FROM UNDER BANKED TO UNDERSTOOD
23% of Americans are unbanked or underbanked

- FDIC, Federal Reserve
Nearly 50 million Americans are “credit invisible” - CFPB
160 million small businesses lack banking access

- Global Findex
4 billion people have no financial history and must conduct transactions with cash.

- Global Findex
Who are the Underbanked? And why?
Could bring formal financial services to up to 100 million more adults globally

- World Bank press release, 2018
Bringing unbanked adults and businesses into the formal banking sector could generate about $380 billion in new revenues for banks globally.

- Accenture
New alternative data bridges the gap
Global leader in alternative data aggregation from utilities, telecom and cable providers
Consumer Permissioned Utility Data Directly from the Source
$70 billion in utility spend captured
5,000 utility connections
70% of consumers are willing to provide additional financial information to a lender.

- Experian, The State of Alternative Credit Data, 2018
60% lift in approvals for near-prime consumers

- Experian, The State of Alternative Credit Data, 2018
4 billion
Potential customers

160 million
Small businesses

$380 billion
In new revenues globally