

TLI Group 1 Project

AutoDirect

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 - Invalidates previous preapprovals
- Costs incurred to incentivize dealerships for loan referrals

Problem Statement:

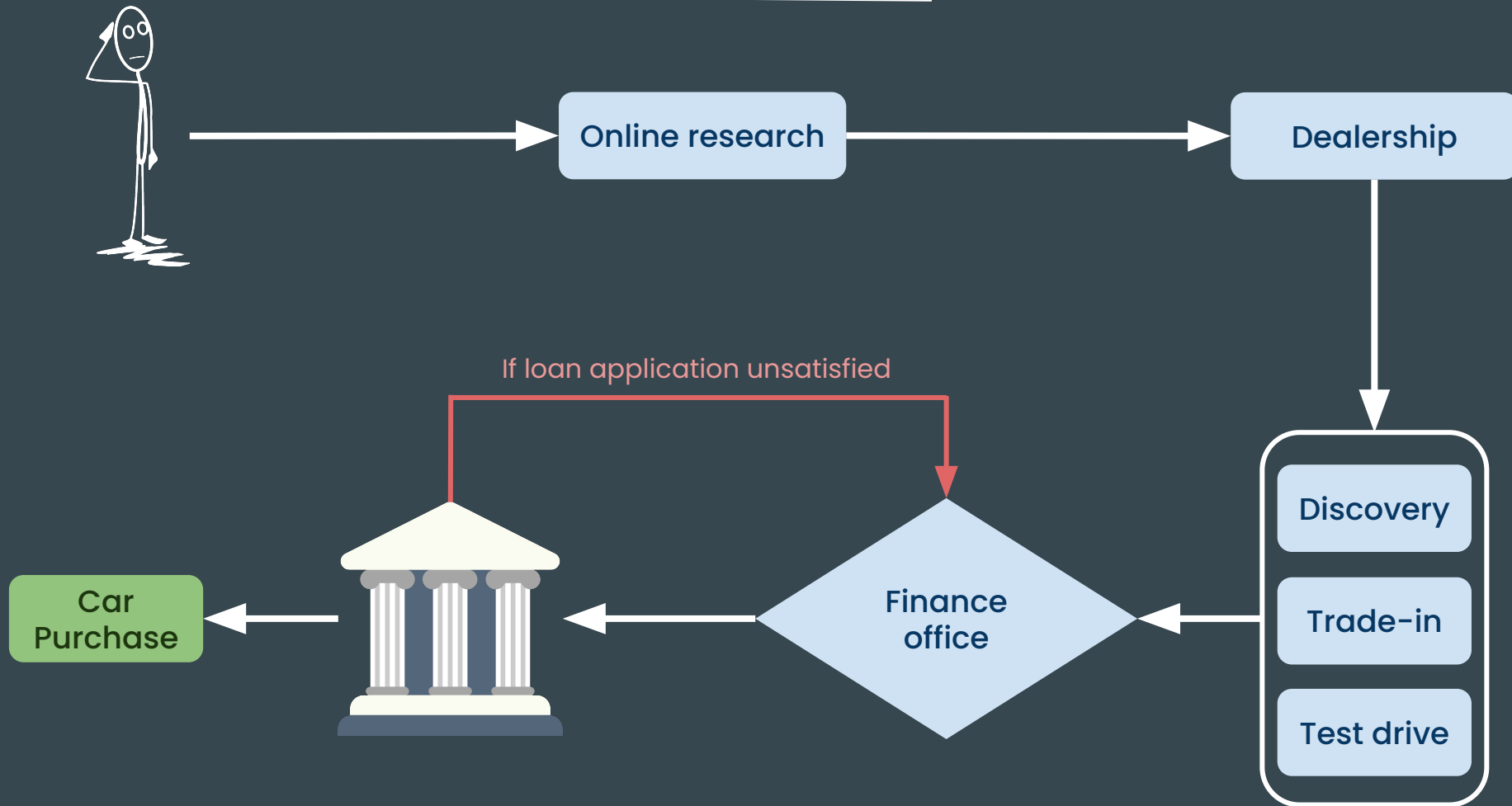
Banks struggle to directly extend auto loans to prospective buyers, and incur unnecessary costs in dealership rebates.

