

# Reasons to believe new to credit banking presents a growing opportunity

## Market overview

18.5M

Students enrolling in 4 year college or university programs in the US in 2022

45M

Annual US customers that comprise unserved or underserved segments

## Growth projections

7.2B

Market cap for alternative data in 2023

50.6%

CAGR for alternative data market through 2030

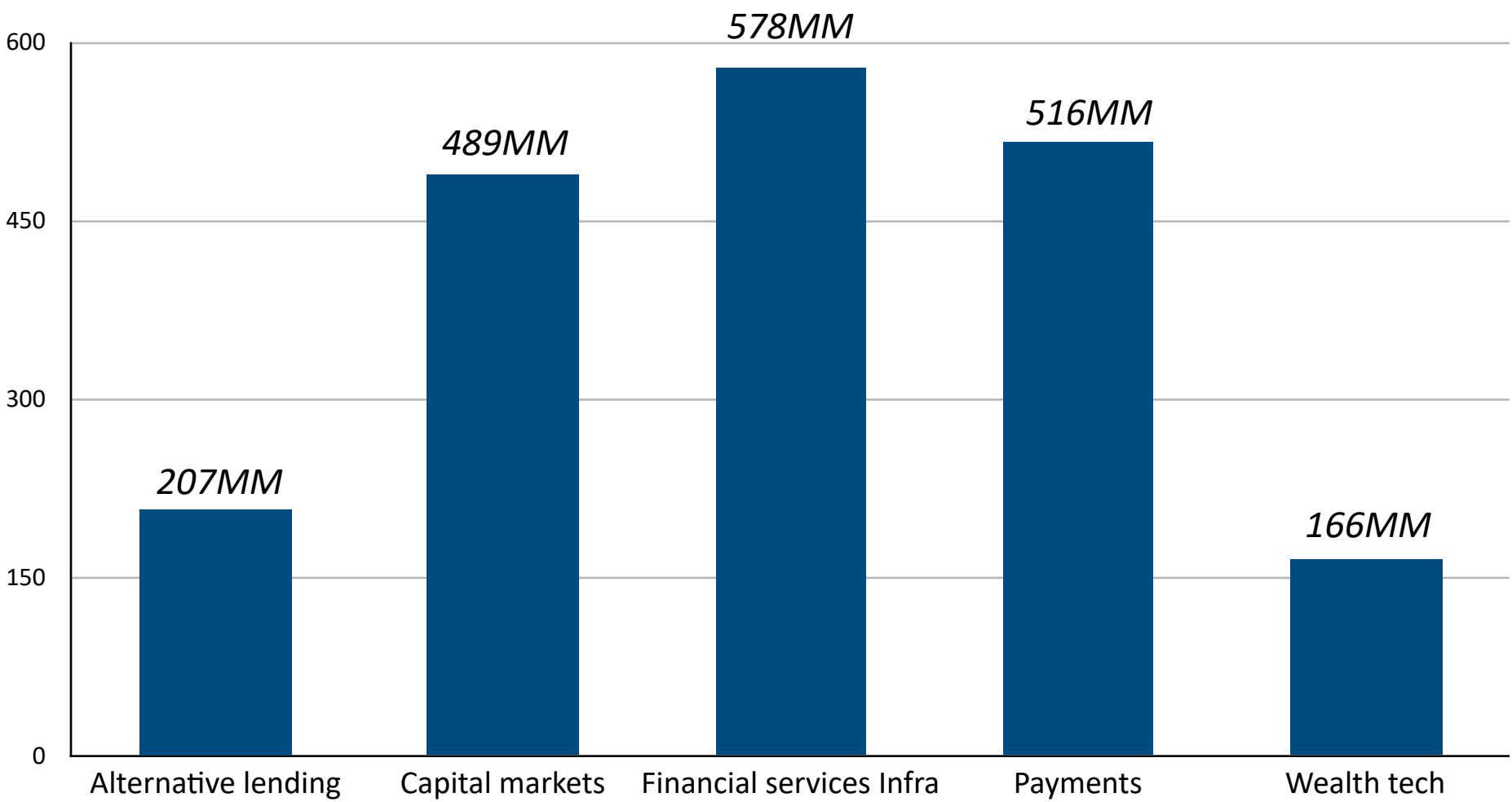
1.31B

Global personal finance market cap in 2023

3.6x

Q1 to Q2 increase in VC wealth tech investments

## Investments by vertical



Data from Pitchbook Enterprise Fintech Q1 2024 report

## Key trends

### High digital adoption bodes well for student segment

- With at least 95% of teens in the US having access to a smart phone, lower barriers to entry for financial products allows for high fintech growth

### Limited student underwriting models presents an opportunity

- Financial regulations and policies make it hard to collect data for insights on the spend behavior of new-to-credit adults

### Customer exhibit loyalty to primary financial services

- 57% of customers stay with their primary banking service, which projects high lifetime values for customers of first choice fintechs