

build something beautiful. |



beneficial state bank

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Dan Skaff | Co-CEO & President
CDBA Annual Conference, Washington D.C.
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About Us

The intersection of banking and social good.

Beneficial State | beneficialstate.com

- **Social enterprise bank founded in 2007** with a triple bottom-line focus of **social justice, environmental resilience and financial sustainability**
- **A state chartered, for-profit bank** whose economic interest is **owned entirely by a nonprofit**
- **We have grown to approximately \$550mm in assets** and operate in California, Oregon and Washington
- **Three time B Corporation “Best for the World” Honoree**, and recipient of the **California Prize for Service and a Common Good**



Our Approach to Consumer Empowerment and Financial Access

Partner with innovative, mission-aligned technology companies to deliver a path out of the payday lending trap

LendUp | lendup.com

- A provider of a technology-forward, online alternatives to pay-day lending; 300,000 loan and \$100mm to date
- Loans have declining rates and larger limits based on positive behavior
- Free financial education
- Opportunity to build credit and migrate to mainstream borrowing opportunities
- Backed by Google, Kleiner Perkins, Andreessen Horowitz, QED and Eagle Cliff Partners



“The LendUp Ladder reflects their commitment to fix what they think is broken about payday. By earning points, LendUp borrowers can move up the LendUp Ladder and gain access to more money at lower rates over time. Completing actions such as on time loan repayment or taking our free credit education courses are just a couple of the ways borrowers can earn points!”



Our Results

With LendUp, we are able to offer healthy, transparent consumer loans to low-income households

LendUp Platinum Level Loans

- Borrowers qualifying for sub-36% APRs
- Online application for loans of \$750-\$1,000 for up to one year
- 50% participation by Beneficial State
- 1,200 loans to date; 6.5% past dues

Personal Builder Loan

- If approved, your loan within 1-3 business days
- Access repayment terms from 9-12 months
- Loans 100% funded by Beneficial State

L Card

- Unsecured credit card for sub 660 FICO borrowers
- Trust Card – 19.9% APR; \$36 fee; \$300-\$500 line
- Opportunity Card– 29.9% APR; \$60 fee; \$300-\$500 line
- Rates can drop 10% and limits double with positive behaviors- including financial education
- Ultimate goal is to qualify borrowers for a mainstream, unsecured credit card at 9%-15% APR



Added Benefit: Building Financial Health

Empowering our borrowers with knowledge & tools.

LendUp's Credit Education Series

- Offering lower cost of capital for LendUp's borrowers who become lower risk via financial education
- Courses include: Credit Building Unveiled, Know Your Rights, True Cost of Credit, Road-map to Your Credit Report, Build Your Credit: Ladder to Success, and How to Protect Yourself Online
- Anyone can take the series at lendup.com/education



What We Believe

We believe that money should serve people, not the other way around. So we're building a better future with our customers by building a better banking system: Beneficial Banking. The future we're creating together will strengthen our local communities, improve quality of life for each of us, and be reflected in widespread gains in social equity and environmental renewal.



Thank you!

Personal Builder Loan | www.beneficialstate.com/personalbuilder
LendUp | www.lendup.com

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