



# Embedded Property Financing

A black and white photograph of a single-story house with a tiled roof and a chimney. Overlaid on the image are several teal and white graphic elements: a grid pattern in the upper right, a large teal arrow pointing left from the top center, a small white diamond, a teal diamond, a teal dot cluster, a white dot cluster, and a white arrow pointing up from the bottom right.

factored.co

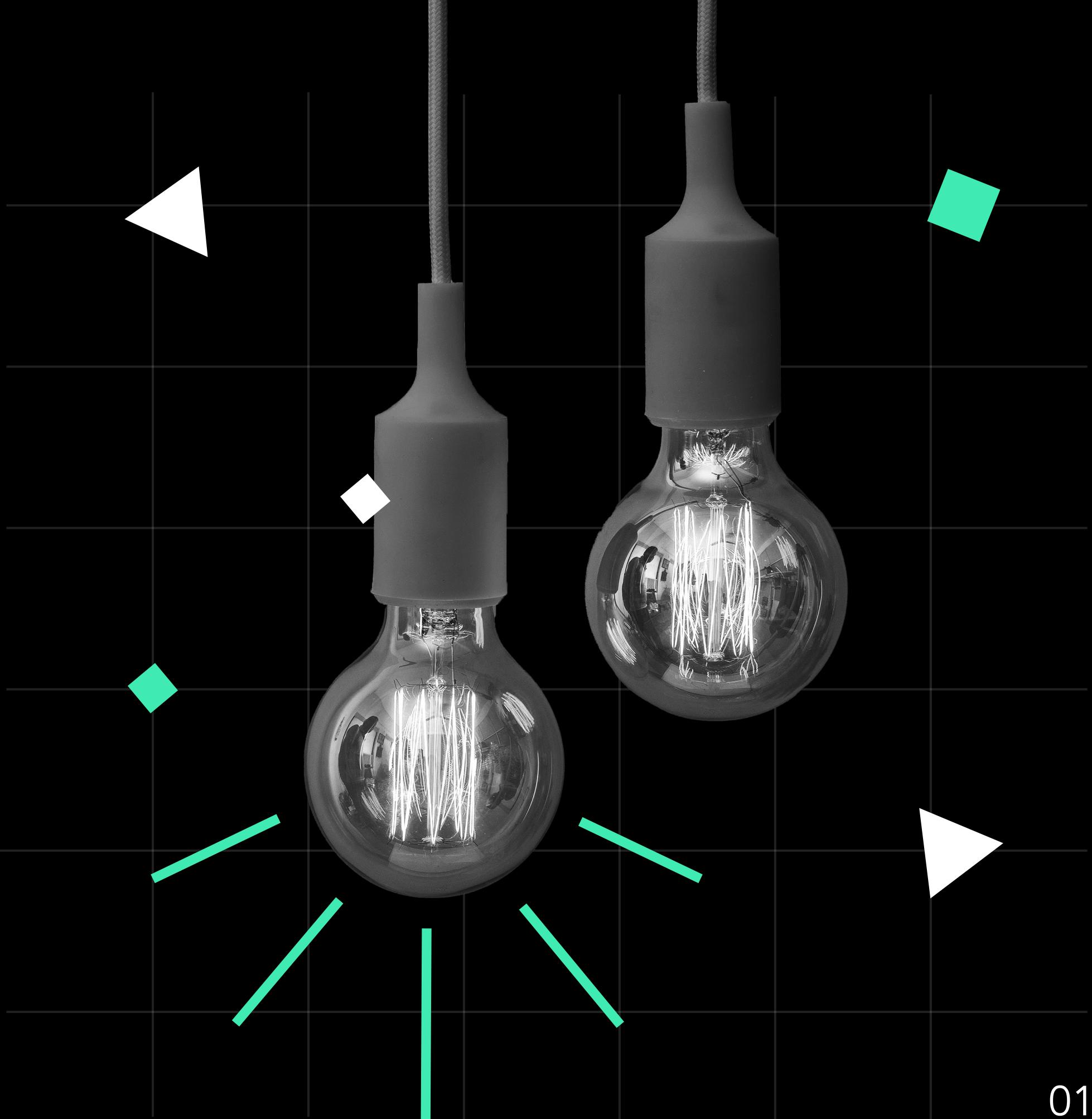


# The Problem

Landlords have large and immediate capital needs which cannot be met today due to the periodic payment of their rental income



