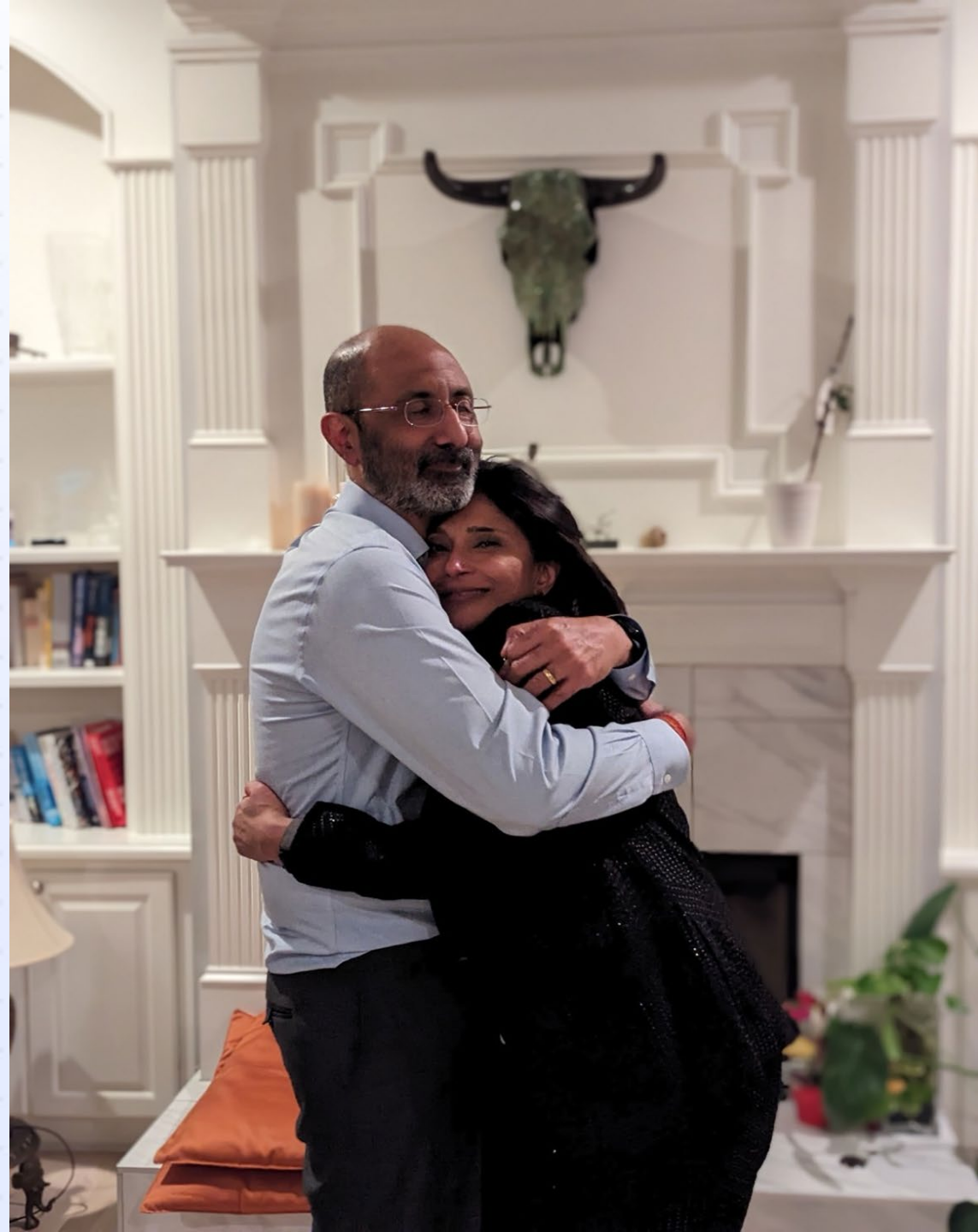
# Ascent

September '24



# The Journey

Confidential and proprietary presentation



# The battle for the member is in the experience

**Guidance**  
Not products

**Insights**  
Not complexity

**Outcomes**  
Not ownership



“ Let’s add more silos in our institution  
said no-one, ever

Ascent was built to solve the experience problem

Ascent is the next-generation platform that

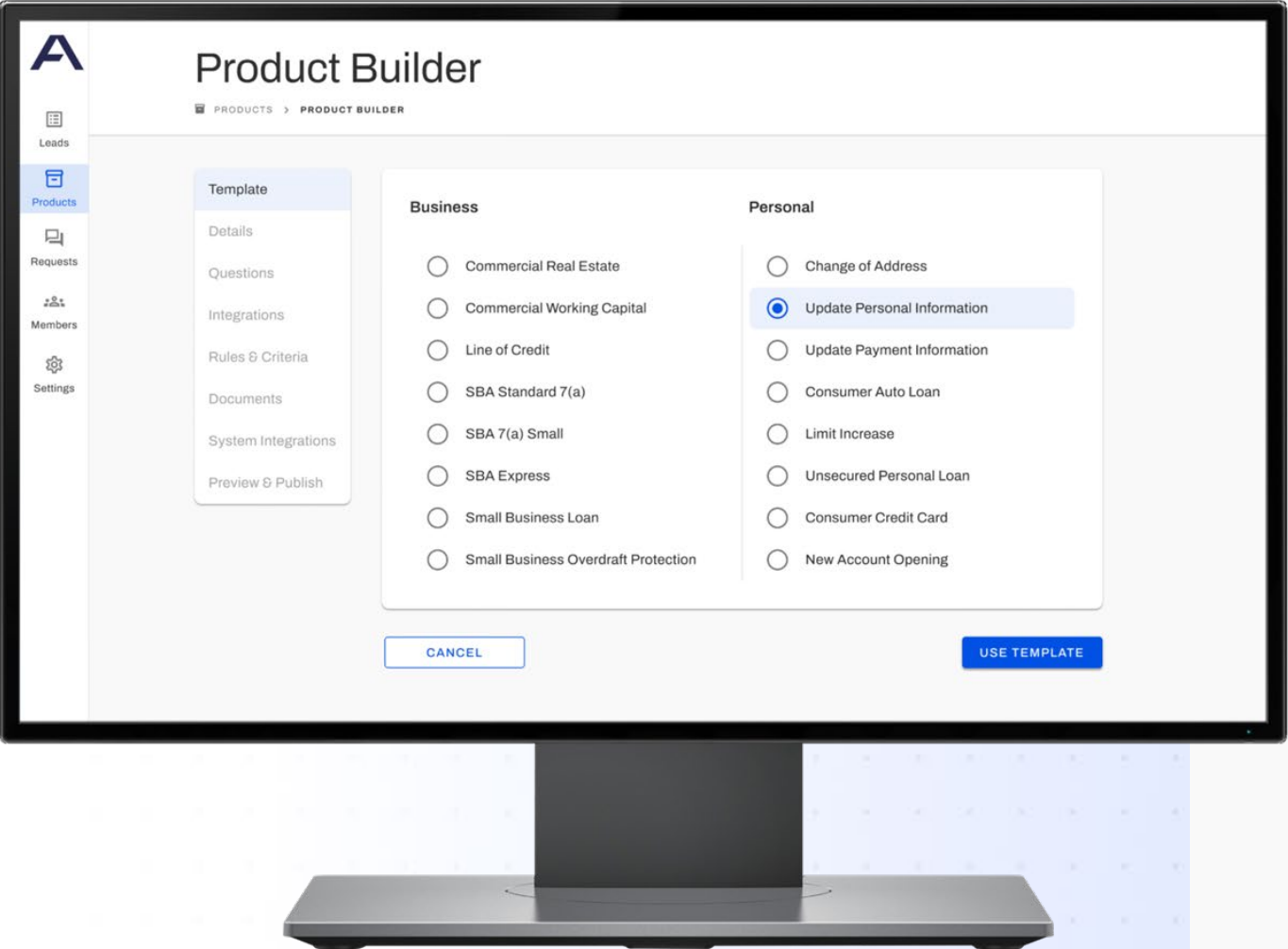
- streamlines **any and all** product applications and forms
- without disrupting existing systems or processes

Consumer Auto Loans  
Commercial Working Capital  
Credit Card Limit Increase  
New Account Opening  
Small Business Line of Credit  
SMB Overdraft Protection  
Wire Limit Increase  
SBA 7a Loan  
ACH Limit Increase  
Commercial Real Estate  
Unsecured Personal Loans  
Consumer Credit Cards  
Consumer Auto Loans  
Commercial Working Capital  
Credit Card Limit Increase  
New Account Opening  
Small Business Line of Credit  
SMB Overdraft Protection  
Wire Limit Increase  
SBA 7a Loan  
ACH Limit Increase  
Commercial Real Estate



# Create

Deploy any beautiful experience



## Product Builder

PRODUCTS > PRODUCT BUILDER

- Template
- Details
- Questions
- Integrations
- Rules & Criteria
- Documents
- System Integrations
- Preview & Publish

### Eligibility Checker

Pre-generated via template

- Personal Details
- Business Details

### Full Application

Pre-generated via template

- Personal Details
- Product Details
- Personal Income
- Business Details
- Business Income
- Deposit Accounts
  - Account Type
  - Account Number
  - Date Opened
- Existing Loans
- Declarations


### Options

- House Valuation
- Auto Valuation
- ACH Credit Increase Questions
- Business Partner Legal Info
- Business Equipment Valuation
- Landlord Property Valuation

“

Ascent is well positioned to sit on top of systems we have, automate manual processes, & augment the member experience


Head of Innovation \$8B FI



**SMB Loan**

Elevate your small or medium-sized business with our SMB loan, offering flexible financing and competitive rates for streamlined growth and success.


APPLY



**Business Credit Card**

Whether it's office supplies, operating expenses, or fuel for the company vehicles, our Business Visa Credit Cards are here to help.


APPLY



**Business Auto Loan**

Accelerate your business growth with our auto business loan - get the vehicles or equipment you need with fast approvals, flexible terms, and competitive rates.


APPLY



**Residential Mortgage**

Step into your dream home with our Residential Mortgage solutions, tailored to fit your needs. Enjoy competitive rates, personalized guidance, and a straightforward application process.


APPLY



**Auto Loan**

Our Auto Loan offers competitive interest rates, on new and used cars, flexible terms from 24 to 72 months, pre-approvals, Docu-Sign technology and a network of reputable dealers.

APPLY



**Change of Address**

Keep your account up to date effortlessly - complete our quick Change of Address form and stay connected with all your banking updates.

APPLY

A modern, easy-to-use, and consistent experience that learns more about the member with each interaction.



