



**tallied**

Operating system for  
modern credit cards

# Founding Team



Sunil Singh, CEO

Over 20 years of deep fintech expertise, focused on modern card issuing and credit/lending.



Mike Gionfriddo, CTO

Engineering, Technology & Product Leadership in Scaled Fintech, Payments, Insuretech, DeFi Infrastructure



The Tallied founding team combines direct experience building modern card issuing and fintech infrastructure and a **proven track record** of successfully launching and scaling credit programs.



# Launching Credit Cards



*(Slow, Expensive, Painful!)*

## Legacy Players

- 18-24 months to launch a new credit card program
- Old monolithic tech stack (mainframe, batch systems)
- Waterfall processes (not developer friendly) prevent rapid prototyping & changes
- Expensive to maintain, enhance/innovate and scale programs post launch



## Modern Issuer Processors

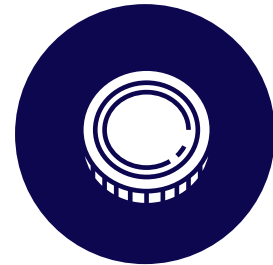
- Originally built for Prepaid and Debit use cases - limited to no capabilities to support end to end credit programs
- Poor focus and execution on an end to end credit platform roadmap
- Lacked the DNA to solve for both regulatory/compliance and technology complexity for Credit



# Our Vision of a Modern Credit Card Platform



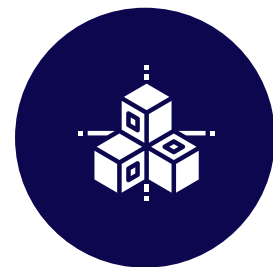
Self-serve  
onboarding for dev  
teams



Transparent and  
simple pricing



Easy-to-use  
dashboard for  
program settings



Modern API & event  
based architecture,  
documentation and  
sandbox



Cloud-based,  
reliable and auto-  
scaling platform for  
the entire credit  
issuance value chain



Flexible  
authorization/fraud  
rule customization

---

The Only Fully Cloud Native, API first  
Credit Card Platform In the Market

---

Launch Credit Card  
Programs Under **90** days

---

# Massive Market Opportunity & The Timing is "Now"



**\$7T** In Existing Annual US Card Payment Volume

## **\$3T** Debit & Prepaid

---

- 97% of txns. on Legacy Platforms
- Modern Providers simplified Prepaid/Debit issuance - capturing Durbin Exempt Interchange
- #1 Player, Marqeta (MQ) processing 2% of Prepaid/Debit txns.

## **\$4T** Credit

---

- Almost 100% of Credit Card txns. on Legacy Platforms
- Modern providers have struggled to tackle Credit
- Significant pent up demand from Fintechs and through emerging use cases to drive fast and early adoption



## **Credit**

the next frontier in modern issuance processing and embedded finance

# **\$100B+**

in revenue unlock across consumer, commercial cards, large issuer/in-house processing and embedded finance

