



Borrow from people

Say goodbye to payday loans

Taylor Simpson

Chief Executive Officer at The Halo App
taylor@thehaloapp.com

This is a plague

12M adults take out payday loans each year

\$10 Billion is paid each year in
payday loan fees on \$4 Billion
in loans

Pain Points

- Charge AVG 400%
- Lack transparency
- No social distancing
- Minimal flexibility
- Debt cycle method
- Complicated process
- Poor customer service

May 2016 - Google bans ads for payday loans

Our Solution

The Halo App is a **private, peer lending community** where Borrowers can request up to \$1,000 from Backers (people).

30%
~~420%~~
Borrowers AVG APR%
on The Halo App

[Click here for a Borrower review](#)
Colleen Baker – Business Owner

30%
~~3%~~
Backers AVG APY%
on The Halo App

[Click here for a Backer review](#)
Tamika Catchings – Hall of Famer

The time is now

There are massive opportunities in front of us



Effects of COVID-19

This pandemic has nearly cut in half the amount of Americans that feel financially secure. We have a leg-up due to social distancing.

A simple process for Borrowers

1. Make a request

9:41

X

How much would you like to borrow?

\$400

1 2 3
4 5 6
7 8 9
. 0






Next

2. Choose details

9:41

<

What's this for?

How long do you need to repay the loan?

Duration **10 weeks**

Cancel Borrow


3. Receive an offer

9:41

≡

Hi Taylor,
Good morning! :)

Your request is accepted **\$440**
10 weeks



Value

- Much lower fees
- Transparent
- Faster check outs
- No storefronts
- Optimized for a mobile experience
- No credit check
- Opportunity to Become a **Backer**

 **PLAID**
Bank Account
Authentication

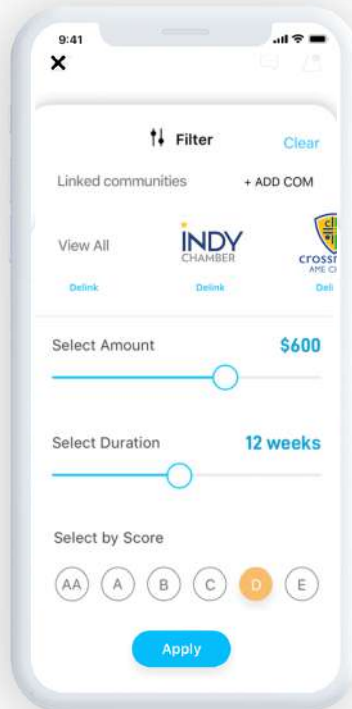
 **sift**
Fraud Prevention
Machine Learning

 **Credit Hydra**
Big Data & Analytics
Risk Scoring

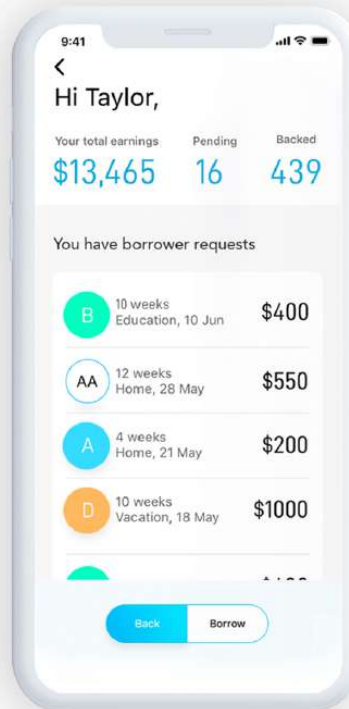
 **DWOLLA**
Secure Payments
Transactions

A simple process for Backers

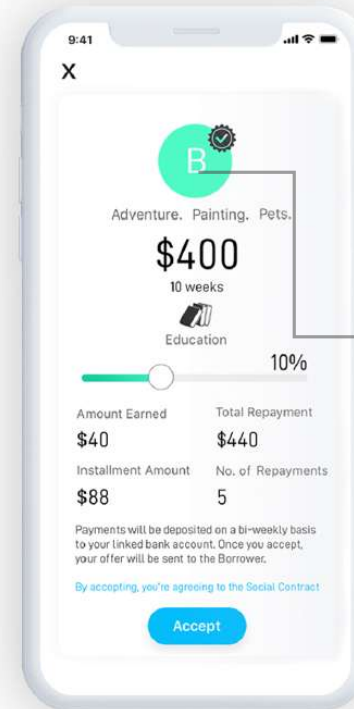
1. Customize



2. Select a request



3. Choose your return



Value

- Higher returns
- Quicker ROI
- Simple to use
- Altruistic return
- More options
- Halo Score risk scoring method