# How we work with prospective clients

Conference Room Pilot (2 weeks to build)

A pre-production application based on your specific product design and requirements:

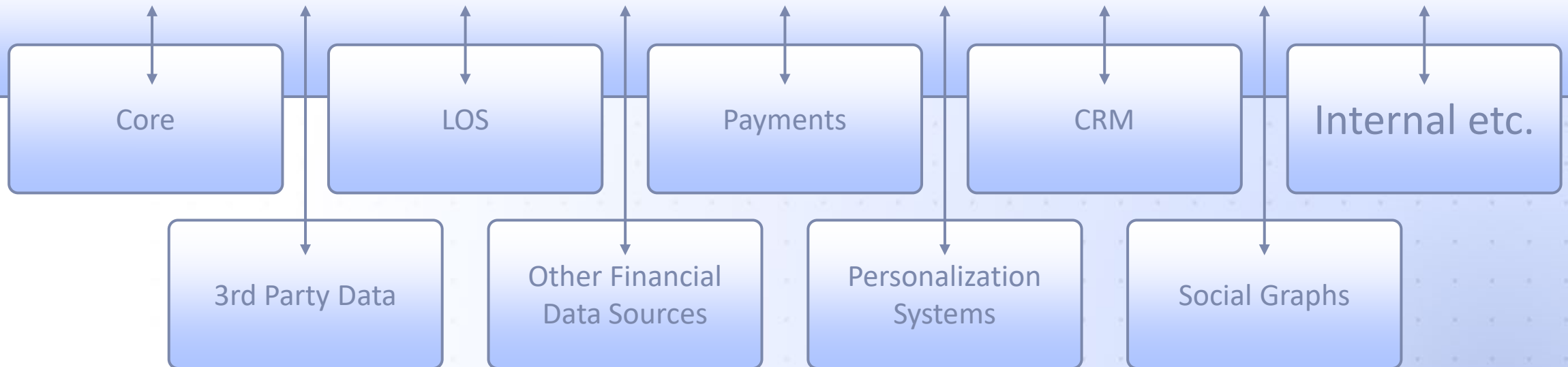
- Determine the best product application for the pilot
- Provide information and specifications to Ascent in order to configure the application
- Ascent provides the application “live” in sandbox for hands-on testing and review



## The Modern Way

Ascent rides on top of your systems-of-record without disrupting existing systems and processes. With each product application you deploy, your member enjoys the same user interface and experience.

### Horizontal Connectivity



Ascent Platform Corporation & CUSO LLC

The modern way to modernize banking

[arjun@ascentplatform.io](mailto:arjun@ascentplatform.io)





**APEX**

**FINTECH PITCH LAB**

**CU DigiLend**



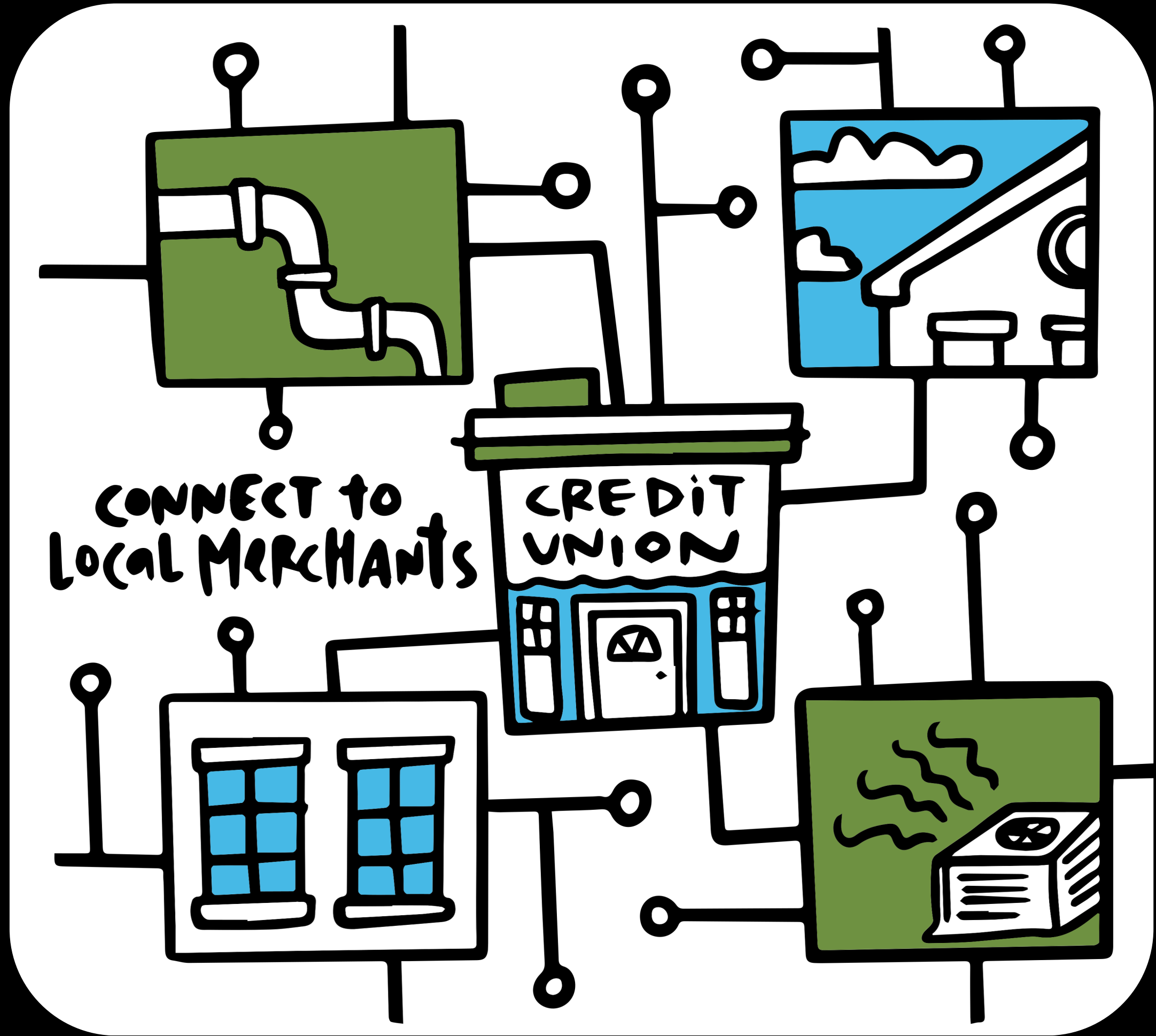
CU DigiLend

Harnessing the Power of

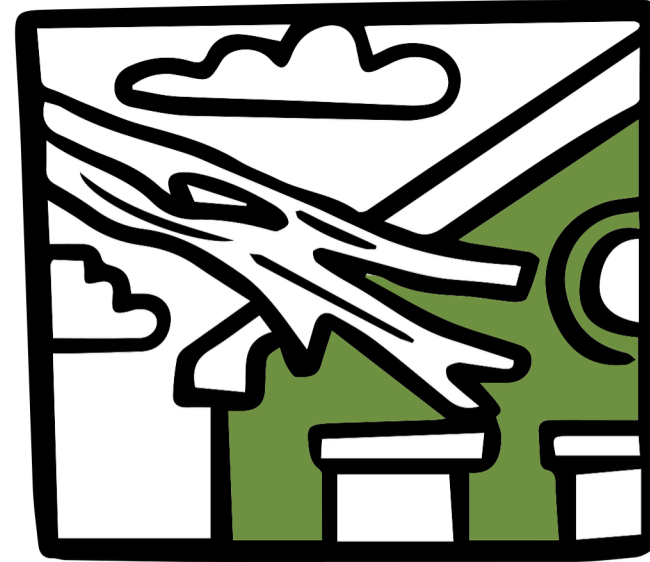
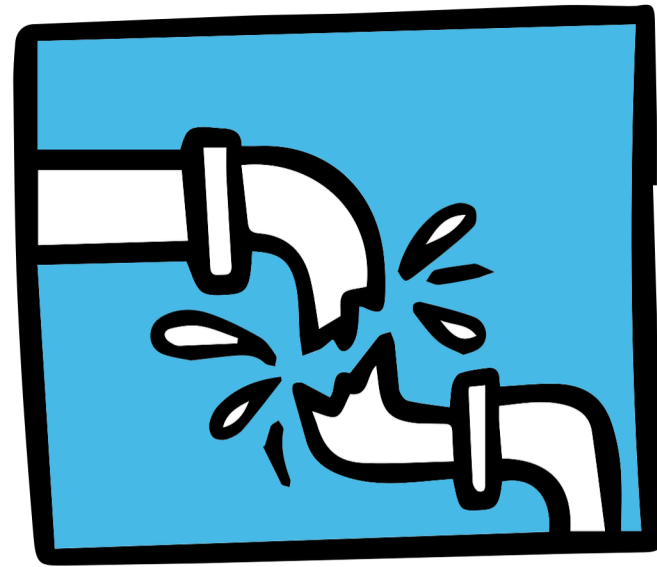
# Point-of-Sale Financing



