Building a better consumer finance model by accurately pricing risk.
Existing financial products ignore more than 138 million Americans and thousands of product segments.

WE ARE CHANGING THAT.

*CFSI 2014 Financially Underserved Market Sizing Study*
Incomes are declining. Expenses are increasing.

We fill the gap.

Expenditures grew and income dropped since the end of the Great Recession.

All households had less financial slack in 2014 than in 2004, but lower-income houses went into the red.

Amount of income remaining after all expenditures by income thirds, 2004 and 2014.
Lenders use unsophisticated processes to place customers into single pricing tiers. Non-prime customers are priced statically or are rejected altogether.

30% of creditworthy applicants are rejected. No lender serves the entire credit spectrum.

Fragmented ecosystem creates friction. Unintelligent processes lead to inefficient and expensive lending models.

Financial Services Available

CREDIT QUALITY

138 million+ Mispriced Consumers

COST OF FINANCING

Probability of Default
Blending public data attributes and scores from Experian, Vantage and Lexis Nexis Risk View to develop machine-trained, proprietary scoring systems for personalized probability of default and pricing.
Bristlecone presents the only waterfall pricing program to the market.

With greater accuracy in assessing risk, we lend to all creditworthy consumers with fair, risk-based pricing.

Current creditors base decisions on a one-dimensional credit score (FICO). They continue to overlook underserved, creditworthy consumers and bet on overserved high-risk consumers with deceiving scores.

Prime customers subsidize those bad bets with unreasonably high fees. Meanwhile, high risk consumers pay the same high fees across the board.
A major initiative in Q1 2017 is to help our customers gain a leg up on their financial well-being. By first building a budgeted payment habit, we will provide the option to consumers to help them break the habit of borrowing to become savers instead.

Through new partnerships with one of the most reputable and proven robo-advisor-enabled savings programs, we will keep willing customers on their consistent payment cycle after they are paid-in-full to compile monthly payments into a savings account that gains interest over time.

69% of Americans have less than $1,000 in savings.
Fintech understands the need for strong regulation in fintech and strives to collaborate with lawmakers by educating and informing them on the questions and opportunities new technologies present to finance. Properly implemented, these technologies have the capacity to provide better products to the consumer.

Assessing the Regulatory Landscape

Building Compliant Finance

In-house compliance teams monitor precedent setting rules in this emerging space. Government relations teams aim to leverage open communication, collaboration and transparency through the rule-making processes.