Bank Account
Authentication



Fraud Prevention
Machine Learning



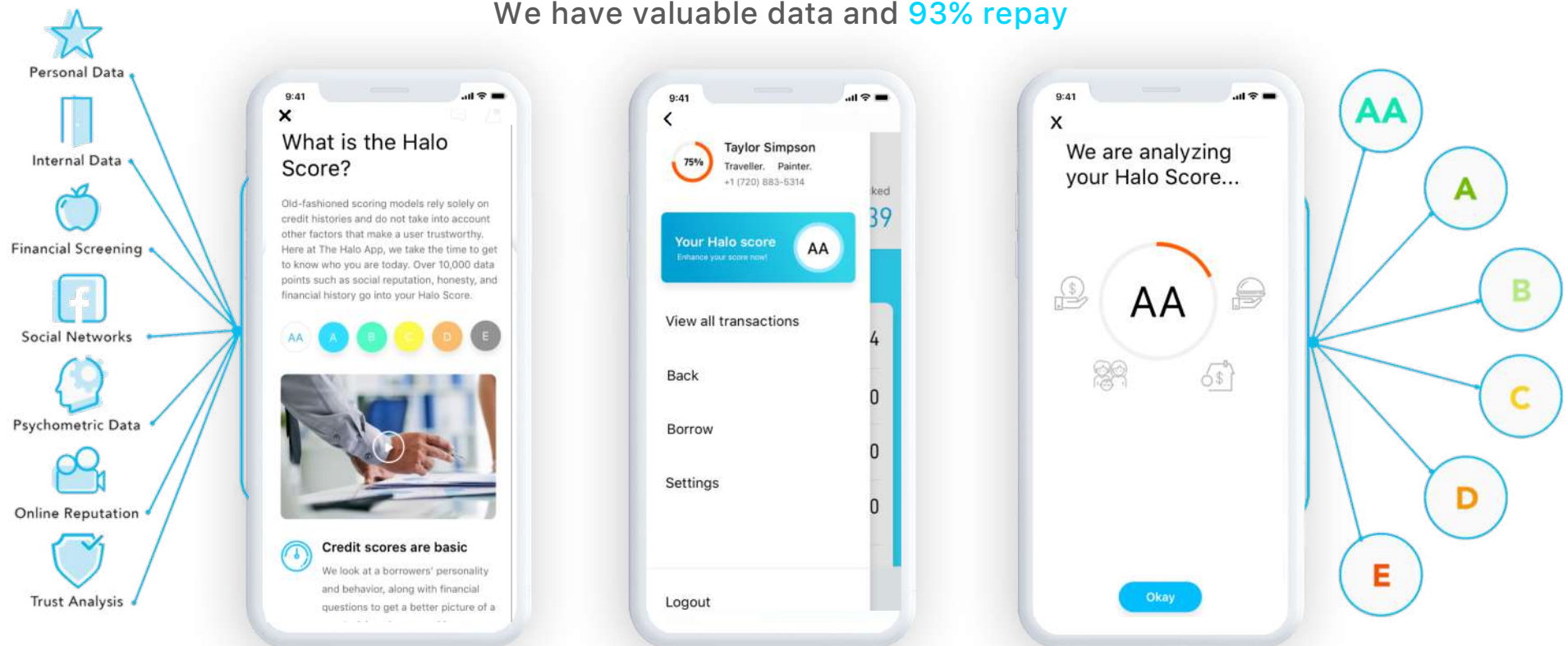
Big Data & Analytics
Risk Scoring



Secure Payments
Transactions

The Halo Score Borrower scoring system

We have valuable data and 93% repay



Market Potential

We have the opportunity to create \$1B in wealth and save Borrowers \$9B in fees by using our community

12M

Payday Loan Borrowers

\$4B

Loan Volume

\$10B

Fees Paid by Borrowers

Revenue Markets

Payday Loan Annu Rev Opp
\$400 Million

Employee Benefit Annu Rev Opp
\$15 Billion

Credit Card Annu Rev Opp
\$32 Billion

Our Business Model

We charge Borrowers a 10% fee on each loan
(Borrowers pay a Backer fee as well)