CU DigiLend

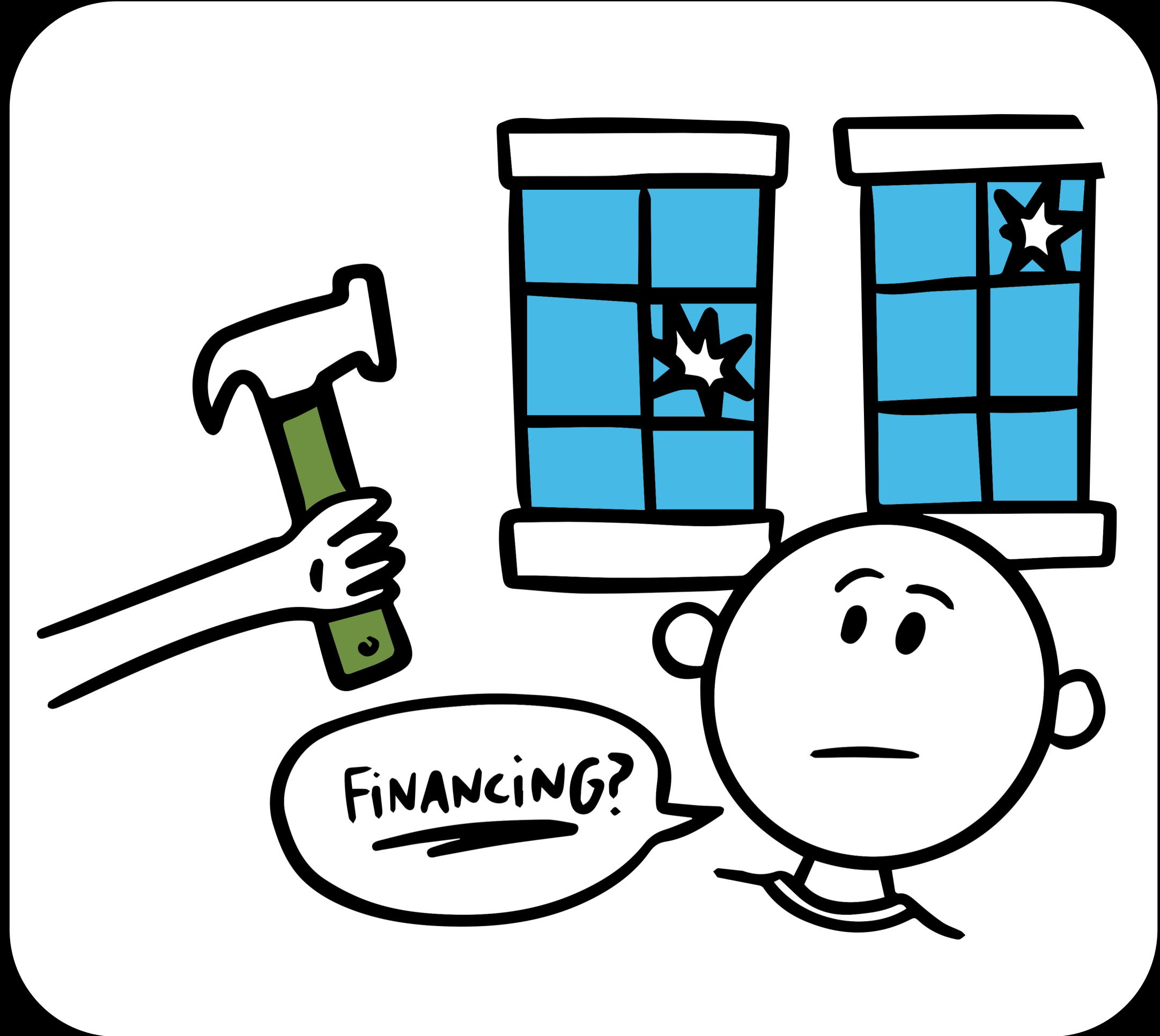




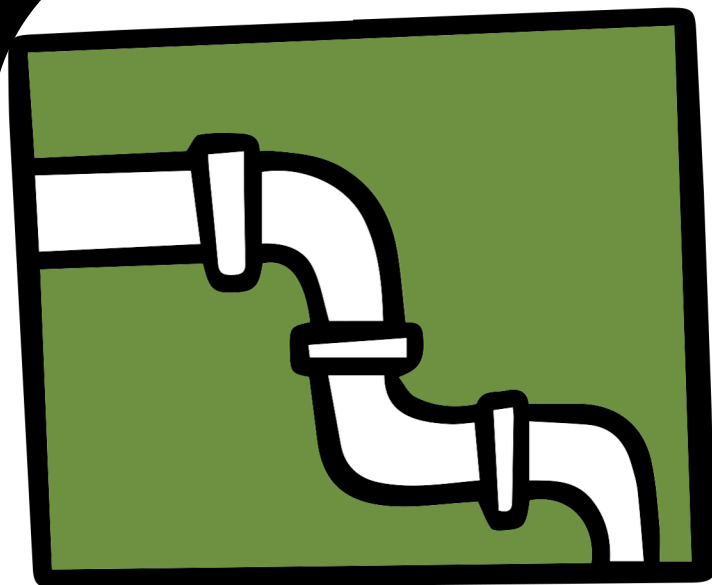


HOME  
OWNERS  
HAVE  
NEEDS

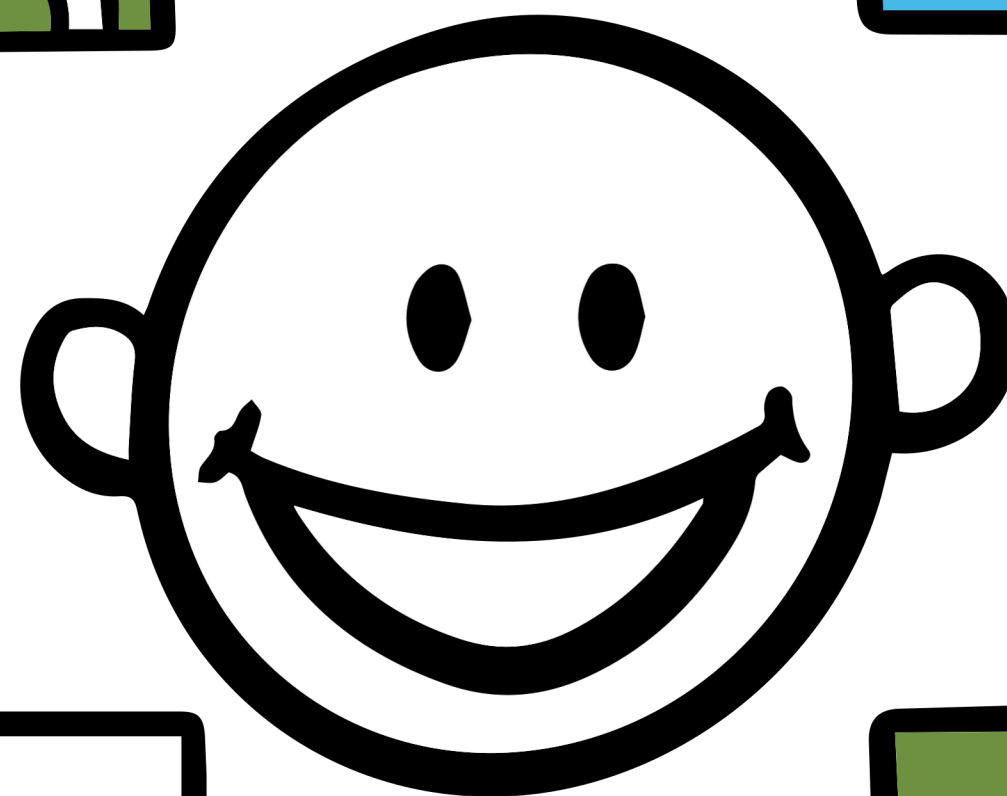
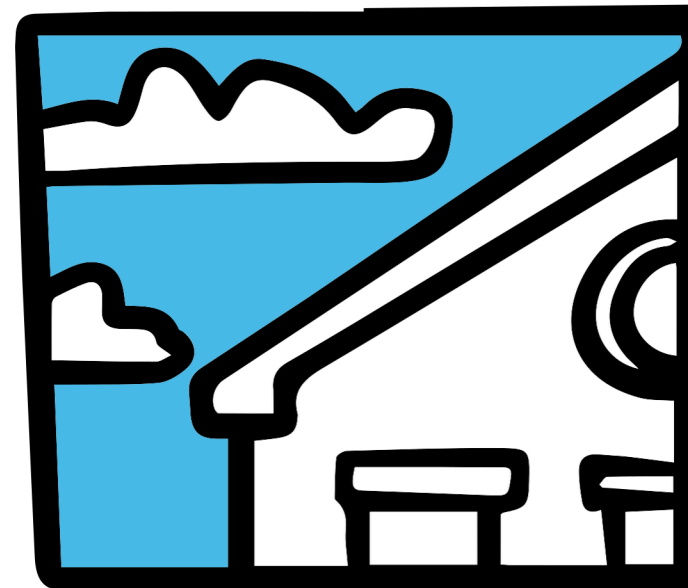




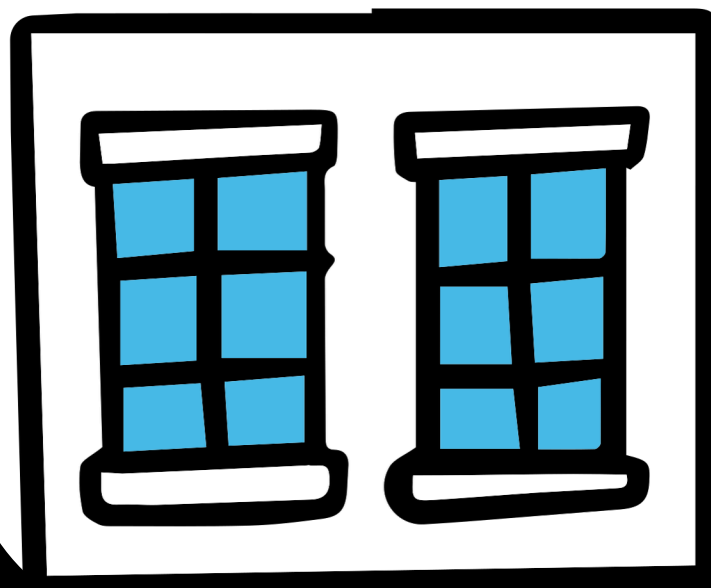




HAPPY



MEMBER



CREDIT UNION  
+  
MERCHANT  
+  
MEMBER

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♥ CV Digilend ♥



# Financing Options

**BUY NOW,  
PAY LATER**

**VS**

**Point-of-Sale  
Financing**

- Purpose and Usage
- Loan Amount
- Interest and Fees
- Repayment Terms
- Approval Process
- Impact on Credit Score

The background is a stylized illustration of a two-story brick house with several windows. In the foreground, there are faint silhouettes of people: a man on the left holding a clipboard, and a group of people on the right, including a man pointing towards the house. A solid green diagonal bar is in the top right corner.

