Ruleset

The SaaS Decision Engine for Lenders

Incorrect underwriting costs companies millions.

A few companies control this market.

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We Fix the Legacy Problems

- **Self-Service**

- **Build in Minutes**

- **Add Rulesets With One Line of Code**

- **Easy Experimentation**

Lending and ML Expertise

Logan Frederick
CEO

JPMorgan Chase & Co.

Zheng Hao Tan
CTO

cruise

$200K/year x 16K US Financial Firms

$3B

$4k/Month Pilot with Public Lender

Jun 2022

**First
Code
Commit**

Aug 2022

**First
Pilot
Signed**

Oct 2022

**Public
SaaS
Launch**

Appendix

Enterprise Deal Economics

Usage-Based Pricing *2mm transactions x $.05 each*	$100K	
License Fee *Hosting, SLAs, Support*	$100K	
Annual Contract Value	**$200K**	
Cost of Revenue	**$40K**	20%
Gross Margin	**$160K**	80%

Future Growth

- **Product Expansion**
  - **ML Model Hosting and Interpretation**
  - **Ruleset Recommendation Engine**
  - **Proprietary Pipeline Optimization**

- **Industry Expansion**
  - **Healthcare**
  - **Government**
  - **Utilities**

We Give Users The Most Control

Open Data
Integrations

Requires
Consultants

Self-Service

Restricted
Data Sources

PROVENIR

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GDS LINK