Press Release

Today, Senso.ai announces AutoDirect, a disruptive web application that enables banks to directly offer loan pre-approvals to consumers looking to buy a car.

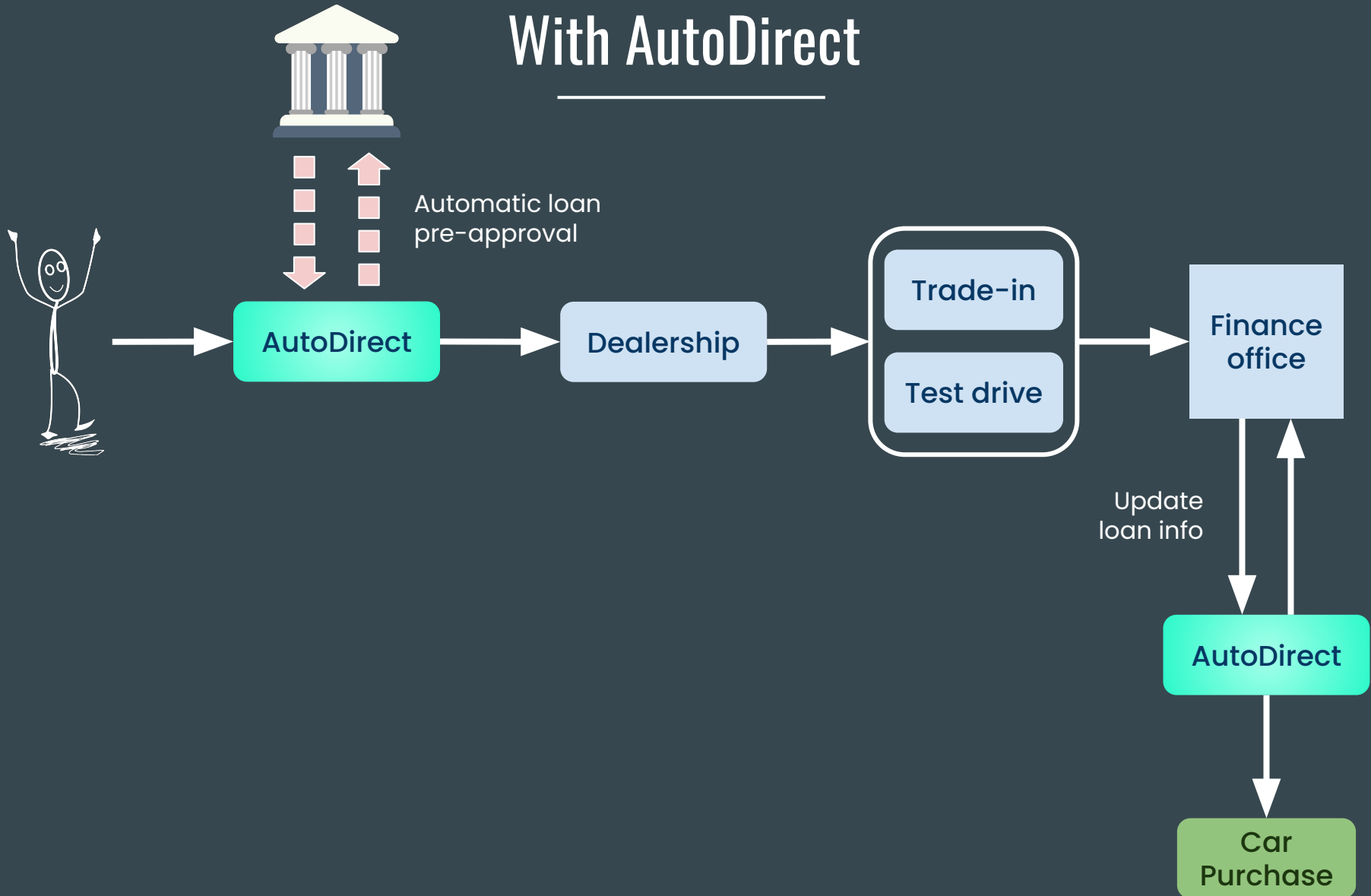
Based on buyers' financial information, AutoDirect recommends car options that buyers can afford with a preapproved loan, all before they set foot into a dealership. AutoDirect also allows buyers to incorporate any changes made at the dealership directly into the web-application.