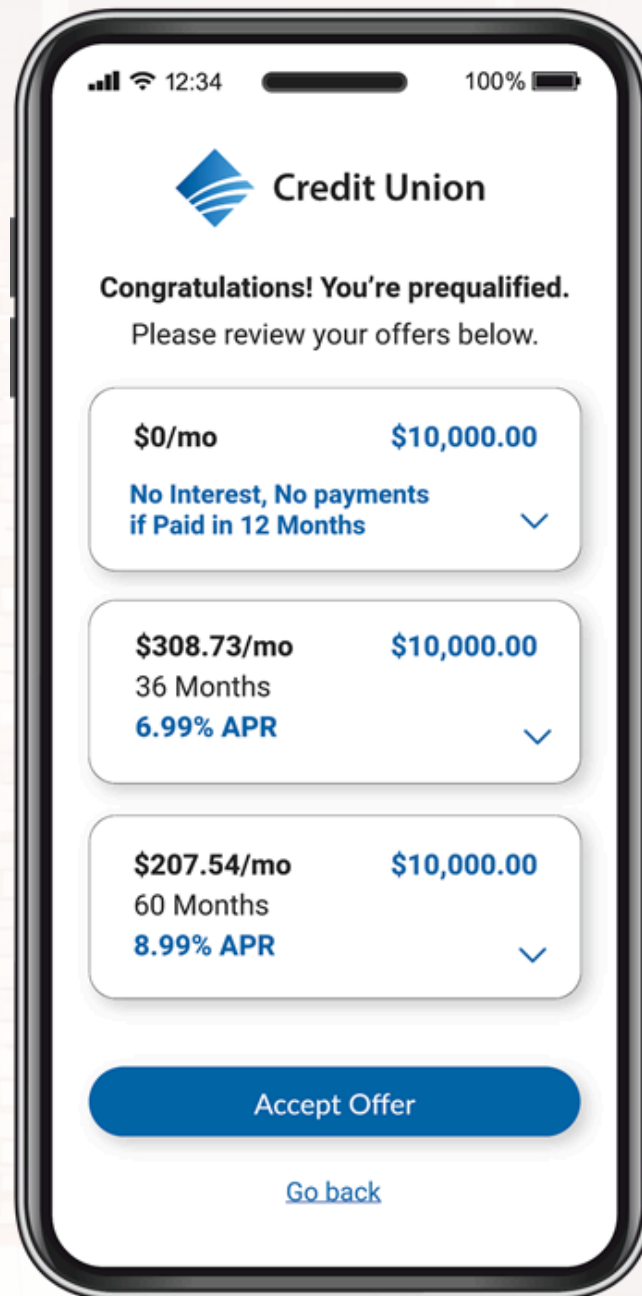
# Market Offerings

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# White Label Model

Exclusive White Label Product for Local Merchants to Access your Loan Products



01

**Connect local merchants to technology that helps customers finance products and services**

02

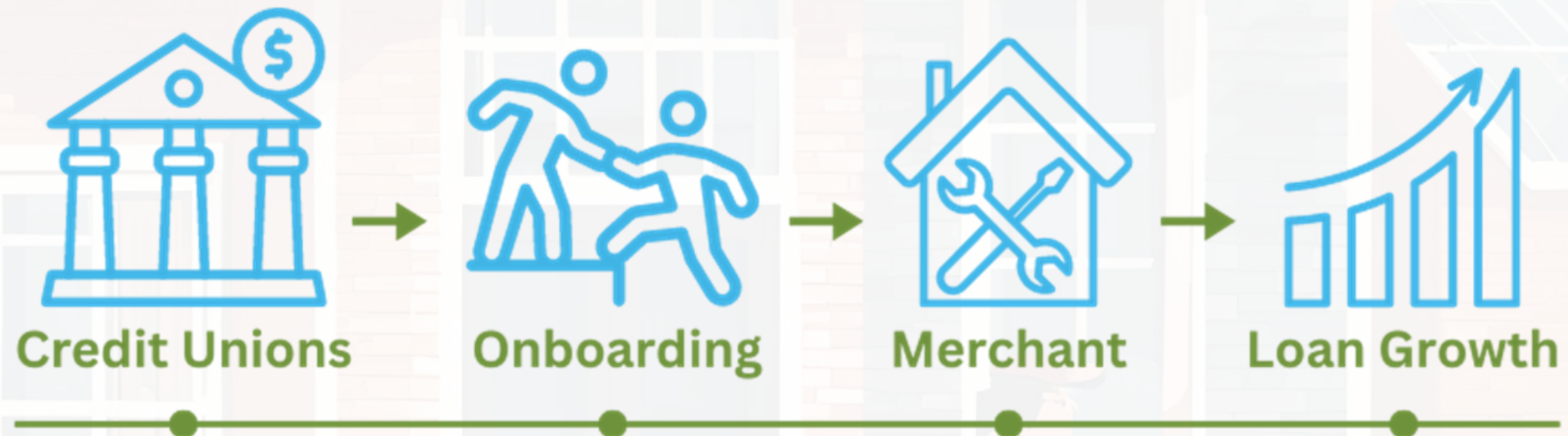
**Create personalized loan products to help promote small business and help members**

03

**Gain access to a new member base**



# Program Overview



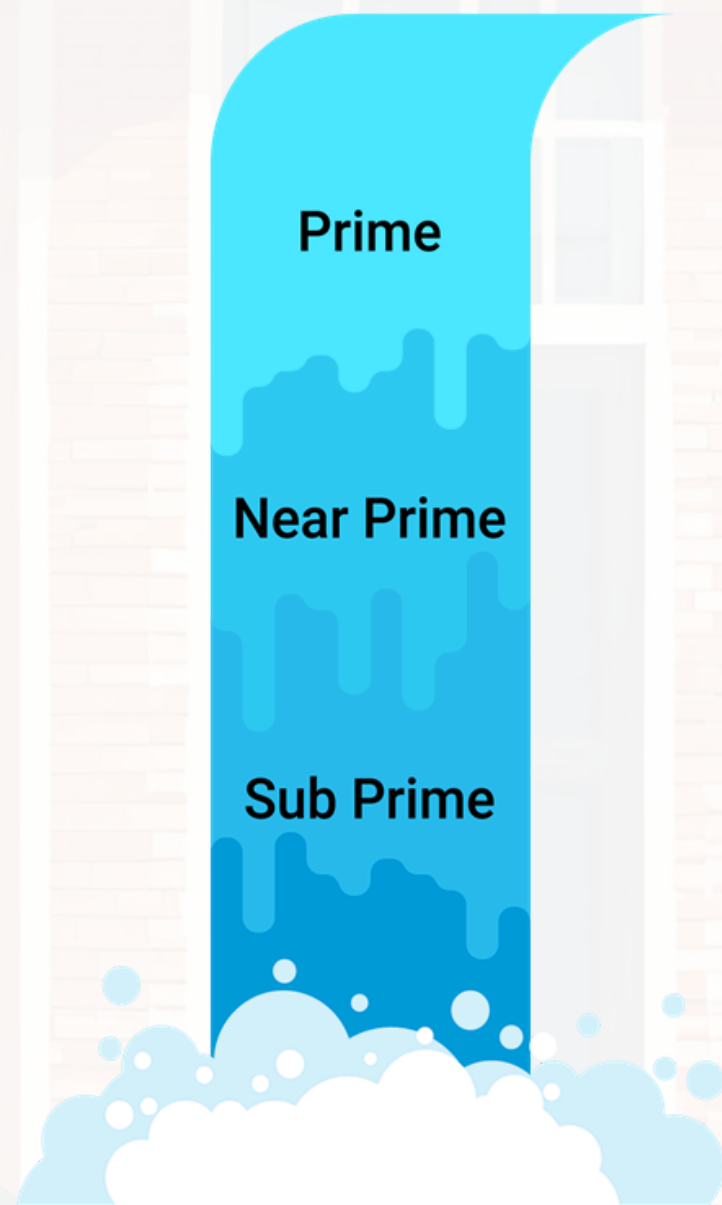
- Webinars
- Marketing Materials
- Social Graphics
- Print Material
- Training Support





# Waterfall Model

Allows Credit Unions to Offer the Best Product Options to FinMkt's Merchant Base



Steady Stream of Customers from various merchants



Can be set to specific membership requirements



Create custom products based on vertical and risk



Make payments on Credit Union's platform



Gain access to a new member base

# Waterfall Multi-Lender Universal Application



- One application approved by all lenders that takes only a few minutes to complete
- One-time-passcode device verification and KBA identity verification
- Customizable decisioning waterfall
- Realtime prequalified offers based on soft credit pull
- E-signature for financing documents, copies emailed to consumers



# Alternatives for Merchants



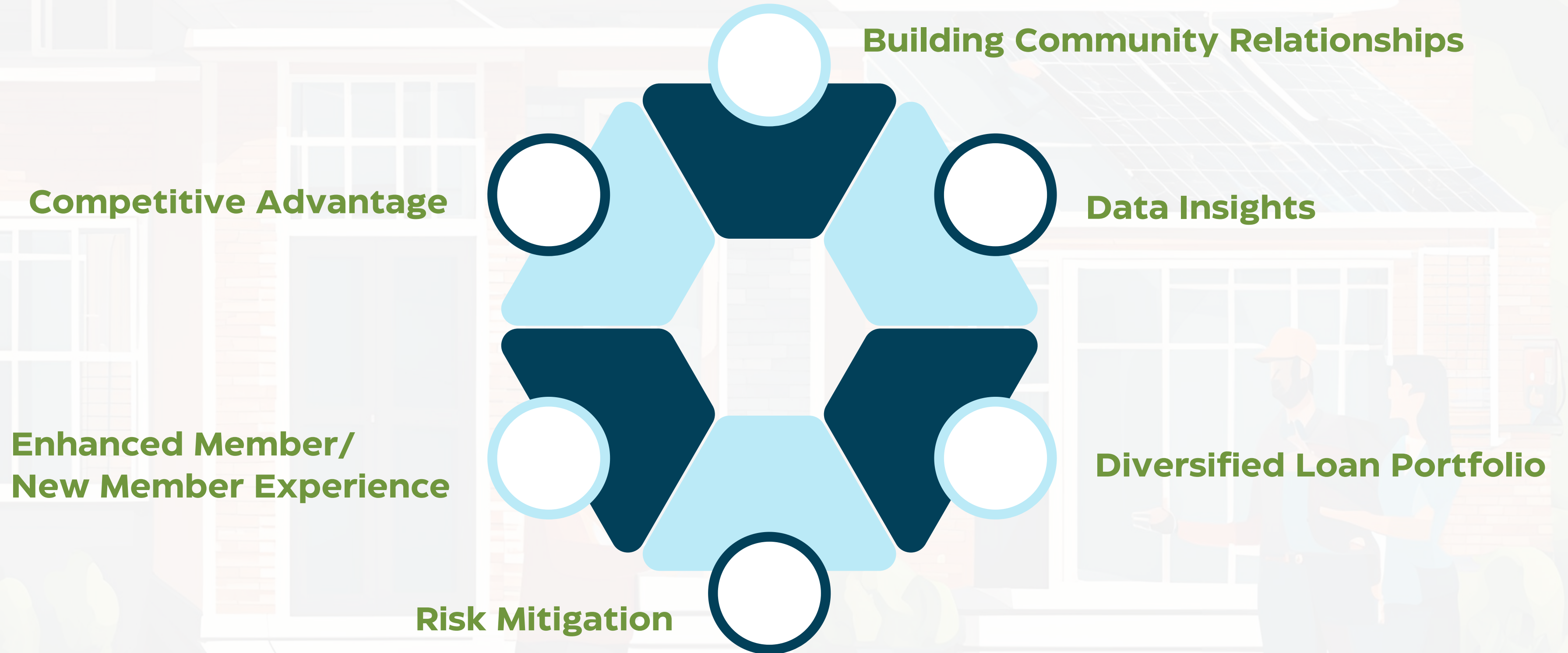
Local Credit Unions have community advantage





# Value Proposition: Why POS

Entering point-of-sale (POS) services can offer several benefits to credit unions





# CU DigiLend

## Thank You

For Your Attention



Visit Our Website  
**[www.cudigilend.com](http://www.cudigilend.com)**





**APEX**

**FINTECH PITCH LAB**

**ranqx**

# The Problem(s)

*“not one traditional US financial institution has the online capabilities to provide a straight-through small business loan application for either unsecured or secured loans with an instant decision or offer to the customer.”* **Deloitte.**