# We Are Seeing Significant Early Traction

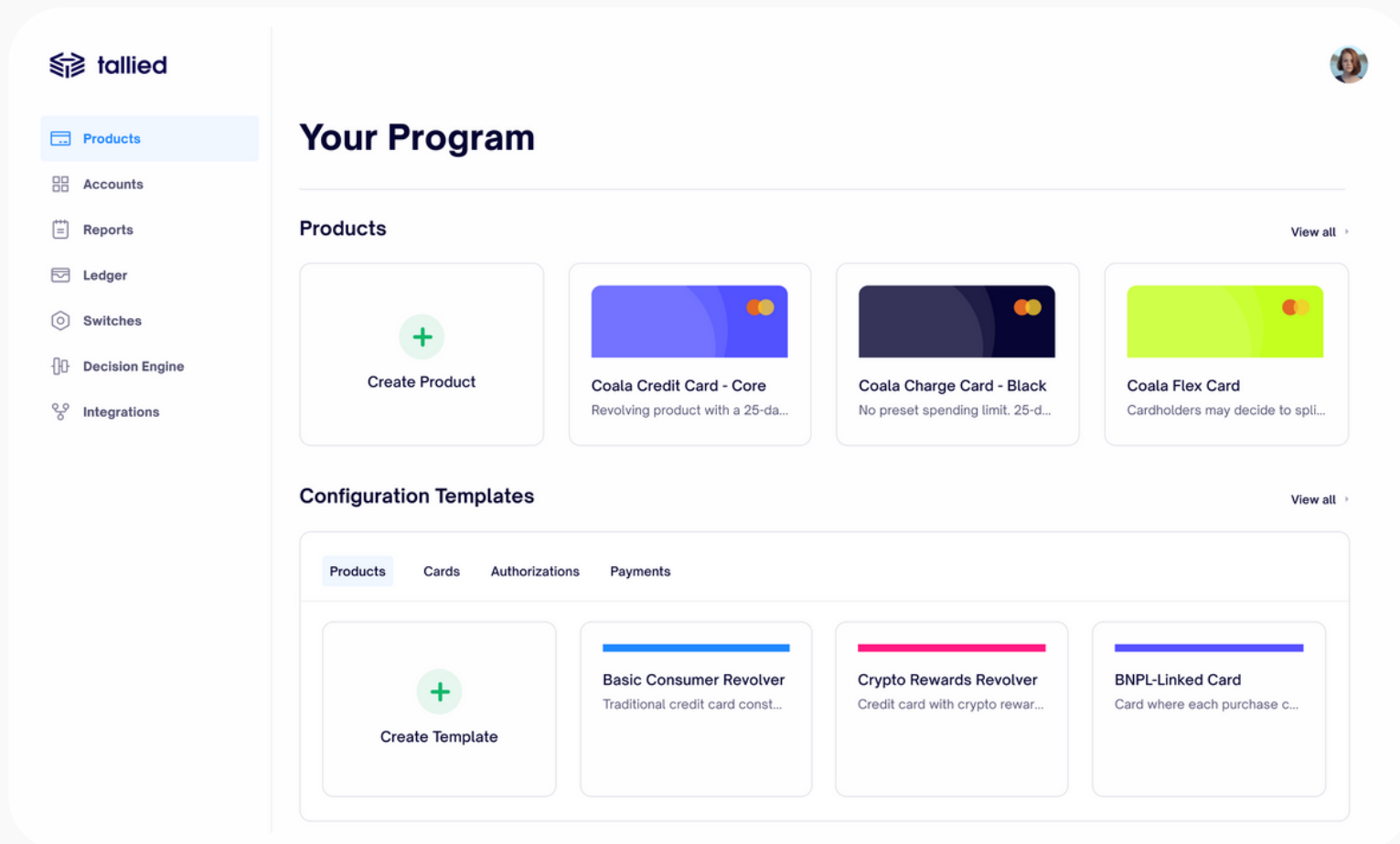


## Completed Prototype Build

- Set of APIs for program and cardholder management
- Fully cloud-based immutable credit ledger
- Real-time, item-level revolving interest calculation engine
- Instant digital and physical card issuing
- Live, transaction-ready demo cards

## High-Potential First Customers and Partners

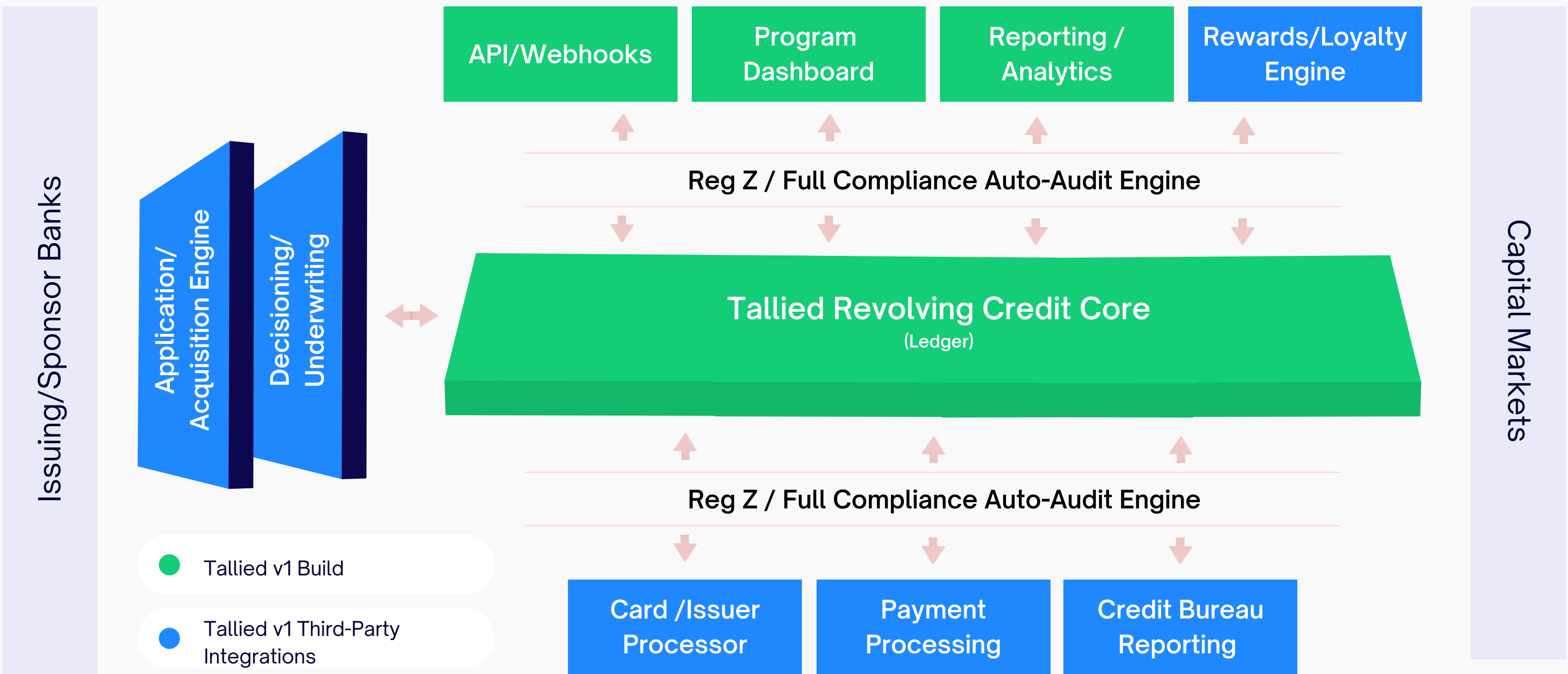
- Working closely with strong potential pilot partner to launch first crypto rewards credit card
- Advanced commercial discussions with scaled US-based fintechs with credit cards as a priority initiative.
- Advanced commercial discussions with anchor issuing banks in both the US and Canada.