Car Buyer Journey Without AutoDirect



Car Buyer Journey

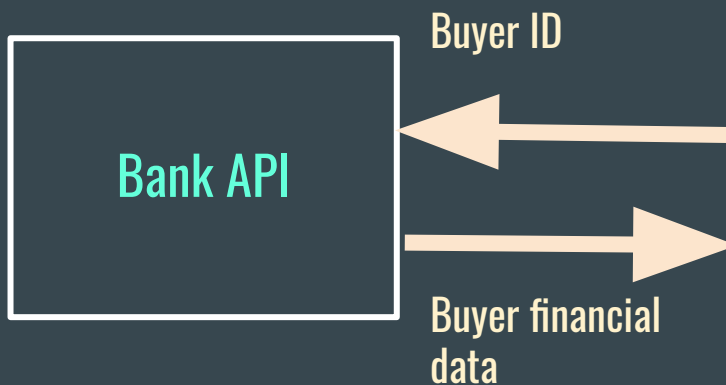
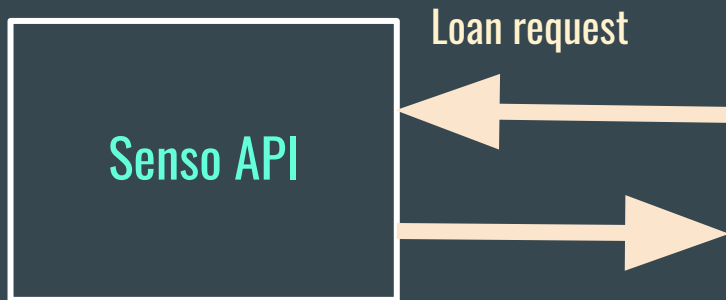
With AutoDirect



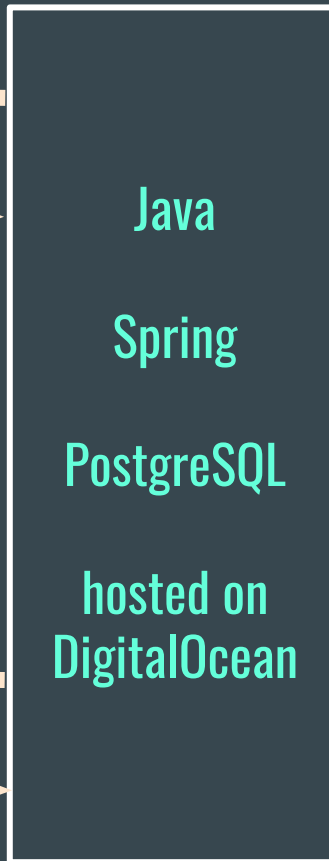
Demo!

Tech Stack

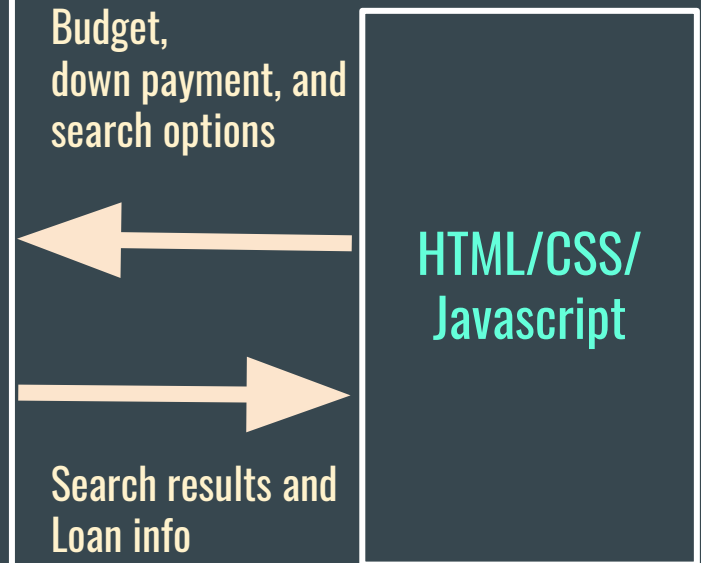
Upstream APIs



Backend



Frontend



Why AutoDirect?

- Direct lending from banks to buyers
- No dealership rebates
- Instant loan pre approval

Questions?