Small business is #trending Are banks ready to provide a fresh menu of services? Joseph Cody, Jon Guerena, Stephen Popiela and Evan Weinreb April 2022

*Only 31% of small business's received all the funds they sought in 2021, compared to 51% in 2019*

Federal Reserve: Survey of Terms of Business Lending



# Current state of SMB lending

...for every dollar spent at a small business, a larger portion stays within the community compared to spending at larger corporations. (U.S. Small Business Administration - SBA)



\$5.2 trillion  
unmet capital  
needs



52% of SMBs use  
alternative  
lenders



Only 8% of  
SMBs consider  
a CU for a loan



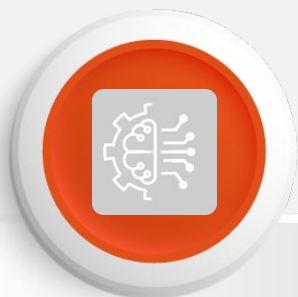
Costs between  
\$1.5K and \$4K

# Fully digital experience... Application to decision in minutes

Cloud native, API first, SaaS delivery – embedded SMB Lending Platform for Credit Unions



Origination



Underwriting



Monitoring



Cash Flow

# Ranqx Data Payload

Business Credit	Personal Credit	Know Your Business (KYB)	Know Your Customer (KYC)	Synthetic Fraud
Accounting P&L	Accounting Balance Sheet	Accounting Analytics	Decision Analytics	Application Metadata
Business Matching	Person Matching	Business Search	Affiliated Entities	Corporate Filings
UCC Filings	Bankruptcies	Liens	Judgements	Bank Transactions



Consumer Financial  
Protection Bureau

Understanding the CFPB Section  
1071 Final Rule

**Implications for  
Financial Institutions**

# Ranqx Reporting

Calculation	Description	Current Month	Rolling 12-Month
Revenue	Total Revenue	●	●
Gross Margin Value	Revenue-COGS	●	●
Gross Margin Percentage	(Revenue-COGS) / Revenue	●	●
EBITDA	EBITDA	●	●
EBITDA Margin	EBITDA / Revenue	●	●
Interest Cover	EBITDA / Interest	●	●
Marginal Cashflow	Gross Margin Percentage / Working Capital Consumption Percentage	●	●
Working Capital Ratio	Current Assets / Current Liabilities	●	●
Quick Ratio	Net Cash & Equivalents Including Accounts Receivable / Current Liabilities	●	●
Cash Ratio	Net Cash & Equivalents Excluding Accounts Receivable / Current Liabilities	●	●
Cash Balance	Total Cash Bank Balances (i.e. Assets - Liabilities)	●	●
Debt Ratio	Total Liabilities - Total Assets	●	●
Equity Ratio	Total Equity / Total Assets	●	●
People Cost Ratio	People Costs / Revenue	●	●
Operating Cost Ratio	Operating Costs / Revenue	●	●
Debt Leverage	Total Current & Non-Current Liabilities / EBITDA	●	●
Debtor Days	Current Debtors / Average Daily Revenue	●	●
Creditor Days	Current Creditors / Average Daily COGS	●	●
Defensive Interval Ratio	Current Assets / Average Daily Expenses	●	●
Expense Cover Ratio	Cash Balance / Average Cash Expenses Over 3 Months	●	●
Customer Concentration	Percentage of Revenue coming from a single customer.	N/A	N/A
Debt Service Coverage Ratio	Operating income / Debt Service *Term Loan Specific	●	●



**APEX**

**FINTECH PITCH LAB**

salus



# salus

James Chemplavil, Founder

[james.chemplavil@salusfintech.com](mailto:james.chemplavil@salusfintech.com)



# Wendy couldn't access the credit she needed

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# Underserved borrowers are trapped in a cycle



## **“Alternative Credit” Characteristics**

- Over-priced
- Inflexible
- Leave borrowers no better off

*Sources: CFPB, Financial Health Network.*

# Who are microloan borrowers?

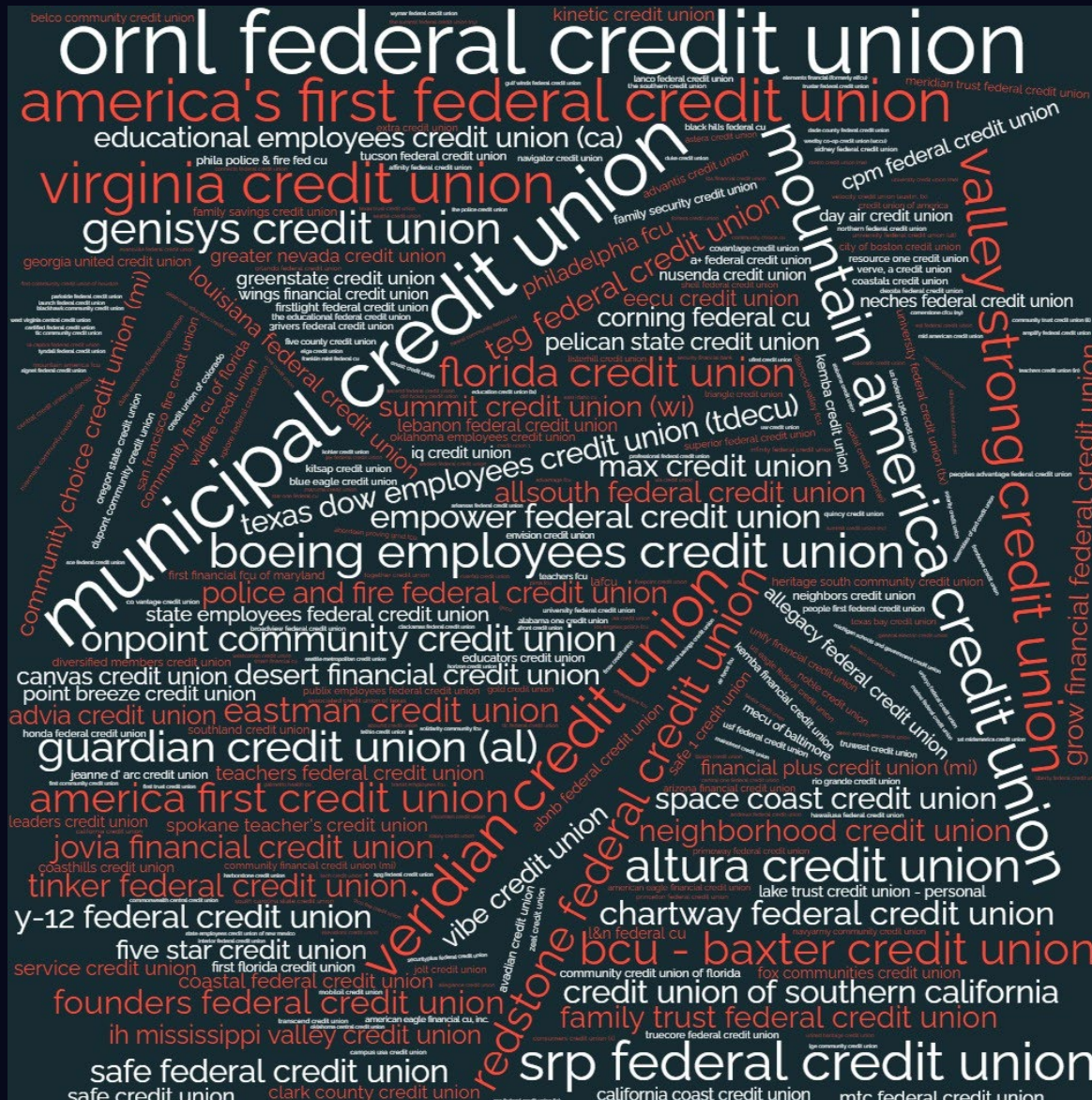


95%

Don't have a  
prime credit  
score



# Credit union members seek microloans every day



# 61%

# Of Large Credit Unions Have Members Applying For Microloans Away From The Credit Union

# Salus helps credit unions serve the under-served

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# Salus turns lender data into actionable decisions

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- Raw account transaction data
- Alternative data
- Credit data

- Configurable risk tolerance
- Adverse action notices for denials

# Salus scoring outperforms FICO scoring

## MICROLOAN CHARGEOFF RATES

Chargeoff Rate By Credit Score Ranges				
Salus Score Tiers	620 - 659	580 - 619	500 - 579	All Ranges
Tier 1 (Lowest Risk)	3.0%	3.1%	4.0%	3.4%
Tier 2 (2nd Lowest Risk)	5.7%	6.7%	7.0%	6.8%
Tier 3 (3rd Lowest Risk)	7.4%	8.8%	8.7%	8.5%
Tier 4 (4th Lowest Risk)	8.2%	10.1%	9.8%	9.4%
Approving By Credit Score	27.3%	28.0%	35.5%	32.7%
	635	599	542	

11,000+ Microloans made via Salus scoring

# Salus helps credit unions serve the under-served

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Microloans



Stress Score

# Stress score helps predict members in need

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Daily data  
analysis for  
financial  
stress signals



More accurate  
than low  
balance alerts



Customized  
offers for a  
financial  
stress solution

PRODUCTS

Stress Score

Alternative Finance Usage

Microloans

Earned Wage Access

MANAGEMENT

API >

Fair Lending >

Impact Reporting >

Agreements >

Total Members Monitored

13,592

0.2% last 7 days



Average Salus Stress Score

17

1% last 7 days



% High Financial Stress

24.8%

13.2% last 7 days



Stress Score Overview

Member Name	Credit Score	Annual Income	Stress Level	7 Day Change (pts)	
<a href="#">Anna Torres</a>	645	\$32,000	High	+41	⋮
<a href="#">Jess Trainor</a>	585	\$42,000	Medium	+15	⋮
<a href="#">David Rogers</a>	565	\$51,000	High	+23	⋮
<a href="#">Manny Stephens</a>	555	\$64,000	Low	-39	⋮
<a href="#">Philip Wheeler</a>	565	\$48,000	High	+17	⋮
<a href="#">Lyla Grant</a>	615	\$47,000	Medium	-4	⋮