This problem is exacerbated by regulatory pressure on property owners to make energy efficiency upgrades – over 3.4M rental properties requiring £10,540 forced spending





# The Solution

Empower landlords to access capital from future rental income through embedded financing





# Market Size

Factored is unlocking liquidity in an enormous and growing (18% 5Y CAGR) market

**\$109Bn**

**TAM**

8.7M UK rental properties  
~3M landlords owning on average 1-4 properties



**\$41Bn**

**SAM**

3.4M rental properties with low energy efficiency



**\$1.2Bn**

**SOM**

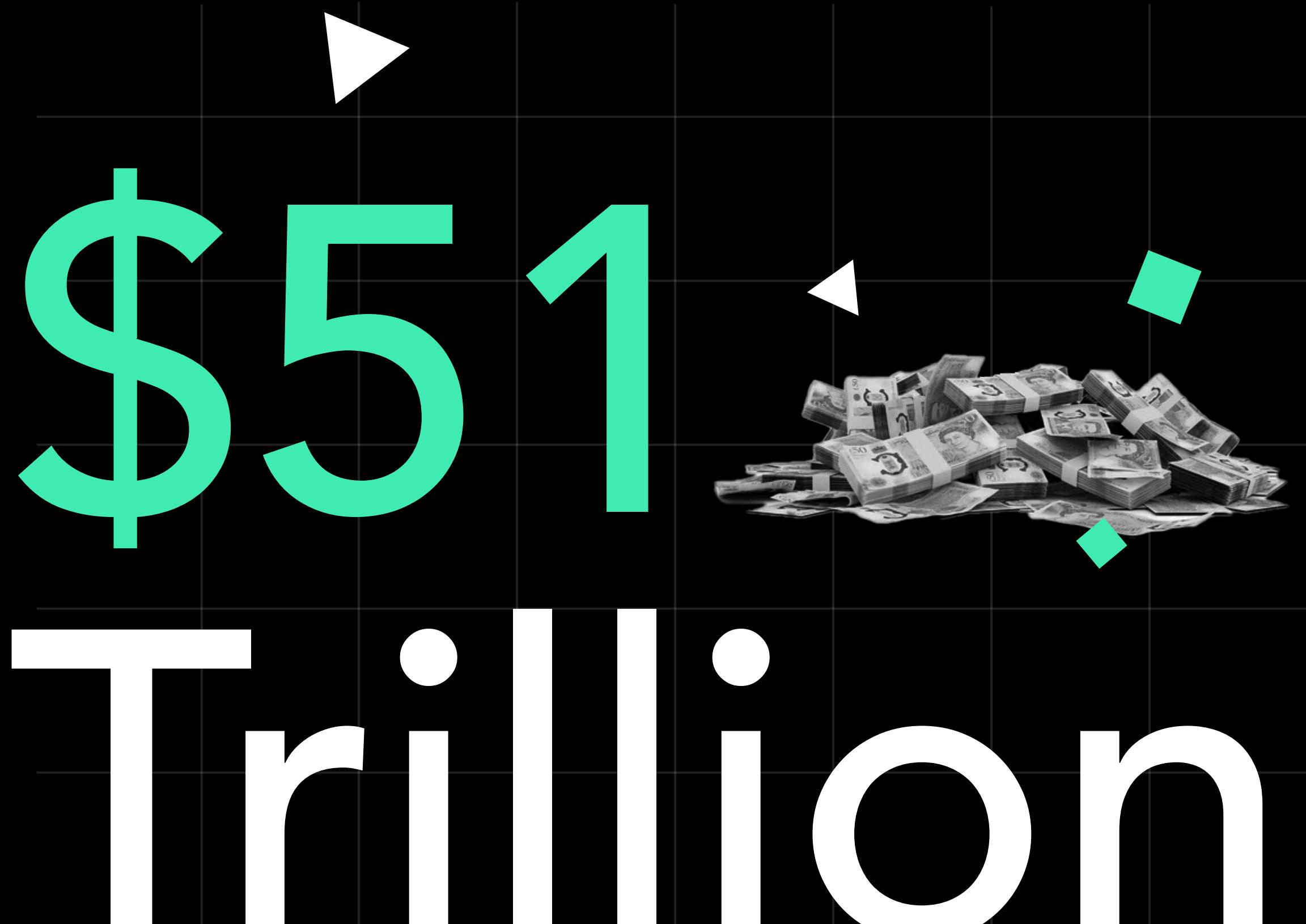
Bottom-up growth to capture 3% of SAM in 5Y