\$51

AVG revenue
per transaction

3% of users, thus far,
had an issue with pricing

\$20

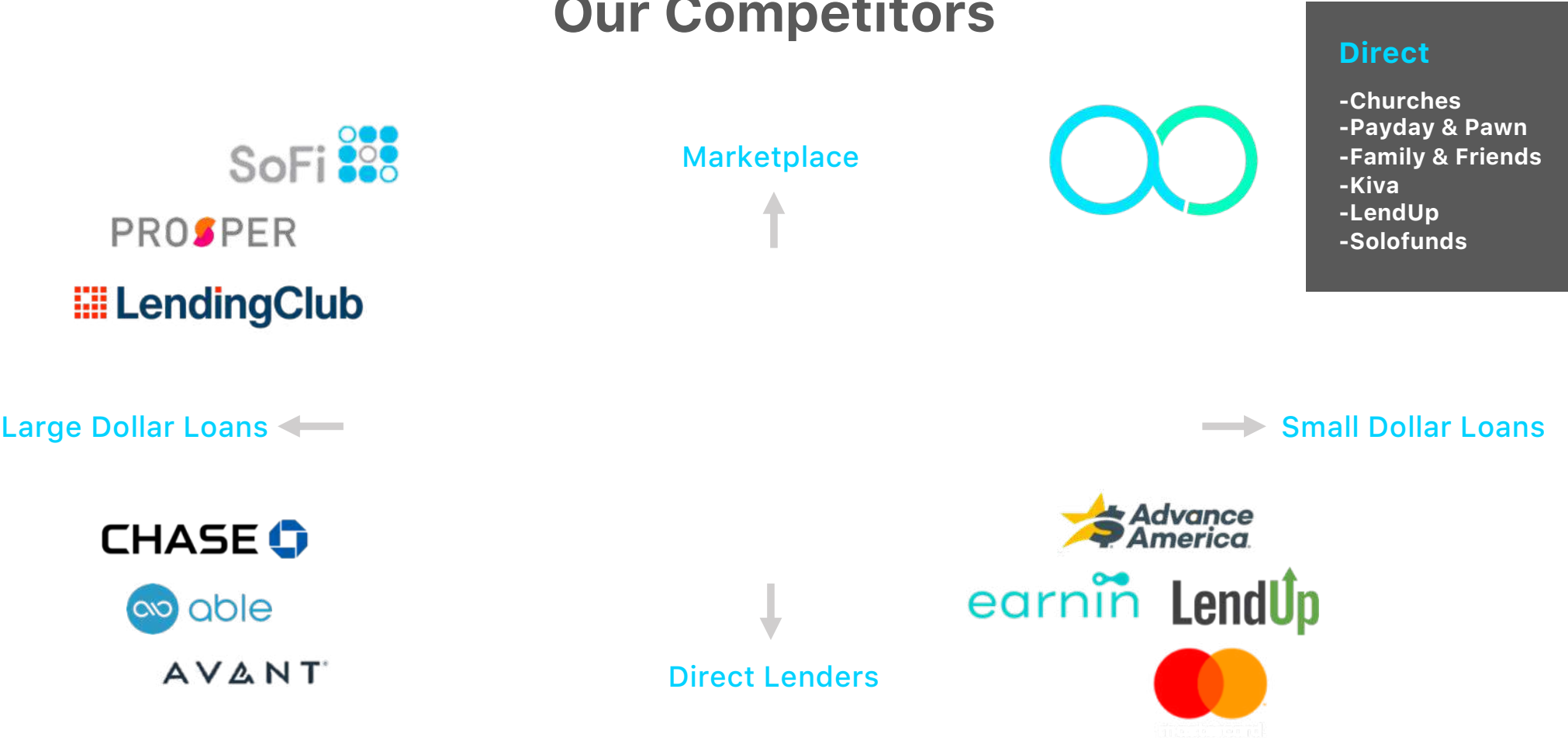
AVG cost
per transaction

Cost of Acquisition
AVG CS Time
Cost of Technology

\$31

Profit-margin

Our Competitors



Our Advantage

Each one of the 3 core advantages are fueled by data



Halo Score

We have risk, social and spending data on a community of people underserved by banks



Community Filters

By plugging into our system, partners get real time financial data on their community



Secret Sauce

Stakeholders Only

Addition magic includes: cost to scale, speed of loans, economic development pipeline, mobile convenience

Team

Please [click here](#) to see full hiring plan

— Full Time —



Taylor Simpson
Founder, Board &
CEO/Janitor

Taylor spends his time building systems, communicating with stakeholders and audiences; anything that needs to be done.



Ariana Williams
Founder, Board, Advisor

Ariana spends her time ensuring that we have a compelling story and that our brand remains consistent

