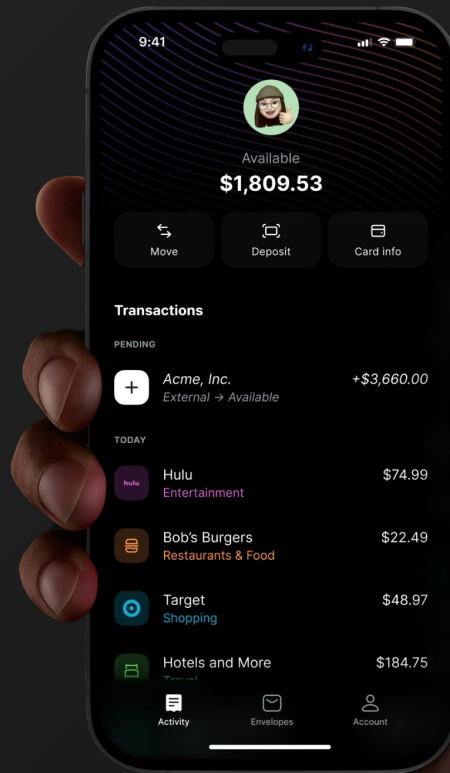
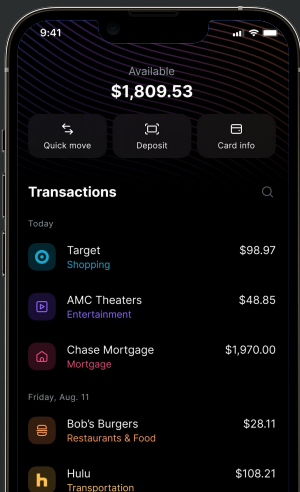