# Why now? Retrofit Legislation

Investment in building decarbonisation needed to hit net zero 2050\*, which will be mandated by government legislation



\*McKinsey 2022 Report: "The cost will not be net zero"-  
\$275 trillion in total needed to hit net zero



# Our Team



**Ben Schuldienfrei**

Co-founder

Ex-COO at Lendingblock  
(10K MAU & \$10M AUM)

Financial services consultant  
at EY & Accenture



**accenture**



Imperial College  
London



**David Rabee**

Co-founder

Ex-Global Director at Matterport  
(IPO on NASDAQ & \$1.6B Acquisition)

Founding Team Proptech  
start-up (Acquired)



**Matterport™**

**yahoo!**



UNIVERSITY OF  
BIRMINGHAM



# Finance Built for Landlords

01

Protect  
credit score

02

Funds sent  
within 48 hours

03

No early  
repayment fees

04

Competitively  
priced

05

More  
inclusive

06

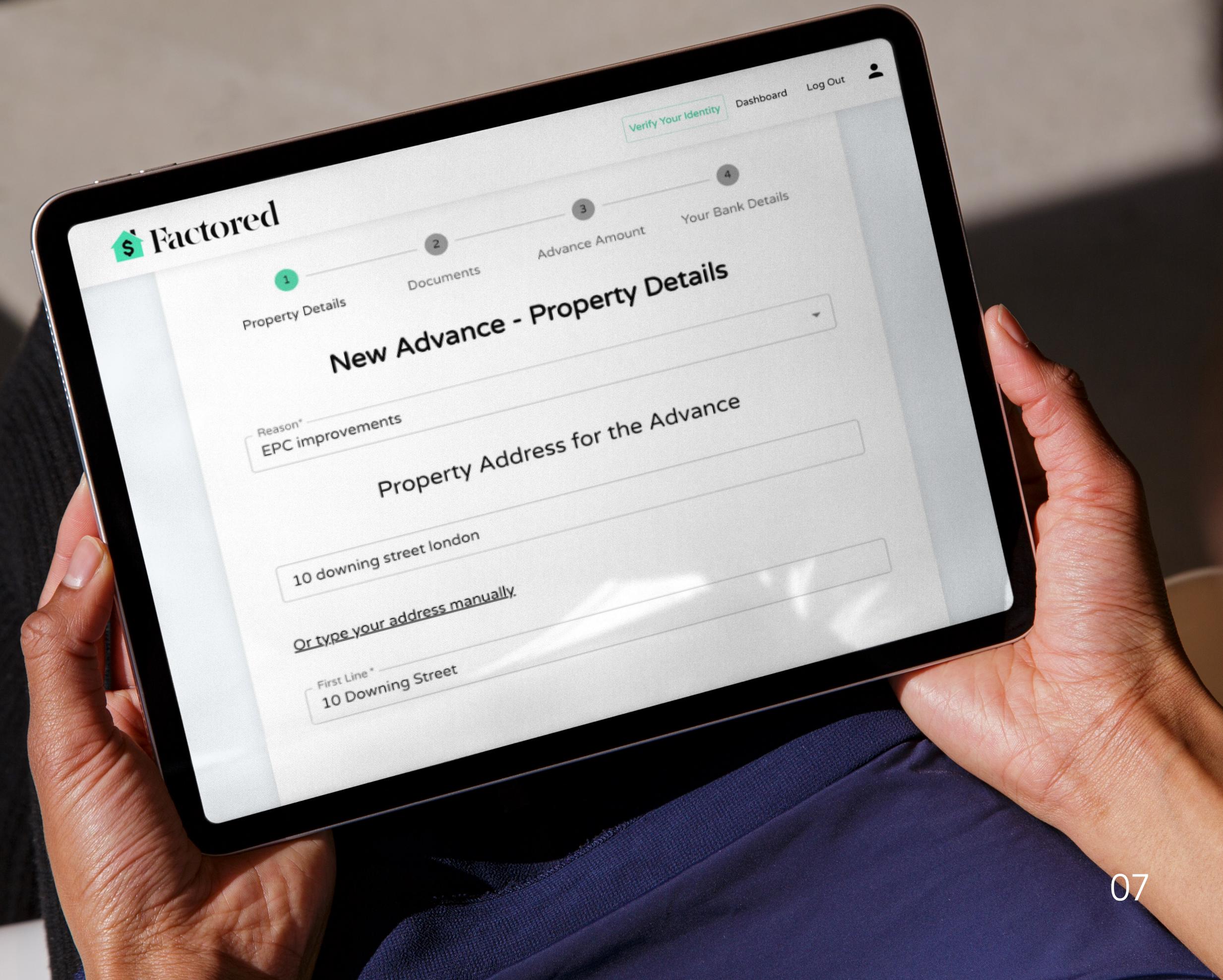


# MVP Launched

MVP launched in market  
and generating revenue

Our proprietary underwriting  
model allows customers to  
receive a decision in minutes

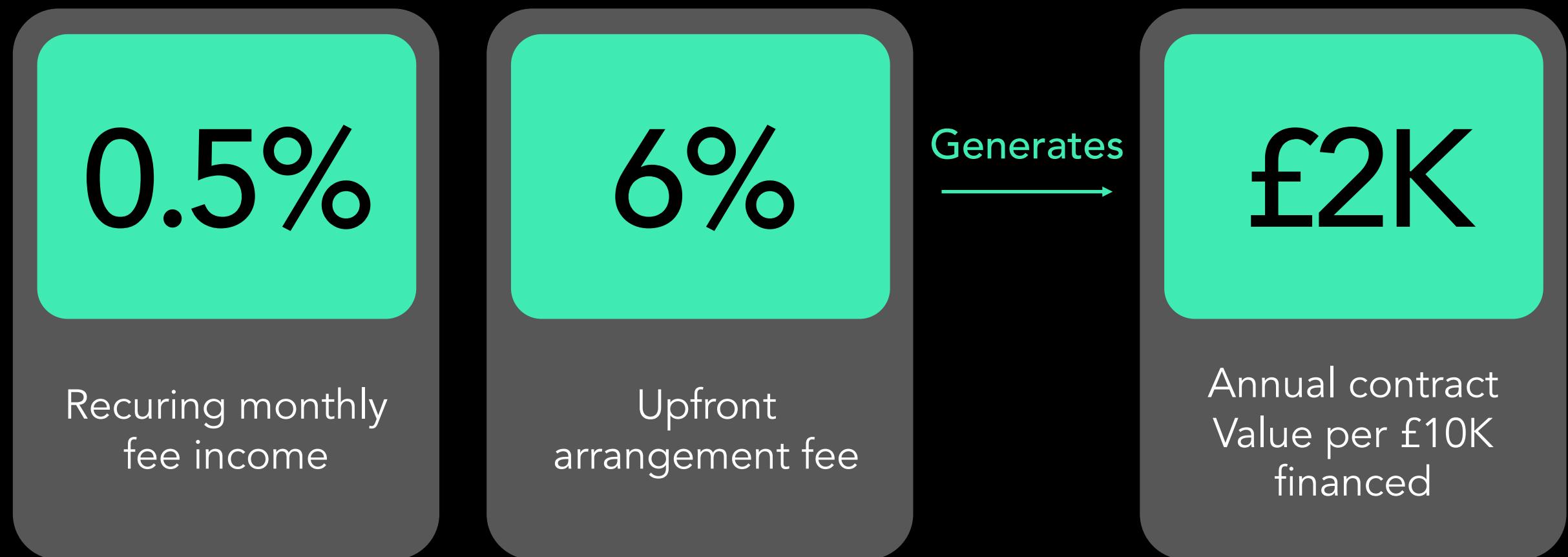
*"Thank you so much, a very  
easy process to go through, I  
can't believe I got funded on  
the same working day."*





