

Mini Case #2 - Mint.com

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Mint.com Background

- **April 2007** . \$4.7M Series A funding round. (led by Shasta Ventures, including First Round Capital and Ram Shriram/Shirpalo) [Venture Beat article]
- **September 2007**. First launched as public beta as a “financial management” online tool
- **October 2007**. 50k users
- **March 2008**. \$12M Series B round, led by Benchmark Capital and included all Series A investors (1 million users in March 2009)
- **August 2009**. Series C funding round of \$14M added DAG Ventures and Founder’s Fund, post-money valuation of \$140M [Venture Beat article]
- After Series C, Mint.com had 1.4 million users and 8x revenue year-over-year (but wouldn’t disclose revenue figures)

Funding Rounds



Date	Amount / Round	Valuation	Lead Investor	Investors
Aug, 2009	\$14M / Series C	\$140M	DAG Ventures	6
Mar, 2008	\$12M / Series B	—	—	6
Apr, 2007	\$4.7M / Series A	—	Shasta Ventures	8
Nov, 2006	\$750k / Angel	—	—	5
Oct, 2006	\$325k / Seed	—	—	1

Mint.com Unique Sales Proposition

- Downloads and scrapes transaction data from bank accounts, credit card accounts, automobile loans, student loans, retirement accounts, stock portfolios
- Patented categorization algorithm facilitates monthly budgeting, trending, and managing future spending
- Customizable events can notify users of large transactions, low account balances, or when they're charged bank fees

Mint.com Monetization Strategy

- Revenues driven primarily through “Ways To Save”
- Includes Credit Cards, Investing, Retirement, Loans, and Banking

The screenshot displays the 'Ways to Save' section of the Mint.com website. At the top, a navigation bar includes 'Send Feedback', user information, and links for 'Your Profile' and 'Logout'. Below this, a green header contains tabs for 'OVERVIEW', 'TRANSACTIONS', 'SPENDING TRENDS', 'WAYS TO SAVE' (which is active), and 'ACCOUNTS'. A sub-header reads 'Ways to Save' with the text 'Personalized deals based on your spending habits.' and a notification 'mint found you \$2,367 in savings'. A row of icons represents different categories: 'All Offers: 2,367 Found', 'Checking: \$703 Found', 'Savings: No Offers', 'Credit Cards: \$1,358 Found', and 'Monthly Bills: \$306 Found'. Below this, a comparison table is shown with two columns: 'Here is what you have now.' and 'If you switch to this provider, you will save:'. The first row compares a 'Capital One Visa Business Card' (15.65% interest rate, no rewards) with a 'DISCOVER' card (0.00% interest rate, \$867 cashback). The second row compares a 'Fifth Third Bank PRIMARY CHECKING' account (\$0.00/yr APY) with an 'ING' account (4.00% APY, \$703/yr). Each comparison is accompanied by a green arrow pointing from the current provider to the new one. To the right of the table, a green arrow points down to a 'SIGN UP' button. The bottom of the table includes a 'SEE MORE OFFERS' link for each comparison.

1	Here is what you have now.	2	If you switch to this provider, you will save:
	Capital One Visa Business Card Your Current Interest Rate: 15.65% Your Current Rewards: n/a	DISCOVER Interest Rate if you switch: 0.00% Rewards if you switch: \$867 cashback	SAVE \$1,358 PER YEAR SIGN UP
	Fifth Third Bank PRIMARY CHECKING At 0.00% APY you will earn about: \$0.00/yr	ING Switching to 4.00% APY would pay you: \$703/yr	SAVE \$703 PER YEAR SIGN UP

Mint.com Monetization Strategy

- Additional revenues through banner ads
- Upgrade to Maximum Credit Monitoring (\$16.99/mo)
- Sales of aggregate consumer data



Mint Credit Monitor

Contact Us | 1.866.373.7830

Log In | Sign Up

Take better control of your financial life.

You can never know too much about your finances. Mint Credit Monitor shows you a bigger credit picture with Equifax® 3-Bureau Credit Report and Credit Scores¹, explains the impact of your financial decisions and alerts you to the possibility of increased risk of identity theft.

[See everything Mint Credit Monitor offers for \\$16.99/month >](#)

Get Started

\$16.99 per month for individual subscription. You may cancel at any time; however, we do not provide partial month refunds.²

[Sign up now](#)

Know the *how* and the *why* behind your credit information

EQUIFAX
745

TransUnion
760

Experian
734

	Equifax	TransUnion	Experian
Credit Score	745	760	734
Score Range	300 - 850	300 - 850	300 - 850
Score Change	10	10	10
Score History	10	10	10
Score Trend	10	10	10
Score Alert	10	10	10
Score Explanation	10	10	10
Score Summary	10	10	10
Score Details	10	10	10
Score History	10	10	10
Score Trend	10	10	10
Score Alert	10	10	10
Score Explanation	10	10	10
Score Summary	10	10	10
Score Details	10	10	10

