

# P2P Platform Unit Economics

(Per \$10,000 loan originated)

REVENUE		
Origination fee:	3-5%	\$300-500
Servicing fee:	1% annually	\$100/year
Late fees:	Variable	\$20-50
Investor fees:	0-1%	\$0-100
Total Revenue: \$420-750		

COSTS		
Customer acquisition:	-	\$150-300
Credit underwriting:	-	\$30-50
Servicing costs:	-	\$50-100
Default losses:	3-8%	\$300-800
Total Costs: \$530-1,250		

Margin Analysis:  
Break-even requires: Low CAC + Low defaults + Scale  
Profitable loans: Prime borrowers, repeat customers  
Challenging: Subprime, high marketing spend