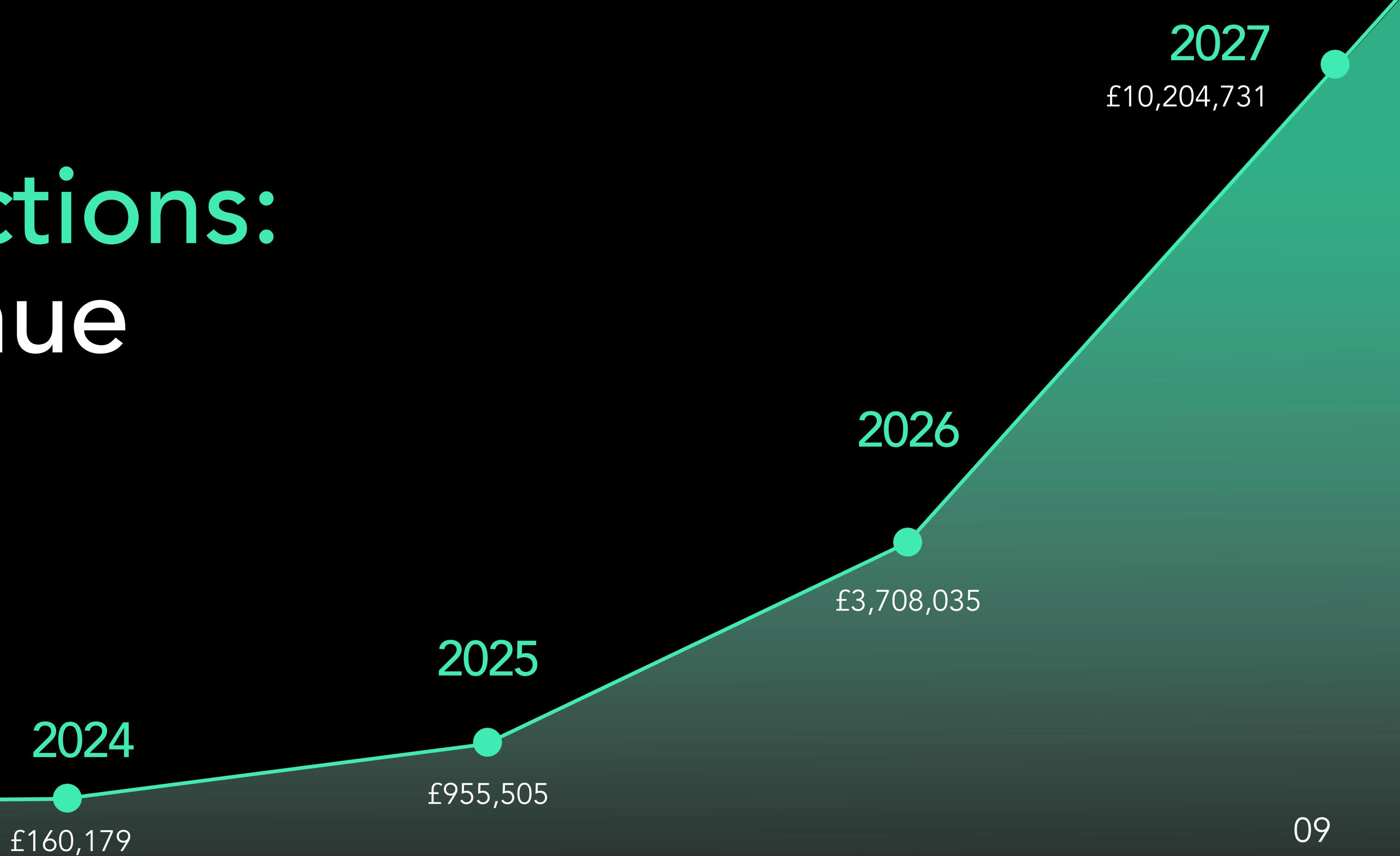
# Business Model

We are not a lender and don't take credit risk or lend off balance sheet.