Get more credit information more often

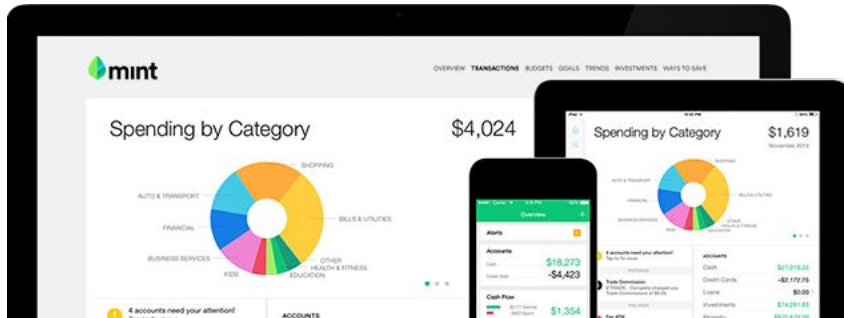
Mint Credit Score gives you a baseline overview with a quarterly Equifax 3-Bureau Credit Score and Credit Report summary. Mint Credit Monitor shows you a bigger, more complete picture with Equifax 3-Bureau Credit Report and Credit Scores and a detailed Credit Report analysis¹.

[Get a more complete credit story >](#)

Mint.com Alternatives



- **Full-featured budgeting**
- Uses Intuit's internal synchronization process
- **~15 million users**



|| PERSONAL CAPITAL

- Limited budgeting features
- **Less synchronization issues with Yodlee platform**
- ~1 million users
- **Better customer service**

Mint.com Alternatives

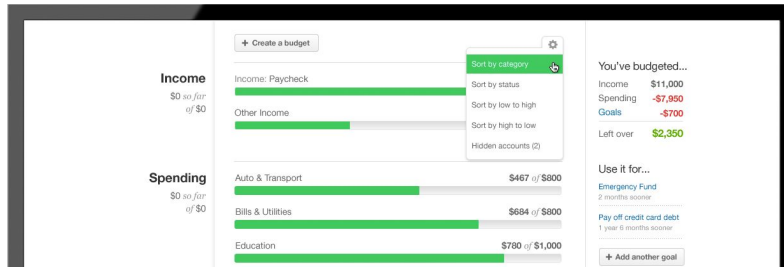


- **Free**
- Shows overall financial health
- **Powerful tools for long-term goals**
- **Limited investment tools**

YNAB



- Annual fee of \$50
- Heavily focused on monthly budget
- Long-term goal is less intuitive and limited
- No investment tools