Consumer neobank with gamified envelope budgeting

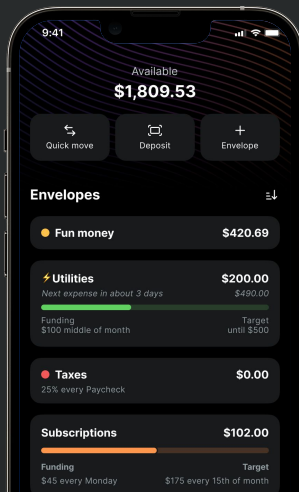


TAKING CONSUMER SERIOUSLY



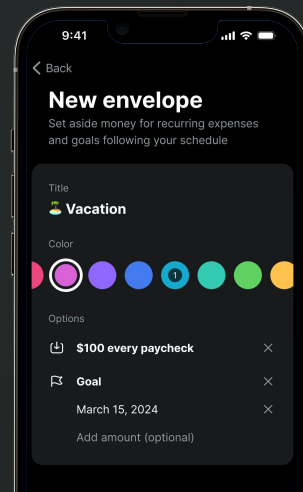
Activity

Real-time notifications and instant transaction feed



Envelopes

Budgets, goals, and financial milestones—all in one place



Automation

Finances made effortless

OUR TEAM

We know consumer fintech



Katelyn Strobel

CEO, Cofounder

- Apple Card
- Credit Karma
- Acorns
- Digit



Joshua Cockrell Strobel

CTO, Cofounder

- Robinhood
- Twitter
- Tesla

METRICS

It's working



\$6.3K

MRR



\$1.2M

Deposits



\$4.1M

July transactions

METRICS

Beta cohort



974

Paying beta users



\$76+

ARR per user



42%

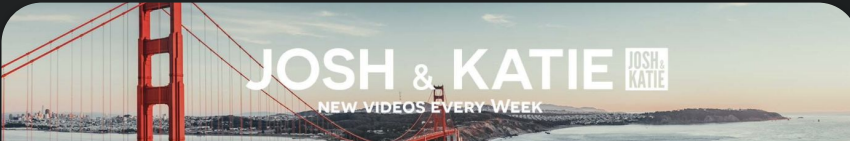
D90 Retention

COMMUNITY

\$0


User Acquisition Cost

We know how to build community



JOSH & KATIE

NEW VIDEOS EVERY WEEK



Josh and Katie


@JoshandKatie 75.5K subscribers 64 videos

We are Josh and Katie: a tech couple that lives ... >

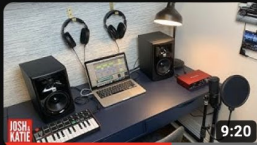
Subscribed

HOME VIDEOS SHORTS PLAYLISTS COMMUNIT >

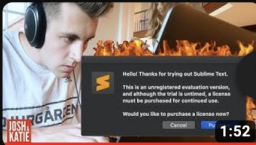
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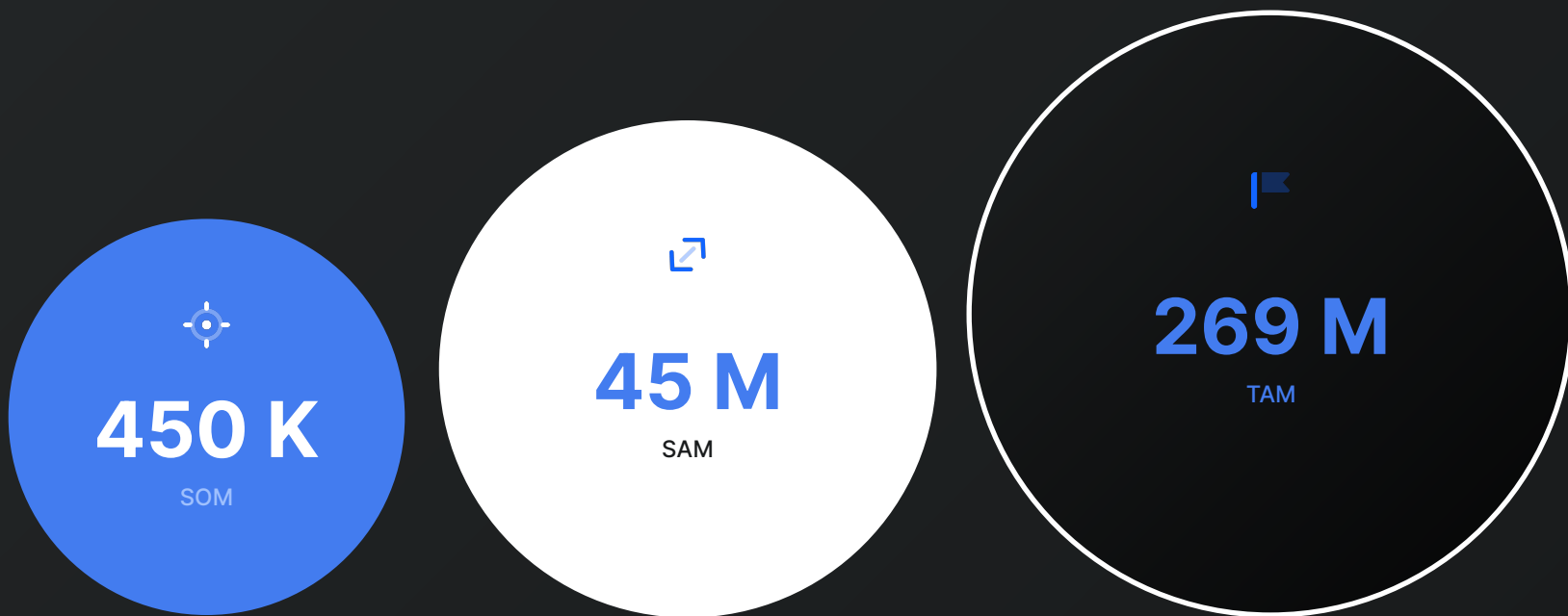
All your programming pain in one video...
1.5M views • 3 years ago

Videos ▶ Play all



Sources: US Census Bureau & Apptopia

Market



10% of SAM

Have downloaded budgeting apps

18+ in the US



hello@envelopemoney.com