View all >



# Credit Union Benefits





# Microloans are a product of focus for Gen Z

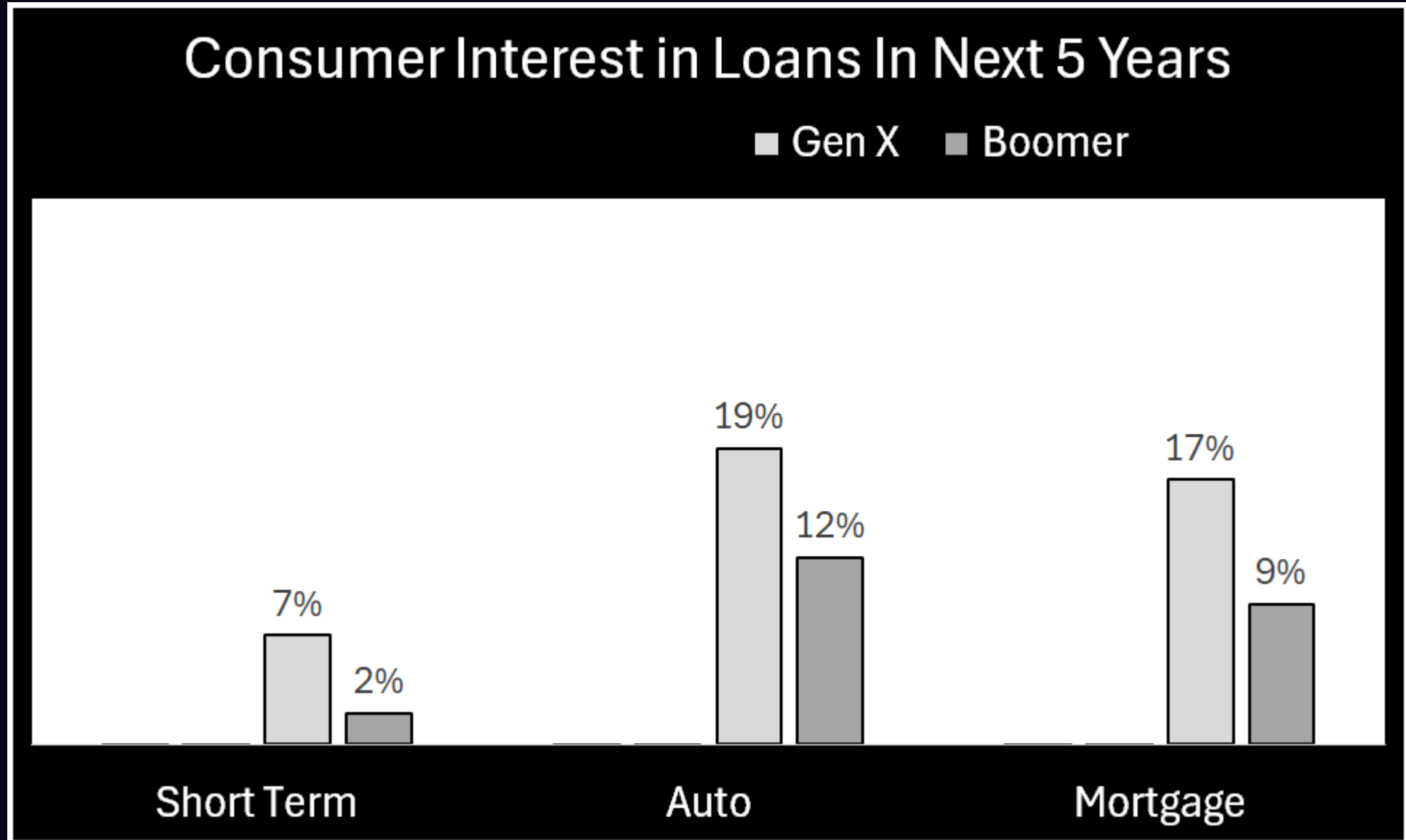
## Microloan Borrowers Are Younger

Microloan Borrower

29

Median Age

# Gen Z & Millennials are better future loan prospects



Source: TruStage Consumer Survey

# Microloans start the path of lifetime member value

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“ They were really struggling with everything, and we gave them a chance. And now we have their car [loans] and their house loan now too. It does work. ”



- *Credit union lending manager, on the value of making a microloan to a member in need*



Turn a Microloan Into a Member For Life

[james.chemplavil@salusfintech.com](mailto:james.chemplavil@salusfintech.com)





**APEX**

**FINTECH PITCH LAB**

**Starlight**



# Starlight

Bringing your CU Mission to life with  
solutions that serve members in times of  
need

**Shreenath Regunathan, Co-Founder**  
[shreenath@get-starlight.com](mailto:shreenath@get-starlight.com)





Let's talk about...

A **\$140 billion** opportunity

to transform member financial  
health

& deliver on your credit union  
mission and goals





**What's modern  
America like?**

# Everyday Americans need financial support now more than ever

## Two-thirds of Americans would consider bankruptcy to jettison debt stress

**The 'terrifying' trade-offs millions of Americans face as student loan repayments resume**

Source: [NBC News](#), [CNBC](#) and [Forbes](#)

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV INVESTING CLUB PRO

**60% of Americans are still living paycheck to paycheck as inflation hits workers' wages**

PUBLISHED WED, SEP 27 2023 9:16 AM EDT

**Share of US Consumers Living Paycheck to Paycheck Hits Two-Year High**

BY PYMNTS | JUNE 24, 2024

    |  



# And their financial lives are more complicated that we are used to...



- **Variability of income**
- **Lack of typical proof**
- **Difficulty with budgeting**

# This impacts members directly

- Younger members are struggling and cannot find **\$403** in emergency savings
- **46.6%** of members with credit score <680 had a loan rejection in the last 12 months
- **11m** households have advance their paychecks with average **\$120** (\$30bn advanced)

# Households in CCUA Member States earning less than 50k

- Delaware **31%**
- Massachusetts **28%**
- New Hampshire **35%**
- Rhode Island **40%**



# Filene's has shone a light on the need: Members want their Credit Union to help

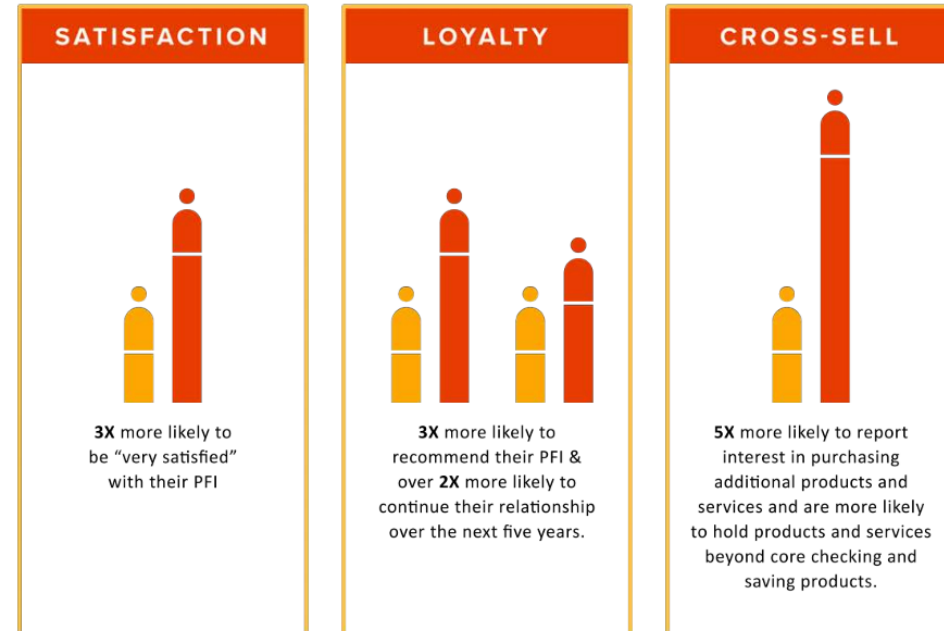
A STRATEGIC OPPORTUNITY FOR CREDIT UNIONS

## THE OPPORTUNITY IS REAL

Consumers want financial well-being support:  
**80%** of consumers **expect** their primary financial institution to **help them improve their financial health...**  
**only 14%** agree strongly their PFIs actually do.



CUSTOMERS WHO THINK THEIR PFIs SUPPORT THEIR FINANCIAL HEALTH HAVE GREATER LEVELS OF:



Source: Financial Health Network

## ....and how we need to go beyond literacy

**"Financial literacy programs don't work. Financial education rarely leads to lasting knowledge gain, and it does nothing to change behavior."**