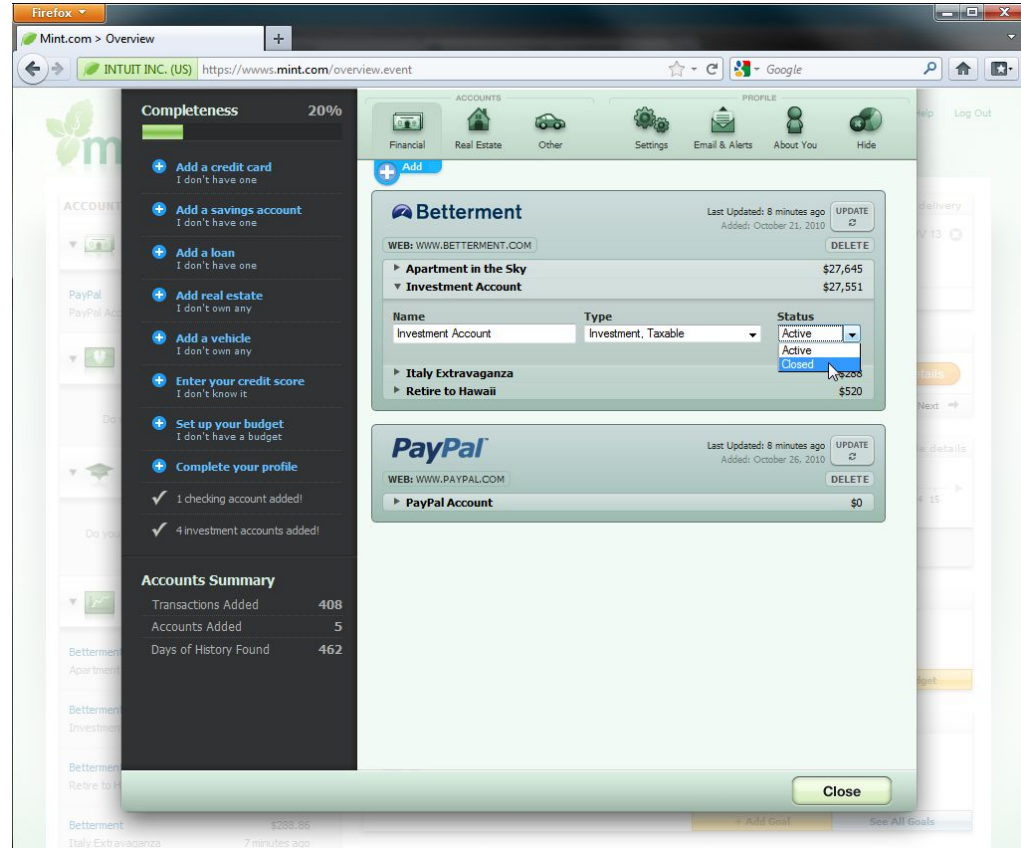
Mint.com Alternatives



- Better budgeting
- Lacks investment advice



- Better investment returns
- Tax-efficient investments



Strengths



- Part of Intuit's suite of software products (TurboTax, QuickBooks, Payroll Services) provides many easy pathways to adoption
- Sensitive information is backed by same security standards as Intuit
- Simple sign-up, no minimal commitment level (e.g. it's just as useful for someone to manage only their bank accounts versus someone who also uses it to manage retirement plans, student loans, mortgages, etc)



Weaknesses

- Many potential users are not willing to aggregate all financial information in one place
- No switching cost – if a competitor can provide better features, users have no incentive to stay
- Lack of robust investment features
- Monetization of service is reliant on users taking advantage of the “Ways to Save” features

The screenshot displays the Intuit Mint website. At the top, the 'intuit mint' logo is on the left, and navigation tabs for OVERVIEW, TRANSACTIONS, BUDGETS, GOALS, TRENDS, INVESTMENTS, and WAYS TO SAVE are on the right. Below these are category icons for BANKING (Credit Cards, Checking, Savings), INVESTMENTS (New Ways, Brokerage, Rollover), INSURANCE (IRAs, Auto), CREDIT (Credit Score), and LENDING (Loans). A section titled 'Get the right tools for your investment style.' asks 'Whether you're hands off, active or in between, Mint can help you find smart, easy ways to invest. Which style fits you best?'. It features three options: 'Active' (I'm always looking for new investment ideas.), 'Low maintenance' (I'd like a low cost, diversified investment portfolio.), and 'Hands off' (I want a customized portfolio selected for my needs.). Below this is a table with two columns: DESCRIPTION and MINT PROMOTION. The first row features the Betterment logo and text: 'What you get: A smarter, low-cost investment account from the largest independent robo-advisor. Save time and money with an automatically managed portfolio customized for your needs. Set it, forget it, and let your money work for you.'; 'Why Mint likes it: Betterment's easy-to-use interface and intelligent automation of advice, rebalancing, and tax loss harvesting help you become a smarter investor without all the work.'; 'Up to 6 Months Managed Free'; and a 'LEARN MORE' button. The second row features the wealthfront logo and text: 'What you get: Answer a few simple questions and Wealthfront will create a customized portfolio for you. Sit back and watch Wealthfront do the heavy lifting, rebalancing and reinvesting, all with no transaction fees.'; '\$15,000 Managed'; and a 'LEARN MORE' button.

DESCRIPTION	MINT PROMOTION
 Betterment INVESTING MADE BETTER™ Sponsored	<p><i>What you get:</i> A smarter, low-cost investment account from the largest independent robo-advisor. Save time and money with an automatically managed portfolio customized for your needs. Set it, forget it, and let your money work for you.</p> <p><i>Why Mint likes it:</i> Betterment's easy-to-use interface and intelligent automation of advice, rebalancing, and tax loss harvesting help you become a smarter investor without all the work.</p> <p>Up to 6 Months Managed Free</p> LEARN MORE
	<p><i>What you get:</i> Answer a few simple questions and Wealthfront will create a customized portfolio for you. Sit back and watch Wealthfront do the heavy lifting, rebalancing and reinvesting, all with no transaction fees.</p> <p>\$15,000 Managed</p> LEARN MORE

Opportunities

- Newer generation of users are willing to trade privacy/security for convenience
- These same users are starting to add to their portfolios – mortgages, car loans, retirement plans, stocks/investments
- Partnerships with credit card companies, insurance companies to help identify “Ways to Save” in exchange for a myriad of financial data
- Sitting on a “gold mine” of financial data and spending habits (where/when/how much people are spending) – *across* account types

Threats

- Banks could decide to limit/turn off access to data (raises the issue of who owns the data)
- Banks may also capitalize on many of the features Mint.com offers, but with better integration
- New regulations could add requirements for storage and management of financial transaction data

Mint.com Future

- Acquired by Intuit in November 2009 for \$170M; remains a piece of Intuit's suite of financial management services
- Intuit used the acquisition to launch its personal finance group
- Integrated alongside TurboTax with Intuit's offerings
- Would we invest? **Yes**
- Would we work there? **Yes**