# Tech Platform - End-To-End Modern Operating Systems for Credit Cards



*Focused execution solving for the hardest, unsolved part first*





# Initial GTM Launch Focused on Fintechs With Path to Scaling into Mid-Market and Large FI Segments



## Fintechs

(Late 2022 Launch)

- Scaled Challenger Banks
- Alt-lending companies
- Credit Layer for Embedded Fintech/BAAS
- DeFi / Crypto (wallets)

**10 prospects**

*\$4B estimated annual txn. volume*

## Mid-Market Banks

(Early 2023 Launch)

- Small-Medium / Regional Banks (challenged by their existing tech to launch new credit products)
- CUSO (Credit Union Service Organizations)

**2 prospects**

*\$15B estimated annual txn. volume*

## Embedded Finance/ Large Issuers

(Early 2024 Launch)

- Embedded finance credit cards offerings (consumer/commercial use cases)
- Ability to offer dynamically interoperable lending products  
Revolving <-> Closed-end (BNPL)

**2 prospects**

*Over \$100B in estimated annual txn. volume*



# Business Model & Economics - Flexible Pricing With SaaS and Interchange Fee Revenue



	Tallied Credit in a Box Full Service/Program Managed	Tallied Credit Platform	Tallied Credit Core
Service Offering	<ul style="list-style-type: none"><li>• Tallied Credit Core</li><li>• Card Issuance &amp; Processing</li><li>• Decision Engine</li><li>• Sponsor/Issuing Bank</li></ul>	<ul style="list-style-type: none"><li>• Tallied Credit Core</li><li>• Card Issuance &amp; Processing</li><li>• Decision Engine</li></ul>	<ul style="list-style-type: none"><li>• Tallied Credit Core</li><li>• Card Issuance &amp; Processing</li></ul>
Pricing	<ul style="list-style-type: none"><li>• Set up Fee</li><li>• Per Active Account Fee</li><li>• Interchange Fee Rev. Share</li><li>• Pass Thru Cost of Data Bureau Access &amp; Physical Cards</li><li>• Monthly Minimums</li></ul>	<ul style="list-style-type: none"><li>• Set up Fee</li><li>• Per Active Account Fee</li><li>• Interchange Fee Rev. Share</li><li>• Pass Thru Cost of Data Bureau Access &amp; Physical Cards</li><li>• Monthly Minimums</li></ul>	<ul style="list-style-type: none"><li>• Set up Fee</li><li>• Per Active Account Fee</li><li>• Monthly Minimums</li></ul>
	<p><b>Ideal for Fintechs looking to go to market faster</b></p> <p><b>\$50K-\$100K MNR / account</b></p>	<p><b>Ideal for Small-Medium Banks and Mature Fintechs</b></p> <p><b>\$500K-1M / account</b></p>	<p><b>Ideal for large FIs and Scaled Fintechs</b></p> <p><b>\$1M+ MNR / account</b></p>



# Recently Closed Successful Seed Round!



\$13.5M round by leading fintech investors & angels

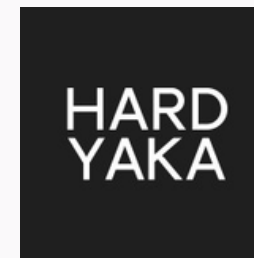
---

\$12M VC Funds

---

\$1.5M Strategic Angels

---



Advisors & Angels from  
PayPal, Uber, Brex, Alloy, Marqeta,  
Stripe, Plaid and more