**Jen Tescher, CEO, Financial Health Network**



Step #1

**MAKE FINANCIAL HEALTH A  
PRODUCT, NOT A RESOURCE**



**Serving member  
financial health is not an  
afterthought**



**So let's dive in...**

# The social safety net today only grows in importance

**\$140B**

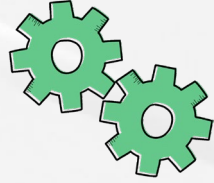
of assistance is left  
unclaimed

**50M**

households could have  
more in savings

# Awareness and enrollment challenges prevent households from accessing benefits for key expenses

LIHEAP



SNAP

DPA / FHLB



CCDF

EITC



FEMA

CHIP

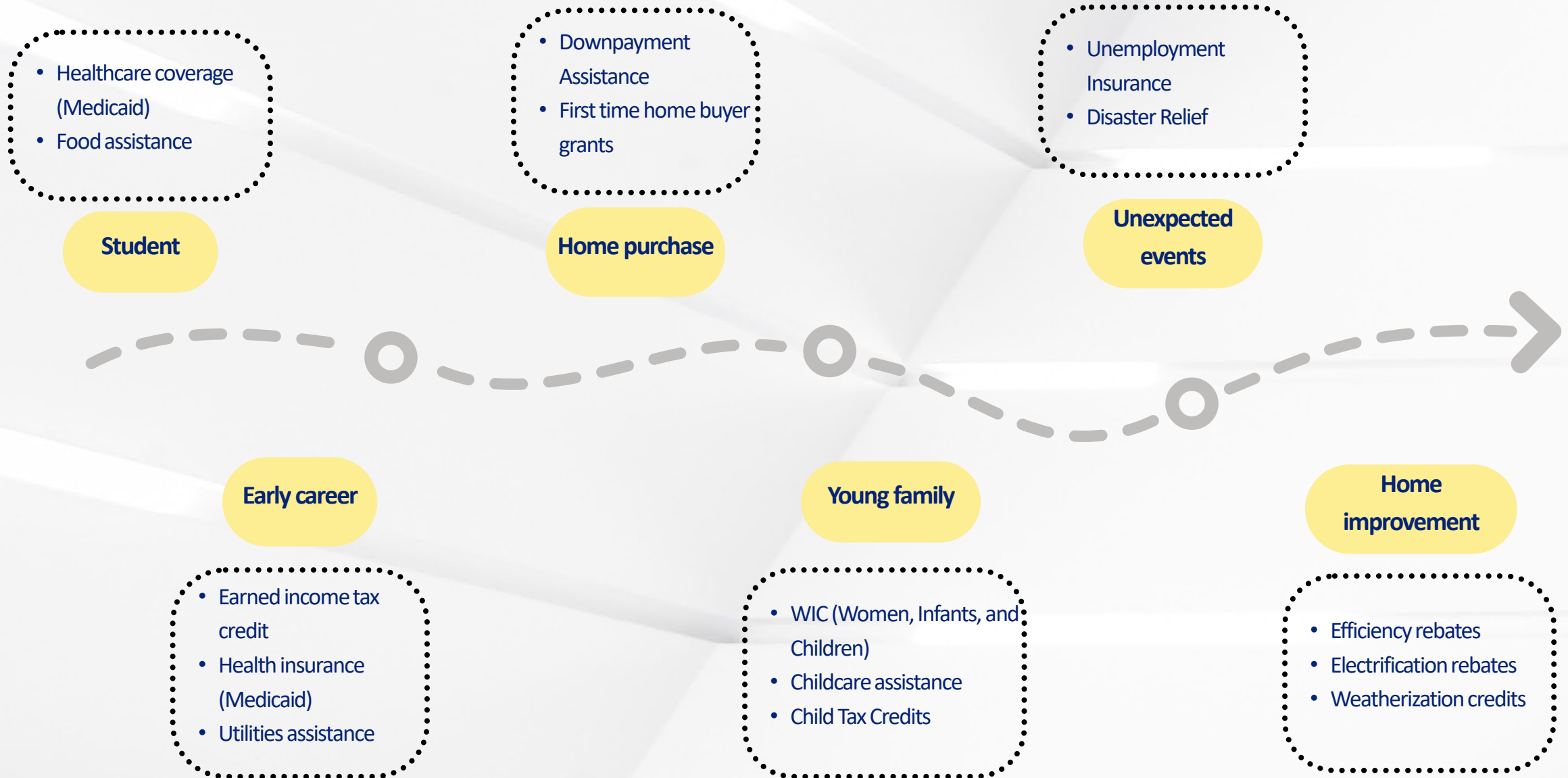


IRA





# Financial assistance for each stage



# Starlight

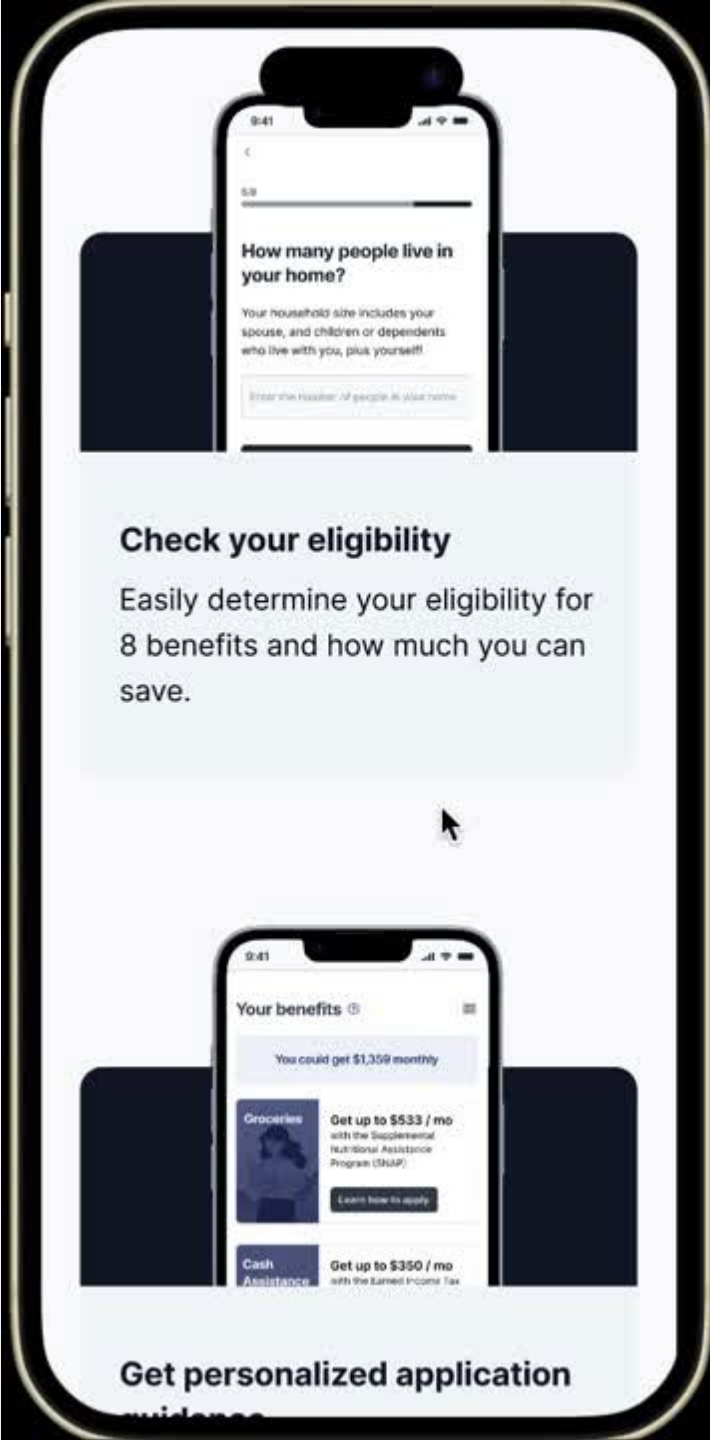
**helps your members access government financial assistance  
programs in times of need**

## Helping credit unions become:

**Proactive**

**Personalized**

**Purpose-driven**



# How it works



# 1 An easy way to determine the right members

## Member's financial profile

- Loan applications
- Transactions
- Balances
- Credit reports
- Member segmentation...

## Government Programs

- Federal
- State

Starlight analysis

Personalized message per member based on confidence score

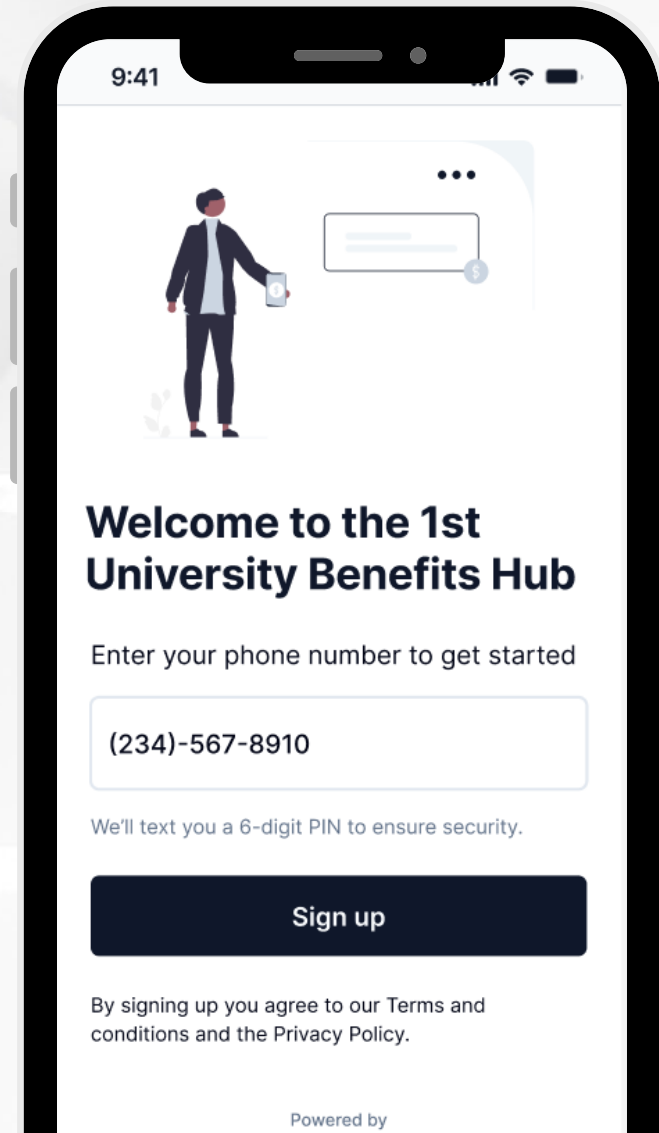


## ② And then, we can reach the member easily

### Real world tested marketing playbook

- Integrates with any MRM / CRM
- Capture impactful data about membership
- Drive engagement across channels - email, text, notification