— Part Time —



Joshua Abalos
Opportunity

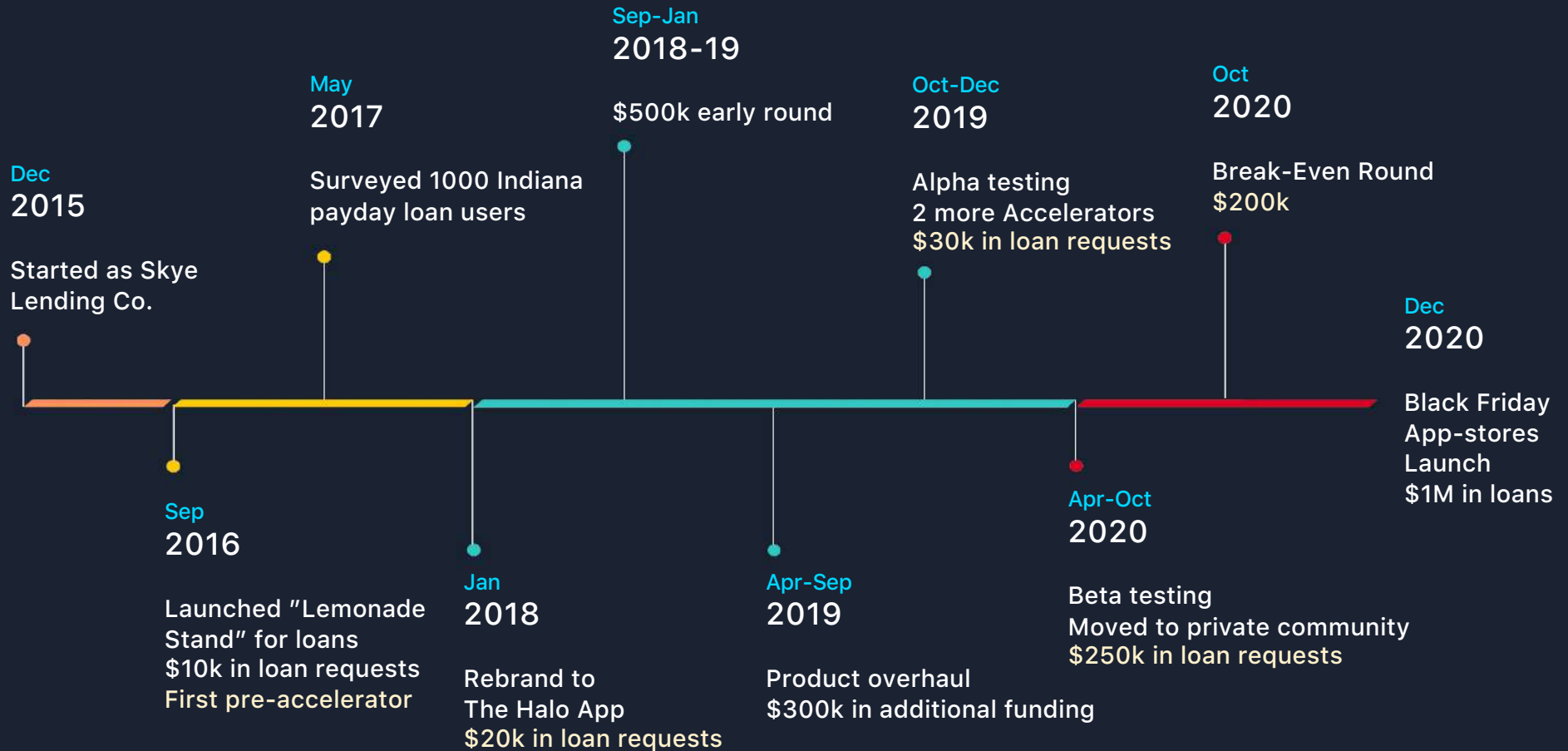
Josh spends his time on LinkedIn and Eventbrite, closing communities and driving revenue



Maria Simpson
Care/Data

Maria spends her time organizing data, building member processes, and managing The Care Team

Timeline and Milestones





Tamika Catchings

[Click here to watch](#)

"I was always taught that when you are blessed--and I've truly been blessed--that it's important that you should always reach back and be a blessing for others. The Halo App is a way to be a blessing for others."

Tamika Catchings, Halo Backer



"The Halo App eliminates struggles faced by people using banks and cash advance storefronts. I am beyond inspired by their vision and actions."

Rupal Thanawala, Technology Executive/Event Chair Innopower

[Indianapolis Recorder Newspaper](#)



"The Indy Chamber & The Halo App share a common goal in providing capital to entrepreneurs who might not otherwise have access to traditional financial institutions"

Ian Nicolini, VP of IEDIC

[WISH-TV](#)



More +23

Our ask

We are seeking **\$200K**

We have \$60k spoken for

- ✓ Balance Sheet
- ✓ Cap Table
- ✓ Cash Flow
- ✓ Growth Strategy
- ✓ Hiring Plan
- ✓ P&L
- ✓ Valuation Analysis
- ✓ Competitor Raises

[The Niecee - Download Here](#)

We will achieve these goals in:
12-18 months

We'd love your help with Talent



Speak soon!

Opportunities	Loan Volume/y	Borrower Savings/y	Revenue/y	Partnerships	Valuation (24.3x EV/EBITDA)
Payday loan alternative in Indianapolis + Surrounding cities	50M	\$65M	\$7M	250	\$100M
Nationwide Payday loan alternative	1.5B	\$2B	\$225M	750	\$2-3B
+ millennial, Gen X,Z anti-bank communities (good culture fit)	80B	\$100B	\$15B	1000	\$100B
US credit, credit score, investment, savings account alternative	200B	\$240B	\$25B	40,000	\$350B
Global brand + solution	250B	N/A	38B	50,000	\$1T

Which do you believe in?

