

WelcomeTech



WelcomeTech

MISSION

**Build technology
that improves the
lives of immigrants
and their families**



Welcome Tech uses proprietary data to build **financial services** for the U.S. immigrant community.

Opportunity

45*

MILLION

immigrants and household members in the U.S.

x

\$1000

LTV

=

\$45

BILLION TAM

* could increase to 75M



Welcome Tech

The Welcome Tech Journey



Quality of Life

Traditional Path

Time



+\$2 Trillion contribution to US GDP annually.

Team



Amir Raul
FOUNDER FOUNDER

BainCapital



bumble ring



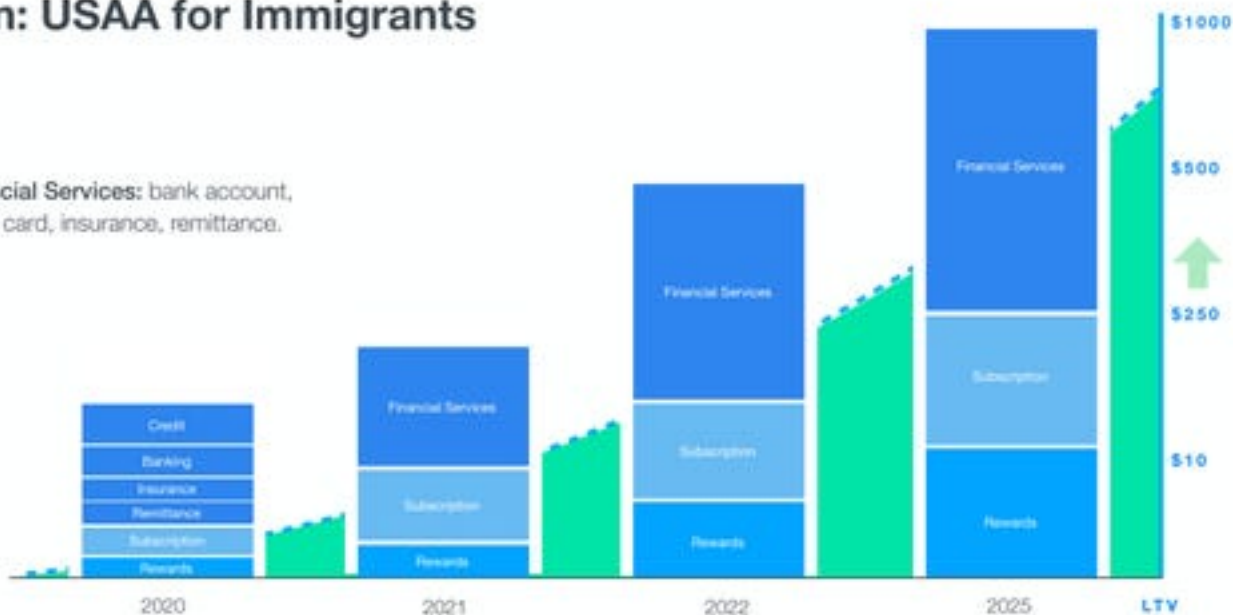
tinder

WELLS
FARGO

leaf
GROUP

Vision: USAA for Immigrants

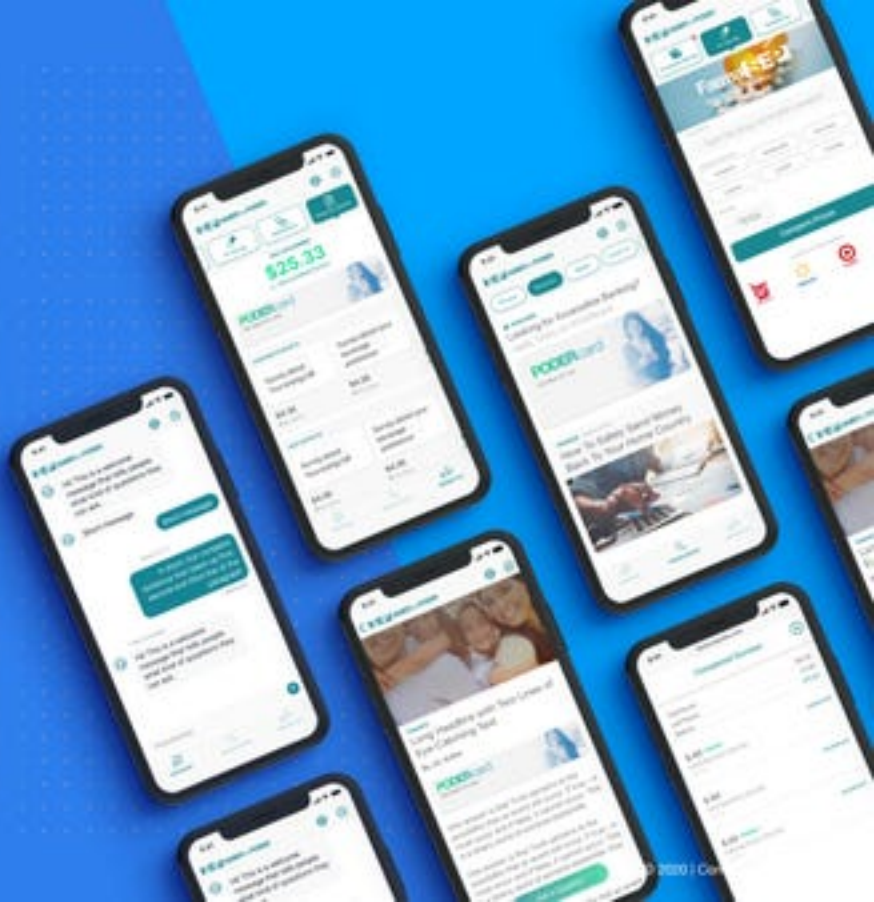
Ⓢ Financial Services: bank account, credit card, insurance, remittance.



USAA market data: **\$30B** enterprise value, **11mm** members, **20mm** target customer (U.S. Veterans).

Our Platform