# Projections: Revenue





# Current Traction

We have contracted revenue of over **£100K+** ARR

Signed over a dozen distribution partners

120+ monthly repayments collected



We have deployed over **£250K** to more than **40** customers, and we're poised to scale aggressively

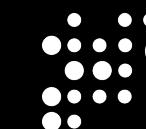
## Accelerators



Proud member of NatWest  
Entrepreneur Accelerator  
[natwest.com/accelerator](http://natwest.com/accelerator)



eit Climate-KIC  
Co-funded by the European Union



CREATIVE DESTRUCTION LAB



AWS AWARDS 2023



aws startup loft

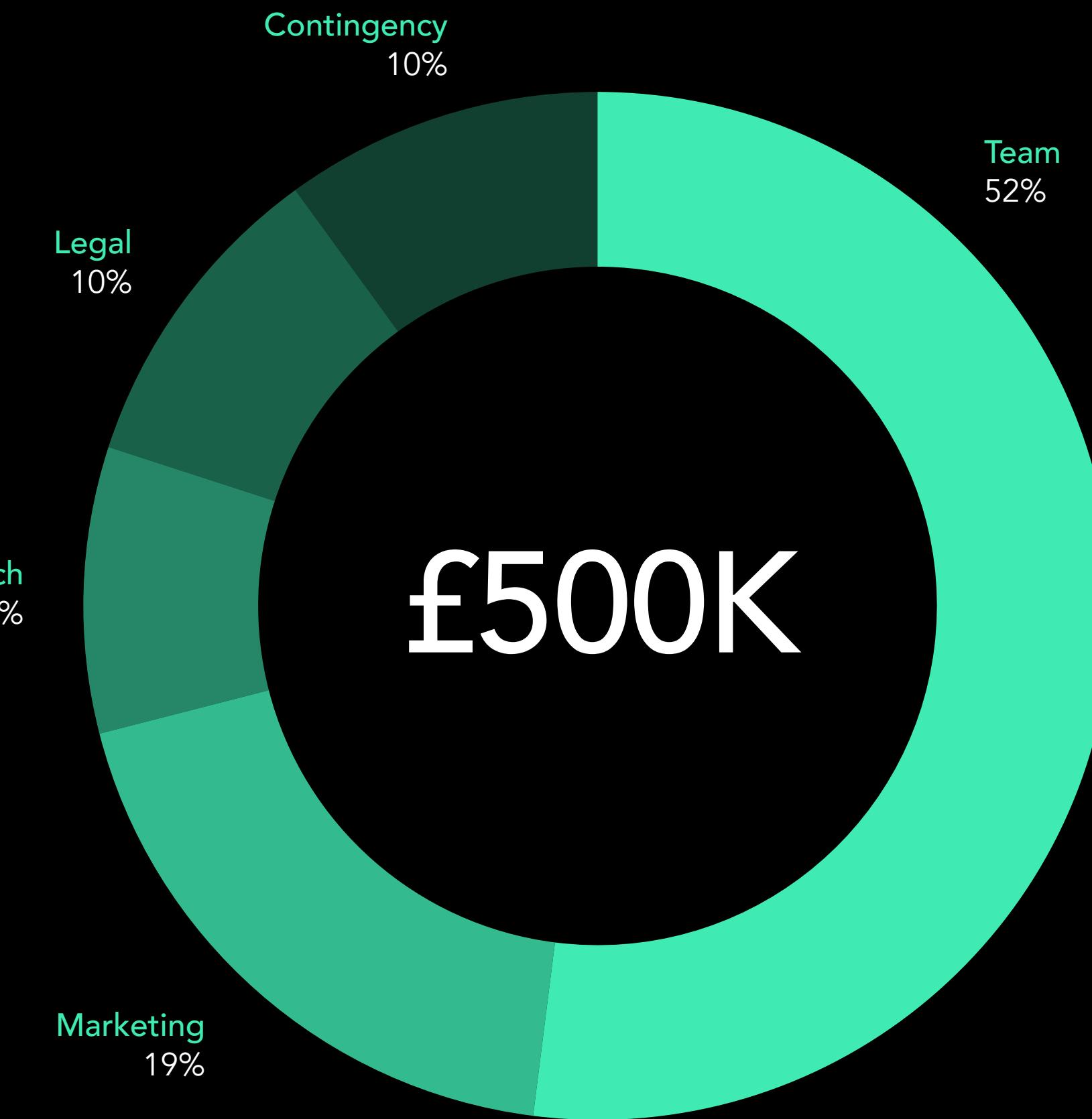




# Why we're raising

We're going to keep doing what we're doing, but better and at scale:

- Access a new senior funding line which will bring our weighted cost of borrowing down and enable us to reach £1.2M ARR
- Improve our tech to achieve scalability through partner integrations, reduce underwriting time and drive back-office efficiencies
- Make key operational and sales hires to serve and acquire customers at scale





# Contact

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