Comparisons:

kiva

Launched in 2005
\$9M in funding, \$2B in loans



LendingClub

Launched in 2006
\$392M in funding, \$36B in loans

lyft

Launched in 2012
\$5B in funding, \$1.6B rides

SoFi

17 fintech deals
\$1.3B in size
College Data

Acquisition Scenarios:

Google

238 deals/8 fintech deals
N/A

Search + Halo Score

PayPal

22 fintech deals
At least \$12B in size

Pay later opportunity

Appendix

- **Borrower Persona**
- **Backer Persona**
- **Partners**
- **Average Revenue Per Partner**
- **Delinquency Study**
- **Board/Advisors**
- **Shareholders**
- **Marketplace Laws**
- **Most Likely Legal Battle**
- **Big Picture**

Borrower Personas

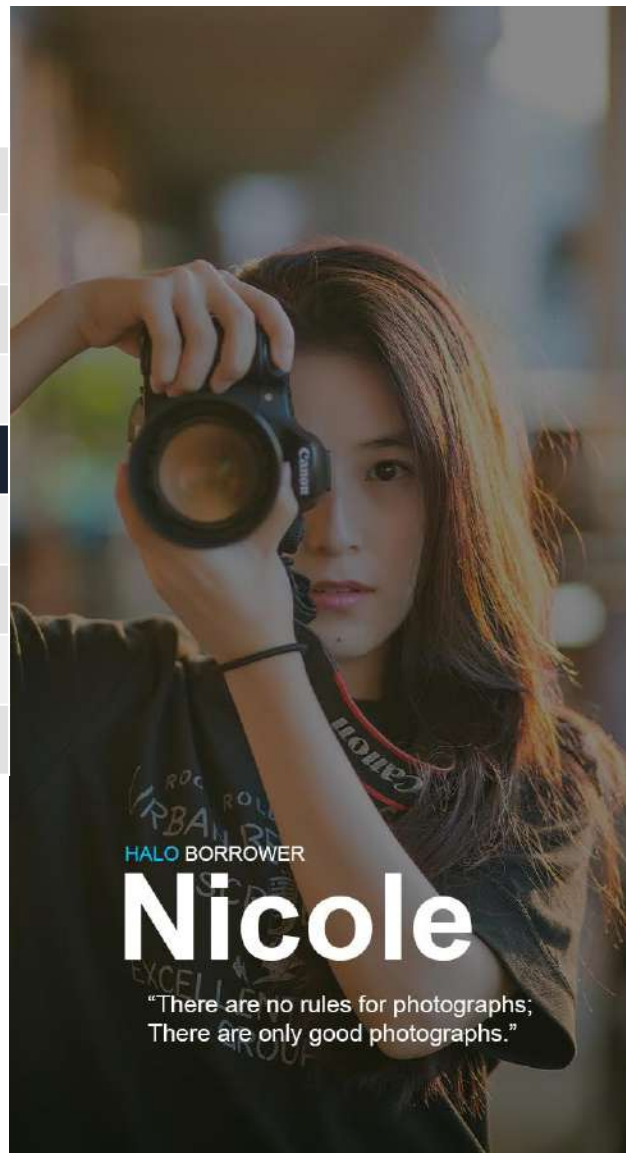
Cash Advance User

College Student

Entrepreneur

Military

Single Mom



HALO BORROWER

Nicole

"There are no rules for photographs;
There are only good photographs."

ABOUT

Nicole is an accountant at a small, construction company; but her passion is photography. She began freelancing a few months ago and is getting some really great traction. She makes good money, but spends a lot of her income on business supplies. She lost out on a huge opportunity last week-- she didn't have the same equipment as some of the established companies, but her shots are gold.

AGE	29
OCCUPATION	Accountant
INCOME	\$40k to \$75k
STATUS	Single
LOCATION	St. Louis, MS

NEEDS

- Find a personable bank that understands her local market and business
- Purchase different lenses and rent studio spaces for her clients
- Loan, but not a small business loan

FRUSTRATIONS

- Many of the bank loan options are higher amounts than she needs
- Wants to be able to purchase the same equipment as larger companies so she can bid more exciting projects
- FICO score hasn't risen much in the last few years

SOCIAL MEDIA ACTIVITY



USE CASE

Loan size \$500 - \$800; 5x per year

PERSONALITY

PASSIONATE	MOTIVATIONAL	
GIVING	LOVING	OPTIMISTIC

Backer Personas

Athlete (pro)