We've built a resource platform that connects immigrant consumers to critical information



Current Customer Profile



AGE

18-45 years old

LANGUAGE

Spanish dominant and Bilingual

INCOME

\$30K - \$45K

GENDER

50/50

LOCATIONS

Nationwide

% UNDERBANKED

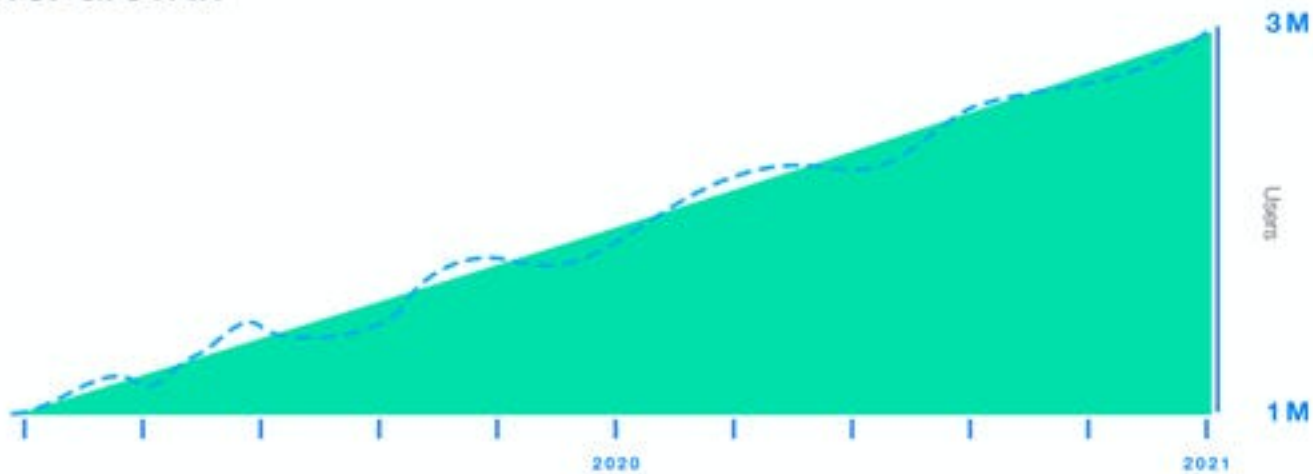
50%

NEEDS

- Credit builder
- Frequent cash loader
- Access to financial tools
- In-language services
- Personalized experience

 2MM+
Total Users

Users: Growth



🔄 Less than 1% monthly user and financial product churn

Lowest CAC in history of market. We have solved the acquisition and distribution challenge.

User Journey



1

Register for platform



2

User **receives** critical and personalized information in language and in culture



3

User is then **directed** to a conversion page with recommended services



4

User is **converted** to financial services

PODERcard



CREDIT

DEBIT



Use of Funds