**Can be fully managed (Starlight) or Toolkit (Marketing & Agency executed)**

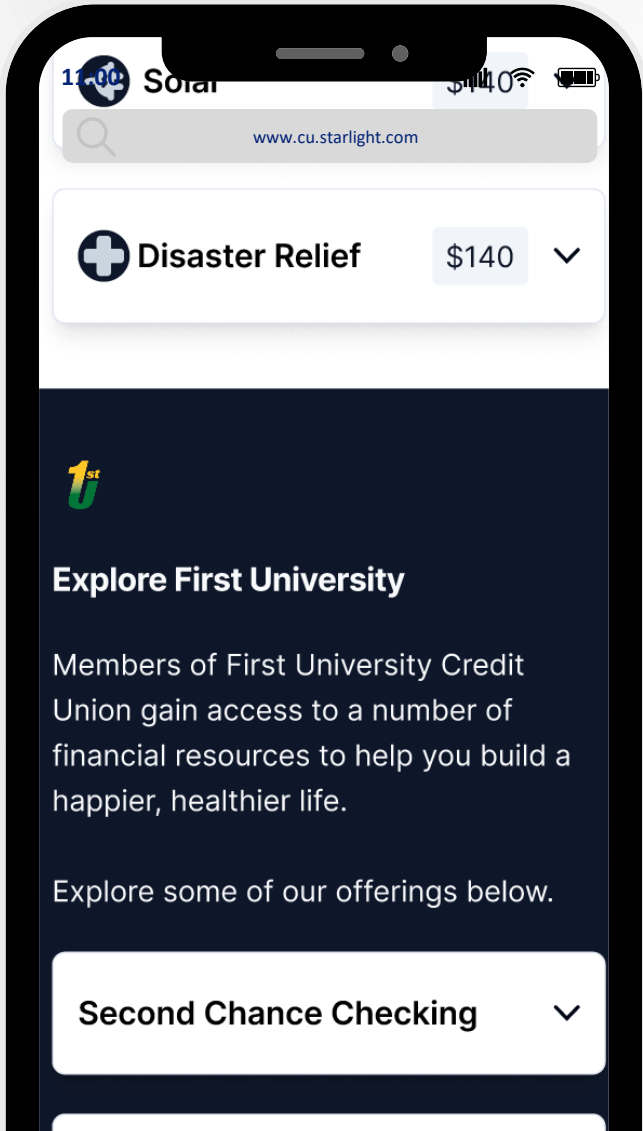


### 3 And we can reach prospective members

Marketing activation

Community partnerships

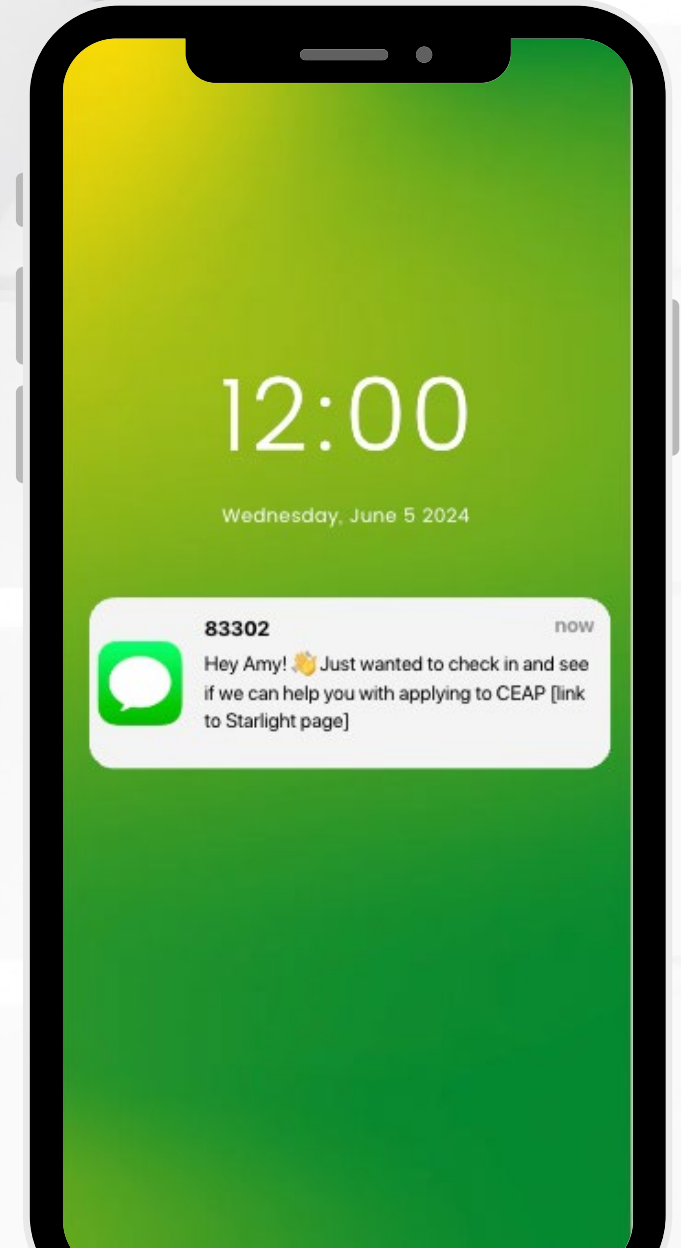
Delivered by us powered by you



4

## Starlight supports members in accessing government benefits end-to-end

*Note: your frontline teams love having something to share with members in need (esp in Account Resolutions / Branch teams)*





## Member Impact

**50%**

engagement rate

**\$39,562.7**

average  
**2**  
household income

**\$749.22**

average monthly  
benefits estimated to  
save per member

The amount I saved makes a huge difference for me financially.

Accessing government benefits is an incredibly disempowering experience. You all made it so easy



**And from  
the credit  
union View**

## **Acquire & Grow**

- Efficient member acquisition across income strata

## **Financial Health / Mission**

- Direct impact on member financial health. Supports CDFI/LID compliance.

## **Core Metrics Impact**

- ↓ Delinquencies
- ↑ Deposits
- ↑ Lending
- ↑ Member love

LID / CDFI  
Reporting +  
Insights

OverviewReportsSettings

Search...Starlight

1<sup>st</sup>UNIVERSITYCREDIT UNION

CDFI Insights

Insights on household income, member engagement, and more

Sep 1, 2024 - Sep 7, 2024Exp

VI

Report Type

User InsightsUser ActivityCustomer Conversions

User name	Membership status	Household income	Lending Member	Lending Type	
Olivia Carter	Member	\$23,000	Yes	...	...
Mason Williams	Non-member	\$35,036	No...	...	...
Ava Harrison	Non-member	\$74,879	No...	...	...
Liam Mitchell	Member	\$49,975	Yes...	...	...
Sophia Brooks	Member	\$82,293	Yes...	...	...



# Membership Growth & Engagement



## Benefits hub insights

Starlight has helped your members find the following programs & have the following next best action

📅 Sep 1, 2024 - Sep 7, 2024

📄 Export

### Report Type

User Insights

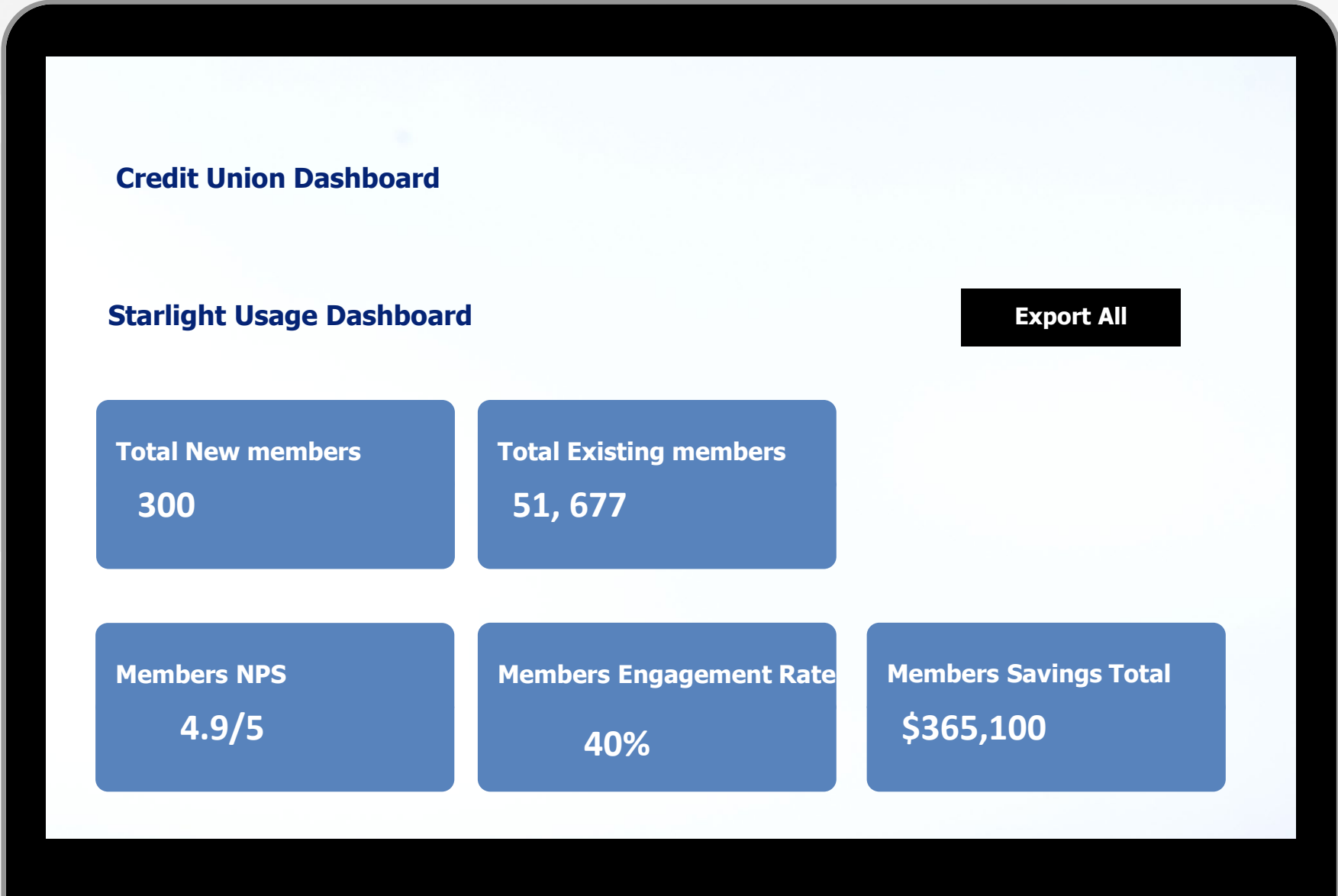
User Activity

Customer Conversions

🔍 View

User name	Stage reached	Next recommended action	Planned Communications
Olivia Carter	Sign Up Completed	Continue with Starlight	Text - Starlight reengage...
Mason Williams	Benefits Found	Deploy at CU	Text - 1st Univ Savings
Ava Harrison	Account Created	Continue with Starlight	Text - Starlight benefits find...
Liam Mitchell	Sign Up Completed	Continue with Starlight	Text - Starlight benefits find
Sophia Brooks	Benefits Found	Deploy at CU	Text - recommend second...
Ethan Thompson	Benefits Found	Deploy at CU	Text - HY Savings...
Isabella Sanders	Account Created	Continue with Starlight	Text - Starlight benefits find...

# Insights on member impact, product usage and more



We are seeing national traction...

Partners in CA, NY, CT,  
TX, MA and more soon

No core integration  
required

*2-4 weeks to live*

**Rockland**  
FEDERAL CREDIT UNION

 **SOUTH BAY**  
CREDIT UNION

**GHS**

■ FEDERAL CREDIT UNION ■

**1<sup>st</sup> UNIVERSITY**  
CREDIT UNION

**SKYLINE**  
FINANCIAL  
FEDERAL CREDIT UNION  
BE A PART OF OUR WORLD

  
**1199 SEIU Federal  
Credit Union**  
"For Your Financial Health"®

*"Starlight is a transformative solution to unlock money for CU members proactively and improve their financial health. It can amplify our staff's impact in serving the community"*

**Shawn Wolbert, President/CEO, GHS Federal Credit Union**



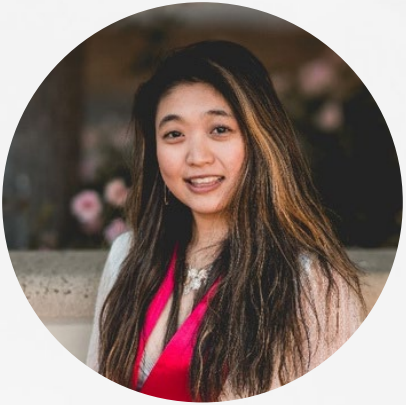
And more coming...

- **Language expansion - Spanish**
- **Coverage expansion**
- **SOC2 and compliance robustness** - we know and care for your data
- **Easier integration** via web/mobile partners
- **Ecosystem relationships** with analytics vendors

**Shreenath Regunathan, Co-Founder**

**shreenath@get-starlight.com**





## Catherine Xu

Former Product @ LinkedIn, CS @ Stanford

- Grew up on government benefits - focused on challenges and solutions for economic opportunity
- Focus on creating opportunities for those living paycheck-to-paycheck



## Shreenath Regunathan

Former Product and Strategy Ops @ Google

- Focus on the financial inclusion space & challenges
- Worked at Google for 10yr on launching new products focused on personalization, relevance and measurement

We have an active  
community of  
advisors from Credit  
Union leaders helping  
us as we build and  
serve



**APEX**

**FINTECH PITCH LAB**