Donor

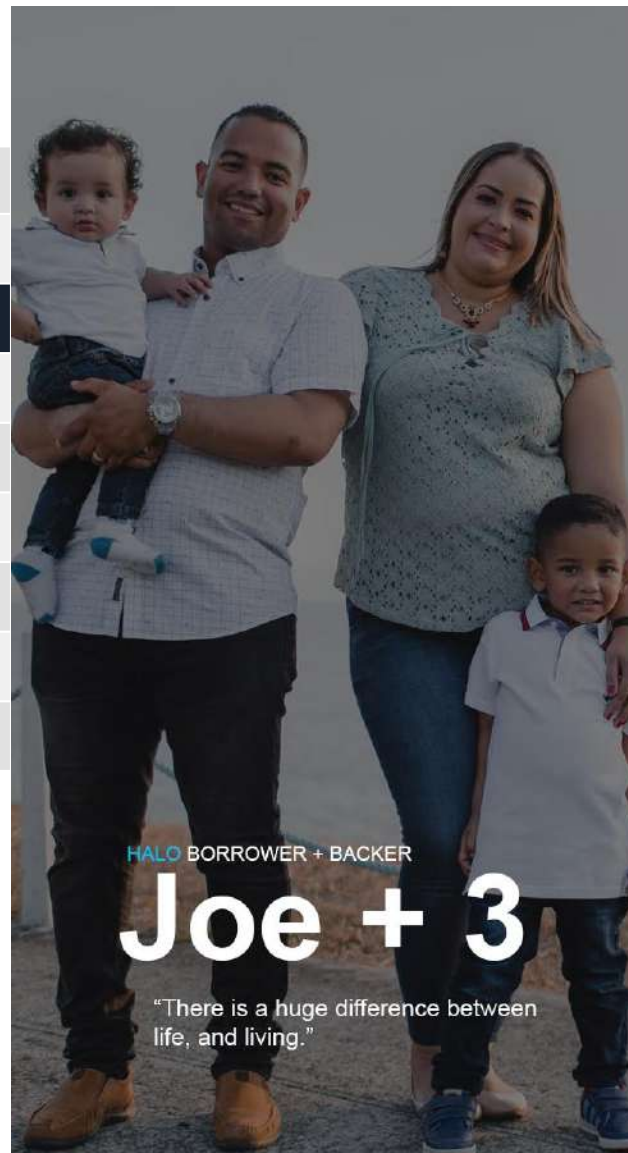
Family (age 18-40)

Family (age 41+)

Family Office

Gambler

YP



ABOUT

Joe and Jenna are a young couple with two beautiful children. They both have full-time jobs in addition to managing all the activities their children are involved with. When the children go to bed, Joe begins to balance their checkbook. After their first son was born, they started multiple savings accounts to set up their future. The plan is to not touch them, but the loss of liquid cash has left them with occasional holes in their daily cashflow, and Ian just started teeball.

AGE	30 - 45
OCCUPATION	Contracting
INCOME	\$60k - \$120k
STATUS	Married
LOCATION	Austin, TX

NEEDS

- Leave their savings accounts alone
- Empowerment, and the flexibility to decide his fate (i.e. terms, length of loan, etc.)
- Immediate help on occasion

FRUSTRATIONS

- Detractor to credit cards
- 'Pop-up' expenses for kids
- Not comfortable with current borrowing options

SOCIAL MEDIA ACTIVITY



USE CASE

Loan size \$500 - \$800; 2x per year

PERSONALITY

PASSIONATE	MOTIVATIONAL	
GIVING	LOVING	OPTIMISTIC

Partners

Partner Categories

Business (small)



Business (large)

Church



Government

Health

Non-Profit



School/University

Technology

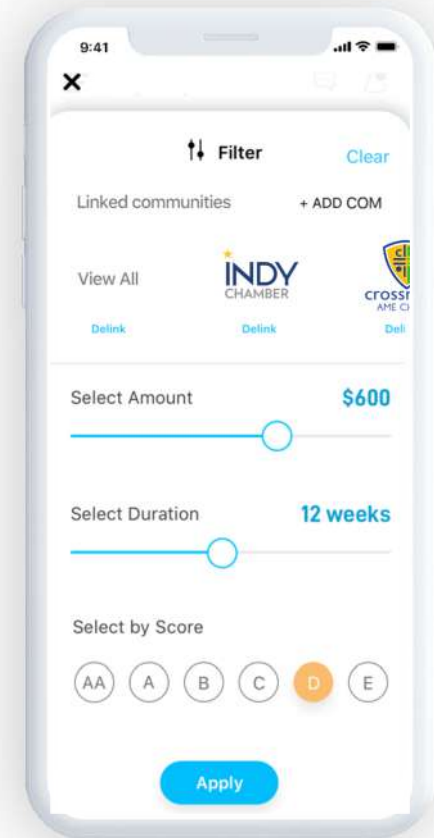
Unique data

Revenue stream

Financial resource

Networking

What's a good target for each category? i.e. church – Elevation Church



Average Revenue Per Partner (ARPP)

Business Model:

ARPP = AVG Community Size * Month 1 Conversion * AVG Revenue/Transaction

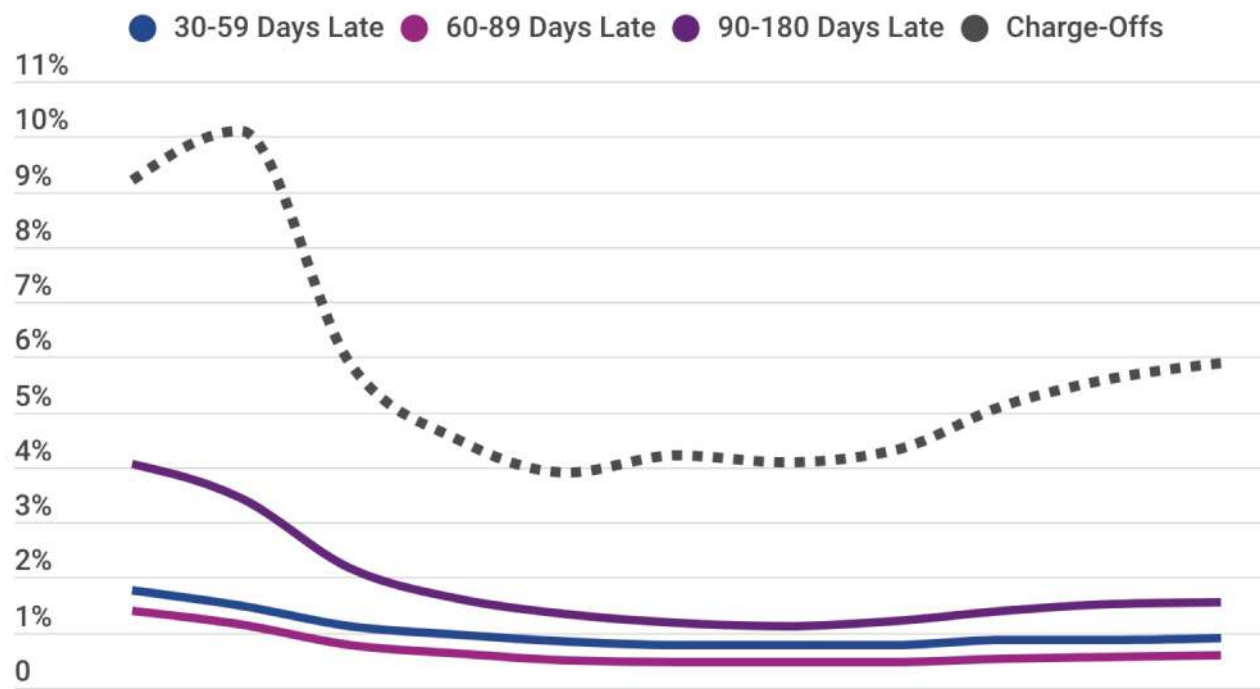
Value of 1 partner (1 Month): \$6000 = 1,500 people * 8% * \$50

Value of 1 partner (1 Year): \$15,000

200 Communities in 2021 = \$3 million Revenue

****Currently 20 partners signed or pending**

Borrower Delinquency Rates as a Percentage of Balances



Board/Advisors



Abhishek Agarwal
Halo Score & Product



Cassandra Wilson
Press & Search



Elizabeth Huldin
Board & Strategy



Tamika Catchings
Community Outreach

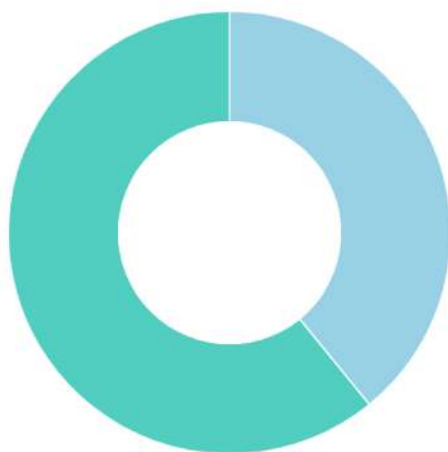


Shareholders

[Captable.io](#) credentials can be made available upon request

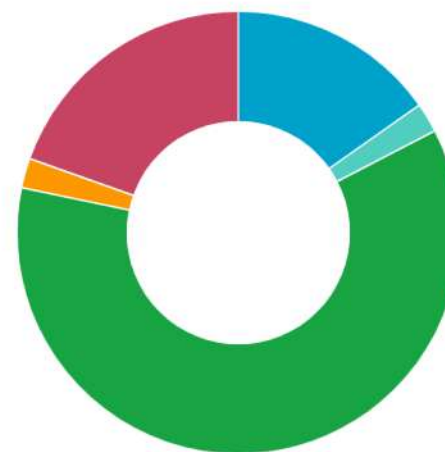
	Common	FD%	Capital Contribution
Major Shareholders (2) ▶	6,843,750	87.25%	\$90.00
2018 Equity Incentive Plan ▶	1,000,000	12.75%	\$ 79.50
Convertible Instruments (45) ▶			\$852,500.00
Fully diluted shares	7,843,750		
Shares available for grant	7,156,250		
Total Authorized	15,000,000 ✎		

Headcount by Gender ▼



Female
Male

Headcount by Ethnicity ▼



African-American/Black
East Asian
Hispanic/Latinx
Middle Eastern/North African
White

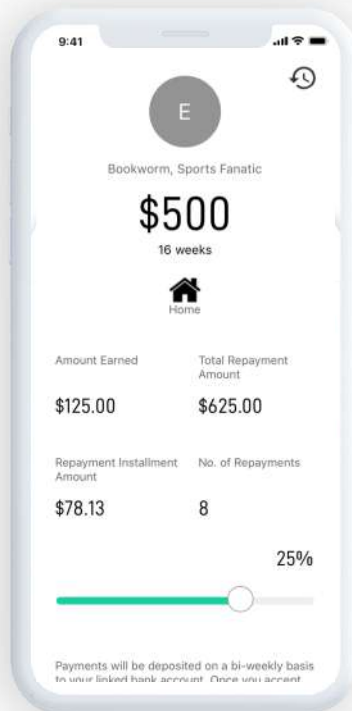
Marketplace Laws

- Equal Credit Opportunity Act (ECOA) - **Compliant**
- Fair Housing Act (FHA) - **Not applicable, yet**
- Bank Secrecy Act/OFAC - **Not applicable**
- Truth in Lending Act (TILA) - **Compliant**
- E-Sign Act (FDIC) - **Compliant**
- Dodd-Frank - WSR and Consumer Protection Act - **Compliant**
- Know Your Customer - **Compliant**
- Fair Debt Collection Practices Act (FDCPA) - **Compliant**
- Fair and Accurate Credit Transactions Act (FACTA) - **Compliant**
- CARD Act (CARD) - **Not applicable, yet**

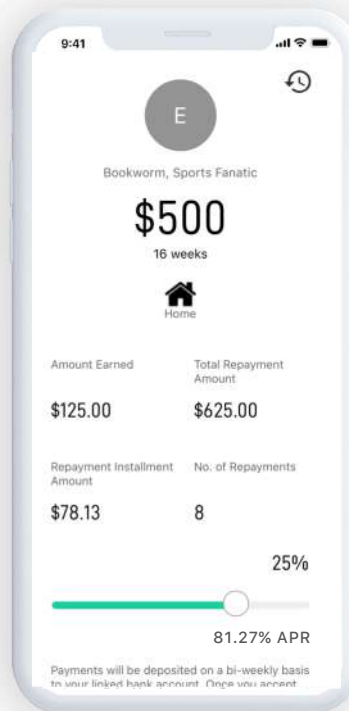
A (non-exhaustive) list of federal regulatory bodies - Securities and Exchanges Commission (SEC), Federal Reserve, Financial Industry Regulation Authority (FINRA), Office of the Comptroller of the Currency (OCC), Federal Deposit Insurance Corporation (FDIC), National Credit Union Administration (NCUA), Consumer Financial Protection Bureau (CFPB), Federal Trade Commission (FTC), Financial Stability Oversight Council (FSOC) Commodity Futures Trading Commission (CFTC), Federal Housing Finance Agency (FHFA) and state-by-state licensing requirements specific to asset class and business model.

Most likely legal battle – Usury Laws

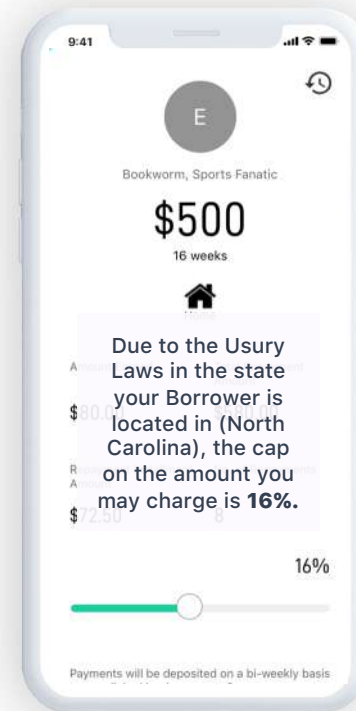
A. No change



B. Show APR%



C. Cap Backer Fee by state





The Disruptive Economy

Uber

The world's largest taxi
company owns no vehicles



The world's most popular media
owner creates no content



The world's largest accommodation
provider owns no real estate



The world's most popular bank
carries no money